



March 2-3, 2018 in Styria



# Sauvignon Concours Mondial

- Created in 2010 by the Concours Mondial de Bruxelles
- International Wine Contest
- International communication platform for the Sauvignon Grape



# The rise of Sauvignon Blanc

## Sauvignon blanc key figures:

- **In 1990:** was not ranked amongst the top 10 most widely planted grape varieties in the world
- **In 2010 (last world data available):** was **ranked 8th amongst the world's most planted varieties, irrespective of colour \***
- **110,000 hectares** were planted to the variety in 2010, equivalent to 2.4% of the world's wine grape area, compared with just 65,000 hectares in 2000

\*Anderson, K. and N. Aryal, Database of Regional, National and Global Winegrape Bearing Areas by Variety, 2000 and 2010, Wine Economics Research Centre, University of Adelaide, December 2013



# The rise of Sauvignon Blanc

## Top 2 producers:

- **France:** 29,000 hectares in 2011 compared with 21,000 ha in 2000
- **Between 2000 and 2010,** France's world share fell from 32% to 25% due to a rise in plantings in other countries
- **New Zealand:** has increased its plantings by 800% (22,200 ha in 2017 compared with 2,400 ha in 2000)





# An increasing role in wine

## Main producing countries show rapid growth

- **France:** about 29,000 hectares, equivalent to 25% of global area in 2011
  - **New Zealand:** still growing at 22,200 hectares in 2017 (up by 32% since 2010)
  - **Chile:** acreage doubled between 2000 and 2010 (12,200 ha in 2010)
  - **South Africa:** +75%
  - **Australia:** +150%
  - **United States:** +60%
  - **Spain:** +750%
- **Currently, over 30 countries grow Sauvignon blanc, although 70% of plantings were located in just six countries in 2010 (France, New Zealand, Chile, South Africa, USA and Australia)**

Sources are official figures from each country



# Reasons for success

- **Versatility and adaptability** make it popular with both **consumers and wine growers**
- **Convincing results** in a wide array of climates and soil types
- **Good acidity** makes it an attractive cultivar for warm climate countries
- **Can produce an extensive range** of wines **from dry and crisp to sweet and lush**
- **The phenomenal marketing success** of **New Zealand** Sauvignon blanc has undoubtedly **inspired** other producer countries to follow suit
- In key export markets such as the United Kingdom, it is in the **top three preferred** white varietals, alongside Chardonnay and Pinot Grigio



# The steering committee

## Objectives:

- **Provide a broad range of information related to Sauvignon**, using the **expertise** of committee members and showing Sauvignon's geographical distribution
- Create a **lightweight structure** capable of monitoring trends for Sauvignon blanc worldwide, within the trade and in the market place
- **Share information** with the trade
- **Shed light on Sauvignon's intrinsic qualities**
- **The Concours Mondial du Sauvignon** aims to make it's website a reference platform for this international grape variety



# The steering committee

## Target:

- The articles are written in an **accessible, informative style**, ensuring they reach out to **an audience of trade members and wine lovers**.
- Content distribution will be **boosted by extensive presence on social media**

## Expert profile:

- A steering committee of **7 industry members with proven editorial skills and knowledge of the grape variety** was created to show the inherent qualities of Sauvignon blanc. This 'one-stop information shop' is geared **to supplying in-depth, varied and topical articles to a dedicated website and social media**





# Steering committee members



**Pedro Ballesteros: Master of Wine (Spain)**



**David Cobbold: journalist, author and teacher  
(United Kingdom/France)**



**Valérie Lavigne: research scientist-lecturer  
(France)**



# Steering committee members



**Sharon Nagel: freelance journalist (United Kingdom/France)**



**Philippo Pszczolkowski Tomaszewski: oenologist-lecturer (Chile)**



**Roberto Zironi: research scientist-lecturer (Italy)**



# Steering committee members



**Paul White: journalist at World of Fine Wine, Decanter (New Zealand, United States, France)**



**Christian Eedes: journalist at [www.winemag.co.za](http://www.winemag.co.za)**



# Content

- Members of the steering committee build an information database where trade members and consumers can access a wide range of information on Sauvignon blanc – worldwide significance, range of styles, sense of place, current state of research, consumer perception, etc...
- Despite its growing global ubiquity, Sauvignon blanc undoubtedly has yet to reveal numerous qualities and potential



