



PRESS RELEASE

Vinexpo - Bordeaux, May 13, 2019

## **InVivo Wine establishes its expertise across the entire wine value chain and turns to the vineyard of the future**

**2019 is a year of restructuring for InVivo Wine, which will now focus its activities on three principal pillars: brands, services and distribution. In parallel, InVivo Wine is developing organic wine and implementing several innovative initiatives to mitigate the impacts of climate change and imagine the vineyards of the future.**

**"By structuring around our three areas of expertise and expanding our teams, we are giving ourselves the means to boost our growth in France and abroad and build an ecosystem covering all the stakeholders in wine, from the producer to the distributor" says Frédéric Noyère, CEO of InVivo Wine.**

### **Mastering all the upstream stages in modern wine production**

With 19 winemaking centres focused on 9 cooperative groups that are members of the Union InVivo Wine division, InVivo Wine has a solid winemaking base. Established in the various wine-growing regions (Bordeaux, Rhône, the South-West, Languedoc, Roussillon and Beaujolais), these cooperatives bring together nearly 3,800 winegrowers and 25,000 hectares of vines.

InVivo Wine has consolidated its sourcing on this reliable, controlled base, giving it a significant competitive advantage. It can take vertical, integrated action, from the vineyard to the glass, entirely focused on customer satisfaction.

Two oenotechnology experts have joined the team. Bruno Kessler, Chief Winemaker and Robert Eden, vintner, a leader in sustainable agriculture, bring international expertise and experience. They will structure upstream flows, monitor vinification, promote sustainable viticulture and create value.

InVivo Wine's services business has its own bottling plants, including the Wine Excel site based in the Netherlands and the Rutishauser Barossa site in Switzerland.

The group is also supported by member cooperatives' production facilities in France. InVivo Wine is developing its skills and facilities, aiming to put operational excellence at the service of its own brands and the major retail chains, in terms of sourcing, oenotechnology and packaging.

### **Becoming closer to the customer to understand and anticipate market expectations**

With a distribution network present in all key geographical areas, in Europe, North America and Asia (12 international locations), InVivo Wine is working to build closer relations with the consumer, through management of multi-channel distribution and control of action at the point of sale.

### **Developing a strong, value-generating brand portfolio**

To achieve the ambitions of its strategic plan, and because *"brand building brings real added value to producers and consumers"*, InVivo Wine has put in place a policy of strong, structured brands, with:

- global **brands**, targeting global consumption trends: Cordier, Maris, Canei, Lyngrove;
- **multi-local and local brands** to meet regional needs: La Tulipe, Guillaume, Rutishauser.

These brands are positioned in the most dynamic market segments and geographical areas. Particular attention has also been paid to the Cordier brand and the structuring of a premium organic product offer.

INVIVO WINE

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### **New positioning for the Cordier brand**

Particular attention has been paid to the Cordier brand, which has been completely revamped. We started from the values of its founder Désiré Cordier, a ground-breaking winemaker, with the spirit of an explorer and a quintessential "bon vivant". A pioneer who invented the modern wine trade in the 1880s.

The Cordier brand has been completely repositioned and redesigned to win over NextGen consumers. It offers a wide range of products, extending to new *terroirs* to stimulate discovery, and suitable for all occasions, from the simplest to the most prestigious.

### **Specific development of organic products with a premium offer**

In this specific segment where resources are scarce, InVivo Wine is optimising the value of available volumes by building a structured premium and super premium offer, following the example of the Maris, Robert Eden Collection and Hom brands, newly launched in the United States.

### **InVivo Wine – helping to create the vineyard of the future**

For the InVivo group, "producing more and better" is a shared global challenge, and one of the group's ambitions is to support all its stakeholders in moving in this direction, through a wide range of innovative solutions. For InVivo Wine, the aim is to give more consideration to environmental factors, encourage short supply chains and use digital technology and precision agriculture to promote the sustainable production of wines, including organic wines.

*"Our aim is to support the ecological transition and prepare the wine sector and wine-growing areas for climate change. This is achieved by promoting progress initiatives within each wine-growing region with specific objectives for 2030."* says Thierry Blandinières, Chief Executive Officer of InVivo.

### **Two innovative initiatives driven by bold wineries**

- **The Innovative and Eco-responsible Vineyard (VIE) dedicated to French wine**

InVivo Wine is supporting the establishment of an Innovative and Eco-responsible Vineyard (VIE). Supported by ANIVIN de France (the trade association, Association Nationale Interprofessionnelle des Vins de France.), VIE is an approach to viticulture that offers a new production model (from planting of the vines to training of the plants). It is profitable and competitive, while respecting the environment.

