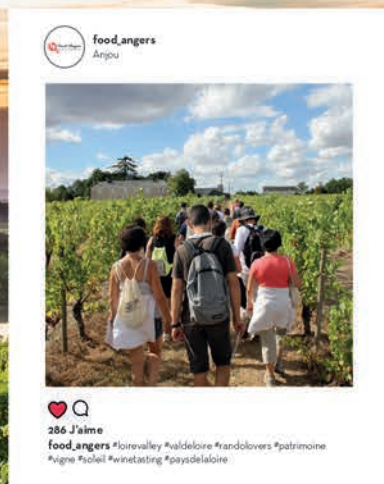
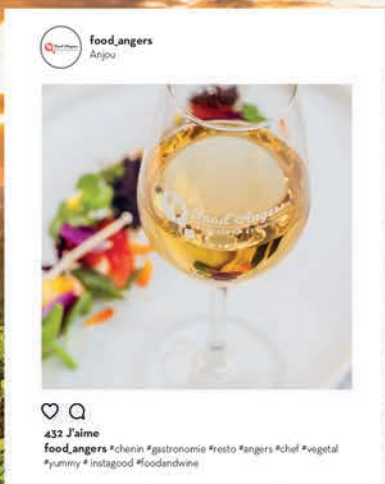




# CHENIN BLANC OR NOTHING!

#FANDECHENIN



# VIVEZ UNE #WINESTORY AU DÉPART D'ANGERS

**Entre richesse du patrimoine historique, panoramas à couper le souffle et expériences insolites dans les vignes, les routes des vins et villages au cœur du vignoble d'Anjou-Saumur riment avec saveurs, charmes et émotions.**

Au départ d'Angers, en auto, en rando ou à vélo, explorez nos 3 routes des vins du Val du Loire et poussez les portes des caves. Venez rencontrer nos vignerons qui subliment avec talent tout ce qu'offrent nos terroirs, déguster nos vins et vous étonner de la finesse et l'intensité de nos accords gourmands #foodangers !

Le vignoble d'Anjou et de Saumur offre la palette de chenin la plus diversifiée du vignoble de Loire avec pas moins de 15 AOC en secs, moelleux et fines bulles. De la Loire au Layon, en passant par l'Aubance et le Thouet, la vigne se révèle sur les pentes des coteaux.

**Il ne restera plus, de retour de votre escapade angevine, qu'à partager vos coups de cœur !**

**#foodangers | #visitangers**

Déguster Angers : **foodangers.fr** | Visiter Angers : **tourisme.destination-angers.com**

À consommer avec modération. L'abus d'alcool est dangereux pour la santé.

# Becoming a Chenin Blanc Fan

**Let's be clear: whether casual drinkers or serious wine lovers, many still don't know Chenin Blanc, or haven't explored the full range it can offer,** from sparkling and sweet to dry wines. This observation applies both in France and around the world.

Naturally, Chenin Blanc is well-known in the countries where it is produced, but those countries are few in number. Of the 35,000 hectares of Chenin Blanc planted worldwide, 53% are found in South Africa and 28% in France. Far behind are Argentina (6%) and the United States (6%). Comparatively, Chardonnay exceeds 200,000 hectares planted across more than 40 countries. Export also help to spread the word about Chenin Blanc beyond its production borders. However,

in the case of French Chenin Blanc wines, only 20% of the bottles leave France, mostly for Europe, with Germany being the biggest market. On the other hand, South African Chenin Blanc wines are mostly exported, with a concentration of sales in Europe, particularly in Great Britain.

**In short, the time has come for Chenin Blanc to become more widely known and recognized both in France and abroad,** especially since white wines are currently trending, and that both casual drinkers and serious wine lovers are seeking for new sensations. Chenin Blanc offers a truly unique experience.

Of course, it produces fine, elegant wines with a great balance of freshness, thanks to its natural acidity, and impressive

complexity, due to its wide range, of aromas (acacia, hawthorn, lime blossom, quince, pear, Mirabelle plum, citrus fruits, orange peel, guava, honey, and spices). But its potential goes far beyond this. Particularly sensitive to its terroir, vintage, and, of course, the talent of the winemaker, it seems almost destined for a special purpose: 'never boring, always surprising.' As a true ambassador, it reveals the richness of its soils in each sip. Its fans, both producers and consumers, know this well: it's something apart, different, unique, and always surprising. Generally, you don't just like it; you love it!

**So, welcome in the #FanDeChenin community!**

**Philippe Porché,**  
*President of #fandechenin*

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# Chenin Blanc, the historic grape var



“ The Loire Valley has been a #fandechenin since the Middle Ages. But more than ever, the people of the Loire consider it as the emblematic and iconic grape variety of their region. ”

## A LITERARY BEGINNING

It was Renaissance literature that first popularized and celebrated **Chenin Blanc**. The expression “raisins chenins” (Chenin Blanc Grapes) appears in 1534 in *Gargantua*, a novel written by François RABELAIS, native of the Loire Valley.

However, from 1400 to 1800, this term was almost absent from scholarly bibliography. The grape variety **Chenin Blanc** already existed, but under two other names: Pineau and Plant d'Anjou. It wasn't until the years 1850-1900 that **Chenin**

**Blanc** became established in the terminology of ampelographers. Until that time, the word «Chenin» seems to have only appeared in the technical language of some Loire winemakers, in the regions of Thouars, Chinon, and Saumur.