# Progress up to date

## Articles published since 2014

- 31 articles already published on various themes and countries
- Main themes : sauvignon styles around the world; research, production and techniques; markets and consumers
- Producing countries covered so far: France, New Zealand, Chile, South Africa, USA, Italy, Spain and Austria
- ....and much more to come!







# Sauvignon Concours Mondial

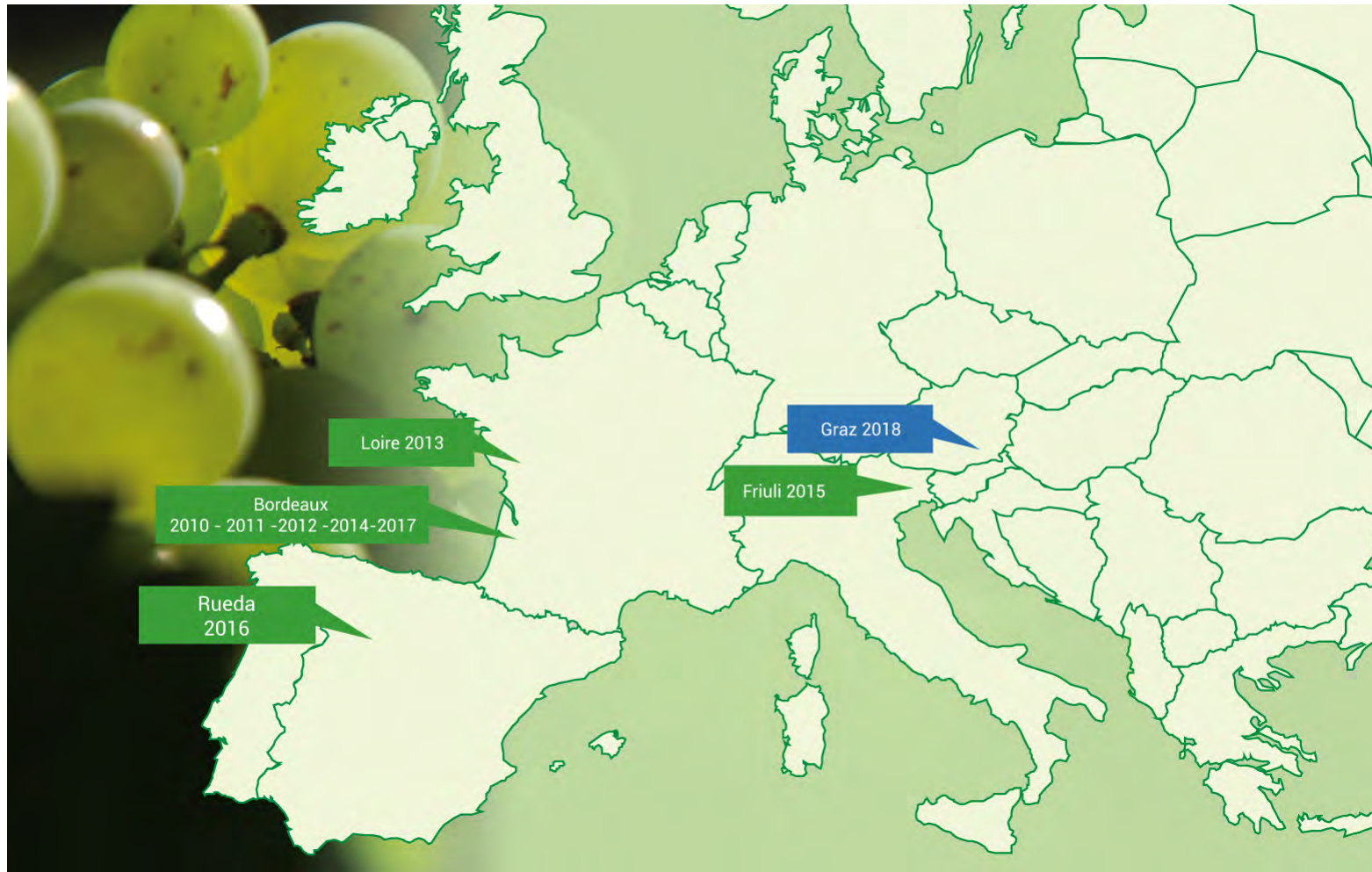
The Sauvignon grape variety boasts recognition and popularity on the international scene, both at trade and consumer level.

