PRESS RELEASE

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French Wines and Spirits exports keep up their performance in 2013

After two record years, French Wines and Spirits exports maintain their position with € 11.12 billion sales in 2013 (-0.4% compared with 2012). The sector is once again the second surplus item of France's trade balance (+€9.5 billion), after aeronautics and the first surplus item of the agri-food sector.

FEVS welcomes this achievement, earned through the work of the sector's companies during a challenging year.

The slight decrease in the volumes exported (-3.3% compared with 2012) shows the constraint on the competitiveness of the industry, in a dynamic and highly competitive global market.

2013 figures cover different realities.

- Despite the decrease in volume (-3.1%), wines maintain their sales in value at the high achieved in 2012 (-0.1%); the stable results of still wines (-1.1%) being compensated by the performance of Champagne (+1.3%) and other sparkling wines.
- In a context of declining volume (-3.9%), the spirits sales stabilized (-1.1%), thanks to the continuous performance of Cognac exports (-1.7%), in a difficult global market.

Wines (9L cases) *Spirits (8.4L cases at 40% vol)*		*Volume (12 bottle cases)*		*Value (€1,000)*	
		12 months 2013	*%/2012*	*12 months 2013*	*%/2012*
Total wines		**147 818 088**	**-3.1**	**7 597 152**	**-0.1**
Including	*Champagne*	11 157 448	-0.3	2 267 871	1.3
	PDO Still Wines	63 200 041	-0.5	4 000 906	-2.0
	PGI Wines	41 316 228	-1.0	757 863	3.5
	Varietal Wines	10 713 949	-9.7	163 152	-1.3
	Other Wines without GI	14 324 556	-17.3	164 707	2.4
Total Vermouths & ABV		**1 832 997**	**2.8**	**36 542**	**12.2**
Total Spirits		**50 727 731**	**-3.9**	**3 488 654**	**-1.1**
Including	*Cognac*	13 480 074	-3.3	2 354 270	-1.7
	Armagnac	185 878	-4.7	22 104	-15.1
	Other Brandy	10 090 443	-16.0	197 655	4.5
	Vodka	12 878 748	0.7	369 530	-0.7
	Liqueurs	4 058 405	-4.6	308 136	-5.9
	Calvados	355 342	14.4	21 232	10.6

Source : Customs data / F.E.V.S

Cognac, Champagne and Bordeaux wines still account for 60% of the exports value. The 2013 export results reflect the current situation on the various markets and illustrate the importance for the sector's companies to diversify their export destinations.

2013 highlights:

- Asia showed a decline in 2013, mainly due to the anti-corruption policy launched by the Chinese Government at the beginning of the year, which especially impacted premium products. Yet, the potential of the Chinese market, supported by a middle class growth and an increasing purchasing power, is still valid;
- The positions in North America were confirmed in 2013 (-0.1%). The appreciation of the euro against the dollar has limited the positive impact of the US economic recovery, whose effects should intensify in 2014.
- Europe covers a diversity of situations: Western and Southern Europe remains characterized by economic gloom. However, exports to Germany and Nordic countries experienced a strong growth in 2013 (+7% on average).

According to Louis Fabrice LATOUR, Chairman of the French Wines and Spirits Exporters' Association (*Fédération des Exportateurs de Vins et Spiritueux de France-* FEVS), « *2013 result is a remarkable performance considering the current deteriorated economical environment and the changing wines and spirits global market, as illustrated by the Chinese market recent evolution. Our industry remains one of the main drivers for the French external trade. This is good news, for the entire wines and spirits industry, as well as for the economy of our regions.*

However, these good results in 2013 should not hide the continuous loss of market shares in terms of volume in our main external markets, as well as the growing barriers we face in exporting our products. Beyond the welcoming of this good performance, the entire industry and governments should mobilize to preserve our capacity for growth, investment and innovation in the coming years. »