



2019 INTERNATIONAL ROSÉ SYMPOSIUM

400 researchers, winegrowers and French and foreign wine industry members debated the future of rosé wines in Marseille

The fifth International Rosé Symposium, organised by the Provence Wine Council (CIVP) and the Rosé Research and Experimentation Center, was held at the Mucem in Marseille on Tuesday 22 January. The event was attended by numerous researchers, winegrowers and professionals from the entire wine industry as well as specialised journalists, who gathered to discuss the issues raised by the dual challenge of adapting to climate change and ecological transition.



As in previous years, this latest International Rosé Symposium aimed to enable researchers, winegrowers and industry members to meet and exchange views on a topical issue, namely adapting to climate change and promoting ecological transition, as well as changing consumer patterns in the light of environmental issues. Conferences and workshops as well as a coffee-debate area and an innovation forum that hosted eighteen companies invited to

present their innovative services or products, provided the context for debate.

Record attendance

Officially opened by Christian Burle, vice-president of the Agriculture, Viticulture, Rural Community and Forestry Board of the Sud Provence-Alpes-Côte d'Azur Regional Council, Jean-Jacques Bréban, president of the CIVP, and



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Bernard Angelras, president of the Rosé Research and Experimentation Center, this fifth symposium witnessed record attendance, with 400 winegrowers and industry members taking part. Attendance was so high that a second room inside the Mucem had to be opened and equipped with a screen to follow the debates as well as a streaming broadcast in response to requests from other French regions and foreign countries to follow the conferences and workshops remotely. This success also reflects the growing interest of winegrowers and industry members at large in environmental issues as well as the significance of rosé wines, whose sales have been growing steadily for several years, for the general wine economy. Proof of this came from attendance by researchers, winegrowers and professionals from non-Mediterranean countries.



AN EVENT ORGANISED BY THE CIVP AND ROSÉ RESEARCH AND EXPERIMENTATION CENTER
As in previous years, this year's International Rosé Symposium was organised by the Provence Wine Council (CIVP) and the Rosé Research and Experimentation Center. Rosé is a long-standing speciality in Provence, where it now accounts for 89% of production. Provence's vineyards account for 42% of French production of appellation rosé wines.



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