# Identity of the Loire Valley

## A MYSTERIOUS ETYMOLOGY

**The origin of the word “Chenin” remains hypothetical.**

Since the 19th century, several explanations have been proposed by historians, ampelographers, and lexicographers.

One theory is that it comes from “Montchenin”, the name of an annex of the Cormery monastery in Touraine. Indeed, during the second half of the 19th century, it was believed that Chenin Blanc had been planted there and that its name came from this location. This story was told and amplified by the historian Alfred BOUCHARD in his work *Ampélographie*, published in 1901 by VIALA and VERMOREL.

**The only certainty today** is that Chenin Blanc is not a place name. The theory of “Montchenin” is even considered fanciful by Henri GALINIÉ, historian and expert on Loire grape varieties.



## MANY SYNONYMS

Born of a long history, Chenin Blanc has nearly 60 synonyms in France and abroad.

40% come from the Loire Valley

Other synonyms exist elsewhere in France

Plant de Brézé  
 Mançais Blanc  
 Gros Chenin Blanc  
 Pineau d'Anjou  
 Pointu de Savennières  
**Blanc d'Anjou**  
 Pinot d'Anjou  
 Pinot de la Loire  
 Confort Anjou  
 Plant du Claire de Lune  
**Blanc Emery**  
 Gros Pineau  
 Pineau nantais  
 Plant de Maille  
 Pineau de briollay  
 Plant d'Anjou

In "Charente-Maritime" and "Vendée" regions:

Aunis, Blanc d'Aunis, Bon Blanc, Franc Blanc, Franche, Gout-Fort

In "Cé" regions:  
 Péra, V

In "Corrèze", "Gironde" and "Lot" regions:

Rajoulain, Ronchalin, Rouchalin, Rouchelin, Rougelin, Rousselin, Rouxalin, Rouzoulenc

In "Landes" and "Gers" regions:

Capbreton blanc, Cruchinet, Sable blanc, Tite de Crabe, Coué-Fort, Qué-Fort

Abroad, about 10 other synonyms are used:

In Spain (Galicia):  
 Agudelo, Agudillo

In Bulgaria:  
 Shanin

In Argentina:  
 Pineau vert, Pinot blanco

In South Africa:  
 Steen, Vaalblaar Stein

In "Aube" region:  
Giboudot blanc

In "Centre" region:  
Verdurant

In "Isère" region:  
Cugnette

In "Aveyron" region:  
Pineau blanc

In "Gard" region:  
Ugne lombarde

In "Var" region:  
Plant de Salès



## PARENTS FINALLY IDENTIFIED

**Chenin Blanc descends from Savagnin and probably Sauvignonasse grapes.** These are the conclusions of molecular research conducted during the 2010s by ampelographers such as Thierry LACOMBES and Jean-Michel BOURSICOT.

**According to historians, Savagnin grapes may have been introduced to the Loire Valley as early as the Middle Ages.** Indeed, the transfer of plant

material from the vineyards of Eastern France (Jura and its surroundings) to those of the West has been documented since the 11th century.

**As for Sauvignonasse grapes, its genetic link to Chenin is yet to be confirmed.** In France, this grape is also known as Blanc Doux, Cinquien, or Sauvignon Vert. In Italy, it is called Friulano, Tai, or Tuchì, to name just a few examples.

## A WORLDWIDE UNIQUE GENETIC CONSERVATORY

**Located in Montreuil-Bellay** and managed by the French Institute of Vine and Wine, this experimental vineyard collects and conserves 500 different Chenin Blanc vines, making it the largest collection of intra-varietal diversity related to this grape.

**Prospecting campaigns are carried out** to inventory old Chenin Blanc plots along the Loire Valley, as well as in South Africa, where this grape has been present since the 17th century. Several criteria are considered: productivity, vigor, fertility,

ampelography, ripeness, resistance to diseases, and more.

**As a result, it is now possible to propose new clonal selections to meet current and future production challenges, such as frost and diseases.** The creation of a new variety is even in progress, achieved by hybridizing Chenin Blanc with resistant parent plants that are immune to oidium, mildew, allow for later budbreak, reduce sensitivity to gray rot, while still preserving the organoleptic characteristics of the famous Chenin Blanc grape.

In Australia:  
Albillo, Sherry

# Chenin Blanc

## CHENIN BLANC AROUND THE WORLD



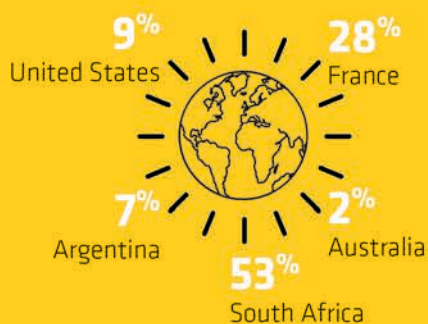
**30<sup>th</sup>**  
worldwide grape  
variety in 2010



