

BRANDING NOTES



“PARLEZ-VOUS FROMAGE”

This summer, the Cheeses of France Marketing Council launched “*Parlez-Vous Fromage*,” their first integrated campaign in the U.S. This new marketing thrust aims to bring awareness of French cheesemaking traditions to Americans and familiarize them with the broad selection of French cheeses now imported to the U.S., putting a French twist on the American specialty cheese renaissance.

The kick-off event took place at NYC’s Daniel, the eponymous 4-star restaurant of chef-owner Daniel Boulud, who hosted the VIP luncheon. Boulud, who has developed a number of this country’s finest French restaurants and who hails from a café family near Lyon, said at the event, “France has even more superb cheeses than it has local cuisines.... Our cheeses are a matter of national pride and really do reflect the ‘terroir’ or local culture, climate, soil, terrain and flavor of every part of the country. Vive le fromage français!”

Fancy Food, Murray’s Cheese & Beyond

The multi-tiered campaign, which encompasses branding, web development, promotional events, in-store marketing, trade shows and public relations, made the summer Fancy Food Show in New York its next stop, where “*Parlez-Vous Fromage*” was a part of the French Pavilion. In addition, Murray’s Cheese Shop locations at both Grand Central Terminal and Bleeker Street in New York City hosted special month-long education and sampling programs. These events then spread to regional supermarkets for sampling and in-store marketing.

Historically, France can trace its cheesemaking heritage

| 2006 FRENCH CHEESE SALES IN THE U.S. | | |
|--|--|-------|
| KEY STATS | | |
| Volume | 21,317 tons | |
| Change from 2005 | +7.0% | |
| Value | \$171.63 million | |
| Change from 2005 | +13.7% | |
| U.S. ranking by volume | 8th largest, 3.7% of French cheese exports by volume | |
| U.S. ranking by value | 7th largest, 5.3% of French cheese exports by value | |
| Growth by volume 2002 – 2006 | +26% | |
| Growth by volume 1998 – 2006 | +111% | |
| Leading French cheese varieties exported to U.S. in tons | 1. Brie: 4.391 2. Hard cheese: 3.141 3. Other soft ripened: 2.551 4. Swiss: 2.391 | |
| 2006 CHEESE EXPORTS TO THE U.S. | | |
| Market Share | Volume | Value |
| Italy | 16.2% | 22.7% |
| France | 9.8% | 13.2% |
| New Zealand | 16.0% | 9.2% |
| Holland | 6.1% | 5.7% |
| Argentina | 7.3% | 4.5% |

Source: Ubrifrance according to French and American customs

back to the 7th century, when ancient techniques were preserved and passed down by monks. Cheesemaking in what is now France goes back considerably further than that; in 77 AD, ancient historian Pliny described the diversity of cheeses enjoyed by Romans of the early Empire, stating that the best cheeses came from the villages near Nîmes. So as the “*Parlez-Vous Fromage*” campaign continues, Americans have more great discoveries, rich traditions and amazing taste sensations to look forward to as they meet and celebrate The Cheeses of France.

For more information, visit: www.cheesesoffrance.com.

EXHIBITION NEWS

VINEXPO 2007 A SUCCESS

This summer’s Vinexpo, centered in Bordeaux, greeted over 50,000 trade visitors from around the world. These wine and spirits professionals came together from 154 different countries to do business, tasting and talking their way through the products of more than 2,300 exhibitors over June 17-21.

Innovation Was Everywhere

Consistent with recent trends in wine and spirits marketing, many exhibitors presented exciting new Millennials-gearred products, distinguished by fun labels, distinctive packaging, novel blendings and imaginative names.

Always ready to out-do the previous Vinexpo, 2007 featured a new “floating bridge,” which linked the show site to the convention center. Also embracing the lakeside setting, the new “Club du Lac” housed the private pavilions of major multi-nationals, plus public gardens where visitors could stroll and relax between the more than 70 different special tasting events, on top of the many tastings that happened at individual booths.

This year’s Vinexpo conferences offered a wealth of timely information, ranging from accounting for vineyards to the ins and outs of wine tourism, from how to be a sommelier to packaging trends, e-business and more.

