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Cahors Wine Producers Venture into Sparkling Wines

As Traditional Sales Decline, Producers Look to Sparkling Wines to Boost Revenue

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Wine producers in Cahors, a region in southwestern France traditionally known for its Malbec-based red wines, have begun exploring sparkling wine production as a way to boost sales. This initiative is part of an effort to find alternatives in a market where

consumption and sales figures have faced challenges in recent years.

Armand de Gérard, head of marketing and communications for the Union Interprofessionnelle des Vins de Cahors (UIVC), told the regional newspaper La Dépêche that the trend was not driven solely by recent economic difficulties. According to de Gérard, producers had already been working on diversifying their offerings before the current challenges arose. He emphasized that sparkling wines, along with whites, align with rising consumer demand, making them a viable option in efforts to expand the local wine portfolio.

Despite the enthusiasm for these new products, sparkling wine production and sales in Cahors remain limited. At Clos Troteligotte, an organic and biodynamic winery in the region, sparkling wines account for just 10% of total production. Emmanuel Rybinski, the estate's winemaker, acknowledged that while these wines are not a major source of revenue, they add value to their range. Rybinski, who has been producing pétillant naturel wines for four years, noted that this style of winemaking is not deeply rooted in the region's traditions.

The move toward sparkling wine appears to be gaining momentum, with more than ten producers now exploring this category. Notable names include Château de Chambert, Clos Triguedina, Domaine Le Vent des Jours, Château Famaey, Château Eugénie, Clos du Chêne, Mas del Périé, Domaine la Calmette, and Maison Georges Vigouroux. Some producers are even experimenting with Malbec, the region's flagship grape variety, to create red pétillant naturel sparkling wines, as seen at Domaine la Calmette.

Although sparkling wine production in Cahors remains small and represents a departure from local winemaking traditions, the shift reflects a collective effort to meet evolving market demands. As the category grows and new styles emerge, Cahors producers hope to not only revitalize the local economy but also position the region as a more versatile player in the competitive wine industry.