**35 000**  
hectares



**17<sup>th</sup>**  
worldwide white  
grape variety



**18 000 ha**  
in South Africa

**10 500 ha**  
in France



**3 200 ha**  
in the United States

**2 400 ha**  
in Argentina

## CHENIN BLANC IN FRANCE



**4%**  
of the French  
grapevine planting



**16<sup>th</sup>**  
most planted grape  
variety in France

# figures



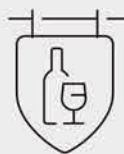
## CHENIN BLANC IN THE LOIRE VALLEY



**4<sup>th</sup>** most planted  
grape variety



**9 700**  
hectares  
/ 15% of  
the wine  
production  
area



**26**  
Protected  
Designations  
of Origin



**1**  
Protected  
Geographical  
Indication



**92 %**  
of the Chenin Blanc planted  
area in Maine et Loire and  
Indre et Loire regions



**522 000**  
hectoliters of protected  
designation of origin  
wines/ year are  
produced in the Loire  
Valley

**7 200**  
hectoliters of  
protected geographical  
indication wines/ year  
are produced in the  
Loire Valley

Distribution of Chenin Blanc wine production in the Loire Valley:



**63 %**  
of sparkling  
wines



**26 %**  
of dry wines



**11 %**  
of sweet  
wines

## LOIRE VALLEY CHENIN BLANC WINES COMMERCIALIZATION



**En France**



**72%**  
of the production :  
France in the first market



**60 million**  
bottles commercialized  
every year

**Around the world**



**16 million**  
bottles are sold abroad



**1/3**  
sold by large  
retailers



**2/3**  
sold by restaurants, wine  
shops and wine estates



**12%**  
Germany



**5%**  
USA



**3%**  
UK



**8%**  
Other  
countries

# Chenin Blanc

“After several years of reflection, Loire valley AOCs and IGP finally called for a full mobilization in favor of Chenin Blanc, its historically dominant grape variety: a marketing strategy was launched (#fandechenin), the 1st International Chenin Blanc Congress (CIBC) was organized, and a dynamic was set in motion.”

CHAUVÉL

# in the Loire Valley



## AN INCREASING PLANTED AREA

In the Loire Valley, the Chenin Blanc planted area is no longer decreasing but growing again, reaching nearly 10,000 hectares. This trend is expected to continue due to the strong demand for white wines. Among the Loire grape varieties, the share of Chenin Blanc is also increasing, now occupying 14.6% of the region's vineyard area.

However, after being the dominant grape of the Loire Valley for centuries, Chenin Blanc is no longer among the top three most planted varieties in the region. It now ranks behind Cabernet Franc, Melon de Bourgogne, and Sauvignon Blanc.

On the other hand, the Loire Valley retains its title as the leading region for Chenin Blanc production in France and abroad. In fact, the Loire region accounts for 95% of the country's planted area of this grape and 30% globally.

## A LARGE WINE OFFER

**Every year, Chenin Blanc wines from the Loire Valley represent over half a million hectoliters produced and 60 million bottles sold.** They account for 60-65% of sparkling wines, 25-30% of dry and half-dry whites, and 10-15% of sweet and dessert wines. This distribution reflects the evolution of demand since the 1960s. Indeed, the demand for sparkling wines has grown, while the demand for sweet and dessert wines has significantly declined.

**Three-quarters of Loire Chenin Blanc wine sales are made within France, with one-third through large-scale retail.** Exports, on the other hand, are overwhelmingly linked to sparkling wines, with 30% of

the volumes being purchased outside of France, and even 50% in the case of Crémant de Loire. In the face of competition, Loire Chenin Blanc wines traditionally occupy a central position in the market but is now accelerating its move toward upscale markets.

**The Loire Valley's Chenin Blanc wines offer "festive" wines (sparkling, sweet), "authentic" wines (dry whites), and even "legendary" wines (dessert wines, dry whites), all of which are nearly exclusively AOP certified. Each type of Chenin Blanc has a role to play in this offering:** sparkling and sweet wines open certain markets, particularly

abroad; dry whites express the diversity of terroirs; and finally, sweet wines, as well as some dry whites, offer a magical experience for true wine connoisseurs.

## GROWING NATIONAL AND INTERNATIONAL DEMAND

**Market prospects are favorable for Chenin Blanc wines.** In France, as in many other countries, the demand for white wines is increasing, particularly for sparkling wines, but also for still wines.

**However, Chenin Blanc is still far less known than other white grape varieties such as Chardonnay or Sauvignon Blanc.**

In the Loire region, it is used:

- As a single-varietal wine in the following appellations: Anjou, Anjou Coteaux de la Loire, Coteaux du Loir, Bonnezeaux, Coteaux de l'Aubance, Coteaux

de Saumur, Coteaux du Layon, Coteaux du Layon Villages, Coteaux du Layon 1er Cru Chaume, Chinon, Jasnières, Quarts de Chaume Grand Cru, Savennières, Coulée de Serrant, Savennières Roche aux Moines, Saumur, Touraine Amboise, Touraine Azay-le-Rideau, Vouvray, Montlouis-sur-Loire, IGP Chenin

- As the main grape variety in the following appellations: Crémant de Loire, Fiefs Vendéens, Saumur Fines Bulles, Touraine Mesland, Coteaux du Vendômois.



## A GROWING WINE TOURISM

**Chenin Blanc is part of the centuries-old landscapes of the Loire Valley.** Its riverbank vineyards are even partially included in the UNESCO World Heritage site designated in 2000. The Loire Chenin Blanc landscapes have been shaped by geology, the river, and age-old practices and architecture, such as far-

mhouses and landscaped parks. Over time, this wine-growing landscape has evolved into a cultural symbol, even emblematic of certain AOP (Appellation d'Origine Protégée) areas in the region.

