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Celebrating Grenache: From New York to Paris

The 12th Edition of Grenaches du Monde Highlights the Best in Wine

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As the world turns its eyes to the vibrant streets of Paris, the city of lights prepares to host an event that promises to dazzle the wine industry like never before. After its memorable sojourn in New York last year, the "Grenaches du Monde" competition returns to the old continent, setting the stage for an extraordinary celebration of Grenache, a grape variety that has quietly ascended to the ranks of the wine world's elite.

This year, Paris, the city soon to be crowned the Olympic capital in 2024, opens its arms to the wine aficionados, marking the 12th edition of this globetrotting contest. The Aéro Club de France, a stone's throw away from the Trocadero, will serve as the

prestigious venue for an event that has become a must-attend in the professional wine calendar.

"Grenaches du Monde" has evolved into more than just a competition; it's a dynamic and professional gathering aimed at drawing in a global audience of discerning and influential tasters. The event celebrates the culture and craftsmanship of Grenache producers, showcasing the best wines from around the world. This variety, known for its adaptability, thrives across the globe, from the Mediterranean heartlands of Spain and France to the diverse terrains of North and South America, Australia, and even regions as varied as Croatia, Greece, and Lebanon.

The competition is a testament to the growing allure of Grenache, a grape that has come into its own in the contemporary wine scene. Open to all Grenache wines, whether pure or blended, regardless of color, origin, or nationality, "Grenaches du Monde" offers a platform for producers and merchants to showcase their finest bottles to an eager international audience.

Fabrice Rieu, president of the competition, expressed his enthusiasm for the upcoming event, highlighting Paris's cultural heritage and its passion for the art of living as the perfect backdrop to celebrate the diversity and excellence of Grenache wines. With the deadline for entries set for April 15th, participants can register their wines online, eager to be part of this prestigious competition.

The significance of Grenache in the wine world cannot be overstated. As the seventh most planted grape variety globally, covering an impressive 163,000 hectares of vineyards, it symbolizes the Mediterranean's warm embrace. Spain and France together account for almost 90% of the world's Grenache vineyards, underscoring the variety's importance in the European wine tradition. Yet, its popularity spans continents, reflecting a universal appreciation for its versatility and the rich, expressive wines it produces.

The journey of "Grenaches du Monde" itself is a story of exploration and discovery. Since its inception in 2013 by the Conseil Interprofessionnel des Vins du Roussillon (CIVR) in Perpignan, the competition has traversed the globe, from the fields of Aragon in Spain to the shores of Sardinia, the hills of Catalunya, and beyond. Each year, the

event brings together a jury of professionals to taste and award the finest Grenache wines, celebrating the grape's global appeal and the exceptional talents of its producers.

As Paris prepares to welcome the world of wine this May, "Grenaches du Monde" stands as a beacon of excellence, a celebration of a grape that has captivated the hearts and palates of wine lovers everywhere. This event not only highlights the achievements of the world's best Grenache producers but also serves as a reminder of the enduring charm and potential of this versatile grape variety. In the city known for its love affair with the finer things in life, Grenache is set to shine, proving once again that it is, indeed, a grape worthy of the world stage.