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Winegrowers Protest Low Prices at Lidl

Symbolic Act of Smashing Bottles Highlights Industry Crisis

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Winegrowers from Vaucluse and Gard staged a protest on Monday morning outside Lidl stores in Orange and Bagnols-sur-Cèze. The demonstration targeted the sale of Côtes-du-Rhône wines at prices the growers consider damaging to their industry. Early in the morning, the winegrowers gathered at the Lidl store, where they bought bottles of Côtes-du-Rhône being sold for €1.69 ($1.80) each. These bottles were then smashed at the store's entrance in a symbolic act, according to Jordan Charransol, president of

Young Farmers (JA) in Vaucluse, who spoke with AFP.

Charransol explained that the action reflects the deep dissatisfaction within the sector over prices that they say are unsustainable. According to him, the supermarket chain pays only 80 cents ($0.85) per liter for these wines, while the cost of production is €1.40 ($1.49) per liter. "We are demanding fair compensation that reflects the true value of the wine so that we can make a living from our work," Charransol stated, emphasizing that low-price policies exert pressure endangering the entire wine industry. "By lowering prices, they are destroying viticulture," he added.

The protest comes amid widespread frustration among producers, who stress the importance of safeguarding controlled designations of origin. Specifically, in the case of Côtes-du-Rhône, the wines are subject to strict regulations that are not reflected in current consumer prices. Charransol issued a direct appeal to consumers, stressing the public's role in supporting the sector. "Consumers need to understand that a price of €1.69 does not provide fair pay for the winegrower, and they should refrain from buying these wines," he argued.

Simultaneously, winegrowers from the Gard department joined the day's protest with a similar demonstration in Bagnols-sur-Cèze, also outside a Lidl store.