The competition is designed to:

- ❖ Promote good quality Sauvignon varietal wines
- ❖ Contribute to promoting of the dynamism of those interesting wine regions
- ❖ Boost production and sensible drinking of Sauvignon wines
- ❖ Introduce the public to the versatility and diversity of the grape variety

# A touring competition

The Concours Mondial du Sauvignon began travelling abroad to emphasise its international scope and offer wine regions global exposure.



# A new Sauvignon region for the CMS

For its ninth edition, Concours Mondial du Sauvignon chose Styria (Austria), thus **adding another Sauvignon region** to its international list of venues including Bordeaux, Friuli and Rueda.

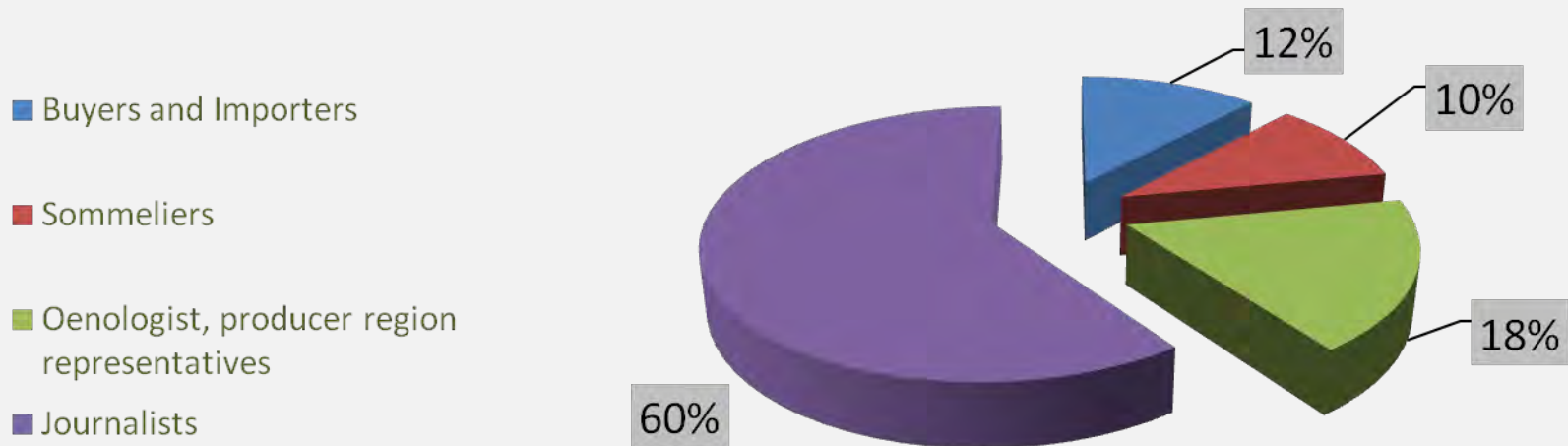
Sauvignon Blanc is the grape variety which has brought Styria its international success



