



The Loire Valley, Our Summer's Best Partner in Crime

The region's whites and rosés are perfect for all occasions

New York, NY, May 24th, 2017 – This summer, take the hassle out of event planning by making the Loire Valley your go-to wine region for all outdoor entertaining. As France's most diverse vineyard, the Loire Valley or the *Garden of France* is home to your summer's favorite thirst quenchers. The **first French producer** of *Appellations d'Origine Contrôlée* (AOC) **white wines**, the Loire is also the **second largest producer of AOC rosés** and the **first producer of sparkling wines** outside Champagne.

Loire Valley wines are generally pressed from **single grape varietals**, and are characterized by their freshness and fruitiness. "The Loire Valley is an unmissable region for wine lists: the wines are elegant, yet easy to drink and offer fantastic value. And the diversity is phenomenal!" says Sommelier Olivier Filograsso. They are perfect for active and outdoorsy wine drinkers in search of **quality in all simplicity**. Follow this guide to start summer with a bang!

- Picnic at the park – To accompany your cheese and charcuterie sandwiches, choose a Loire Sauvignon Blanc from the **Touraine** or **Quincy** appellations. Characterized by the typicality of the soil's clay-limestone, these wines express zesty and herbal notes, with a unique mineral touch and refreshing qualities. For white gems from a lesser-known appellation, look for **Menetou-Salon**. The whites are aromatic, sublimed by citrusy and spicy notes.
- Patio lunch – We all know that bubbles are our brunches' best friend. Loire Valley sparkling wines offer the greatest budget-friendly alternative to Champagne, without any compromise on quality. Produced following the *méthode traditionnelle*, Loire bubbles can be *brut*, with low-sugar, or *demi-sec*, offering greater sweetness. Chenin-based **Vouvray** bubbles present distinctive notes of brioche and baked apples, while **Saumur Brut** white and rosé sparkling wines are rounder in the mouth with an elegant fizz.
- Rooftop party – Look no further than the Loire for your favorite summer pleasure. The region offers France's largest selection of versatile rosés, made from a diversity of varietals: all-star grapes in the U.S. such as the Cabernets and Gamay, or local grapes such as Grolleau or Pineau d'Aunis. From dry to sweet, still to sparkling and light to medium-bodied, Loire rosés are ultimate crowd-pleasers. For lighter and fresh rosés, look for **Rosé de Loire**. To surprise your guests, choose a fruity and vivaciously aromatic **Chinon**.
- After-work drinks – How best to disconnect after work hours than with a few friends and great wine? Look for **Muscadet** on the wine list. These floral, light-bodied wines

endowed with great freshness and crisp acidity are perfect for the casual thirst. Lovers of rosé should look out for **Rosé d'Anjou** wines. These rosés are fruity, and slightly sweet with lively acidity.

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About Loire Valley Wines

The Loire Valley, referred to as the Garden of France, is known for its magnificent chateaux, rich history and runs at the heart of France with 5 distinct wine regions - Pays Nantais, Anjou, Saumur, Touraine, Centre-Loire – each with its own characteristics of grapes, appellations and styles. The wine-growing regions dotting the Loire's banks feature no less than 4,000 wineries, 170,000 acres of vineyards and 61 appellations of origin, thus making the Loire Valley the third largest French wine making region. Producing 380 million bottles per year – be they red, rosé or white; still or sparkling; dry or semi-dry, supple or sweet – the Loire Valley is France's leading producer of white wines and ranks second for rosés. The region as a whole exports 68 million bottles every year to 157 export markets.

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