The next Vinexpo Bordeaux will be held in June 2009. Vinexpo Asia Pacific will take place May 27-29, 2008 in Hong Kong.



Three thousand people a day enjoyed the novel experience of “walking on water” between the show site and the convention center!

FOOD SAFETY NEWS

FRENCH FOOD SAFETY WEBSITE



The French Ministry of Agriculture and Fisheries has launched two new sections, Dairy and Livestock, on their French Food Safety website (www.frenchfoodsafety.com). In an effort to provide more information and reassurance to consumers, retailers, restaurants and wholesalers, the new website pages discuss France’s adherence to the European Union’s health and safety regulations for food production and processing. From field to fork, herd to table, these two new sections give full breadth to the efforts made in France to safeguard the quality of foods produced there.

BRANDING NOTES: SOUTH OF FRANCE WINES

SOUTHERN WINES ON THE RISE



The world’s largest wine region, which is surprisingly overlooked, just changed the way it does business in order to put itself on the map. Recently united under the “South of France” brand umbrella, four separate Southern French viticultural associations – Languedoc, Roussillon, Inter Oc and ANIVIT – came together as the Inter-Sud Federation so they could pool efforts and function more beneficially.

Six months after its inception, Inter-Sud launched an in-depth brand audit so it could gain a more comprehensive understanding of its products, markets and objectives. The goal is to collectively position its brands in key growth/export markets around the world.

Developing A Strategy

The Federation contracted with three global marketing agencies to develop and execute the four-month-long audit, including Sopexa USA for the U.S. and Canada,

Ernst & Young in France, and Wine Intelligence for Great Britain, Germany, Benelux and Japan.

In North America, the project consisted of primary and secondary market research, consumer and trade interviews and web-based quantitative consumer research. The audit gave the Federation a clearer picture of each market so they could develop a 10-year plan.

Vinexpo Presentation

Study results, along with the Federation’s ambitious agenda, were presented by Inter-Sud at Vinexpo. Its goals? In France, to increase sales in the next decade by volume from 15 million to 27 million liters, and by value from \$964 million to \$2.75 billion, and in the above-mentioned export markets in ten years, from 22 to 47 million liters in volume and from \$1.3 billion to \$3.4 billion in value. To achieve these impressive objectives, Inter-Sud will commit \$7.5 million to their marketing budget, including an allocation of \$3.4 million to the American market alone until 2010.

So stay tuned: you’ll be seeing a lot more South of France wines in the coming years, and they will definitely also be far more recognizable!

EVENTS 2008

**33rd Winter
Fancy Food Show:
San Diego, CA**

JANUARY 13-15

**Burgundy
Wine Expo:
Los Angeles, CA
San Francisco, CA
Seattle, WA**

JANUARY 28

JANUARY 30

JANUARY 31

*To RSVP or for more information
please email EventsUSA@sopexa.com.*

**South Beach
Wine & Food
Festival:
Miami, FL**

FEBRUARY 22-24

**Vinexpo
Asia Pacific**

MAY 27-29

FANCY FOOD SHOW

FRENCH FOOD IS ON THE RISE AT THE FANCY FOOD SHOW

The 53rd annual Fancy Food Show, held at the Jacob K. Javits Center in New York, proved to be a boon in many ways for French food producers.

Under the French Ministry of Agriculture and Fisheries umbrella, the French Pavilion – coordinated by Sopexa – represented 49 companies. The increased booth size – to 3,800 square feet – and larger number of participants compared to



Fifty percent bigger than last year, the French Pavilion was home to some 49 companies.

2006 contributed to the overwhelming success of the exhibition.



The French Pavilion.

The show itself was extremely well attended; 25,000 qualified visitors enjoyed the abundance of companies exhibiting and the new products on display.

Many French food/wine producers succeeded in meeting with key U.S. food industry professionals and were able to highlight the richness of their French food

and wine offerings. Companies provided tastings of their wares, demonstrating the inherent quality in French products, ranging from foie gras, cheese, jam and bread to water, condiments, sauces, wine and chocolate.

For both French and U.S. food industry professionals, the Fancy Food Show represents a win-win opportunity in a very casual atmosphere. Next up, the Winter Fancy Food Show, January 13-15 in San Diego!