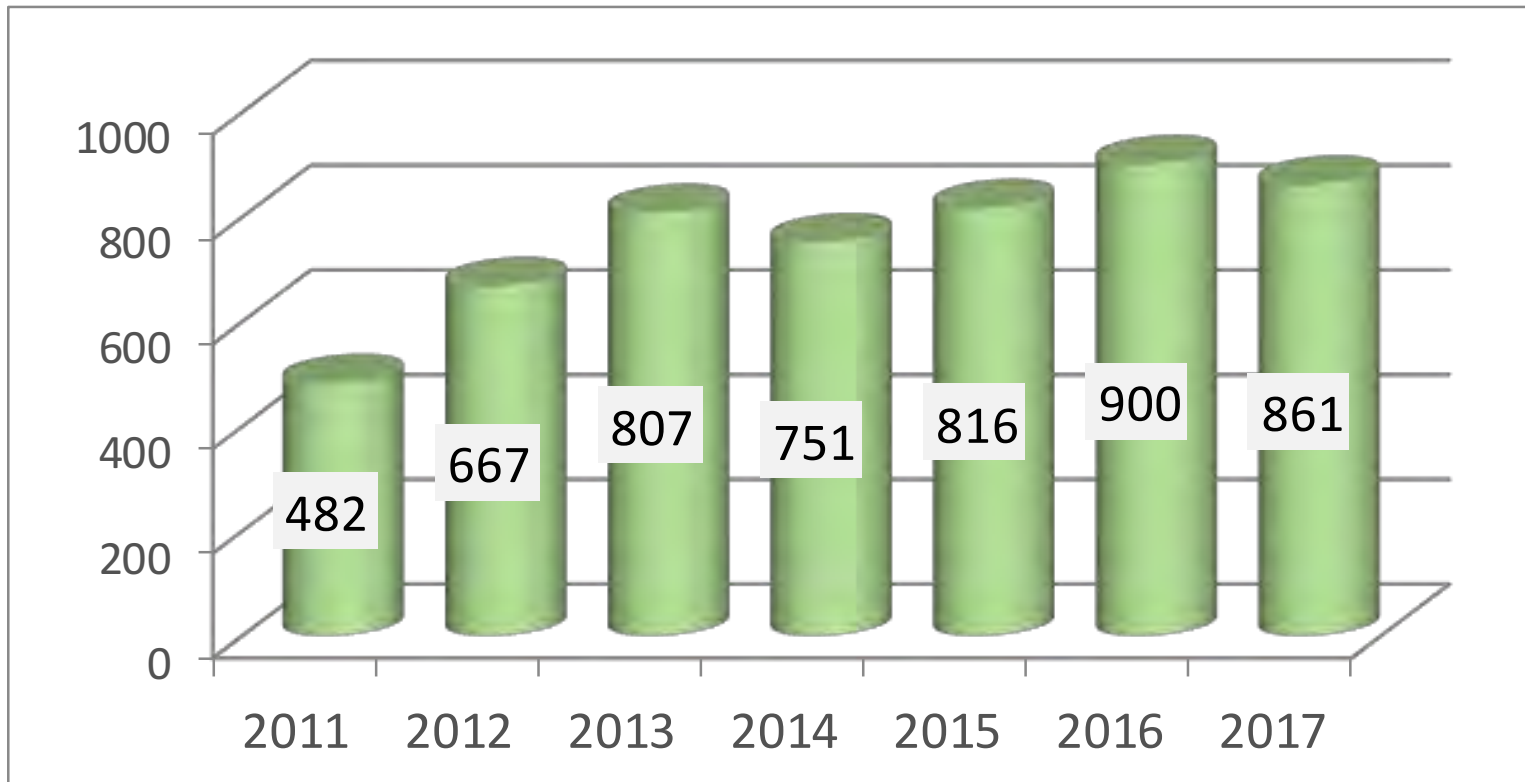
CONCOURS MONDIAL DU SAUVIGNON  
A United Nations of Fine Sauvignon

# Judges' Profile

- ❖ Over 65 professionals, opinion leaders and players in the global wine industry



# Samples evolution



The overall standard of the wines entered in the competition increases every year, which is a measure of improvements in vineyard management and wine making techniques geared specifically to the varietal.



