

VINORA

WORLD VOLCANIC WINE FAIR | SALON INTERNATIONAL DES VINS VOLCANIQUES

VINORA

1^{ère} EDITION

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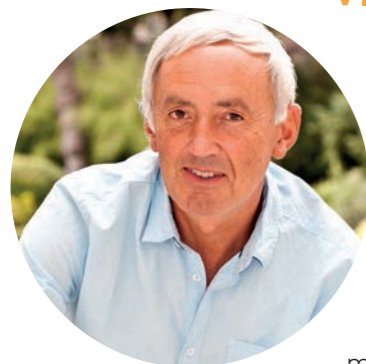
30 Janvier - 3 Février / 2020

Clermont-Ferrand



PRESS PACK
JANUARY 2020

“VINORA PAYS TRIBUTE TO THOSE MEN AND WOMEN



AND TO THE SUMPTUOUS SETTINGS OFFERED BY THEIR VOLCANOES”

“Volcanoes play a major role in agriculture, and more specifically wine growing because they propagate the atmosphere and enrich the soil with metals such as iron and potassium, and other fertile elements such as phosphorus and sulphur. As mountainous regions - active cones and shields or low, eroded hills - they form a barrier to the wind, stop precipitations and encourage the warm, dry air favourable to the vine. They offer a whole array of altitudes and orientations in relation to the sun, symbolizing the very notion of “climate” and “terroir”.

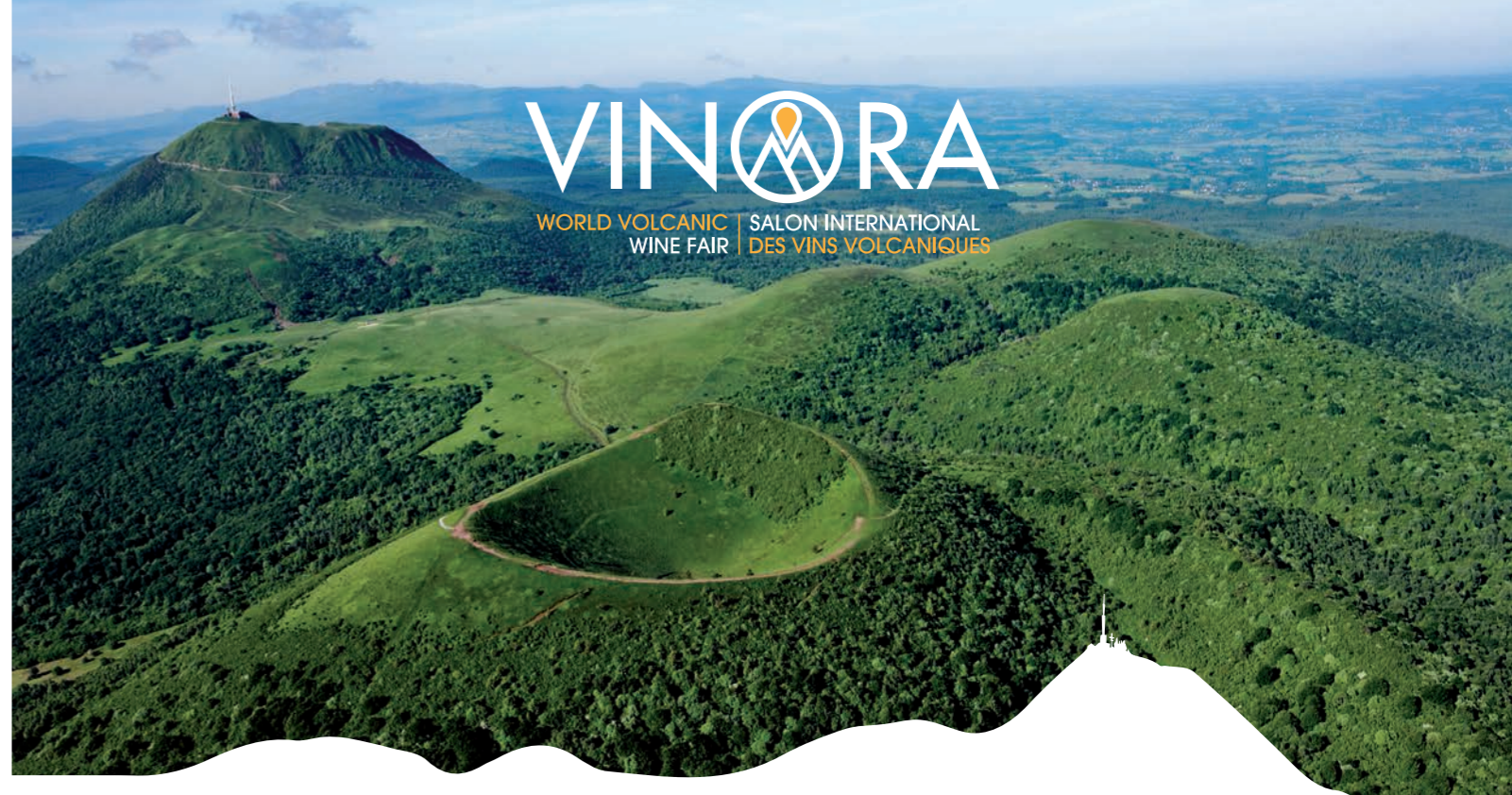
So it is no coincidence that there have been vineyards on volcanic slopes since the dawn of time. The citizens of Herculaneum and Pompeii knew what they were doing when they planted their vines on the slopes of Vesuvius, as did those of Catania on the slopes of Etna. “Volcanic” grape varieties were created, cross-bred and selected on site by winegrowers to make the most of the local conditions: piedirosso on Vesuvius, nerello mascalese on Etna, assyrtiko in Santorini... As for the winegrowers themselves, they also had to learn to live in harmony with their volcano, with the constant threat of eruptions, lava and mud flows.

Vinora, the first world volcanic wine fair pays tribute to those men and women and to the sumptuous settings offered by their volcanoes. Auvergne, which is hosting the event is one such major wine making site with a rich past, which has benefited from an exceptional juxtaposition of basaltic flows, fine pumice and limestone slopes. It even has an original blend of such substrates called peperinos which allow Gamay, Pinot Noir and Chardonnay to be grown side by side. This has resulted in the renaissance of the Côtes-d’Auvergne appellation which already has half a dozen “village” appellations.