Conferences informed guests of the latest developments in French food and wine exports.

EVENT NEWS

THE “FRENCH COCKTAIL HOUR” RETURNS

Now in its fourth year, the “French Cocktail Hour” campaign returned to encourage people around the world to spend time after work enjoying French consumables. Much like Cinco de Mayo, every year “French Cocktail Hour” Day is feted globally (this year, in 36 cities across 24 countries).

On the first Thursday in June – the 7th – 150+ guests were transported in Manhattan to the heart of Paris – without ever having to leave the Big Apple. Co-sponsored by Maison de la France, Globorati.com, Frederick Wildman & Sons, and Trois Petits Cochons, this year’s “French Cocktail Hour” took place at AVA Lounge. This rooftop nightclub overlooking Times Square proved to be the ideal setting for this year’s theme: “Capturing the apéritif moment of your dreams atop the Eiffel Tower!” Furthering the magic, a glowing, 8-foot-tall ice sculpture of La Tour posed as the event’s centerpiece.

A spread magnifique!

A Who’s Who of exclusive guests sipped Champagne, wines and cocktails from the wide French portfolio of Frederick Wildman and Sons, while savoring an array of delicious hors d’oeuvres including Trois Petits Cochons Pâtés, President Cheeses, St. Dalfour Conserves, Barnier Olives and other delectable fare. And as if the beverages and hors d’oeuvres weren’t memorable enough, a team of sketch artists “à la Montmartre” and an incredible 60-second novelist pro-



La Tour Eiffel in ice set the scene for a really cool party.

vided each guest with unique souvenirs of the event.

This year’s “French Cocktail Hour” partnered with *The New York Times* to create a \$250,000, multi-platform media campaign online and in that Sunday’s Magazine and the Dining Section the day before the event. It included engaging, 4-color spread advertisements that featured two food and wine superstars: Bravo’s *Top Chef* 1st season champion Harold Dieterle and Master Sommelier extraordinaire Andrea Immer Robinson.

www.FrenchCocktailHourUSA.com

is an excellent year-round resource for all things “French Cocktail Hour,” including recipes, cocktail ideas and tips on throwing a “French Cocktail Hour” party at home.

Good news! Plans for French Cocktail Hour Part 5 are already underway.

PROMOTION NOTES

BORDEAUX AND BURGERS

Wyndham hotels launched “Bordeaux and Backyard Burgers!” coast-to-coast.

In an effort to make Bordeaux wines as approachable as a backyard barbecue, Wyndham hotels offered a fun, new summer-casual food and wine pairing promotion across the U.S. from July 1 to September 30.

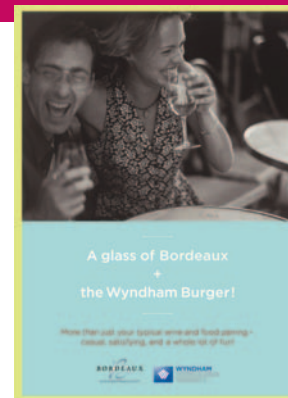
Wyndham chefs recreated the classic, juicy burger grilled in backyards everywhere. And, just as one might sip a great red while enjoying a burger masterpiece at home, guests could experience a perfectly grilled, 100% Black Angus beef burger with specially selected Bordeaux wines at participating Wyndham hotels.

The perfect casual pairing

Wyndham’s laid-back yet upscale guest experience invited wine enthusiasts and amateurs alike to enjoy this amusing America-meets-France treat in many special ways. They:

1. Sampled a flight of two-ounce tastes of the four featured Bordeaux wines, to see which shone best with the burgers.
2. Tried the Wyndham mini-burgers with each of the featured Bordeaux wines at the bar.
3. Ordered a glass of Bordeaux with the Wyndham burger and got rewarded with a free dessert.
4. Were even able to order Bordeaux and Burgers pool-side or by room service!

To help with the casual atmosphere, restaurant staff had been trained to make the Bordeaux message as simple and straightforward as possible, letting guests know, “Bordeaux wines are well-balanced blends of Cabernet and Merlot. They are not as complicated as you think, and can be priced to drink every day in your own backyard with the classic American burger!”
Ah, what a summer it was!



Burgers...Bordeaux...Umm!