

24th Millésime Bio - INTERNATIONAL ORGANIC WINE TRADE FAIR

OVERVIEW: AN INCREASE IN VISITORS AND IN INTERNATIONAL PRESENCE + 20% FOREIGN VISITORS

When closing its doors on Wednesday, 1 February, the Millésime Bio trade fair participants were thrilled. The Marseilles show had more than met its targets, cementing its position as an international platform for the organic wine industry. 4850 purchasers, as compared to 4500 in 2016, crowded the corridors of the Marseilles-Chanot Exhibition centre, including a large proportion of international visitors, a large increase over previous years.

VISITORS

A triumph for Millésime Bio. Forecast as extremely promising, the fair proved to be a resounding success with flocks of qualified visitors providing excellent momentum. 4850 unique purchasers, as compared to 4500 last year, answered present: 72% from France and 28% from abroad. In addition to an increase in overall traffic (+8%), this year's fair boasted a rise in international visitors (+20%), primarily from Europe, North America and Asia.

EXHIBITORS

The Fair opted this year to ensure a good ratio of visitors to exhibitors by limiting the number of exhibiting companies to 902. 16 countries were represented: France comprised the majority with 700 brokers from all the country, headed up by Occitania and the PACA (Provence-Alpes-Côte d'Azur)** regions. Italy and Spain were equally well represented with 9.5% and 7% respectively.

A HIGH-GROWTH MARKET

With a sustained increase in turnover in France (€ 670M in 2015, or +17% compared to 2014) and in exports (€ 361M in 2015, or +26% compared to 2014), this flourishing sector continues to show strong growth.

* South Africa (1), Germany (7), Argentina (4), Australia (1), Austria (20), Bulgaria (3), Chile (3), Spain (63),

United States (1), France (700), Greece (1), Italy (85), New Zealand (1), Portugal (9), Slovenia (2), Switzerland (1).

** Occitania: 280 – PACA: 214



“Accessibility, the Marseilles-Chanot Exhibition Centre infrastructures, the excellent quality of visitors.... I am extremely satisfied with this year's Millésime Bio. We had many visits from foreign purchasers.

My New York client, who usually comes alone, brought along three other people this year. It is a success. The 3 of us on the stand were always extremely busy.” Sylvain Fadat, Domaine d'Aupilhac (Languedoc, France)

“We are extremely happy with this year's Millésime Bio. Our stand was always full of visitors. We not only saw our usual clients, but also made new contacts with purchasers from countries where we hope to develop our business, such as Switzerland and the Netherlands. Millésime Bio is really the benchmark fair for organic wine.” Valérie Veilleux, Alta Alella S.L. (Catalonia, Spain)

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