

DURATION: 14"59

HEADLINE: THE WORLD'S LARGEST WINE TRADE SHOW, VINEXPO, OPENS IN BORDEAUX, FRANCE AS AMERICANS ARE OFFICIALLY DECLARED 'THE GLOBE'S BIGGEST WINE DRINKERS.'

BORDEAUX, FRANCE (JUNE 14, 2015) (ACTUA PR – ACCESS ALL)

NEWS EDIT

1. VARIOUS EXTERIORS OF VINEXPO IN BORDEAUX, FRANCE

2. INTERIORS OF PRESIDENT FRANÇOIS HOLLANDE AND ALAIN JUPPÉ, MAYOR OF BORDEAUX, WALKING THROUGH VINEXPO, SURROUNDED BY MEDIA AND SPECTATORS.

3. VARIOUS GVS OF WINE, TRADERS AND INSTALLATIONS AT VINEXPO

4. SOUNDBITE (ENGLISH) THOMAS MATTHEWS, EXECUTIVE EDITOR OF WINE SPECTATOR MAGAZINE, SAYING:

“ Well I think that Vinexpo chose America as its Country of Honour this year for a reason. America has been overshadowed in the last couple of years by especially China and other emerging markets but really we consume more wine than any other country in the world. And we continue to increase our consumption so really, every producer in the world wants to sell their wine in America.”

5. GVS OF WINE, TRADERS AND INSTALLATIONS AT VINEXPO

6. SOUNDBITE (ENGLISH) MICHEL ROLLAND, WINE CONSULTANT, SAYING:

“ The economy is doing much better in the US and it's very good for us. And the last point, between the euro and the dollar – we are much more friendly then we were a year ago.”

7. GVS OF CHINESE GUESTS AT VINEXPO

8. SOUNDBITE (ENGLISH) JEANNIE CHO LEE, CHIEF EXECUTIVE OF LE PAN, SAYING,

“ It is wonderful that China is producing wine because it's the domestic wine industry that is doing more of the education, more of paving the path; new cities, new consumers, new ways of reaching people, so all the foreign brands going into China, for example, they really benefit from all the education that the local industry has done.”

9. EXTERIORS OF RED CARPET AND GUESTS ARRIVING AT CHÂTEAU SMITH-HAUT-LAFITTE IN MARTILLAC

10. INTERIORS OF PARTY

11. SOUNDBITE (ENGLISH) PRINCE PETER OF LUXEMBOURG, SAYING

“ It’s really a United Nations of wine, if you will, and it’s really amazing that we can have everyone come here to Bordeaux, which still remains the capital of fine wine in the world.”

12. INTERIORS OF DINNER, INCLUDING FLORENCE CATHIARD, OWNER OF CHÂTEAU SMITH-HAUT-LAFITTE, AND ALAIN JUPPÉ, MAYOR OF BORDEAUX.

13. VARIOUS OF DINNER AND PARTY.

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17. CLOSE UP OF PRESIDENT FRANÇOIS HOLLANDE AND GUILLAUME DEGLISE, CEO OF VINEXPO

18. CLOSE UP PRESIDENT FRANÇOIS HOLLANDE

19. VARIOUS OF WINE BOTTLES, WINE BEING POURED, AND ATTENDEES

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29. VARIOUS EXTERIORS OF CHÂTEAU SMITH-HAUT-LAFITTE IN MARTILLAC, NEAR BORDEAUX

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31. GUESTS ARRIVING ON RED CARPET FOR PARTY AND DINNER AT CHÂTEAU SMITH-HAUT-LAFITTE

32. VARIOUS OF DINNER BY CANDLELIGHT

B ROLL INTERVIEWS

33.SOUNDBITE (French) FRANÇOIS HOLLANDE, PRESIDENT OF FRANCE, SAYING:

“Your worship the Mayor, first Minister, today your city isn’t just the capital of the region, or even just a place for a trade show and conference, it’s the capital of the world of wine and spirits.”

34. SOUNDBITE (English) ALAIN JUPPÉ, MAYOR OF BORDEAUX, SAYING

“It is the most important in the event in the world dedicated to wine and spirits so for the attractiveness of the city of Bordeaux it’s very important, it’s also very important for the attractiveness of tourism in our region.”

35. SOUNDBITE (ENGLISH) THOMAS MATTHEWS, EXECUTIVE EDITOR OF WINE SPECTATOR MAGAZINE, SAYING:

“ Well I think that Vinexpo chose America as its Country of Honour this year for a reason. America has been overshadowed in the last couple of years by especially China and other emerging markets but really we consume more wine than any other country in the world. And we continue to increase our consumption so really, every producer in the world wants to sell their wine in America.”

36. SOUNDBITE (ENGLISH) THOMAS MATTHEWS, EXECUTIVE EDITOR OF WINE SPECTATOR MAGAZINE, ON THE SUBJECT OF CHINESE GROWTH IN THE CONSUMPTION OF WINE:

“Look at the population they have and the way the economy is moving but I think it will be a long time. I mean the US per capita consumption is still quite small compared with France and Italy for example, but it’s our numbers that make us such a bit consumer. China certainly has the numbers once they begin to drink.”

