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French Wineries Turn to Electronic Music to Draw Younger Visitors

Vineyard estates are hosting nightlife-style events to make wine tourism feel more social, accessible and appealing to future buyers.

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Electronic music is becoming a new tool for wineries in France as vineyard estates try to bring in younger visitors and future wine buyers through parties, festivals and tasting events that feel closer to nightlife than to traditional cellar tours.

The shift was highlighted by La Revue du vin de France in a report published June 8, which described how wine estates are using electro music to attract a new generation of consumers. The article, written by Nelly Barbé, places the trend within the country’s growing wine tourism business, where producers are looking for new ways to make vineyards feel more open, social and less formal.

The strategy reflects a broader challenge for the wine industry. In many markets, younger adults drink differently from older generations, often consuming less wine or choosing beer, cocktails and low-alcohol options instead. Against that backdrop, wineries are increasingly treating events as a gateway product: music draws people in first, then tastings, bottles and brand discovery follow.

In practical terms, that means estates are turning vineyard grounds into event spaces during the warmer months, especially in the evening. Electro music has become a natural fit because it carries a festive image and appeals to audiences that may not respond to classic wine marketing. The setting also matters. Vineyards offer open-air landscapes, sunset views and a sense of escape that can make an event feel more distinctive than a club or urban concert venue.

For producers, the appeal goes beyond ticket sales. These gatherings can create first contact with consumers who might not otherwise visit a winery. They also give estates a chance to present wine in a more relaxed environment, without the codes that sometimes make younger or less experienced drinkers feel excluded. That can matter for the beverage sector more broadly because wineries are competing not only with one another, but with other leisure and drinking occasions. If music-led events succeed in increasing visits and trial, they could help wine regain attention in a market where consumer habits are fragmenting.

The trend also fits with the expansion of experiential tourism around food and drink. Across Europe and the United States, wineries, breweries and distilleries have invested more heavily in hospitality over the past decade, adding restaurants, lodging, concerts and seasonal programming to diversify revenue. In that context, electro events are part of a larger effort to turn beverage producers into destinations rather than simple points of sale.

French wine tourism has long relied on heritage, landscape and gastronomy. What appears to be changing is the tone. Instead of presenting vineyards only as places of tradition and expertise, some operators now want them to feel current and accessible. Music helps bridge that gap because it creates an immediate social atmosphere and lowers the barrier to entry for visitors who may know little about appellations, vintages or grape varieties.

That does not mean the model is without limits. Wineries must balance entertainment with their agricultural identity and with local concerns such as noise, traffic and neighborhood impact. They also face the challenge of converting eventgoers into repeat customers rather than one-time attendees. A crowded dance floor does not automatically translate into long-term wine loyalty.

Still, the movement suggests that parts of the industry see cultural programming as essential rather than optional. For estates facing slower consumption growth or an aging customer base, attracting younger adults through music may be one of the clearest ways to refresh their image without abandoning wine itself. The vineyard remains the product’s place of origin, but it is increasingly being used as a stage as well as a production site.

La Revue du vin de France’s report points to a simple calculation behind this approach: if younger consumers are not coming naturally to wine culture, some wineries will try to meet them through formats they already value, including live music, outdoor gatherings and shared social experiences. In doing so, they are reshaping how wine is introduced, marketed and consumed at the estate level.