Vinora will feature regional exhibitors from Boudes, Corent, Châteaugay, Gergovie, Neschers and Saint-Verny, but also from Côtes du Forez, Coteaux du Lyonnais, Brouilly and the Beaujolais Mountains as well as little-known French site, the volcanic crater of Villa Beaulieu in Provence. In addition there will be exhibitors from major international volcanic estates including Santorini in the Greek islands, Lipari in the Aeolian Islands, Etna in Sicily, the Euganean Hills in Northern Italy, Mount Vulture in Basilicata and the Pico Volcano in the Azores.

All these volcanic estates are exceptional. If there is one lesson that I have learned from my travels around the world’s volcanoes, it is that their terroirs offer unique cultural, sensory, gastronomic and wine producing experiences. After visiting **Vinora**, you will simply have to visit each volcano and discover these magical places for yourself...”

Charles Frankel,
 Geologist,
 Author of “Vins de Feu
 - à la découverte des terroirs des volcans célèbres”
 [Wines of fire - discovering famous volcanic terroirs]
 (DUNOD, 2014)



“WELCOME TO VINORA!”

“In a few days, a small group of winegrowers will host the 1st world trade fair in France, dedicated to wines from volcanic terroirs. We were just a few dreamers as we set out on this adventure, but over the months, we have gained the support of an entire region. The realization of all these discussions, which so often went on late into the night, is already a success. It is the recognition of our identity; our land and the volcanic soils that have shaped us. We hope that this event on the 30rd of January will bring together hundreds of professionals at the foot of our volcano, the Puy de Dôme, at Vulcania. More than 30 French and international wine estates should be in attendance, from those beautiful countries where the volcanoes keep watch over the vines.

I dearly wish that VINORA becomes more than a professional event, to be also a time of wonder and sharing around the many facets of the volcanic terroirs. Perhaps the buyers, sommeliers, wine merchants and journalists will discover new characteristics, new talents for tomorrow’s wines. We have great plans for this trade fair which should create a network of hundreds of estates and create a value chain, and perhaps even a formal label, around

our shared identity. This is the first time in France that a trade fair will be dedicated to the volcanic terroirs and we are particularly proud that it is being held in the Auvergne, at the foot of the Chaîne des Puys - Limagne fault, which recently became a UNESCO World Heritage site. We hope that this new wine trade fair, open to everyone, will be a place for networking, and discovering and sharing generous wines. All these wine producers and merchants are enthusiasts with the idea to come and talk about their passion and their expertise.

Welcome to the heart of the volcanoes!”

Pierre Desprat,
 President of Vinora



VINORA :
HIGHLIGHTS OF THE SYMPOSIUM
THURSDAY, JANUARY 30, 2020 / VULCANIA

→ **4.10PM - 4.25PM:**

Live commentary
by Patrick Marcel

volcanologist, with technical support from François-Dominique de Larouzière, Scientific Director of VULCANIA.

With The Earth Revealed, unique attraction in France, you are invited to do a virtual real-time voyage to explore, through satellite images from outer space, 3 different volcanic terroirs in high definition.

Focus on three vineyards representative of the volcanic terroirs:

- Santorini (Greece)
- Sicily, Etna (Italy)
- Lanzarote, Canary Islands (Spain)



Patrick Marcel

→ **4.25PM - 5.45PM:**

Masterclass
presented by John Szabo,
Master Sommelier, Canadian journalist
and writer, leading expert in volcanic wines
and terroirs

“When wine inherits the DNA of large volcanoes”

How can a frame of reference be established for volcanic vineyards grown on volcanic scree, lava or basalt?

- Is there a common “DNA” for the large volcanoes and their terroirs internationally? From Willamette Valley to Santorini and the Côtes d’Auvergne, what are their commonalities?
- Wines of altitude or wines of fire? How can they be defined? Are volcanic wines mountain wines?
- Extreme viticulture: why have people risked growing their vines at the foot of active volcanoes for centuries?
- Are there “volcanic grape varieties?”



John Szabo

→ **5:45PM - 6.00PM:**

Speech by
François-Dominique de Larouzière,
Scientific Director, VULCANIA

**“The Chaîne des Puys - Limagne fault:
a string of 80 volcanoes around the Puy-de-Dôme
and terroirs unique in France”**

A UNESCO World Heritage site



François-Dominique de Larouzière

→ **6.00PM - 6.45PM:**

Masterclass
from Philippe Faure-Brac
Best Sommelier of the World,
MOF Honoris Causa

**“Volcanic wines in restaurants:
a new discourse for unusual wines”**

*Tutored tasting of 4 volcanic wines,
with the participation of two sommeliers
apprentices from Lycée Hôtelier de Chamalières*



Philippe Faure-Brac

COCKTAIL PARTY - VOLCAN DE LEMPTÉGY SITE

→ **7.30PM:**

Cocktail party
open to professionals
(on registration only)

Auvergne erupts!

*Celebration of the 1st VINORA event
with all exhibitors and speakers
at the Masterclass.*

FRIDAY, JANUARY 31ST TO MONDAY, FEBRUARY 3RD
VINIDÔME / AUVERGNE GRAND HALL (CLERMONT-FERRAND)

A tasting space will be opened to the public inside Vinidôme from Friday, January 31st to Monday, February 3rd

→ Friday 31/01: **2.00PM TO 8.30PM**

→ Saturday 01/02: **10.00AM TO 8.30PM**

→ Sunday 02/02: **10.00AM TO 7:00PM**

- Wine Fair open to all, at Vinidôme, with specific signage
- Admission included in the price of Vinidôme
- Free tasting and direct sales on stand

More information on:

www.vinidome.salon-vinifrance.fr



VINORA 2020

LIST OF EXHIBITORS

NB: the "About" notes are taken from Charles Frankel's book
("Vins de Feu – A la découverte des terroirs des volcans célèbres", DUNOD, 2014).



