

PRESS RELEASE

Saint-Emilion
20 July 2007

BIRTH OF THE SAINT-EMILION WINE COUNCIL

Together for Saint-Emilion in one Grand Association:

Lussac Saint-Emilion, Puisseguin Saint-Emilion, Saint-Emilion and Saint-Emilion Grand Cru

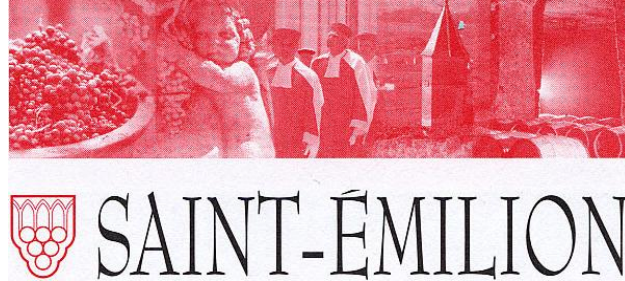
On 28 June 2007, the **Winegrowers' Associations of Saint-Emilion, Lussac Saint-Emilion and Puisseguin Saint-Emilion** merged to form one "grand association": the **Saint-Emilion Wine Council**, presided by Hubert de BOUARD.

This is a new name, but business continues as usual for the Saint-Emilion Winegrowers' Association, historically the first winegrowers' association to be formed in France and which now joins the two associations of Lussac Saint-Emilion and Puisseguin Saint-Emilion.

This merger sought by the elected members of the associations concerned, was endorsed by the official Order dated 7 December 2006, recognising winegrowers' associations or groups of them as Management Organisations (*Organismes de Gestion*) of their appellation(s) and citing precise responsibilities with regard to how this management should be executed.

The Order in question encourages winegrowers' associations to merge by providing for sections to be set up (one per appellation) within the Organisation. The role of these sections is to enable each appellation to function democratically while respecting the interests of the others.

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WHY JOIN UP TOGETHER IN ONE AND THE SAME ASSOCIATION?

- **Because the environment is changing**, driven by changes in the business context and evolving institutions and regulations.
- **To be stronger on fast-moving international markets**
Over the past 15 years, everyone has understood that the real competition we face is not on a regional level.
This means that winegrowers must be better trained, more mobile, more active on the markets commercially and in terms of promotion. They are undoubtedly stronger together to uphold the name of Saint-Emilion.
- **To be stronger when confronting the Administration** and public authorities, and to impose respect from administrative departments as an essential professional partner, particularly in the management of the appellations.
- **To share assets and means** in order to obtain economies of scale and rationalise costs, while providing improved services to the winegrowers with increased overall resources. By organising initiatives as a group, individual efforts may be economised.

FIGURES FROM THE APPELLATIONS (2006 HARVEST)

APPELLATIONS	SURFACE AREA (hectares)	PRODUCTION (hectolitres)	NUMBER OF WINEGROWERS
SAINT-EMILION AND SAINT- EMILION GRAND CRU	5,565 ha	250,818 hl	745
LUSSAC SAINT- EMILION	1,471 ha	72,044 hl	169
PUISSEGUIN SAINT- EMILION	756 ha	35,418 hl	104
TOTAL	7,792 ha	358,280 hl	1,018

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