



New specifications submitted to INAO to expand the range: Premières Côtes de Bordeaux shape their future.

Rooted in Gironde's winemaking history since its official recognition in 1937, the AOC Premières Côtes de Bordeaux is embarking on an unprecedented strategic shift. **Led by a new generation of winegrowers driven by a desire for adaptation and modernity, the appellation is evolving its specifications.** This forward-looking project is firmly grounded in scientific soil mapping, confirming the quality and adaptability of the terroir and its **ability to produce all styles of wine.**

A historic wine region driven by a strong collective and family spirit.

Born from the first growers' syndicate established as early as 1880, the Premières Côtes de Bordeaux vineyard, located across more than 7,000 eligible hectares, stands out for **its collective spirit and family passion passed down through generations**, united around a warm and unifying wine. Thanks to this solidarity, the appellation combines, more than ever, high standards of quality—bringing together modernity, science and tradition—with authentic hospitality that always places pleasure and sharing at its heart.



While the appellation has focused in recent decades on its sweet white wines (and its red wines until 2008), there is clear confirmation that **producing great dry white wines is also an integral part of its DNA** and long-standing traditions. Today, winegrowers are drawing on this heritage and on scientific research **to restore the full original diversity of their historic appellation.**

An unprecedented terroir study: science validates the region's agronomic potential.

In May 2023, an in-depth soil and climate study was carried out by Bordeaux Sciences Agro. Its findings are unequivocal: **more than 70% of the production area has "favourable" to "extremely favourable" potential for red wine production**, on gravel, clay and limestone soils that are ideally drained on the hillsides.

This study also confirms the vision of renowned figures in the wine world regarding the potential for great white wines. This was demonstrated by the late **professor and oenologist Denis Dubourdieu**, who, as early as the 1970s at Château Reynon, proved that these limestone and clay-limestone soils could produce **dry white wines of exceptional freshness and finesse**. Along the same lines, research by **Professor Philippe Darriet** of the Institute of Vine and Wine Sciences (ISVV) in Bordeaux highlights the **remarkable singularity of Semillon on our terroir**.

Adaptation at the heart of tomorrow's challenges

These findings scientifically validate the transition towards a new typicity in our wines. Faced with the challenge of climate change, **The complementarity of our terroirs, combined with targeted grape varieties, stands out as an obvious choice**. By making the most of later ripening cycles and preserved micro-zones, our winegrowers ensure consistent quality while responding to new market expectations: fresher, more approachable and easy-drinking styles.

Immersive encounters: engaging European markets through our art of living.

Beyond regulatory developments, this new roadmap, led by the ODG of Premières Côtes de Bordeaux and Cadillac, includes **a major commercial focus on exports. Tailored support is being deployed to guide winegrowers in strategic European markets**, with a particular focus on Switzerland, Italy, the United Kingdom and Germany. To appeal to international buyers, the ODG has chosen an immersive approach centred on our art of living, through exclusive professional events held directly in the target markets. Designed around sharing and conviviality, these events range from themed masterclasses to food and wine pairing dinners, showcasing the diversity of the range in warm and welcoming settings that reflect the passion of our winegrowers.



Horizon 2028: new specifications submitted to INAO to expand the range and build recognition.

Approved by a majority of winegrowers at the General Assemblies, the application has been submitted to INAO. These new specifications will enable producers to market the 2028 vintage in three colours under the AOC Premières Côtes de Bordeaux designation. This simplified and clearer range will help consumers identify the brand more easily, directly strengthening its recognition in the market.



A major regulatory development addressing a dual challenge:

1. **Agronomic and climatic:** Enabling wine estates, 90% of which are family-owned, **to diversify their grape varieties** in order to adapt to climate change, highlight the distinctive character of their hillsides, and craft wines with great freshness that are ready for the future.
2. **Economic and heritage:** Developing awareness and recognition of Premières Côtes de Bordeaux wines in French and export markets, so that they are recognised for their true value. **Strong value creation is essential to preserve the wine-growing landscapes** and protect estates from urban sprawl, particularly in the northern communes of the appellation close to the Bordeaux metropolitan area

Wine tourism at the heart of a strong identity



As a welcoming destination carrying the **Vignobles & Découvertes** label, the appellation builds on the **Maison des Vins de Cadillac**, which won Gold in the Best Of Wine Tourism Awards in 2012 for its Eco-Museum of Vine and Wine, welcoming 15,000 visitors a year, and was recognised internationally the following year with a Best Of Wine Tourism Award in the Art & Culture category.

Ideally located overlooking the Garonne, it is a vibrant place that welcomes all audiences, whether for the highly popular **summer winegrowers' aperitifs** in the park, interactive food and wine workshops, or its **major annual tasting** each March, which brings together many wine industry professionals

A region rich in outstanding cultural and tourism heritage!

With spectacularly varied landscapes shaped by the presence of the Garonne and its streams, the Premières Côtes de Bordeaux region is home **to remarkable landmarks: medieval bastide towns** such as Rions; a **Gallo-Roman villa** in Loupiac, famous for its baths and swimming pool decorated with polychrome mosaics featuring geometric designs; magnificent **historic châteaux in Cadillac and Langoiran**; and a **unique geological curiosity**, the fossilised oyster cliffs of Sainte-Croix-du-Mont, dating back 22 million years.



Château de Langoiran



Fossilised Oyster Cliffs
Sainte-Croix-du-Mont



Bastide de Rions



Château de Cadillac



An exceptional setting that has inspired remarkable and eminent cultural figures throughout history, deeply shaping local heritage: from Toulouse-Lautrec and François Mauriac to cinema icon Max Linder and, more recently, novelist Bernard Clavel.

A rich human, cultural and festive heritage that demonstrates how the Premières Côtes de Bordeaux region, more than ever, cultivates a true art of living, with wine as its common thread.

By reinventing its specifications towards 2028, the AOC Premières Côtes de Bordeaux, through its winegrowers, is resolutely bringing together **scientific rigour, climate adaptation, environmental responsibility and historic heritage**

Driven by a strong collective and human spirit, the appellation showcases its diversity through a complete three-colour range, ready to showcase its identity and the vitality of its terroir in French and international markets.

To experience this momentum first-hand and discover the heart of our vineyards, we are delighted to invite you to step through the doors of our estates for a bespoke immersion.

PRESS & GENERAL CONTACTS

Maison des Vins de Cadillac

Route de Langon, 33410 Cadillac-sur-Garonne, France

Tel: +33 (0)5 57 98 19 20 | contact@maisondesvinsdecadillac.com

Press Contact:

Catherine Vivez PR Agency (Agence Catherine Vivez - RP)

Tel: +33 (0)6 69 11 90 00 | cvivez@gmail.com

Social Media:

Facebook: Premières Côtes de Bordeaux

Instagram: @premierescotesdebordeaux

Website: www.premierescotesdebordeaux.fr



Un art de vivre entre coteaux et Garonne