FRANCE

AUVERGNE

- Vincent Auzolle
- Clos Luern
- Domaine de la Croix Arpin
- Desprat Saint Verny
- Domaine des Deux Pierre
- Domaine Gougis
- La Tour de Pierre
- Domaine Miolanne
- Domaine Péliissier
- Domaine Sauvât

About Auvergne

"France has its own volcanic terroir, the Côtes d'Auvergne in the departement of Puy-de-Dôme. Admittedly, the eruptions here ended over 6,000 years ago and the vineyards straddle lava and limestone. But many wines display a volcanic, mineral and peppery character, particularly on the basalts and "peperinos" of Châteaugay and Gergovie and the pumice of Puy de Sancy".

CÔTEAUX-DU-BEAUJOLAIS CÔTES-DU-FOREZ

- Agamy
- Domaine Romain Jambon

ARDÈCHE

- Vignerons Ardéchois

LANGUEDOC

- Domaine de l'Aster

COTEAUX-D'AIX-EN-PROVENCE

- Villa Beaulieu



GREECE

SANTORINI

- Estate Argyros
- Hatzidakis Winery
- Domaine Sigalas

About Santorini

"This Greek island, one of the Cyclades, is known for its white houses with blue shutters clinging to the sheer cliffs of a caldera plunging into the sea. However, this seemingly peaceful volcano was the setting for the most violent eruption in history in 1620 BC. An eruption which devastated the emerging civilisations of the Mediterranean. Today, Santorini's vines, the origins of which date back to this time, produce a variety of great dry white wines and an amber dessert wine with aromas of nuts, honey and chocolate, the famous Vinsanto."



SPAIN

CAMPO DE CALATRAVA

- Encomienda de Cervera

About:

"The Campo de Calatrava or Volcanic area of Calatrava extends from the Toledo Mountains to the Sierra Morena in the La Mancha Basin and has 300 volcanoes."



ITALY

SICILY (ETNA)

- Ayunta
- Donnafugata
- Planeta Wines

About Sicily

"Towering 3,350 metres above Sicily, Etna "an island in an island" has a complex ecosystem arranged in different layers depending on the altitude and orientation. Between the citrus fruits on the lower slopes and the sweet chestnuts at altitude, the volcano has a wine producing belt that provides heady red wines, reminiscent of the great burgundies and mineral whites with a floral bouquet. Their reputation is steadily growing through the combined efforts of Sicilian, Tuscan and even foreign winegrowers."

BASILICATA (MONTE VULTURE)

- Le Nuvole Società Cooperativa Agricola

CAMPANIA

(LACRYMA CHRISTI DEL VESUVIO, POMPEII IGP)

- Azienda Agricola Bosco De Medici

VENETO (EUGANEAN HILLS - COLLI EUGANEI)

- Maeli Azienda

VENETO (MONTE LESSINI, MONTE DUELLO)

- Sandro de Bruno
- Zambon Wines

About continental Italy

(Vesuvius: from Pompeii to Lacryma Christi)

"Dormant since 1944, Vesuvius is known for its explosive eruptions such as that which engulfed the cities of Herculaneum and Pompeii in 79 AD. It is also one of the finest orchards in the Mediterranean, famed for its cherries, apricots and particularly its vines. Pompeian wines have been popular since ancient times and today the Lacryma Christi ("The tears of Christ") crafted from the native varieties piediroso, aglianico and caprettone are famous all over the world."

AEOLIAN ISLANDS (LIPARI)

- Tenuta di Castellaro

A propos des Iles éoliennes (De Stromboli à Salina)

« Au Nord de la Sicile, les Iles Eoliennes sont célèbres comme lieux de villégiature et pour leurs volcans actifs, avec en vedette le Stromboli. Elles ont aussi été le paradis de la vigne avant la crise du phylloxéra, et si l'activité viticole s'est recentrée presque exclusivement sur l'île de Salina aujourd'hui, son vin doux dénommé malvoisie, à base de muscat blanc, a encore de beaux jours devant lui ».



PORTUGAL

THE AZORES

- Azores Wine Company

About the Azores

"The wine making landscape of the Azores has its own originality which has made it a UNESCO World Heritage Site. The small parcels are separated by low basalt walls called "currais" which are designed to protect the vine from the wind. This dark stone grid also acts like thermal solar panels, storing up the solar heat during the day and releasing it at night, speeding up the ripening of the grape which then lends itself to the production of liqueur wines."

HUNGARY

TOKAJ

- Disnókő

SERVICES

COOPERAGE

- Barriques SURTEP



HOW DID VINORA COME ABOUT?

THE HISTORY OF A VINEYARD THAT HAS UNDERGONE A REVOLUTION

For twenty years, the Côtes d’Auvergne has almost always, legitimately, referred to its past glory. There is not a single presentation that does not recount how Chanturgue was served at the table of kings and appreciated by the great King Henry IV. More recently, due to the quality of the wines and greater recognition of the professionals, the discourse has changed and the Côtes d’Auvergne are just as good the Gamays or the Chardonnays of their cousins from Burgundy or Beaujolais. But these arguments are still complicated to accept and do not translate into increased demand for Auvergne wines.

“FEET ON THE BASALT, HEAD TURNED TOWARDS THE VOLCANOES”

Then in 2017, over a drink one evening, a small group of friends and winegrowers started to dream of third way: to talk, finally, about who they really are. Pioneers of the new generation of Auvergne winegrowers, with their feet on the basalt and heads at high altitude, they are the legitimate guardians of a unique expertise around dormant volcanoes.

They wanted to embrace their identity and their legitimacy. No longer claiming to be the heirs of an extinct past, no longer seeking to resemble the rock-stars of the time, but talking about themselves, their wines, their roots. They wanted to create a network with their friends and colleagues, “volcanic” wine makers like them in the Canaries, Cyprus, Italy, Greece and why not bring them together under a common brand?

VINORA was born! In the midst of the Chaîne des Puys, in Clermont-Ferrand, thanks to the vision and determination of the small group led by Pierre Desprat.

TODAY, VINORA AIMS TO BECOME AN EVENT OPEN TO MAJOR INTERNATIONAL BUYERS AND THE NEW GENERATIONS OF SOMMELIERS AND INFLUENCERS.

