

VINEXPO

THE WORLD OF WINE & SPIRITS
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NEW YORK



Vinexpo New York is poised to take a bigger bite of the Big Apple in 2019 with nearly double the space of last year's show and a prime, single-level location at Jacob K. Javits Center. Its global footprint is expanding, too, with 14 countries represented to date, including all the major wine producing regions.



This new pavilion will feature an exhibit and tasting area showcasing organic and biodynamic wines and spirits from around the world. With 30% of U.S. wine consumers interested in organic wines, and U.S. sales up 12%, the new pavilion has earned a prominent location in the exhibit hall.

Look for Spain's [La Bodega de las Estrellas](#) among the WOW! exhibitors. The family-owned winery in Castilla-La Mancha is committed to organic and natural winemaking—aging its wines in 200-year-old clay jars without sulfites and other additives and growing and harvesting by the Cosmic Calendar. The winemaker calls WOW! "an excellent format to directly show an artisan and sustainable production" and plans to present wines that "represent the ideal conditions of environmental dryness for winegrowing and optimal development of aromas and flavors." These include the winery's latest launches: orange-hued skin-contact whites and long-aged wines.

Also exhibiting at WOW! will be [SAS Bordeaux Vineam Vignobles](#). Encompassing six wine estates in the Nouvelle-Aquitaine region of France, its 270 hectares grow Médoc, Sauternais, Entre-Deux-Mers, Bergeracois and Côtes de Castillon. Bordeaux Vineam has avoided the use of synthetic chemicals, herbicides and GMOs since 1999, instead recycling used organic matter and practicing organic control to maintain and improve soil fertility and structure, promote biodiversity, and help preserve water and air quality. At WOW!, the winery looks forward to sharing its organic and sulfur-free values, in particular because

"we know that Americans are paying more and more attention to organic viticulture." A member of the Syndicat des Vignerons Bio d'Aquitaine, Bordeaux Vineam will show its Bio Full range of red, red malbec, white and rosé wines at Vinexpo New York.



"Very positive feedback" from its participating wineries last year—all new to the U.S. market—spurred [Austrian Wine Marketing Board](#)'s decision to return to Vinexpo New York in 2019. This year, the board will showcase 16 wineries from various regions that demonstrate the diversity and uniqueness of Austrian wines. AWMB has supported and promoted Austria's winemakers since 1986.

Also returning is [Canopy Wine Selections](#) (formerly South African Independent Wine Growers). After last year's strong showing, Canopy is looking to expand the U.S. market for its artisanal South African wines beyond New York and is seeking distribution partners, according to Canopy's founder Kristopher Tillery, "who feel that their South African selections could use more regionality, more character or more diversity." The company will be showing several unique wines from the "new" South Africa—a grenache grown high in the continental-climate Citrusdal mountains, a carbonic-macerated and naturally fermented nouveau-style Mourvèdre, pinot noir from South African's coolest reaches, along with classics from the Simonsberg and Stellenbosch wine regions.

For [Terrisson Wines](#), the decision to return is all about timing. The import/export company from Nimes, France called last year's Vinexpo New York "quite a success," but its primary motivation to exhibit again is the show's March dates—the perfect time to launch the rosé season. Rosé is a particularly important market for Terrisson, which reports nearly two million bottles sold this year. Posting 18% sales growth at end of September, year to date, Terrisson is especially proud of the success of its Yes Way Rosé and newly launched sparkling version—Yes Way Bubbles, a grenache from the south of France. Both are produced by Les Vins Breban. Terrisson will be showing many rosés this March, including

the brand-new Villa la Rosé produced in Luberon, along with non-rosé wines from Provence, Loire, Rhône, and other regions.



The medal count continues to climb for Château Ramage La Batisse and Château Belcier, two Bordeaux vineyards that will be represented at Vinexpo New York by [Gironde et Gascogne](#). Located in Saint Sauveur at the heart of the Médoc region, Château Ramage was promoted to the status of Cru Bourgeois Supérieur in the latest official Médoc Crus Bourgeois rating. Its 85 hectares, dedicated to cabernet sauvignon and merlot, are supervised by world-renowned winemaker Georges Pauli. Château Belcier is located in one of Bordeaux's oldest wine-growing areas, Côtes de Castillon, where it produces merlot, cabernet franc, cabernet sauvignon and malbec. At Vinexpo New York, look for Château Belcier's Le Coq de Ramage 2016, a Challenge International du Vin gold medal winner.

South Africa's [Swartland Winery](#) is a newcomer to the 2019 show. Located in the arid Swartland wine region north of Cape Town, the winery has evolved over 68 years from a cooperative of 15 members into a single wine company. Today, it produces 51 varieties of red, white, sparkling and fortified wines from bush vines, whose smaller grapes yield big taste and quality at great value. Swartland Winery sees Vinexpo New York as an opportunity "to grow our global footprint in the largest wine consuming nation," with a special focus on its pinotage and chenin blanc—two indigenous South African grapes with a rich history.

TUNE IN NEXT MONTH

For more on what's in store at Vinexpo New York 2019, watch your inbox for our next newsletter installment.
