

AIR PROVENCE, APRIL 6 & 7

A new business event in the heart of the Côtes de Provence appellation

The first edition of AIR PROVENCE, organized by the Provence Wine Council (CIVP) on behalf of the Côtes de Provence appellation, will be held on **April 6 & 7** in the heart of Provence. Local and international wine experts and trade professionals are invited to experience an immersive and innovative industry event. Here's a closer look at this exclusive professional gathering!

SEAWARD HUB: LA LONDE-LES-MAURES

10am-6pm:

- Exhibition area to meet 50 wine-makers & merchants from terroirs La Londe, Pierrefeu, Fréjus and maritime zone (discover the list of producers exhibiting at the Seaward hub on www.vinsdeprovence.com/en/air-provence).
- Free tasting area for Côtes de Provence rosés
- Free tasting area for rosés from terroir designations: Côtes de Provence Fréjus, Côtes de Provence La Londe & Côtes de Provence Pierrefeu.

12am-2pm: Lunch reception with cooking workshops

Masterclass :

- **April 6 & 7: 11am-12am:** "Coastal landscapes and the identity of rosé wines" - Led by the Syndicat des Vins Côtes de Provence
- **April 6 & 7: 2pm-3pm:** "Major challenges of tomorrow for rosé wine" - Led by Nathalie Pouzalgues, Project Manager at the Rosé Research & Experimentation Center
- **April 6: 4pm-5pm:** "Key figures on the production, consumption and global trade of rosé wine over the past 20 years" - Led by Brice Amato, Head of vineyard & market analysis department at the CIVP

Tours

- **April 6 & 7: 2pm-3:30pm and 4pm-5:30pm:** "Discovery of the local terroir" - Tour of the heart of the wine region, learning about the geological history and the functioning of the soil of vineyards in typical coastal landscapes
- **April 6 & 7: 2pm- 3:45pm and 4pm-5:45pm:** "Discovery of the culture of Provence" - Olive oil tasting and introduction to local plantlife
- **April 6 & 7: 2pm- 2:30pm and 4pm-4:30pm:** "Discovery off the beaten track" (through the grapevines on electric bikes)

6pm: Closing of the trade show and its different areas

April 6, 7:30pm: Provence night at the restaurant L'Hemingway - La Londe-les-Maures (advance reservation required)



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LANDWARD HUB : LES ARCS-SUR-ARGENS

10am-6pm:

- Exhibition area to meet 65 Côtes de Provence wine-makers & merchants from Sainte-Victoire, Notre-Dame des Anges and from the inner valley (discover the list of producers exhibiting at the landward hub on www.air-provence.com).
- Free tasting area for Côtes de Provence rosés
- Free tasting area for rosés from terroir designations: Côtes de Provence Sainte-Victoire & Côtes de Provence Notre-Dame des Anges.

12am-2pm: Lunch reception with cooking workshops

Masterclass:

- **April 6 & 7: 11am-12am:** "Inland landscapes and the identity of rosé wines" - Led by the Syndicat des Vins Côtes de Provence
- **April 6: 2pm-3pm:** "The wonderful history of rosé wines: Key steps in the advancement of quality and the research perspective" - Led by Gilles Masson, Director of the Rosé Research & Experimentation Center
- **April 7: 2pm-3pm:** "Key figures on the production, consumption and global trade of rosé wine over the past 20 years" - Led by Brice Amato, Head of vineyard & market analysis department at the CIVP
- **April 7: 4m-5pm:** "The wonderful history of rosé wines: Key steps in the advancement of quality and the research perspective" - Led by Gilles Masson, Director of the Rosé Research & Experimentation Center

Tours :

- **April 6 & 7: 2pm-3:30pm and 4pm-5:30pm:** "Discovery of the local terroir" - Tour of the heart of the wine region, learning about the geological history and the functioning of the soil of vineyards in typical inland landscapes
- **April 6 & 7: 2pm-3:45pm and 4pm-5:45pm:** "Discovery of the culture of Provence" - Tour of the village of Les Arcs and Sainte-Roseline Chapel
- **April 6 & 7: 2pm-2:30pm and 4pm-4:30pm:** "Discovery off the beaten track" (through the grapevines on electric bikes)

6pm: Closing of the trade show and its different areas

April 6, 7:30pm: Provence night at the restaurant Chez Bruno - Lorgues (advance reservation required)

Link to register to this event:

<https://www.vinsdeprovence.com/en/air-provence#block-inscrivez-vous>

PRACTICAL INFORMATION AND RESERVATIONS

- All activities are free
- **Masterclasses:** Registration on the day at the information kiosk / capacity of 20 people / English interpreter on Monday on the seaward hub and on Tuesday on the landward hub / arrive at the conference room 10 minutes before the start time
- **Tours:** Registration on the day at the information kiosk / capacity of 10 to 25 people / English interpreter on Monday on the Seaward hub and on Tuesday on the landward hub/ arrive at the information kiosk 10 minutes before the start time
- **Evening events:** Paid events with advance registration required; registration scheduled to open in February
- **Shuttles:** Regular shuttles between Air Provence hubs / Free shuttles from the St-Raphael, Les Arcs and Toulon train stations and from Toulon-Hyères Airport to the Air Provence hubs

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