

PRESS RELEASE

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Reference:

2941

Date:

8 June 2007

VITEFF 2007 gets off to a sparkling start

VITeff, the 9th international biennial of sparkling wine and Champagne making techniques, will take place from 17 to 20 October 2007 at the Millesium Exhibition Centre in Epernay, in the Champagne region of France. VITEff 2007 will highlight two important subjects for the sparkling wine industry – the environment and marketing.

VITEff offers a four-day opportunity to learn about the latest techniques and trends in the world of sparkling wines. It is an occasion for making contacts, exchanging ideas at conferences and enjoying the lively atmosphere of workshops on innovations and developments in the industry. For its ninth event, VITEff will be highlighting two subjects which are of major concern to all professionals in the sparkling wine industry – the environment and marketing. Under the patronage of the *Organisation Internationale des Vins* (International Organisation of Wine), VITEff 2007 will offer a varied and full programme of conferences, workshops and competitions:

More than 390 exhibitors and 20,000 visitors are expected to attend the event, which is designed for professionals in the sparkling wine industry (producers and distributors of sparkling wines, manufacturers and distributors of vine-growing and wine-making equipment and products, oenologists, technicians, etc.). Delegations from 10 countries are already planning to participate in VITEff 2007 – from Germany, Argentina, Bulgaria, Chile, Spain, Italy, Moldova, Romania, Slovenia and Ukraine.

The *VITEff Innovation Prize* is organised by the *Communauté de Communes Epernay Pays de Champagne* (the grouping of municipalities for the Epernay / Pays de Champagne district). This competition singles out the most innovative and environmentally friendly vine-growing and oenological techniques. Sponsored by Oséo, the CIVC (*Comité Interprofessionnel des Vins de Champagne* – Inter-professional Champagne Region Wines Committee), the ITV (*Institut Technique des Vins* – French Technical Institute for Wine and Vine Growing) and Europol'Agro, the competition has eight prize categories, including an *Applied Research Project* prize and the *Vine and Wine Coproduct* prize, which welcome entrants from all over Europe.

During VITEff 2007, there will be an *Oenologists' Technical Day* organised by the French Union of Oenologists, about the making of sparkling rosé wines. The *European Brokerage Event* organised by the *Relais Innovation Grand Est Centre* (Innovation Relay Centre) will explore the subject of "Sparkling Wine And Sparkling Beverage Technologies" (vine-growing, oenology, packaging, traceability, beer,

etc.). This event helps businesses, technical centres and research laboratories to develop their innovations and to meet international technological and commercial partners.

The 6th *Espace Champagne Meetings*, which are organised by the Crédit Agricole du Nord-Est, in partnership with the RVI (*Revue Vinicole Internationale* – a respected wine-making magazine), will focus on “Competitiveness and creation of value: the challenge for sparkling wines”.

Tasting sessions of international sparkling wines will be organised under the guidance of the Union of Oenologists in the Champagne Region, and there will be a *Biodiversity Workshop* organised by ITV France, in partnership with Vitis Planet.

A conference will also be held on the development of grape coproducts, which will be organised by the Communauté de Communes Epernay Pays de Champagne in partnership with the internationally oriented *Industries & Agro-resources* competitiveness cluster.

About VITeff

VITeff, which is already acknowledged for its biennial international event on sparkling wines techniques, is aiming to become an international benchmark for the sparkling-wine industry, with the development of new services dedicated to professionals in the sector. VITeff also offers a development-monitoring area on its website, and organises international business conventions.

In 2005, the VITeff trade fair attracted 397 exhibitors and 21,000 professional visitors; more than 70 new products were presented in an exhibition area of 26,000 m².

For further information, please go to: www.viteff.com

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