**Moreover, Loire Chenin Blanc is increasingly part of an ecological landscape.** Its harmonious aesthetic, as well as its production ethic—more and more environmentally

respectful—tells the story of the winemaker's relationship with their natural surroundings, sometimes described as a true “garden vineyard”.

**Finally, gradually, Chenin Blanc itself is becoming a wine tourism theme of the Loire Valley.** The hundreds of Loire Chenin Fan Zones represent the initiative, with local partners working together to increase this growing tourism offer.



- As a complementary or secondary grape variety: Touraine Fines Bulles.

**In this context, the Loire Valley is betting on the uniqueness of Chenin Blanc wines as an alternative offering in the world of white wines.** Indeed, the demand for white wines with character and originality is now a trend, not just a niche. Chenin Blanc wines are known for their significant acidity, which results in wines with great freshness, often quite lively, nervous, and thus suitable for aging. They offer delicate aromas such as:

- Acacia, hawthorn, and lime blossom (floral aromas),
- Quince, pear, mirabelle plum, citrus, orange peel, guava (fruit aromas),
- As well as honey and spice notes.

Finally, the Loire Valley aims to elevate its dry Chenin Blanc wines to the top ranks of great white wines. Indeed, both oenologists and ampelographers agree that this grape variety reveals the terroir as well as the talent behind it. And the Loire vineyards have plenty to offer...

# #FANDECHENIN events

## IN FEBRUARY

Find the #FANDECHENIN free tasting area at the wine fairs:

- **Angers Loire Dégus'T** – Angers Exhibition Park
- **Wine Paris** – Porte de Versailles Exhibition Park – Paris

## IN JUNE

This week of events is open to retailers: wine merchants, restaurateurs, wine bars, etc.

For one week, retailers highlight their Chenin Blanc wines. Goodies are sent to them to decorate their stores in #FANDECHENIN colors and to offer gifts to their customers. Events are organized either directly by the retailers or by the winemakers, who travel to present their wines.

## #FANDECHENIN SUMMER

During the summer, tasting events are organized in Angers, Saumur and Touraine. Find all the events on our website: [www.fandechenin.com](http://www.fandechenin.com)

To learn everything on Loire Chenin Blanc and their producers, join us on social media:



Join the #FanDeChenin community on Instagram





# Become a #FANDECHENIN

You are a Chenin Blanc lover?  
Do you want to join the #**FANDECHENIN** community ?  
Become a #**CHENINFANZONE** !

It is a place that sells Chenin Blanc (restaurant, wine bar, wine shops, etc ...)  
The only requirement: sell at least one cuvée of each Chenin Blanc type (dry, sweet and sparkling wines).

And then ?

- Your establishment is listed on the Fan de Chenin website.
- You will receive the #**CheninFanZone** sticker to put on your shop window.
- You can also promote all your Chenin-related events on the website [fandechenin.com](http://fandechenin.com).

Visit [fandechenin.fr](http://fandechenin.fr)  
to register your  
establishment  
and events!



**WHAT IS A  
#CHENINFANZONE?**

**Easy right ?**

After your registration,  
you officially join the  
#**FANDECHENIN**  
community. We will talk  
about your establishment  
and our events on our  
social media:

- Facebook : More than 19 000 followers
- Instagram : More than 5 200 followers

# The Loire Valley

## birthplace of #FAN

### movement

“Born in the Loire Valley, the historic region of Chenin Blanc, this movement aims to bring together all fans of this grape variety. #FANDECHENIN connects them digitally but also invites them to gather in physical locations, the Chenin Fan Zones.”

DU CH'NIN  
SINON RIEN !

#FANDECHENIN

Vins de Loire

## A GROWING COMMUNITY OF FANS

In 2019, #FANDECHENIN became the rallying symbol for winemakers, retailers, and consumers passionate about this grape variety, first in the Loire Valley, then throughout France, and finally abroad.

Even better, the movement has established headquarters,

the Chenin Fan Zones, where current and future consumers are invited to visit. In 2024, these headquarters reached 1,450 locations across Europe and beyond.

Finally, the movement regularly organizes events for both professionals (Chenin Fan Tour)

and the general public (Chenin Fan Week). Every year in June, hundreds of Chenin Fan Zones present wines made from this famous grape, whether they are from the Loire or beyond, sweet, dessert-style, dry, or sparkling wines.

# lley, DECHENIN

#FANDECHENIN

Vins de Loire

Tous les CHEMINS  
mènent au **CH'NIN**

#FANDECHENIN

Vins de Loire

All you  
**NEED IS**  
Chenin Blanc

#FANDECHENIN

Vins de Loire

## ■ IN-DEPTH MOVEMENT

Launched by the “Groupe Chenin” of the **Fédération Viticole Anjou-Saumur**, this initiative is the result of a shared vision and ambition among 15 AOPs (Protected Designation of Origin) in the Loire Valley, all of which are invested in the future of this grape variety.

In 2018, the **Fédération Viticole Anjou-Saumur** launched the **#fandechenin** movement and called on all the Loire Valley vineyards involved with this grape to join. This call was heard, and even the region's large wineries (the *Grandes Maisons*) responded positively.

