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**WINE INFO**  
**APVSA**  
MARCH 2020

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# YOU WILL BE MY WINE

The "You will be my wine" was a two-part tour.

First of all, the climate was tense due to the American Administration's tariffs on European products, including wine. Some of the winegrowers who were supposed to take part in the tour dropped out and some buyers did not come to the tastings because of the threat of this tax.

This situation was beneficial to the members who came to the tour as they faced less competition, meaning more sales.

Finally, on 01/21 the French President requested to D. Trump to agree on a truce for the tariffs in 2020. In fact, the tour kept on in a more relaxed atmosphere than at the beginning.

The wine market in the United States is stranded and some small organizations and companies who have not been able to negotiate the turn of increasing prices are in danger of disappearing.

Above all, the tour went well, negotiations went well and many made great deals, some of which proved to be significant.

The only downside would be the tasting of Seattle, as this market is becoming protectionist giving preference to local products.



## WINE PARIS

An agenda of 3 days of blind tasting with importers, distributors, commercial agents to perform a selection of the wines that would suit to the North American market.

In the end, great meetings and new products for the next events.

We would like to thank the winegrowers and our co-exhibitors:

Domaine de Lagoy, Le Nez (J Y Corré), Maïme Cellar and Grapes. As well as the importers, distributors and commercial agents who came to meet up and taste the wines.

**GREAT WINES- FRIENDLY ATMOSPHERE -  
BUILDING A NETWORK**



## PROWEIN 2020 is POSTPONED

This great trade show is postponed for obvious sanitary reasons. However, we still put together an exceptional agenda for 2020: the blind tasting in New-York, new tour concepts, including a summer tour and new podcasts. You're in for a treat !



### WINEGROWERS PRESENT

Remanalia Wines, Multiregion  
 Champagne Guy de Forez  
 Champagne, Vrain Augé  
 C&Y Zeyssolff, Alsace  
 Guy Ruhlmann et Fils, Alsace  
 Vignobles Percier, Bordeaux  
 Costanza Migliosi Agricola, Umbria  
 Domaine de Lagoy, Provence

Hall 13  
 Stand F40

**If you are an exhibitor at ProWein, you can register your wines for the blind tasting per categories on 15, 16, 17 March 2020.**

Depending on the category, you will present 1 cuvée per category (max. 2 cat) and 1 sample of each in Hall 13 Stand F40.

The panel of buyers and specialists will perform a **blind tastings** according to the **schedule**.

After the show, you will receive their **impressions and appreciation** and will also have the opportunity, if you wish, to become a **member of the association** in case one of your wines is awarded **90/100**, to be part of the tours in North America.

### REGISTER HERE:

<https://forms.gle/oV7NexfGa4wcG9x2A>

After completing the form, you will receive **confirmation** with the number(s) to **identify your sample(s)**.

## BLIND TASTING PROWEIN

### PROGRAM

#### Sunday 15th March

- Bio, Biodynamic
- Innovation, wines of liberty, rebel wines, VdF, VdT.
- Rosé and Orange wine
- Fortified
- Spirits and liquors

#### Monday 16th March

- Awarded 90+
- Wines of Champagne
- Classic appellations: great appellations, grand crus, VDP, Grandes Pagos...

#### Tuesday 17 March

- Sparkling wines of the world
- Good Value For Money (all categories, all styles, price below EXW 5€)
- HAC: ABV + 14,1%



## BLIND TASTING NEW YORK

Send two samples of each cuvee.  
Our panel of buyers will taste and select the best wines.  
Receive the impressions and appreciations of our jury.



**14TH APRIL 2020**



**Would you like to present your wines to a panel of distributors and journalists from the United States?  
It's possible, on April 14th, 2020  
at the Beacon Hotel in New-York !**

A **free tasting** that can attest to the value of your wines to **buyers** and allow you to **stand out** from other winemakers.

To participate, you must send **two samples** of each cuvée to be blind tasted by **wine professionals** who regularly place orders to our members. If one of the wines corresponds to the tastes of their markets, the APVSA will accept with pleasure your membership and put you in contact with its **network of buyers**.

We expect wine professionals, including **buyers, importers, distributors, journalists, sommeliers and wine journalists** to evaluate your wines.

If your wines are not selected, you will have the opportunity to present your next vintage **free of charge** in our next events.

**SIGN UP NOW:**

<https://forms.gle/YtdHu7VnyzhpCor7>



# WINE'S GOING ON ?

For our second 2020 tasting tour, we have selected only a few cities, those with a high concentration of buyers and where we always have **successful tastings**.