37. SOUNDBITE (ENGLISH) PRINCE PETER OF LUXEMBOURG, ON THE IMPORTANCE OF VINEXPO TO THE WINE AND SPIRITS MARKET:

“Beyond the benefits for the region it’s the first and most important meeting of the wine industry around the world. Now obviously we’ve been bringing people together this year, we have about 50,000 people coming over the period of a week, from all different nations, presenting their wines but also deciding what wines from around the world they’re going to be presenting in their market. It’s really a United Nations of wine, if you will, and it’s really amazing that we can have everyone come here to Bordeaux, which still remains the capital of fine wine in the world.”

38. SOUNDBITE (ENGLISH) MICHEL ROLLAND, WINE CONSULTANT, ON AMERICA AS THE BIGGEST CONSUMERS OF WINE:

“We are speaking about Asia, we are speaking about China, but in fact American people know very well, wines. They love wines from everywhere in the world, they love wines from Bordeaux, obviously, but they love wines from everywhere in the world and I think it’s one of the best markets. But now the US or America is producing their own wine and Napa in California is making great wines, we can say that, so I think it’s interesting for our future, because they have their own wine, you know the consumer always begins with domestic wines and then they buy foreign wines, and so I think it’s a fantastic market for the future, and so I’m very confident.”

39. SOUNDBITE (ENGLISH) JEANNIE CHO LEE, CHIEF EXECUTIVE OF LE PAN, ON THE DOMESTIC WINE MARKET IN CHINA

“It is wonderful that China is producing wine because it’s the domestic wine industry that is doing more of the education, more of paving the path; new cities, new consumers, new ways of reaching people, so all the foreign brands going into China, for example, they really benefit from all the education that the local industry has done.”

40. SOUNDBITE (ENGLISH) SANDRO J. SAADE ,CO-OWNER DOMAINE BARGYLUS, WINE PRODUCER IN SYRIA AND LEBANON, ON THE DIFFICULTY OF MAKING WINE IN SYRIA:

“In Syria we also had to create a culture, you have to understand that for a few hundred years there was no more wine culture in Syria, and we had to plant a new vineyard, and we had to instil how to work a vineyard to the employees, the labour, and we had to put Syria, from the start, at a very high level, and I think we’ve achieved that.”

STORY:

The USA was declared ‘Country of Honour’ today (Sunday, 14 June 2015) on the first day of wine trade show, Vinexpo, as Americans were confirmed to be the world’s biggest drinkers of wine.

More than 50,000 attendees are expected to pour through the doors of the event in Bordeaux, France, which was officially opened by French President Francois Hollande, alongside the Mayor of Bordeaux, Alain Juppe.

But although France is still the world’s biggest wine producer, the USA still provides the biggest numbers of wine drinkers – with Americans consuming 3.75 billion bottles in 2013, according to the latest study by

Vinexpo. Between 2014 and 2018, the American market is expected to grow by as much as 11 percent.

“I think that Vinexpo chose America as its Country of Honour this year for a reason,” commented Thomas Matthews, editor of Wine Spectator Magazine.

“America has been overshadowed in the last couple of years by especially China and other emerging markets but really we consume more wine than any other country in the world. And we continue to increase our consumption so really, every producer in the world wants to sell their wine in America.”

The rise in US consumption is good news for its main importers of wine – Australia, Italy and France.

“The economy is doing much better in the US and it’s very good for us,” French wine consultant Michel Rolland told Actua PR. “And the last point, between the euro and the dollar – we are much more friendly than we were a year ago.”

There’s more good news for wine suppliers – despite wine being once declared ‘out of fashion’ compared to cocktail mixology, it’s seen a steady global growth of 2.7 percent – or 31.7 billion bottles sold. How much wine remains a luxurious symbol of ‘the good life’, particularly in developing markets, can be seen by its increase in popularity – the Chinese are now the fifth biggest consumers in the world.

With exhibitors from 42 countries attending Vinexpo this week, from countries as diverse as Brazil, Uruguay and South Korea, the focus is very much on emerging markets – and those who have managed to succeed where the odds are stacked against them. This includes Sandro J. Saade, the co-owner of Domaine Bargylus, a Syrian-Lebanese co-operation, who managed to continue producing wine against a background of war, and a culture that had long-forgotten the art of wine.

The sharp flavour of business at Vinexpo is made sweeter this year by a series of red carpet events for attendees. On Saturday night (June 13, 2015) guests walked the red carpet at Château Smith-Haut-Lafitte In Martillac , near Bordeaux, the historic vineyard owned by entrepreneur

Florence Cathiard. More than 450 guests enjoyed a four course opening gala dinner, accompanied at every turn, by local Bordeaux wines.

Vinexpo runs from June 14 – 18, 2015.