## A DEEP CONVICTION

**Chenin Blanc is a great white grape variety.** However, its image and recognition are still not commensurate with its potential, compared to competing grape varieties, such as Riesling. The time has come to increase its value, especially considering the growing talent and ambition of the winemakers and wineries involved with this grape, as well as the favorable context.

**Indeed, the market is now open to the emergence and**

**recognition of new white grape varieties, as well as a new offering of white wines that are more unique, original, and surprising.** The birth of the “ABC” movement in the mid-90s (which stands for “Anything But Chardonnay”) was one of the first markers of this new trend. However, the success of new grape varieties is never automatic or predictable. It always depends on the commitment of the stakeholders involved.

**The diversity of wines made from Chenin Blanc is an asset. However, it is now necessary to better highlight this diversity to the grape’s fan.** Indeed, while someone may love one or more styles of Chenin, they need to be able to discover them first. The challenge is to facilitate access to the multifaceted world of Chenin Blanc for casual drinkers as well as true wine lovers. This is the mission of the movement.

## YEARS OF REFLECTION AND LAUNCHING

**Starting in January 2019, the movement made its presence known on social media and at the Salon des Vins de Loire in Angers.** A first free tasting area for Chenin Blanc from Anjou-Saumur was organized, and hundreds of yellow and black #fandechenin badges were distributed and proudly worn by fans of the grape. The spark was lit.

**In June 2019, #fandechenin became an official website where establishments selling Chenin Blanc could become certified “Chenin Fan Zones.”** Loire Valley winemakers were the first to sign up, soon followed by wine bars, restaurants, wine shops, and other

local businesses. The enthusiasm was palpable.

**In July 2019, the first International Chenin Blanc Congress was held in Angers.** Over three days, historians, ampelographers, oenologists, marketers, winemakers, and wineries from the Loire Valley and South Africa, gathered to take stock of the past, present, and future of this grape variety. A deep reflection was set in motion.

**In January 2020, the yellow and black #fandechenin free tasting area made its debut at Wine Paris, the leading B2B trade show.** Hundreds of professionals left the event with

the famous badge pinned to their jackets, and the number of Chenin Fan Zones quickly soared.

**In June 2020, the first #cheninfanweek was launched for the general public, with the ambition to make it an annual event at the same time each year.** Hundreds of Chenin Fan Zones took part, and the #fandechenin community began to expand to include wine lovers.

**In 2021, InterLoire, the inter-professional interbranch organization for Loire wines, joined the #fandechenin movement.** Thanks to their support, the budget for the #fandechenin strategy was doubled.