Thus, we offer to you the opportunity to meet with buyers across the North American continent, starting in **Montréal**, followed by **Atlanta** and then **Toronto**. During the second week we will be in **New-York** before ending the tour in **Los Angeles**.

As per our members and buyers suggestions, we decided to stay **two days in each city** in order to have one day for **tasting** and one day for **private appointments**. Meet with the buyers after the tastings over a meal, to share a friendly and happy moments, is greatly appreciated by the buyers to create fruitful business relationship.



**REGISTER NOW:**

<https://forms.gle/VyefEYBPRQxZZ6dA9>

Time	Monday 01st June	Tuesday 02nd June	Wednesday 03rd June	Thursday 04th June	Friday 05th June	Saturday 06th June	Sunday 07th June
Morning	<b>Lauching of the tour</b> Reserved to journalists 	<b>Free Time</b>	<b>Second step</b> 	<b>Free Time</b>	<b>Third step</b> 	<b>Free Time</b>	<b>Free Time</b>
12h-17h	<b>Tasting</b> APVSA 414 Rue McGill (B202), Montréal, QC T. 514-844-9993 <a href="http://www.apvsa.ca">www.apvsa.ca</a>	<b>Private meeting</b> SAQ sales agents	<b>Tasting</b> ANIS CAFÉ & BISTROT 2974 Grand View Avenue NE, Atlanta, GA 30305 T. 404-233-9889 <a href="http://www.anisbistro.com">www.anisbistro.com</a>	<b>Private meeting</b> Importers Distributors Sales agents Mass retail buyers	<b>Tasting</b> DELTA CHELSEA HOTEL 33 Gerrard Street W, Toronto, ON T. 416-595-1975 <a href="http://www.chelseatoronto.com">www.chelseatoronto.com</a>	<b>Private meeting</b> LCBO sales agents	<b>Free Time</b>
Evening	<b>Accommodation</b> INTERCONTINENTAL 360 Rue Saint-Antoine Ouest, Montréal, QC T. 514-987-9900 <a href="http://www.ihg.com">www.ihg.com</a>	<b>Departure</b> Pierre Trudeau (YUL) to Hartsfield-Jackson (ATL) Delta 5524 <b>18:25-21:26</b>	<b>Accommodation</b> ARTMORE HOTEL 1302 W Peachtree Street, Atlanta, GA 30309 T. 404-876-6100 <a href="http://www.artmorehotel.com">www.artmorehotel.com</a>	<b>Departure</b> Hartsfield-Jackson (ATL) to Toronto Island (YTZ) Air Canada 7557 <b>19:35-21:50</b>	<b>Accommodation</b> DELTA CHELSEA HOTEL 33 Gerrard Street W, Toronto, ON T. 416-595-1975 <a href="http://www.chelseatoronto.com">www.chelseatoronto.com</a>	<b>Free Time</b>	<b>Departure</b> Pearson (YYZ) to La Guardia (LGA) Delta 7148 <b>20:30-21:59</b>
Time	Monday 08th June	Tuesday 09th June	Wednesday 10th June	Thursday 11th June			
Morning	<b>Fourth step</b> 	<b>Free Time</b>	<b>Last step</b> <b>HOLLYWOOD</b>	<b>Free Time</b>			
12h-17h	<b>Private meeting</b> Importers Distributors Sales agents Mass retail buyers	<b>Tasting</b> HOTEL BEACON 2130 Broadway, New York, NY 10023 T. 212 787 1100 <a href="http://www.beaconhotel.com">www.beaconhotel.com</a>	<b>Private meeting</b> Importers Distributors Sales agents Mass retail buyers	<b>Tasting</b> LUCQUES 8474 Melrose Avenue West Hollywood, CA 90069 T. 323-655-6277			
Evening	<b>Accommodation</b> HOTEL BEACON 2130 Broadway, New York, NY 10023 T. 212 787 1100 <a href="http://www.beaconhotel.com">www.beaconhotel.com</a>	<b>Departure</b> John F. Kennedy (JFK) to L.A. Intl. (LAX) Delta 454 <b>21:10-00:24</b>	<b>Accommodation</b> THE ORLANDO HOTEL 8384 W 3rd Street, Los Angeles, CA 90048 T. 323-658-6600 <a href="http://www.theorlando.com">www.theorlando.com</a>	<b>Tour's End</b> 			

# BOHE'WINE RHAPSODY

JULY - AUGUST 2020 TOUR

**You are a wine producer and would like to recruit one or two importers in the USA, Mexico, Canada or the Caribbean? You have heard about APVSA, but you don't want to join immediately? No problem! Why not to make a trial of our services and start gaining new customers without being a member during our 20th anniversary tour?**

## 20TH ANNIVERSARY

- **1-1: Individual meetings** with qualified buyers
- **Develop new markets**
- Possibility to test for **non-members**
- **Conviviality and meetings**

This year, the APVSA is organizing a 2 month tour through 50 cities in Canada, the United States, Mexico and the Caribbean of your choice.