- 📍 A fully-fledged wine fair, perfectly placed in the calendar of early-season trade fairs, which will invite the big names in wine today and offer tastings from the best volcanic estates in the Auvergne and worldwide: Italy, Spain, Greece, Portugal...
- 📍 Unique and spectacular events on the Vulcania site opened specially for the fair
- 📍 A symposium on current news with master classes by experts on volcanic terroirs and wines

VINORA TEAM

Based in Clermont-Ferrand, VINORA is an association that brings together cooperative and independent wine producers and distribution companies and is supported by major public and private partners. Its mission is to promote

the vineyards of Auvergne-Rhône-Alpes, support the economic development of the industry and improve the image of volcanic wines with the general public.



Pierre Desprat, President



Jean Baptiste Deroche, Vice-President



Vincent Auzolle



Pierre Gougoux



David Pélissier



Annie Sauvat



WHAT IS A VOLCANIC WINE?

“EVERY VOLCANO HAS ITS OWN IDENTITY, ITS OWN WINES”

According to Charles Frankel, “volcanic wines cannot be generalized with a typical aroma or particular style, each volcano has its own identity, its own wines, its own history.”

The union between vineyards and volcanoes “is due to as much the soil itself - the crumbled lava, ash and pumice with a particular texture and a wonderful richness of iron and potassium - as to the relief of the volcano, which provides a steep slope and optimum terracing for the crops in terms of both altitude and orientation and provides a multitude of microclimates.

Not forgetting the fierce determination of the wine-growers who love their mountain, who have braved the eruptions and continued the traditions based on centuries of experience and observation.”

CAN A VOLCANIC WINE BE RECOGNIZED WHEN TASTING?

Pierre Desprat, President of VINORA, confirms: “there are several commonalities that can be singled out in volcanic wines. Since wine reflects its terroir and the Auvergne vineyard enjoys an exceptional location at altitude (300 to 400 metres), there is a tension and bold freshness in the Côtes d’Auvergne which is fully representative.”

“If these wines are compared with the wines from the Island of Santorini, for example”, continues Pierre Desprat, “their profiles would of course be different, because of the native grape varieties but there is still a common thread, even in these iodised wines; a profile which is less stony, taut and shared by all the volcanic terroirs.”

THE POINTS STUDIED BY THE TECHNICAL COMMISSION:

- GEOGRAPHY AND CLIMATE CONDITIONS
 - Topography (geology)
 - Altitude
- VINEYARD CHARACTERISTICS
 - Exposure
 - Climate
- number and size of parcels
- production
- Age of the vines
- grape varieties
- GEOLOGICAL CONDITIONS
 - origins of the volcanic soils
- SOIL AND CLIMATE DATA

Different soils that are to be found in volcanic terroirs:

 - *Basalt
 - *Pumice stone
 - *Volcanic tuff (peperite)



- WINES ORGANOLEPTIC PROPERTIES
- Volcanic wines typicity
 - wine & terroir links
 - climate & terroir links

VINORA: EXHIBITED WINES MUST SATISFY A LIST OF CRITERIA

Since there are so few common denominators, a technical commission has been set up within the VINORA association. For each exhibitor, this commission has determined whether the wines present do indeed come from a volcanic terroir. For each wine, a long list of criteria was taken into account before validating the registrations, an exercise that prepares for a future discussion about a label or a common identity in France and internationally.





LIST OF THE WORLD'S MAIN VOLCANIC VINEYARDS

List produced with the assistance of Charles Frankel author of the book "Vins de Feu – A la découverte des terroirs des volcans célèbres" (DUNOD, 2014)

ARMENIA

ARMAVIR (MONT ARARAT)

AUSTRIA

STYRIA (VOLCANIC REGION)

- AOP Vulkanland Steiermark

CHILE

CORDILLÈRE DES ANDES

- Andes (Andes Mountains),
- Costa (Region attached to the Pacific Ocean coast)
- Entre Cordilleras (central depression)
- Limari
- Maipo
- Cachapoal

FRANCE

ALSACE

- Alsace Grand Cru Rangen AOC

AUVERGNE

(PUY-DE-DÔME - LIMAGNE FAULT, AN EXCEPTIONAL 80 KILOMETERS VOLCANIC COMPLEX, THE LARGEST IN FRANCE)

- Côtes d'Auvergne AOC
- Côte-roannaise AOC
- Côtes-du-Forez AOC

BEAUJOLAIS

(Mount Brouilly, site of the Côte-de-Brouilly appellation is close to a volcano. It is an ancient volcano approximately 300 million years old, now unearthed;

- Côte-de-brouilly AOC
- Coteaux-du-Beaujolais
- and to a lesser extent: Brouilly, Morgon, Juliéna AOC

LOIRE

(LAND WITH RHYOLITE - SILICEOUS LAVA OVER 400 MILLION YEARS OLD)

- Savennières AOC (particularly Savennières-Roche-aux-Moines)
- Côteaux-du-layon AOC

PROVENCE

(BEAULIEU OR LA TRÉVARESSE VOLCANO)

- Côteaux-d'aix-en-provence

GERMANY

MOSELLE

- Moselle AOP

GREECE

SANTORINI

- Santorini AOP
- Nykteri AOP
- Vinsanto AOP

HUNGARY

TRANSDANUBIA (MONT BADACSONY)

- Badascony PDO
- Tokaj PDO

ISRAEL

GALILEE (GOLAN HEIGHTS)

- Golan AOP

ITALY

CAMPANIA (VESUVIUS, ISCHIA, ETC.)

- Lacryma Christi del Vesuvio DOC
- Vesuvio DOC
- Pompeiano IGP (Pompeii Wines)
- Campi Flegrei DOC (Phlegraean Fields)
- Ischia DOC
- Taurasi DOCG

BASILICATA (MONTE VULTURE)

- Aglianico del Vulture DOC

VENETO (EUGANEAN HILLS - COLLI EUGANEI)

- Colli Euganei DOC

VENETO (MONTE LESSINI, MONTE DUELLO)

- Soave DOC
- Monte Lessini DOC

PIEDMONT (MONTE ROSA)

- Gattinara DOCG

TUSCANY (VULSINI DISTRICT)

- Bianco di Pitigliano DOC

SICILY (ETNA)

- Etna DOC

PANTELLERIA

- Pantelleria DOC

AEOLIAN ISLANDS (SALINA, LIPARI)

- Malvasia delle Lipari DOC
- Salina IGP

PORTUGAL

THE AZORES (PICO ISLAND, ETC.)

