PRESS RELEASE

14.02.2011

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WINE AND SPIRITS

Exports pick up considerably in 2010

In 2010, WINE and SPIRIT exports totalled **€ 9.09 billion**, reflecting considerable export growth (+ 18.3% compared to 2009). With a surplus of € 7.9 billion (+ 21.5%), 2010 wine and spirit exports were the second largest positive contributor to the French trade balance, after aeronautics and ahead of chemicals and perfume.

According to the **French Federation of Wine and Spirits Exporters (FEVS)**, this figure is the result of the end of the economic crisis and increased economic activity across all sectors. However, the speed of the recovery has varied across regions: Asian markets remain dynamic, while traditional markets have picked up more slowly. This is especially true of the United States and, to a lesser extent, markets in the European Union.

These results reflect the positive performance of different product categories:

⇨ **2010 was a record year for spirits exports. In particular, cognac sales jumped 33% in value to reach € 1.85 billion. This trend was visible in other spirit categories, especially vodka, which grew by nearly 40% (to reach € 332 million).**

⇨ **Champagne sales picked up considerably, as exports increased in value by 22% to reach € 1.95 billion.**

⇨ **Still wines sales also increased to reach € 4.09 billion (+ 11.7%).**

In response to these results, **FEVS President CLAUDE DE JOUVENCEL** said "the positive results in wine and spirits exports in 2010 are particularly important: they reflect the positive economic contribution – France's second largest trade surplus – made by companies, mostly SMEs, all over France. The recovery is due to:

- ***The end of the massive de-stocking that characterised 2009, and an increase in orders;***
- ***Increased real consumption levels across different markets:*** *exports have increased as a result of sales and consumption and not because of changes in stock;*
- ***The strong performance of Asian markets, especially China****, although efforts must be made to ensure this market success is enduring and not dependent on changing trends;*
- ***The gradual recovery of traditional markets,*** *which still account for significant sales opportunities.*

The economic outlook for companies is therefore more positive in 2010. Some uncertainty remains, caused mainly by exchange rate fluctuations and doubts as to the economic stability of some emerging countries that play an important role in international growth rates. We must also ensure our products constantly evolve to meet market demand, especially with respect to new consumers. This is especially true for wine sales. Our companies and the industry as a whole will have to rise to this challenge so we can continue adding value to the "French" label and brand reputation."

WINES (cases 9L) SPIRITS (cases 8,4 L ; 40% vol)	VOLUME (caisse de 12 bouteilles)		VALUE (K€)	
	12 months 2010	Chge 10/09	12 months 2010	Chge 10/09
TOTAL Wines	**144 376 333**	**+6,5%**	**6 201 142**	**+14,6%**
dont : Champagne	10 746 778	+21,2%	1 948 328	ns
Other sparkling	5 642 711	+7,7%	164 905	ns
AOC still wines	55 648 944	+5,2%	2 996 827	ns
VdPays/PGI	47 175 800	ns	748 297	ns
Wines without GI	24 172 344	ns	325 102	ns
VERMOUTHS / WINE BASED APERITIFS	**1 744 489**	**+27,6%**	**25 365**	**+18,8%**
TOTAL SPIRITS	**51 441 815**	**+13,3%**	**2 859 241**	**+27,4%**
dont : Cognac	12 746 071	+20,3%	1 850 755	+32,8%
Armagnac	181 190	+21,0%	19 611	+31,0%
Calvados	295 000	+21,4%	18 629	+21,1%
Liqueurs	4 408 214	-2,3%	307 737	+3,5%
Vodka	13 183 571	+17,6%	332 240	+39,7%
Other wine based spirits/brandies	11 558 988	+18,1%	141 713	+16,0%

Source : Douanes/F.E.V.S.

Distribution of exports by main destination areas :