

Synopsis

of Bordeaux wines

● The Bordeaux vineyard

- 60 Appellation d'Origine Contrôlée (AOC)
- 2009: 117,500 hectares of vine

The largest A.O.C. wine region in France

● The harvest

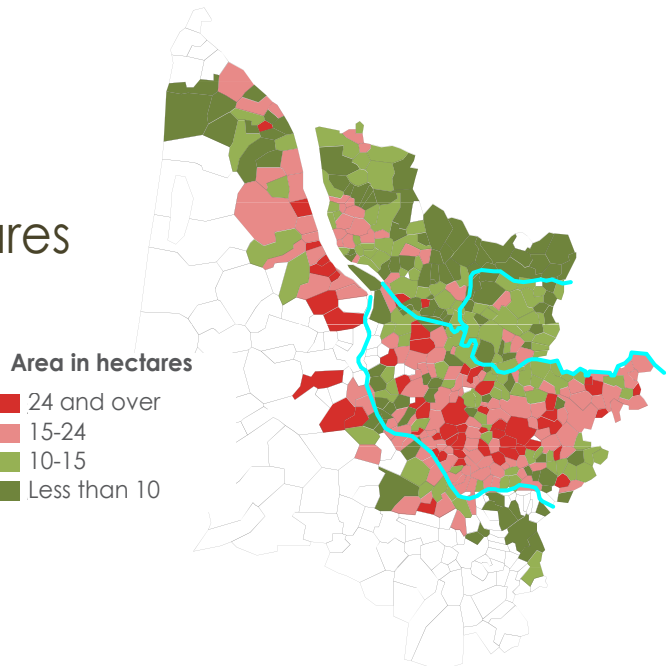
- 2009: 5.7 million hectolitres (+20% versus 2008)
- 2008: 4.8 million HL
- 2007: 5.7 million HL

● Average size of Gironde region holdings: 14.6 hectares

Cartography source: Articque

Source: CIVB/French customs - 2008 data

● Main grape varieties



Reds

89% of the planted surface area



63%
Merlot



25%
Cabernet
Sauvignon



11%
Cabernet
Franc

1% other grape varieties: Malbec,
Petit Verdot, etc.

Whites

11% of the planted surface area



53%
Sémillon



38%
Sauvignon



6%
Muscadelle

3% other grape varieties:
Colombard, Ugni Blanc,
Merlot Blanc, Folle
Blanche, etc.

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● The economic importance of Bordeaux wines

• Employment

- 8,650 wine growers
- 300 "maison de négoce" (wine merchants)
- 93 wine brokers
- 55,000 persons employed directly and indirectly
- 4 out of 10 people permanently employed in the French wine industry work in the Gironde region

• 2009 Sales

4.96 million hectolitres

3.37 billion Euros turnover

- The biggest French wine region by A.O.C. volumes sold
- The biggest A.O.C. still wine exporter
- 150 destination countries for Bordeaux wines

• Market share of Bordeaux wines within French exports, by value, in 2009