The aim is to ensure sufficient yields for the development of the French wine market while meeting society's expectations on sustainable development.

The first trial vineyards have been established in the member cooperatives of Malepère and Razès (EVOC), over an area of 30 hectares.

- **"New Age" vineyards to anticipate the implications of global warming**

InVivo Wine is also working with Les Vignerons de Buzet to set up New Age vineyards. The wine sector is under threat from climate change. Vines are one of the crops most sensitive to major variations in temperature. Other than global warming, water scarcity is the main threat. The situation is urgent for the sector; InVivo Wine is committed to an original infrastructure project that allows us to imagine the vineyard of tomorrow.

The approach consists in defining innovation areas in InVivo Union cooperatives, where new techniques such as agro forestry, resistant grape varieties, high technology (robotics-sensors), self-fertile vineyards, zero chemical inputs and the development of bio-aggressor resistance will be tested.

The design of this model was initiated by Les Vignerons de Buzet as part of the Viti Rev TIGA project (Territoires d'Innovation de Grande Ambition), supported by the Nouvelle Aquitaine regional authority. Committed for many years to responsible and sustainable viticulture, the company has planted 17 hectares of vines on plots dedicated to this open field experiment. This open-air laboratory will allow experiments with new techniques and growing methods (28 different approaches) which could be of use to the responsible and innovative wine-growing vineyards of the future.

*"We share InVivo's cooperative values, grounded in mutual societies. Federating, should have an impact on other crops, beyond viticulture. InVivo Wine is the only operator capable of carrying out this major national project to set up a living Lab via experimental*



vineyards in a range of wine-growing areas distinguished by climate and not by appellation", says Pierre Philippe, CEO of Les Vignerons de Buzet.

#### **Other initiatives supervised by the LEADER Farms network**

The LEADER Farms network set up within the InVivo group aims to assess the economic and environmental impact of new technological solutions offered to farmers, in order to accelerate their deployment and build the agriculture of the future. The network already comprises 21 cooperatives, including the Labastide de Lévis cooperative winery, which contribute to the implementation of digital solutions (capacitive sensors, time management applications, irrigation management system etc.) and share feedback on their experience.

The Labastide de Lévis and Saint Maurice-de-Cazevieille wineries are also involved in the Agriprogress initiative, a unique collaborative platform that aims to improve agricultural practices by connecting upstream and downstream stakeholders. A joint initiative with Agromousquetaires.

*"All these initiatives form part of concerted action to organise the wine sector of today and tomorrow, to improve the performance of our cooperatives, support them and make their operations sustainable in a context of agro-ecological transition towards digital, innovative winemaking. This is a collaborative ambition that responds to current economic, environmental and social challenges, with a leverage effect for the creation of the next generation of winegrowers."* Frédéric Noyère, CEO of InVivo Wine.

#### **About InVivo Wine**

Created in June 2015, InVivo Wine is part of the leading French agricultural cooperative group, InVivo. InVivo Wine intends to build strong international brands drawing on a 25,000 hectare wine-growing base spread over Bordeaux, the South West, Languedoc, Roussillon, the Rhône Valley and Beaujolais. It is a global player vertically integrated from the vineyard to the glass with 9 cooperative member groups (3,500 winegrowers), 12 distribution companies with a strong presence in high-consumption regions (France, United Kingdom, Netherlands, Switzerland, Belgium, Asia, North America, South Africa) and its own bottling plants. As a producer, marketer and distributor, InVivo Wine is ambitious for French wine, building routes to market to meet tomorrow's challenges.

InVivo Wine's consolidated turnover for the 2017-2018 financial year amounted to €237.3 million.

For more information: [www.twitter.com/invivo\\_wine](https://www.twitter.com/invivo_wine) - <https://www.linkedin.com/company/invivowine>

#### **About InVivo**

The leading French agricultural cooperative group, the InVivo group has 201 cooperatives, bringing together nearly 300,000 farmers. InVivo has three fields of expertise - Bioline by InVivo (agriculture), InVivo Retail (gardening and food distribution) and InVivo Wine (wine) - and two cross-cutting bodies focused on innovation - InVivo Food&Tech and InVivo Digital Factory.

Turnover for 2017-2018 amounted to €5.2 billion.

For more information: [invivo-group.com](http://invivo-group.com) - [@InVivoGroup](https://twitter.com/InVivoGroup)

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