

The logo for Vinexpo Explorer Beaujolais 2019. It features the word 'VINEXPO' in a bold, black, sans-serif font at the top. Below it, 'EXPLORER' is written in a larger, orange, sans-serif font, with a stylized orange circle around the letter 'O'. Underneath 'EXPLORER', the word 'BEAUJOLAIS' is written in a smaller, orange, sans-serif font. At the bottom, the dates '29 SEPT. - 01 OCT. 2019' are written in the same orange, sans-serif font. A thin orange horizontal line separates 'BEAUJOLAIS' from the dates.

**VINEXPO**  
**EXPLORER**  
— **BEAUJOLAIS**  
**29 SEPT. - 01 OCT. 2019**

## **Press Release**

### **Vinexpo Explorer Beaujolais: a new way of making business**

**Bordeaux, September 12, 2019** - It is in the Beaujolais region that Vinexpo will hold its third edition of [Vinexpo Explorer](#). The event puts the light, during three days, on the richness of a region's wine culture. From September 29<sup>th</sup> to October 1<sup>st</sup>, Vinexpo Explorer will gather about 60 producers and international buyers and provide [the Beaujolais](#) vineyard a great media coverage.

Located at the very South of Burgundy, also called Gamay's kingdom, the region's environmental conditions are ideal for viticulture. The sunshine and the variety of soils enable the production of a great diversity of wines.

"Coming to Beaujolais, discovering our beautiful vineyard and sharing our passion is the best way to convince people of the quality and potential of our wines", says Dominique Piron, president of the union Inter Beaujolais.

Business, networking, discovery and trends will be the motto of this all-inclusive 2-day event, tailored for invitation-only international buyers. Vinexpo Explorer will be the opportunity, for 70 buyers from 32 countries, to meet more than 60 Beaujolais producers. A good way to enter business partnership in situ, that will consolidate with time.

The event is also the occasion to measure the whole potential of this region through a rich program of tastings, vineyard tours, dinners and business meetings. The Beaujolais is a 14,000-hectare vineyard where 2,000 women and men, 9 cooperative wineries and 197 wine merchants work every day. It has 12 appellations – the 100 % red vintages: Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliéna, Morgon, Moulin à Vent, Régnié, Saint-Amour; as well as the Beaujolais and Beaujolais-Villages: red, white and rosé and Beaujolais Nouveau.

Beaujolais wines are increasingly demanded on the international market. The exports increased by 10.6 % in the first semester of 2019, compared to the same period in 2018, according to the customs' gross figures.

"Beaujolais wines complete the brand portfolios of international buyers", says Rodolphe Lameyse, Vinexpo's chief executive officer.

[The Beaujolais region](#) has a bright future ahead, and [Vinexpo Explorer](#) wants to contribute to it!



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