

# LOIRE VALLEY WINES

## This Season, Fall in Love with Loire Valley Wines

**New York City, NY, November 1<sup>st</sup>, 2021** – What better way to usher in the fall than with a tasty, seasonally-focused glass of wine? There are numerous reasons why consumers and industry alike look to Loire Valley Wines to simultaneously fill their glasses and spirits alike. Curious? We've lined up four reasons why Loire Valley Wines are the perfect go-to pick for autumn, here.



### Fresh, Fruity, Friendly

Our motto at Loire Valley Wines is *Fresh, Fruity, and Friendly* – and when it comes to transitioning from summer-to-fall sipping, we believe these characteristics are non-negotiable. Warm days and cooler nights scream for something flavorful and refreshing, a balance that many Loire Valley Wines perfectly strike. From richer, Chenin Blanc-based whites to earthy, medium-bodied reds produced from Cabernet Franc, Pinot Noir, and beyond, there's an ideal seasonal match for every fall sipping situation, from campfire gatherings to socially distant gatherings outdoors and beyond.

### Perfectly Fit for Seasonal Flavors

Fall is all about the seasonal flavors. From crisp orchard fruit to earthy root vegetables to all things pumpkin spice, savoring the many unique seasons of fall is one of the season's greatest gifts – and what better way to make these flavors come alive than with a glass of Loire Valley wine? Our go-to pairing guide is rather simple: Chenin Blanc for apple-heavy dishes, chilled Cabernet Franc, Grolleau, or Gamay with root vegetables, and earthy Pinot Noir with seasonal mushroom-based stews. Looking for more specific pairings? We've listed a few of our favorites at the bottom of this message.



### Ideal for Thanksgiving Day Festivities

We can't discuss seasonal fall flavors without mentioning everyone's favorite food-focused holiday, Thanksgiving. In addition to pairing well with all of the season's many flavors, Loire Valley Wines are perfect for serving during Thanksgiving Day festivities, as their high acid and low levels of tannins render them as appropriate for sipping solo as they are for pairing with a variety of foods. Our ideal trajectory? Pop a bottle of Crémant de Loire to kick off the festivities, usher in your hors d'oeuvres with a glass of Sauvignon Blanc from AOC Sancerre, then leave the chillable reds for the main course. Finish the meal with a pour of sweet Chenin Blanc from Coteaux du Layon or Vouvray with your dessert course and you've successfully covered all of your bases!



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## Conviviality

At the end of the day, Loire Valley Wines are all about conviviality. In other words, as seasonally appropriate and food friendly as the wines are for fall, these bottles are best enjoyed amongst friends, family, and loved ones, no matter what time of year they're popped. So long as you find yourself in good company, savoring a bottle of Loire Valley wine is always a good idea!

## Our Go-To Pairings for Fall Fare

Need some further food inspo? Check out five of our go-to food and wine pairings, featuring Loire Valley Wines and classic fall fare, here:

- **Oven Roasted Root Vegetables with Rosemary** – Chilled Rosé from AOC Rosé d'Anjou or AOC Touraine
- **Pumpkin Ravioli with Brown Butter and Sage** – Dry Chenin Blanc from AOC Savennières
- **Sautéed Mushrooms with White Beans and Kale** – Pinot Noir from AOC Reuilly
- **Roast Pork Loin with Apples and Onions** – Cabernet Franc or Chenin Blanc from AOC Chinon or AOC Saint-Nicolas-de-Bourgueil
- **Apple Bread Pudding** – Off-dry or sweet Chenin Blanc from AOC Vouvray, AOC Coteaux du Layon, or AOC Quarts de Chaume

*From our Loire Valley Wines family to yours, we wish you a happy and healthy fall season!*



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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 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 more than 4,000 wineries, 140,000 acres of vineyards, 51 appellations of origin and 6 protected geographical indication, thus making the Loire Valley the third largest French winemaking region. Producing 325 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 US is the Loire Valley's #1 export market both in value (\$110 million) and volume (110,000 barrels).

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