Cities with **at least 8 participants** will be selected.

**New concept:** for the first time we are changing our formula, with **1-1\* appointments** where buyers will meet directly and individually the winemakers in their hotels.

All this for **250\$** for members and **500\$** for non-members, for the whole day, regardless of the number of appointments. **No limit.**

**Find the agenda of the tour here:**

<https://bit.ly/38XH8Kg>

**Come aboard with us for the summer tour !**

**Choose your cities here:**

<https://forms.gle/8WSD5PFKdbUJo9xE8>

## BOHE'WINE RHAPSODY



A choice of 50 cities  
100 winemakers  
300 buyers  
appointments 1 to 1  
only one price:  
250\$  
per day and per city!

From June 29th  
at  
August 28th

**GET READY FOR THE SUMMER TOUR!**

Canada / United States / Mexico / Caribbean

\*appointments face to face. \*\*excluding travel and accommodation expenses





## EUROPEAN TOUR

"**The European Tour**" during which a selected number of traders – those who have been identified as being **reliable business partners**, frequent buyers, good payors and those whom for years have attended almost every APVSA wine tasting, will be invited to travel to Europe to perform a roadshow where our **300 winegrowing-members** will invite them to taste their wines in a few locations throughout Europe.

The traders will stay in **accommodations** owned by some of our members or regular hotels, **visit the vineyards**, even volunteer on the harvest or the pruning, if the tour matches the season.



## WINE ACTU LE VIN C'EST SAINT

Soon, you will be able to listen to Pascal Fernand at any time of the day and all over the world, thanks to our new website.

"Through this blog, I'm going to present you each week a wine that corresponds to the feast of a saint of the week.

In this way, you will discover through my pious chronicles new wines related to the history of different saints.

I now leave you to discover my holy chronicles in which, wines are tasted but always in moderation!"

**Parce que le vin c'est saint !**

*Pascal Fernand*



**Listen here:**

<https://apvsa.ca/radio-vm/>

## CONSUMER TRENDS

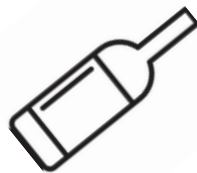
Here is some practical information that will help you to better apprehend the market according to the latest trends

### OFFER WINES WITH LOW ABV BELOW 13.5%



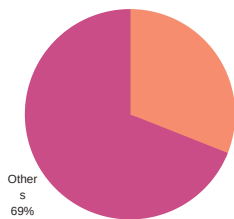
In the U.S., despite the issue of the tariffs, the ABV over 14.1% is convenient for importers and distributors of the 3T system, however this is not a convincing point for the final consumers.

### LABEL INFORMATION



Communicate about ingredients, about sustainable viticulture. The last request from the consumers is the number of calories.

### OFFER SEMI-DRY AND SWEET WINES



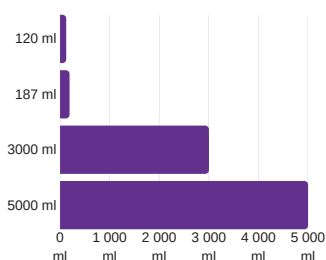
31% of Americans fancy sweet wines

### OFFER SAMPLES FOR TASTING



Supermarkets, wine cellars, wine bars, restaurants, street markets: many people don't want to spend \$12 a bottle without even tasting it

### PROPOSE OTHER FORMATS AND CAPACITIES



Consumers are looking for **187ml** or even **120ml**. Or largeR formats: in the US and France, families have the right bottles for special occasions, but for everyday wine, the palm is for **3L** or **5L B.I.B.**  
Pros? these formats over 3L are less taxed in the US. #BIB

Source: WineBusiness, Liz Tach, MW.; 18/02/2020



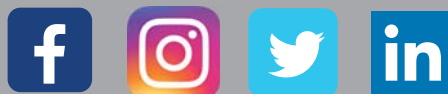
You should see the APVSA as a gym. With the help of training, listening, bein proactive, showing motivation to sell, perseverance and will, the winegrower will be able to develop a market and increase their sales.

Unfortunately, without these ingredients and their involvement, they will not see any results.

If he waits for it to happen on his own, he won't be able to play on the field and will remain on the bench.

#proactivity  
#motivation  
#strength

JOIN US ON:



Website: <https://apvsa.ca>



# ACKNOWLEDGEMENTS



In 20 years APVSA has helped more than 200 winemakers import to Canada and the United States. The whole team would like to thank the winemakers of the association for their trust, their renewed membership and their involvement throughout these years. A big thank you to you !