- Pico IPR
- Graciosa IPR
- Biscoitos IPR

MADEIRA

- Madère DOP

SPAIN

CIUDAD REAL /

CASTILLA LA MANCHA

(CAMPO DE CALATRAVA)

- Campo de Calatrava
- Tierra de Castilla

MAJORCA (BALEARIC ISLANDS)

- Tierra de Mallorca

CANARY ISLANDS

- Volcanic island of Lanzarote

UNITED STATES

CALIFORNIA, LAKE COUNTY

(COBB MOUNTAIN, MT KONOCTI)

- North Coast AVA, Lake County

OREGON (WILLAMETTE VALLEY)

- Willamette Valley AVA

NAPA VALLEY (VACA RANGE)

- Napa Valley AVA



Colli Euganei (Vénétie)



THE AUVERGNE, A UNIQUE VOLCANIC TERROIR

80 KILOMETERS OF VINEYARDS ALONG THE CHAÎNE DES PUY

A succession of volcanic mounds and cultivated plains, a rich medieval and archaeological heritage, hamlets with sandy walls and red, tiled roofs and here and there, scattered on the hillsides, a glimpse of lines upon lines of vines...

Welcome to the Puy-de-Dôme!

Four hundred hectares of the vineyard stretch across this gently undulating landscape, shaped by thousands of years of volcanic activities. Benefiting from a mosaic of terroirs unique in France, marked by the basaltic and granite soils of the Puy-de-Dôme, the vineyard offers distinctive wines with fruity and spicy notes, proudly displaying an AOC since 16 November 2010.

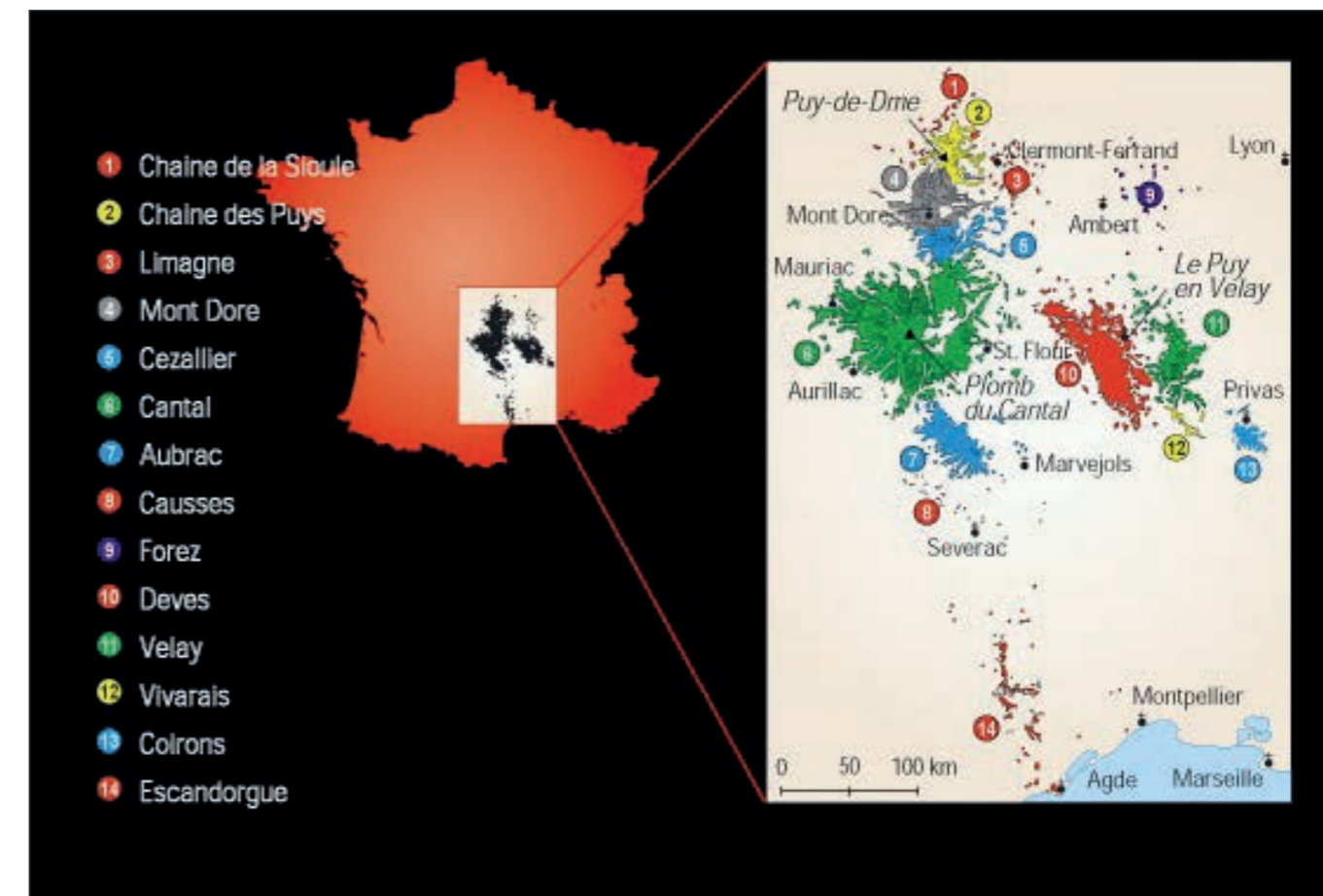
Running from the north to the south of Clermont-Ferrand, between Riom and Boudes, 80 km along the eastern face of the Chaîne des Puys and measuring 15 km from east to west, the vineyard is parcelled into separate plots, established across 53 municipalities in the departement.

THE CHAÎNE DES PUY

The Chaîne des Puys is the youngest volcanic complex on mainland France. Its activity began 95,000 years ago and stopped approximately 7,000 years ago. It is renowned for the variety of its morphologies, characteristics of different types of volcanic activities. These forms are remarkably well preserved, as erosion has not yet had the time to wear them away.

The particular feature of the Chaîne des Puys is that it consists of "monogenetic" volcanoes which are volcanoes that have seen just one single and brief eruption (a few weeks to a few months in most cases).