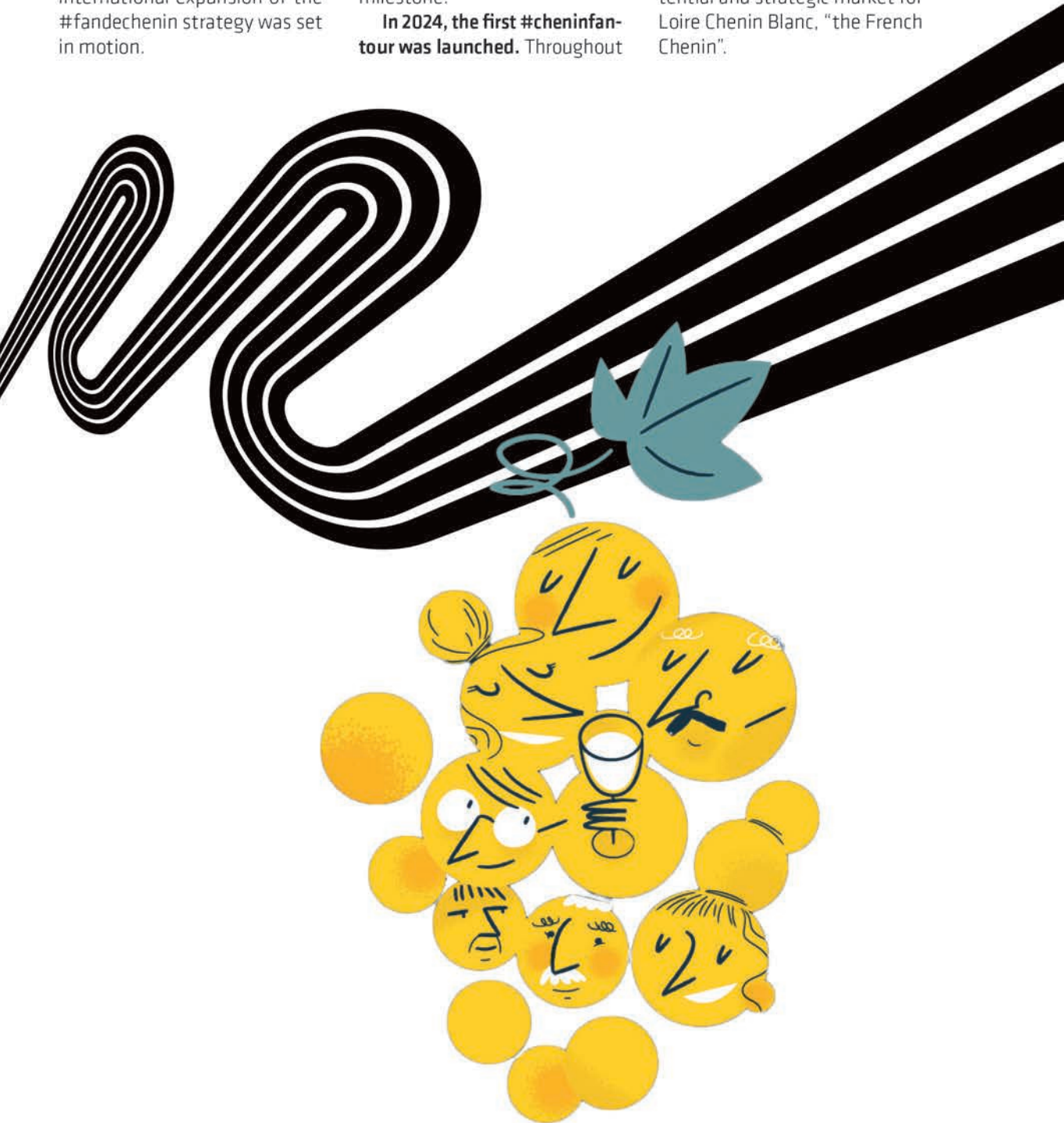
## YEARS OF DEVELOPMENT

**In 2022, the second International Chenin Blanc Congress was held in South Africa, and the number of Chenin Fan Zones skyrocketed (1,160 across 7 countries). The international expansion of the #fandechenin strategy was set in motion.**

**In 2023, a Global Chenin Blanc Observatory was created in partnership with InterLoire.** This will provide Chenin Blanc with its own economic and commercial indicators. A historic milestone.

**In 2024, the first #cheninfan-tour was launched.** Throughout

the year, tastings dedicated to current and future Chenin Fan Zones will be organized in cities across France and abroad. When the time comes, they will be held in the United States, a high-potential and strategic market for Loire Chenin Blanc, "the French Chenin".





AOC et IGP de Loire  
Produit sur l'ensemble du bassin viticole  
dans 11 départements

# FANDECO

## AOC ET IGP DE C



Ah le gentil vin blanc.  
Sur mon âme, c'est du taffetas !

*Gargantua, de François Rabelais 1534*

*Gargantua, le premier Fandechenin®*

CRÉMANT  
DE LOIRE

NANTES

ANCENIS

COULÉE DE SERRANT  
SAVENNIÈRES  
ROCHE AUX MOINES

ANJOU COTEAUX  
DE LA LOIRE

SAVENNIÈRES

ANGERS

COT  
DE L'A

BONNE

SAU

ANJOU

COTEAUX DU LAYON  
1<sup>ER</sup> CRU CHAUME  
QUARTS DE CHAUME  
GRAND CRU

COTEAUX DU LAYON  
VILLAGES

COTEAUX  
DU LAYON

FIEFS  
VENDÉENS

LES SABLES  
D'OLONNE

Océan Atlantique



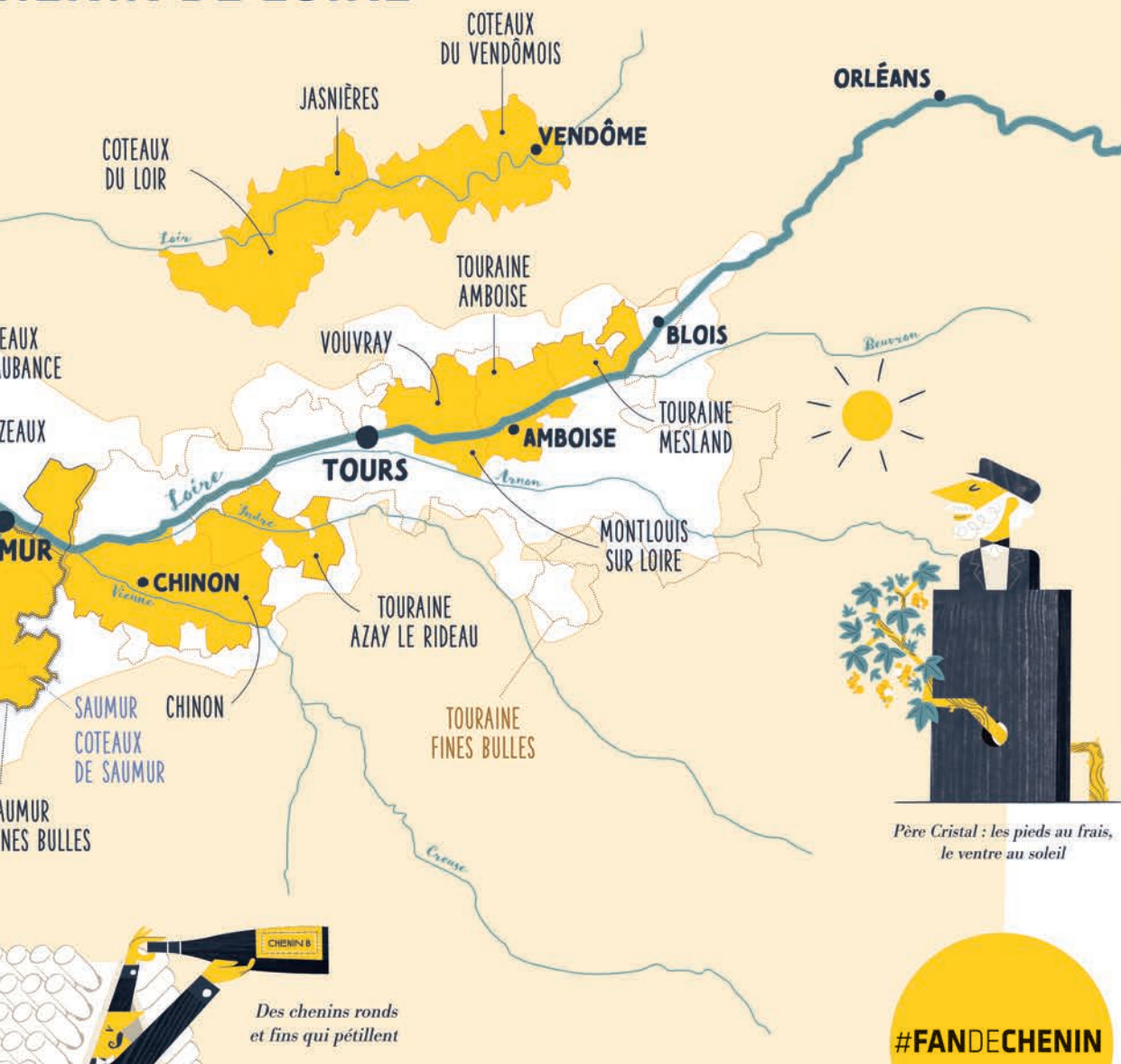
Sucer les cailloux...  
«schistement» bon !