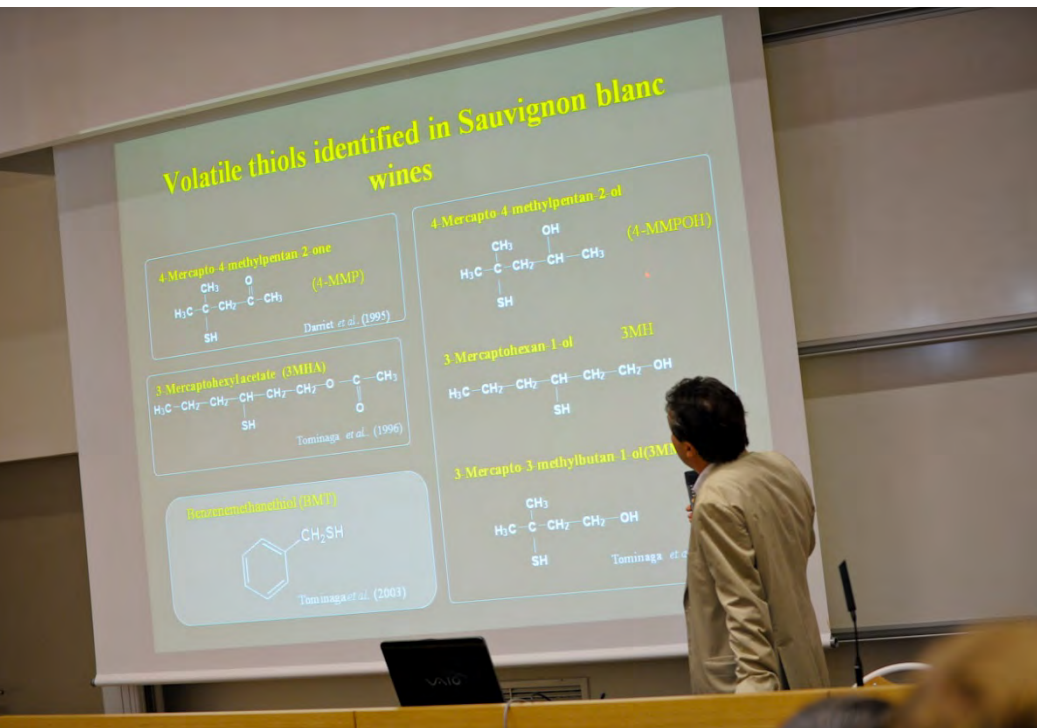
# New in 2017 - Special Trophy “Denis Dubourdieu”

- ❖ As a tribute to Professor Denis Dubourdieu, the Competition’s executives and steering committee have decided to create a special “Denis Dubourdieu” Trophy”,
- ❖ This trophy will be awarded to the wine showing ‘the purest and most refined Sauvignon expression’.



# Lectures

❖ Professor Denis Dubourdieu



# New in 2017 - Special Trophy “Denis Dubourdieu”

*“Sauvignon’s strong personality and its broad ranging characteristics dictated by climate and place make it **unique amongst the great** white grape varieties. It was therefore only fitting that a prominent global competition should be dedicated to it.”*

*“After devoting much of my research work at the Bordeaux faculty of enology to uncovering the secrets of Sauvignon aromatics and understanding the laws governing their birth inside the grape and their release in the wines, I am extremely honored to be associated with this event. »*

**Professeur Denis Dubourdieu**, competition patron since its inception.



# Results



International Trade Fair  
Wines and Spirits

To find out which wines won awards at this year's competition, join us on:

**Sunday, March 18, 2018**

**at ProWein Forum (Messe Düsseldorf),**

**Hall 10, 14:00**

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