Main volcanic zones in the Massif Central (Source: BRGM / Géorisques/gouv.fr)



VINES PLANTED ON BASALT FLOWS, VOLCANIC SCREES, BASALT, PUMICE AND CLAY-LIMESTONE SOILS.

The Côtes d'Auvergne AOC vineyard is set in a distinctive geographical context, located on the edges of the Limagne Basin and on the slopes of the volcanic edifices between the Livradois mountain range in the east and the Sancy range in the west.

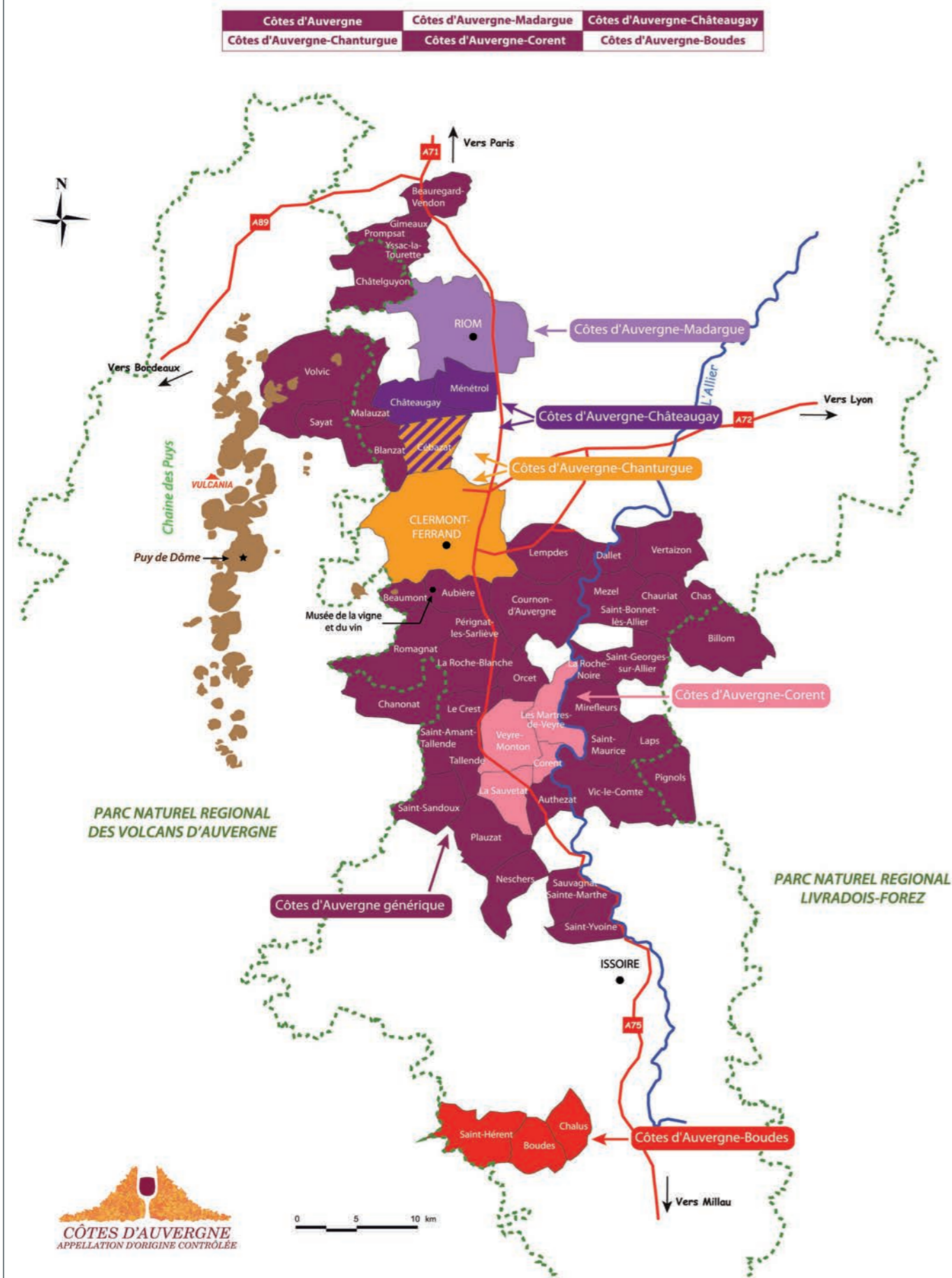
Clay-limestone soils are primarily found on the edges of the Limagne Basin, while basaltic soils are located on the slopes of the volcanic edifices (the Puy de Corent for example), but also near the basalt flows of the inverted reliefs (Châteaugay, Chanturgue, Puy de Mur, Gergovie Plateau, etc.).

Clay-limestone soils are the result of sediment accumulation over more than 20 million years between the two mountain ranges in the fault basin of the

Limagne. The formation process of the wine producing hillsides took place after the sedimentation process. Indeed, once the sedimentation phase ended, volcanism prior to the Chaîne des Puys emerged, the bedrock and sediments rising together causing an intense erosion process that extended over several million years and removed over 500 metres of sediment in height. These two processes were therefore the source of the unique character of La Limagne: a vertiginous plain bordered to the east and west by massifs and mountain ranges and littered with a multitude of puys and plateaus offering hillsides suitable for wine making.

The reputation and distinctive feature of the complementary local denominations of Madargue, Chateaugay, Chanturgue, Corent and Boudes are a good illustration of this diversity of soils:

Le vignoble des Côtes d'Auvergne et ses appellations



> THE MADARGUE SITE

in the municipality of Riom, corresponds to a wine producing hilltop with a white-coloured, marly soil.

> THE VINES AT CHATEAUGAY

are set on the slopes of an ancient basalt flow broken up into several small plateaus.

> THE CHANTURGUE VINEYARD

symbolic of the Côtes d'Auvergne, the name of which derives from the Celtic word "cantalo" meaning "bright" and "clearly visible" occupies the steep slopes (over 25%) bordering the basalt plateau.

> THE NAME OF CORENT

derives its notoriety from a puy which appeared during the last eruptions and has dark-coloured soils rich in volcanic colluvium.

> THE VINES AT BOUDES

are on a vast limestone hillside protected at its peak by a basalt flow.



