



## WINES OF CENTRE-LOIRE

Press release

### **A NEW DIRECTOR AND A NEW PRESIDENT FOR CENTRE-LOIRE WINES (BIVC)**

*xx.10.24* – **François Bouteille** has taken over from Edouard Mognetti as the Director of the Bureau Interprofessionnel des Vins du Centre-Loire (BIVC). Bouteille holds a degree in business law and intellectual property, with a specialisation in vine and wine law from Bordeaux University. He has always worked in the wine industry, starting with the Champagne Trade Association, and then a consulting firm in Australia that specialises in the protection of appellations. He was most recently the director of the Vouvray Syndicate.

In his new role, François Bouteille is committed to championing the spirit of independent winegrowers and promoting the terroirs and appellations of Centre-Loire, both domestically and internationally. One of his important tasks will be to enhance economic research initiatives to identify new markets and diversify the offerings of Centre-Loire wines.

"I am absolutely convinced that the Centre-Loire vineyards are gaining recognition and have immense potential among wine lovers of all ages, both in France and abroad. The technical and promotional strategies developed by BIVC support the sustainable growth of our eight appellations and two IGPs, with the immediacy of single grape variety wines providing an easy entry point for a broad audience and allowing them to continue their exploration by discovering a wonderful mosaic of terroirs." said François Bouteille.

**Bertrand Minchin**, a winegrower from Menetou-Salon, has succeeded Jean-Dominique Vacheron as co-president of Centre-Loire Wines, representing viticulture for the next three years. Arnaud Bourgeois from Famille Bourgeois will serve as the other co-president, representing the trade.

Bertrand Minchin is a member of the Vignerons Indépendants association, where he previously held the position of vice-president. He is also a member of the General Assembly of Centre-Loire Wines and serves on its communications commission.

"The vineyards of Centre-Loire are unique and cherished by all, representing an incredible heritage with strong shared values," he said.

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**About BIVC:** Created in 1994, the Bureau Interprofessionnel des Vins du Centre (BIVC) is responsible for the promotion and communication of Centre-Loire wines. The eight vineyards of the Centre-Loire are located in the heart of France, on the hillsides of the Loire and Cher valleys. Comprised of over 13,000 acres, the Centre-Loire includes the AOPs of Sancerre, Pouilly Fumé, Pouilly-sur-Loire, Menetou-Salon, Quincy, Reuilly, Coteaux du Giennois and Châteaumeillant and the IGPs of Côtes de la Charité and Coteaux de Tannay.