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French wine regions unite under 'Vins de Lorraine' for global recognition

A strategic consolidation to boost the visibility of three northeastern appellations

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In a strategic move aiming to amplify their presence, three esteemed northeastern French wine regions - Côtes de Toul, Côtes de Meuse, and Moselle - have announced their unification under the "Vins de Lorraine" appellation. The intention behind this consolidation is to heighten their visibility and recognition among both local consumers and the global market.

To accompany the new designation of origin, the tagline "Côtes à côtes" has been chosen. While this directly translates to "side by side", in this context, it is a witty play on words, suggesting "hillsides together." This cleverly references the hills, or "côtes", distinctive of two of these wine-producing regions. Presently, the efforts revolving around this tagline are in the nascent promotional stage.

In addition to this promotional endeavor, sources indicate that there is contemplation over the adoption of an official seal, named IGP Vins de Lorraine. This would likely be an adaptation of the already-existing IGP Lorraine seal, which currently pertains only to sparkling wines.

Local news channel, France3, stated, "The Vins de Lorraine designation should assist individuals in locating the Côtes de Meuse, Côtes de Toul, and Vins de Moselle regions on France's map." The channel also drew comparisons between this initiative and the promotional activities of appellations Reuilly, Quincy, and Menetou-Salon under the Val de Loire title.

These three wine regions under the Vins de Lorraine banner are situated in the historical area of Lorraine, positioned to the south of Luxembourg and northwest of Alsace. This places them near France's border with Germany and just west of the German city of Saarbrücken.

In an interview with France3, Stéphane Vosgien, a winemaker and the head of the Côte de Toul regulatory council, mentioned, "We all produce light, dry, fruity wines, primarily from Pinot Noir and Auxerrois. That's our shared characteristic. Beyond that, each wine tells its unique story."

Current statistics estimate that a substantial 80% of the wine produced in these regions is consumed within the Lorraine area, with the remaining 20% distributed across the rest of France and overseas markets.