



Press Release  
12th May 2010

## **Castel Frères, French market leader in the wine sector and number three worldwide, declare their intention to conquer the English market and to carve out a new niche.**

### **Castel, set to conquer the English market**

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Castel Frères, French market leaders in the wine sector and number fourth worldwide, are set to make a clear statement of their intention to conquer the English market at the London International Wine Fair 2010.

By making a significant investment in the British market, Castel would like to emphasise their commitment to quality and draw attention to their comprehensive range, which together form the cornerstone of the Group's success in its strategic markets. Castel's objective for 2010 is to raise their company profile and improve their visibility on the English market. "We need to carve out our own niche in the branded wines sector," explains Alain Castel, Group Managing Director. To this end, the Group is looking to build up a special relationship with English distributors, to meet the needs of the large-scale retail sector and in turn, fulfil the expectations of the end consumer.

In response to recent EU regulations aimed at overhauling the European wine market, Castel is pleased to announce the arrival of their new offering "Vin de France" at the London International Wine Fair, 18th – 20th May 2010.

This is a range of varietal wines carrying the Famille Castel brand name, targeted towards the large-scale retail sector.

"The new regulations could be a godsend for French wines", declares Alain Castel, "They will give us a chance to win back market share which was lost to competition from the New World." Since August 1<sup>st</sup> 2009, French wines are no longer required to declare their IG (Geographical Indicator). This should simplify consumer choice; consumers will be greeted with a range of "Vins de France" rather than being faced with a confusing array of multiple wines from different regions, whose appellations remain, for the most part, completely unknown.

One of the key differentiators in this market segment is grape variety. One only has to look at the prevalence of varietal wines from the New World to see how these regulations open up a new range of possibilities for French wines, which will now be able to indicate grape variety on their labels.

The regulations clearly give French producers an excellent framework on which to base their new offering, allowing them to compete on equal terms with the New World. Castel have worked hard to develop a range of quality wines, tailored to the needs of consumers outside France.

### **Famille Castel Range of 'Vin de France' Varietal Wines**

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**Chardonnay**



**Sauvignon**



**Merlot**



**Cabernet  
Sauvignon**



**Syrah Rosé**



**18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> May 2010 – London International Wine Fair  
Castel Stand G37**

**About Castel Wines**

Leading producer of French wines and number four worldwide, Castel is a family-owned business founded in 1949 by 9 brothers and sisters who decided to devote their lives to promoting wine, a product they had always known and loved. Under the guidance of Founding President Pierre Castel, the Group has gone from strength to strength over a period of 60 years, growing from a traditional wine merchant covering France and Africa, to an international grouping encompassing 100 countries worldwide including the principal emerging economies of China and Russia.

For further information, visit: <http://www.groupe-castel.com/>

For further information, or if you require visuals, please do not hesitate to contact our Press Office:

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