THE CÔTES D'AUVERGNE AOC IN FIGURES

TOTAL SURFACE AREA: 400 hectares

- **Côtes d'Auvergne AOC:** 267 hectares
- **Puy de Dôme IGP:** 71 hectares
- **Vin de France (VSIG):** 50 hectares
- **Family parcels cultivated by amateurs:** 50 hectares

THE PEOPLE

- 26 independent winegrowers in the Côtes d'Auvergne AOC and Puy-de-Dôme IGP
- 56 winemakers affiliated to Desprat Saint Verny

PRODUCTION

- 16 300 HL which is approximately 2.2 million bottles of which:
 - > 11 200 HL of red wine
 - > 2 600 HL of white wine
 - > 2 500 HL of rosé wine
- Average yield: 40 HL/HA

GEOGRAPHICAL AREA

- 53 municipalities in the Puy-de-Dôme, located in the Val d'Allier

FIVE DENOMINATIONS

- Madargue
- Chateaugay
- Chanturgue
- Corent
- Boudes

THREE GRAPE VARIETIES

- 90% of red wine: Gamay and Pinot Noir
- 10% of white wine: Chardonnay

(SOURCE: Fédération Viticole du Puy-de-Dôme)



VOLCANOES AROUND THE WORLD

(Source : www.vulcania.fr)

TODAY, THERE ARE SOME
 1,670 ACTIVE SURFACE VOLCANOES
 LISTED AROUND THE WORLD:

around sixty of them erupt every year (not forgetting the many underwater volcanoes). These active volcanoes are primarily concentrated along the boundaries of tectonic plates. Around one hundred of them are considered as particularly dangerous because large populations live nearby.

Only some of them are subject to special monitoring with the presence of a dedicated observatory.

The largest volcano on Earth is Mauna Loa which is on the Big Island of Hawaii. It has a volume of approximately 40,000 km³! It is 4,170 metres high but its base is more than 5,500 metres beneath the surface of the Pacific Ocean; its total height therefore exceeds 9,500 metres!



(Map : Vulcania)

DID YOU KNOW?

THE HIGHEST VOLCANO ON EARTH

This is the Nevado Ojos del Salado which stands at 6,885 m in the Andes on the border between Chile and Argentina. Some published documents wrongly name the Aconcagua (6,960 m) in Argentina, but this is not a volcanic edifice.

THE HIGHEST ACTIVE VOLCANO

This is the Lullailloco (Chile) which stands at an altitude of 6,723 m. It last erupted in 1877.

THE LARGEST VOLCANO ON EARTH

This is Mauna Loa which is on the Big Island of Hawaii. It has a volume of approximately 40,000 km³! It rises to an altitude of 4,170 metres, but its base with a diameter of 250 km is more than 5,000 m beneath the surface of the Pacific Ocean meaning its total height is over 9 km! It last erupted in 1984.

THE HIGHEST ACTIVE SURFACE VOLCANO

If we are talking about total height, it is Mauna Kea which is also located on the island of Hawaii. It is 4,205 metres high but its base is more than 5,000 metres beneath the surface of the Pacific Ocean; which is a total height of around 9,500 metres!

THE LARGEST STRATOVOLCANO IN EUROPE

This is the Cantal in Auvergne, France. This stratovolcano has a diameter of approximately 70 km and a surface area in the order of 2,700 km².

CURRENTLY THE MOST ACTIVE VOLCANO

Kilauea (1,222 m) in Hawaii has erupted more than 75 times since 1794, which is on average about one eruption every two to three years. Its last eruption began in 1983 and is still going: 25 years without a break!

THE LARGEST ACTIVE VOLCANO IN EUROPE

This is Etna in Sicily. 500,000 years old, it stands at 3,340 m and is very often active.

THE MOST DEADLY VOLCANO

This is the Tambora volcano in Indonesia. Its eruption in 1815 caused the death of 92,000 people.

THE LARGEST LAVA FLOW

The Roza flow in the western United States holds the current record. With a volume of 4,000 km³, it has covered 52,000 km², which is a surface area bigger than that of Switzerland.

THE HOTTEST SPRING IN CONTINENTAL EUROPE

This is in the small town of Chaudes-Aigues, in the Cantal. The Par spring comes to the surface at a temperature of 82°C and is used to heat homes.

THANK YOU
 TO ALL OUR PARTNERS!



Crédit Photo : Denis POJICHET / Département 63



“THE CHAÎNE DES PUYs - LIMAGNE FAULT

A SITE WITH AN OUTSTANDING
 UNIVERSAL GEOLOGICAL VALUE”

“The Chaîne des Puys - Limagne Fault is a UNESCO World Heritage Site because it illustrates a major geological process in Earth’s history, that of continental rifting.

Beneath your feet, before your eyes, the earth shakes, fractures and is pushed up, the volcanoes are erupting... and now quietly await you in today’s calm landscape.

The Chaîne des Puys - Limagne Fault features wonderful panoramas that change every hour of the day, it is a breath of fresh air, a site filled with emotion, life and activity that you must come and roam, inhale, observe, explore, touch and feel.

This site, in all its diversity, is now part of the heritage of humanity, it is the heritage and responsibility of every one of us.

It brings beauty, pleasure, shared moments and cherished memories.

It is a site that brings us together and it is all this that we’re inviting you to come and discover, love and respect.”

Jean-Yves Gouttebel
 Chairman of the Puy-de-Dôme
 Departemental Council
 Originator of the application to include
 the Chaîne des Puys - Limagne fault
 on the UNESCO World Heritage List

AUVERGNE, ONE OF THE LARGEST AND BEST PRESERVED TERRITORIES IN EUROPE

Auvergne invites you on a prodigious journey in a unique natural environment. With their common tourist assets, the departments of Cantal and Puy-de-Dôme are joining forces to promote an exceptional destination.

From the largest volcano in Europe to the emblematic Chaîne des Puys - Limagne fault, listed as World Heritage by UNESCO, volcanoes that have always shaped this unique territory. Witnesses to the history of our Earth, they are sometimes gentle curves to wander, steep slopes to descend, or simply majestic landscapes to contemplate. Thanks to their reliefs suitable for all leisure activities, Auvergne is a real playground that will delight

lovers of fun or sporting activities in harmony with nature.

