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Beaujolais 2025 Harvest Plunges to 28 Hectoliters per Hectare, Sparking Fears of Regional Wine Shortage

Producers grapple with back-to-back poor vintages, unsold stock, and mounting financial strain as demand outpaces supply

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Beaujolais wine producers are facing a challenging year as the 2025 harvest has turned out to be one of the smallest in recent history. This shortfall means that winemakers will not be able to supply their usual markets, raising concerns about the region’s ability to meet demand in the coming months. The situation follows a difficult 2024 vintage, which saw poor sales and left many producers with unsold stock.

Jean-Pierre Rivière, president of the Beaujolais section of the Organisme de Défense et de Gestion (ODG), said that expectations for this year’s “primeur” wines were low, but sales have been better than anticipated. In the Beaujolais Villages category, sales are expected to match or slightly exceed last year’s figures, while regular Beaujolais is seeing a small decline. Prices have remained stable, with only minor adjustments.

However, the small 2025 harvest has left little wine available for aging in both Beaujolais and Beaujolais Villages. Average yields are down to 28 hectoliters per hectare in Beaujolais Villages and the crus, and 32 hectoliters per hectare in Beaujolais. Some producers were unable to meet their quotas for primeur wines due to the low yields.

David Ratignier, president of the Beaujolais Villages section, confirmed that nearly all of the 2025 Beaujolais Villages intended for aging has already been reserved. The limited harvest cannot supply regular customers, but there are still about 15,000 hectoliters of 2024 wine in stock at wineries, along with some remaining from 2023. These older vintages are now attracting renewed interest from buyers looking to fill gaps caused by the shortfall. In contrast, not all stocks of regular Beaujolais will be needed.

The region had already faced a modest harvest in 2024 and was expected to run short of wine last year. However, demand collapsed across France and other markets. Broker Olivier Richard noted that while the 2024 wines were good—round and rich—they suffered from a poor reputation linked to perceptions of the vintage in other regions. Both ODG presidents believe this is partly due to market dynamics: when merchants need wine, a vintage is considered good; when they have enough stock, it is not.

Ratignier pointed out that 2024 is no less interesting than 2021, which produced light, fruity wines that sold well simply because volumes were low. He called on buyers to invest in maturing these less celebrated vintages rather than focusing only on

exceptional years.

There is uncertainty about how much merchants will turn to older vintages to make up for the shortfall in 2025—and at what price. Rivière expressed concern that some growers may be forced to sell off their remaining stock at low prices as they exit the business. The local Chamber of Agriculture is receiving several calls each week from winemakers who want to stop production altogether.

Financial pressures are mounting for many producers. The 2024 vintage was expensive to produce and did not sell well, while the small 2025 harvest has left cellars understocked. Those who invested heavily during better years are now struggling with loan repayments.

Despite these challenges, there is some optimism as the release of new wines approaches. Many visitors are expected at upcoming open house events in the region, offering a chance for producers to connect with customers and boost sales during a difficult period for Beaujolais winemaking.