Jean Louis Schoepfer, Vignobles Bulliat, Domaine Lathuilière Gravallon, Domaine de Bel-Air, Domaine de Chaffangeons, Domaine J. Boulon, Domaine de la Ronze, Caves de Rauzan, Les vigneronns réunis de Monségur, Château Mayne Vieil, Cave de Lugon, Château Lamartine, Terre de Vignerons, Halley Wines & Spirits, Château Brande-Bergère, Château Beauséjour, Château Cambon Pelouse, Château de Carles, Champagne Philippe Gamet, Champagne Pertois-Moriset, Château Vitallis, Mallory et Benjamin Talmard, Domaine Raoul Gautherin, Domaine des Perelles, Domaine Mazilly Père & Fils, Domaine Perraud, Domaine de la Denante, Domaine Carrette, Château Badeur-Mineur, Le Chai Duchet, Domaine Gueugnon Remond, Domaine Gaillard, Domaine du Château Pouilly, Champagne le Mesnil, Champagne Jean Josselin, Champagne H.Blin, Champagne Guy de Chasse, Champagne Gauthier, Champagne Fluteau, Champagne Emile Leclere, Champagne De Sousa, Champagne Chapuy, Champagne Tristan H, Champagne Jacques Copin, Champagne Laurent Lequart, Champagne Launay, Champagne Gratiot & Cie, Champagne Leguillette Romelot

Champagne Charles Clément, Champagne Delong, Champagne Chaudron, Champagne Bauchet, Champagne Vrain-Augé, Serge Dagueneau et Filles, Domaine Henri Beurdin, Domaine Villaudière, Domaine de la Guilloterie, Domaine de la Renne, Domaine Villargeau, Domaine Roland Tissier et Fils, Domaine Pierre Prieur et Fils, Domaine de l'Idylle, Vins Perret, Vins Perrier, Domaine Cauhapé, Domaine Joÿ, French Wines Terroirs, Prodiffu - Terre de Vignerons, Château Langlais, Château Lecusse, La Maison du Whisky, Distillerie Warenghem, Famille Vallein Tercinier, Vignerons Oléron, Domaine Dyckerhoff, Château de Thauvenay, Domaine Raimbault, Domaine Guy Allion, Domaine des Pierrines, Domaine Bellevue, François Millet, Vignobles Alain Chateau, Paris-Simoneau, Domaine de la Rablais, Château Capendu, Domaine Berguerolles, Domaine du Vistre, Domaine La Prade Mari, Domaine Modat, Le Clos d'Elle, Maison Albert, Domaine du Vistre, Domaine Blanville, Le Devoy Lamartine, Domaine Ricardelle de Lautrec, Domaines Auriol, Château Barbeiranne, Domaine de Frégate, Domaine du Bon Remède, Domaine Rimauresq, Domaine Terre de Mistral, Gilardi, Domaine de la Vivonne, Sévigné Conty, Domaine de l'Olivette, Bastide la Ciselette

Château Barbeville, Château Salettes, Château Réva, Château Rosan, Remanilla Wines, Domaine La Gayolle, Les vignobles de Ramatuelle, Le Nez, Château Pas du Cerf, Château Guiot, Château Simian, Domaine Clavel, Domaine de l'Amauve, Domaine des Carabiniers, Domaine du Vieux Lavoir, SARL Alain Voge, Vignerons Propriétés Associés, Vignobles David, Vins Berthet Rayne, Domaine Des Pasquiers, Micheline Fauconnier, Domaine Juliette Avril, Domaine les Chênes Blancs, Domaine Coste Chaude, Domaine Poulvarel, Domaine du Bon Remède, Château Saint Nabor, Roudil Jouffret, Vucher Georges & Fils, Domaine St Andéol Cairanne, Nicolas Croze, Domaine Deliance, Domaine Pierre Dumazet, Pertois-Moriset, Bodega Bocopa, Bodegas Vina Vilano, Diva Vinos, Hijos de Alberto Gutierrez, JF Arriezu, Mas la Mola, Pago Casa Gran, Agnés de Cervera, Cavas Naveran, Bodega Méndez Moya, Cellar Ronadelles, Bodegas Pradorey, Bodegas Verum, Quaderna Via, La Mancha Tierra de Viñedos, Bodegas Castelo de Medina, Ferré | Catasús, Bodega Laus, Cantina Mosparone, Omina Romana, Perlage, Massucco Wine, Quinta da Murta, Quinta Do Covão, Mitroulis Winery, Bodega Raffy, Alto de la Ballena