

ENOTOURISM IN FRANCE

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Enotourism or Wine tourism organizes travel around the appreciation, tasting and purchase of wine. It is a kind of tourism highly developed in many regions around the world. Enotourism is a great way to learn about people, culture, heritage, and customs of an area. Some of the famous winemaking regions of the world have been producing wine for centuries or even millennia, and the production and consumption of wine is deeply ingrained in the local culture. Also, these areas tend to be off the beaten tourist track (although not that far off) so enotourism can expose travelers to new and interesting areas. Getting out and visiting wine producers provides contact with local farmers and artisans who care deeply about the area. Wine growers are farmers, and their perspective on the local area, and life in general, tends to be different from other locals typically encountered while traveling. Spending several days visiting the area, chatting with the wine makers and growers, and eating the local cuisine (which has evolved together with the wine for the two to perfectly complement each other) will provide an exceptional context for the wine and give deep insight into why and how the wine turned out the way it did.

France has grown grapes and produced wine since the Roman times, thanks to the country's climate and soil conditions. Ten principal regions of France are responsible for wine-production today: Alsace-Lorraine, Bordeaux, Burgundy, Champagne, Jura, Languedoc-Roussillon, Loire, Provence, the Rhone Valley and south-west France. Each of these regions uses its own particular blend of grapes to produce distinctive wines. Visitors to France can visit vineyards, attend wine tastings or simply drink the delicious and varied wine produced in this country.

While you are travelling around France you can enjoy:

- Wine Tour
- Wine-Tasting Course
- Wine Festival
- Wine Park

Categories of Bordeaux wines:

The labels of Bordeaux wines, in addition to the above categories, can meet indications belong to the following classification Cru:

- Cru Artisan - The classification adopted in the Medoc, but not recognized by the EU, although the association of the 250 estates producing 11% of the wines of the Medoc, filed a petition for recognition.
- Cru Bourgeois - This category of wines of good quality, but not belonging to the primary classification of wines is one third the volume of the various items produced in the Medoc. These wines fall between the categories of "petit chateau" and Cru Classe, and produced more than 300 estates.

- Cru Classe - It means "a classified vineyard." In Bordeaux, the inscription on the label may only appear on labels of wines with vineyards and estates assigned to the official classification.
- Premier Cru or Premier Grand Cru Classe - Bordeaux vineyards, the first category.
- Grand Cru - Category, awarded annually to some wines of Saint Emilion to the 1985 harvest inclusive.
- Grand Cru Classe - This is a permanent classification of Saint-Emilion wines belonging to a higher category than the wines labeled «Grand Cru», but not containing the word «classe». The term Grand Cru Classe in the Medoc and Graves considered synonymous Cru Classe.
- Premier Grand Cru - It is the fault above the rank of Grand Cru Classe, belong to the highest category of quality, according to the constant qualification of Saint-Emilion.
- Grand Vin - Although the term has no official force, it often means "great wine" and refers to the main brand chateau.

For technological orientation in the diversity of wines requires a single system in the distribution of different wines into groups according to their composition, properties and typical features of the technology - the classification of wines. In every country that produces wine, it uses its own classification, which is slightly different from the French.

Whatever its best definition, winemakers agree that wine tourism has become an important showcase and represents a significant additional string in their bow. It allows them to show their passion, to directly learn from, and educate their audience, and to do it in their own environment.

References:

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