# CHENIN

## CHENIN DE LOIRE



Sans super Saint-Martin  
point de Chenin



Père Cristal : les pieds au frais,  
le ventre au soleil

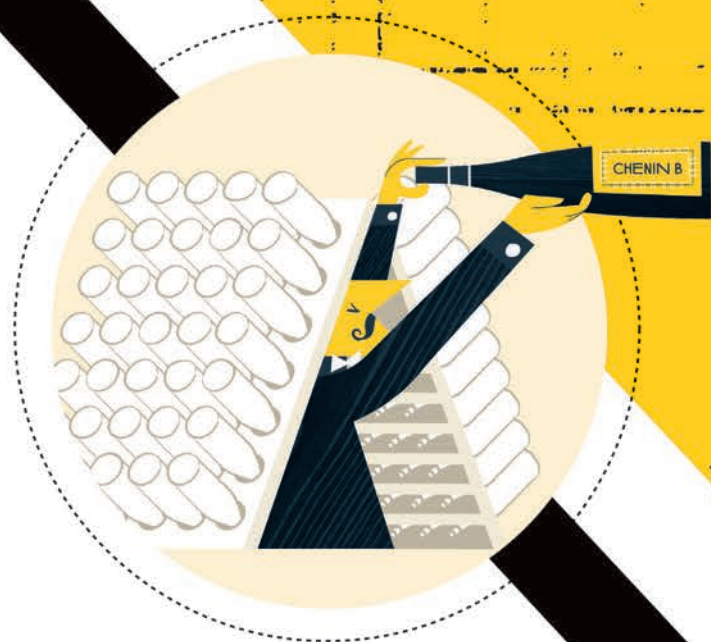
Des chenins ronds  
et fins qui pétillent

VINS DE  
**Loire**

#FANDECHENIN

Val de Loire

[www.fandechenin.com](http://www.fandechenin.com)



# Loire Valley Chenin Blanc wine **offering**



## THE «FESTIVE» CHENIN BLANC WINES

### • Sparkling Wines in Particular

Today, Chenin Blanc wines from the Loire Valley are primarily associated with festive occasions. In fact, two-thirds of the Chenin Blanc wines from the region are sparkling wines. This production notably involves the “Grandes Maisons” (large wineries) and hundreds of winemakers.

**These sparkling Chenin Blanc wines are marketed 70% in France, with the remainder being exported.**

In volume, these «fine bubbles» are

mainly purchased through large retailers.

**The leader among these sparkling Chenin Blanc wines is Crémant de Loire, both in volume and revenue.** Its production has even doubled, increasing from 100,000 hl to 200,000 hl during the 2010s. In large French retail outlets, there is a genuine enthusiasm for national Crémant wines. However, its development abroad is also significant, with 50% of its volume being sold internationally, primarily to Germany, but increasingly to Great Britain and the United States.

**Other sparkling wines are also essential to the Loire's offering: Saumur and Vouvray.** Unlike Crémant de Loire,

they export less than 10% of their volume. Their potential for growth beyond national borders is considerable.

### • The “Chenin Blanc from Troy”

**The commercial success of sparkling Chenin Blanc wines from the Loire Valley potentially paves the way for other types of Chenin Blanc produced in the region, in terms of markets and customer base.** Sparkling wines serve as an entry point for exports, particularly to the United States.

**However, a key factor in this dynamic is promoting Chenin Blanc, especially through labeling, as well as the ambition to move upmarket, both in terms of quality and aesthetics.**

“The Loire Valley produces all styles of Chenin Blanc wines. Thanks to its climate, natural conditions, and ancestral know-how. Its sparkling Chenin Blanc wines enjoy wide commercial success, while its dry and sweet varieties offer strong potential for authenticity. Moreover, its late-harvest wines and exceptional dry whites enjoy first-rate recognition.”