At the heart of this breathtaking natural setting, embark on a journey back in time through castles, Romanesque churches and remarkable villages, rich in know-how and crafts. And enjoy a gourmet break: good food and tasty products are abundant and give the opportunity to share a moment of real conviviality.

Let yourself be seduced by the sincere welcome of the Auvergne and give meaning to your trip to the land of the Auvergne volcanoes!

More info on → www.auvergne-destination-volcans.com



VULCANIA, THE PARK FOR EXPLORING VOLCANOES AND PLANET EARTH

THE VULCANIA THEME PARK IS NESTLED IN THE MIDST OF THE AUVERGNE'S VOLCANOES.

The perfect setting for discovering the fascinating world of volcanoes with dynamic attractions (**Awakening of the Giants, Sacred Volcanoes, Abyss Explorer** and more) and scientific presentations, particularly in the **Experimentation Area**.

The Volcano Drones show is an opportunity to discover how vulcanologists are currently using drones and how this may develop in the future.

New in 2020, the Chaîne des Puys exhibition, narrated by experts will help you to find out more about these volcanoes, which alongside the Limagne Fault were listed as a UNESCO World Heritage Site in 2018 and which serve as a backdrop for Vulcania.

In addition to volcanoes, Vulcania gives you the chance to discover other natural phenomena such as earthquakes and hurricanes and offers a new perspective on the beauty and fragility of Earth. For example, you can test your knowledge at the **Earth's Fury** attraction and become an expert on earthquakes with the **Earthquake exhibition** which you can explore on your own or with scientific experts at certain times of the day. Before science explained most of these natural phenomena, people all over the world attributed them to imaginary creations through many legends. Consequently, **in 2020**, Vulcania is plunging you into the **fantasy world of the dragons** with two new attractions that will put your courage and your imagination to the test!

THANK YOU TO ALL OUR PARTNERS !

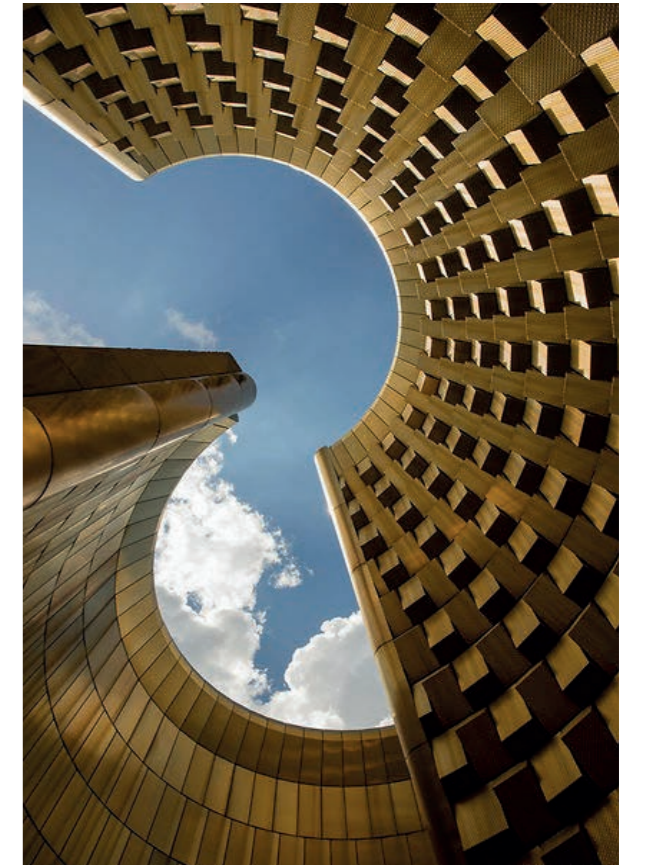
Since there are also plenty of volcanoes on other planets in our solar system, Space is an important subject at Vulcania with the **Earth Machine** divulging all the secrets of the blue planet. You can visit on your own or with Professor Yapadrisk's assistants (at certain times of the day). You can also explore our planet and its volcanoes as seen from the sky in the company of a scientific expert at a 30-minute screening at the **Earth Revealed** attraction.

All the park's themes (volcanoes, natural phenomena and space) are shown on the giant Vulcania screen (415m²) for total immersion. You can travel the volcanoes of the world with the film **Regards sur les volcans**, discover the power of the elements with the film **Ouragan** about hurricane Lucy (with the voice of Romane Bohringer and music by Yann Tiersen) and set off to conquer space with the film **Dans les yeux de Thomas Pesquet** (narrated by Marion Cotillard).

Vulcania is a family theme park with attractions that can be explored by all ages. The youngest explorers will enjoy their adventures with the park mascot, **Pitoufeu** who will invite them into the **Maison de Pitoufeu** (outdoors) or into his play area (indoors). Children aged 3 and up who are budding scientists have access to the **Cité des Enfants** where they can carry out their first experiments in an area dedicated entirely to them.

WHICH HERO ARE YOU ?

During your day of exploration in the park, the **Défi Vulcania (new for 2020)** will allow you to discover, over the course of the events, whether you are a **Scientist** eager for knowledge like Professor Yapadrisk, or an **Adventurer** ready to experience all kinds of emotions like Matt the Explorer. This exploration game is available for free on the Vulcania app (free Wi-Fi in the park).



HOLIDAYS IN AUVERGNE

Due to its excellent geographical location at the centre of France, the Auvergne is easily accessible. Vulcania's stay website is a simple and economic solution for organising your trip. The site lists over 60 accommodation partners of all categories and allows you to book other activities in addition to your day trip to Vulcania. Perfect for organising your holidays in the Auvergne!

<https://sejours.vulcania.com/>

PRACTICAL INFORMATION

Information and bookings
at www.vulcania.com

Open from 25 March to 1 November 2020.
Park 15 km from Clermont-Ferrand

THANK YOU

TO ALL OUR PARTNERS!

The brainchild of Pierre Desprat and a team of passionate winegrowers, VINORA, two years in the making, brings together all industry forces and is designed to become a key event in professionals' calendars.

The President, Pierre Desprat and the entire VINORA team would like to thank them warmly for their commitment and their assistance in this first fair:



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VINORA SITE MAP AT VULCANIA

