vinetur

Inter Rhône proposes a 2035 supply plan after Rhône AOC sales fell by 500,000 hectoliters

The trade body said the regionwide roadmap would pair longer contracts with tighter output controls through 2035

Wednesday, November 11, 2026



Inter Rhône said on Tuesday, November 10, that it wants to reshape the Rhône Valley's wine strategy around tighter supply management, stronger long-term contracts and a common plan running through 2035 after several years of falling sales volumes in the

region’s appellation wines.

At a press conference, the organization said Samuel Montgermont presented a roadmap aimed at building what it called a more resilient and more competitive vineyard. The plan comes as the Rhône’s AOC wines, the French quality designation for appellation-controlled products, have been selling in lower volumes. According to Inter Rhône, marketed volumes for the region’s AOC wines fell by more than 500,000 hectoliters between 2021 and 2025.

That drop is equal to more than 50 million liters of wine, or roughly 67 million standard bottles, and it helps explain why the group is pushing for structural changes rather than short-term measures. Inter Rhône said the central idea is to bring production more closely into line with market demand, a shift that would affect decisions on planting, yields and the use of vineyard capacity across the Rhône Valley.

The organization said it also wants to promote longer-duration contracts in the supply chain. While the press materials pointed to the need for firmer contractual arrangements, the broader goal appears to be to give growers and buyers more visibility in a market that has become harder to predict. In practical terms, stronger contracts can help define volumes, pricing methods and purchasing commitments over a longer period, reducing some of the uncertainty that comes with annual negotiations.

Inter Rhône framed the effort as a sector-wide strategy rather than a move by a single group of producers. The roadmap calls for agreement on a direction through 2035, suggesting the trade body wants growers, cooperatives, merchants and other market participants to work from a shared set of priorities over the next decade. That long horizon reflects the nature of wine production, where planting decisions and vineyard restructuring can take years to show results.

The Rhône Valley is one of France’s major wine regions, and changes in its appellation strategy are closely watched across the wider drinks industry. Any sustained effort to reduce or redirect supply could alter the region’s production potential and the economics of winegrowing, including revenue per hectare. Stronger contracting could also gradually change how risk and bargaining power are shared between grape growers, wineries, merchants and large distribution channels.

Inter Rhône did not present the November 10 roadmap as a simple cutback program. Instead, it linked supply discipline with the goal of making the vineyard more competitive in the market. That language suggests the group is trying to balance two pressures at once: protecting value in a weaker sales environment while keeping Rhône wines present and visible in domestic and export markets.

The pressure on volumes is especially important for appellation wines because AOC systems are built around defined production areas, rules and quality positioning. When marketed volumes fall over several years, the impact can spread beyond producers' sales to bottlers, traders, logistics providers and retail partners. It can also intensify debate inside a region about whether the best answer is to preserve output, lower production, or shift the mix of wines offered to buyers.

By putting supply adjustment and contracts at the center of its message, Inter Rhône is signaling that it sees market organization as a key part of the response. Long-term contracts may appeal to producers seeking more stable outlets for grapes and bulk wine, while buyers may see value in securing dependable volumes and clearer commercial terms. But such arrangements can also be sensitive, since they touch directly on pricing, flexibility and negotiating leverage in a fragmented supply chain.

The 2035 horizon gives the trade body room to pursue changes gradually, which may be necessary in a region made up of many appellations and business models. Measures to align supply with demand can involve difficult choices, especially when they affect planting rights, harvest volumes or the pace of vineyard renewal. Even so, Inter Rhône's message on November 10 was that the Rhône's wine sector needs a common framework if it wants to become more robust after the decline recorded between 2021 and 2025.