## THE “AUTHENTIC” CHENIN BLANC WINES

### • Dry and Sweet Chenin Blanc wines in Particular

The majority of dry Chenin Blanc wines from the Loire Valley position themselves as “authentic” wines, and this perception is growing. With nearly 12-13 million bottles produced each year, they account for 20-25% of the regional Chenin Blanc wine offering. Two-thirds of these dry Chenin Blanc wines are marketed in France, with only 10% sold through large retailers. Therefore, they are primarily found in restaurants, wine shops, and in the estates themselves.

As for the sweet Chenin Blanc wines from the Loire, they have been contributing to the region’s image of authenticity for a long time. This selection is not insignificant. With 6.5 million bottles, the Loire Valley is currently the third-largest producer of sweet wines in France, after Bergerac and Bordeaux.

However, less than 15%  
of the volumes of  
w h i t e s

produced in Loire are currently sweet wines.

**These wines are almost entirely marketed in France, with one-quarter sold through large retailers.** According to customs data, only 3% of the volumes are exported. Many tourists from the European Union, particularly from Belgium, purchase these wines directly from the wine estates to enjoy them at home.

**These sweet Chenin Blanc wines from the Loire are highly diverse.** It mainly includes Coteaux du Layon and Coteaux de l’Aubance wines.

### • The “Renewal” Chenin Blanc wines

**In the short and medium term, the renewal of Loire Chenin Blanc wines will involve a new premiumization of this “authentic” offering.** The challenge lies not so much in volume but in value. Driven by both national and international markets, dry whites will be the spearhead. As for sweet

wines, their freshness, balance, and drinkability have won over a new generation of enthusiasts over the past decade.

**Loire Chenin Blanc wines are increasingly defined and represented by the winemakers who produce them.** This trend meets an emotional expectation from today’s wine lovers. The potential of the Loire Valley for “winemaker Chenin Blanc wines” is among the highest in the world.



## THE “MYTHICAL” CHENIN BLANC WINES

- **Dry and Sweet Chenin Blanc wines**

In the Loire Valley, the most renowned Chenin Blanc wines are the dry and sweet varieties, often associated with specific appellations and/or winemakers, and available in niche markets. Among the dry wines, the AOP Savennières and Jasnières are frequently described as great whites by wine enthusiasts. Similarly, for sweet wines, the

“Crus” Bonnezeaux, Coteaux du Layon 1er Cru de Chaume, and the Quarts de Chaume Grand Cru have long been part of the imagination of connoisseurs.

- **The “Glorious” Chenin Blanc wines**

In the long term, the new glory of Loire Chenin Blanc wines will depend on the richness of its range of great whites, exceptional whites, and collector’s

whites. Beyond the already famous mythical regional Chenin Blanc wines, the goal will be to create, promote, and recognize many new cuvées of this type, and to ensure the Loire Valley’s sustainable and undeniable leadership in the realm of terroir Chenin Blanc wines. Naturally, this ambition from the Loire will also help Chenin Blanc position itself alongside other great white grape varieties around the world.

® Ville de  
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**VAL DE LOIRE**  
AGGLOMÉRATION

# LE SAUMUROIS, TERRITOIRE DE CHENIN

#FANDECHENIN

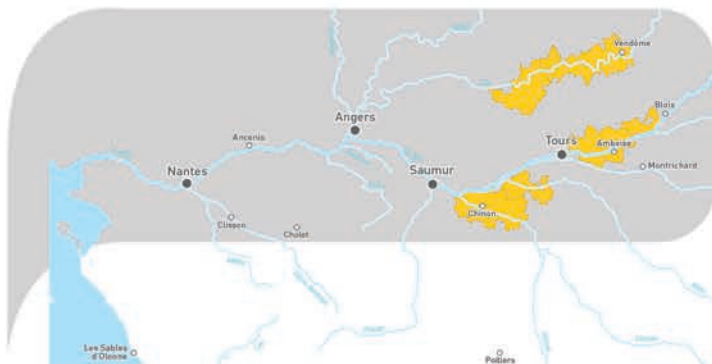


# Loire Chenin Blanc

## AOP et IGP certified wines

### TOURAINE'S VINEYARD

- AOP Chinon ●
- AOP Coteaux du Loir ● ●
- AOP Coteaux du Vendomois ●
- AOP Crémant de Loire ●
- AOP Jasnières ● ●
- AOP Montlouis sur Loire ● ● ●
- AOP Touraine ●
- AOP Touraine Amboise ● ●
- AOP Touraine Azay le Rideau ● ●
- AOP Touraine Mesland ●
- AOP Vouvray ● ● ●



### ANJOU-SAUMUR'S VINEYARD

- AOP Anjou ● ● ●
- AOP Anjou Coteaux de la Loire ●
- AOP Bonnezeaux ●
- AOP Coteaux de l'Aubance ●
- AOP Coteaux du Layon ●
- AOP Coteaux du Layon "Villages" ●
- AOP Coteaux du Layon 1<sup>er</sup> Cru Chaume ●
- AOP Coteaux de Saumur ●
- AOP Coulée de Serrant ● ●
- AOP Crémant de Loire ●
- AOP Quarts de Chaume Grand Cru ●
- AOP Saumur ●
- AOP Saumur Fines Bulles ●
- AOP Savennières ● ●
- AOP Savennières Roche aux Moines ● ●



### NANTES' VINEYARD

- AOP Fiefs Vendéens ●



### LOIRE VALLEY IGP



# #FANDECHENIN

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VINS DE  
**Loire**