
Don't miss Beaujolais Wines at the Vinexpo Asia Singapore 2025

Time to get your calendars out and save the date for *Beaujolais Wines* at the Wine Singapore trade fair 2025 with 15 estates to discover at the Beaujolais stand.

THE BEAUJOLAIS STAND

Beaujolais winegrowers and *négociants* will be welcoming wine trade professionals from 27th to 29th May 2025 for Vinexpo Asia Singapore. **15 estates, wineries, wine houses and cooperatives** will be at the **"Beaujolais Wines" stand (Hall B2, stand C101)** during the whole fair, or at the producers' individual stands.

BEAUJOLAIS WINES, THE GREAT NEW TERROIR WINES

Granite, limestone and volcanic rock... **more than 300 different types of soil make up the Beaujolais terroirs – recognised as a UNESCO Global Geopark.** The region's remarkable geological wealth is highlighted through the *lieux-dits* and vineyards of the 12 Beaujolais appellations. The Beaujolais vineyards tell a **genuine, heartfelt and grounded story** for each wine they produce with their background and values, accompanied by the authenticity of the men and women who shape the vineyards and their strong relationship with their terroir. Here, each exceptional cuvée is the result of meticulous work combining the heritage of age-old practices and the innovation of passionate winemakers.



Since 2019, the desire to **move Beaujolais wines upmarket** has united all those involved in the vineyards and strengthened the range of **great new terroir wines, Exceptional Beaujolais:** advocating for the *lieux-dits*, applications for recognition as "Premiers Crus" and applications for an additional Geographic Indication (Pierres Dorées), collective initiatives to promote village labels.

This is a vineyard that is collectively committed to a superb revival, the strength of a collective that's looking ahead!





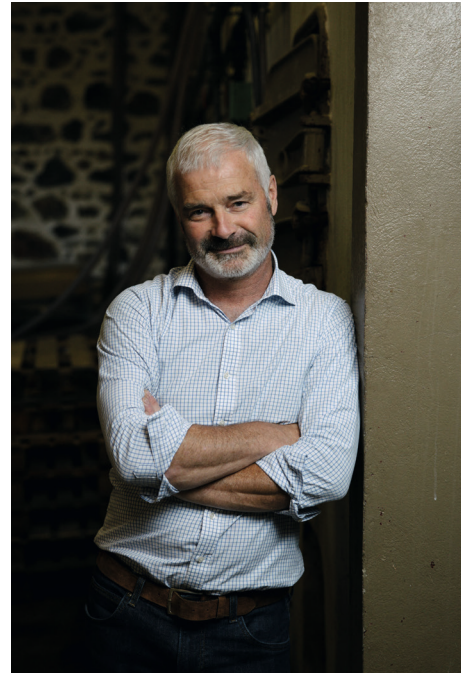
JEAN-MARC LAFONT, CHAIRMAN OF INTER BEAUJOLAIS

"Never before has the Beaujolais region generated so much positive attention for its wines, its terroirs, its landscapes and the women and men who inhabit it. Our vineyard is gradually regaining its rightful place in the minds of our consumers and in their drinking habits. The modernity and diversity of our wines – that are at times joyful and festive and at others sophisticated and elegant – are perfect for enlightened wine-lovers the world over in need of freshness and indulgence.

The Beaujolais vineyard must, at the same time, adapt to climate change and encourage its stakeholders to work on their environmental responsibilities (to reduce carbon footprints and develop new agro-economic models that respect living organisms), and gain recognition for the authenticity of their wines made from Gamay noir à jus blanc, the kings of fresh, delicious and indulgent nectars. Winegrowers and négociants are faced with an increasingly demanding market, but one in which the diversity of wines, vineyards and plots gives rise to the new great terroir wines, exceptional Beaujolais cuvées, which sit wonderfully alongside festive and expressive wines.

We have many assets. The beauty of our landscapes must be used to promote the development of wine tourism by opening up to visitors from all over the world. The diversity of our soils – more than 300 soil profiles – must enable each winemaker to make the terroirs they work and the Gamay noir shine in all its variety and complexity. Beaujolais whites, 100% Chardonnay, will undoubtedly be part of the new generation of great white wines. And the energy and modern vision shared by the estates, wineries and trading houses will enable us to continue the "Beaujolais Nouvelle Génération" project.

We want a strong Beaujolais"



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To learn more about Beaujolais wines, please refer to: <https://carnet.beaujolais.com/en/>

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