

**24**  
JANUARY  
2013

Perpignan  
FRANCE

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PRESS RELEASE

On Thursday, January 24th, 2013, the first  
**GRENACHE WORLDWIDE**  
International Competition will take place in Perpignan, France  
a prelude to the Muscat World Conference (January 25th through 27th, 2013)

#### Grenache Worldwide

Grenache in its three incarnations - white, rosé and red - is universally recognized as one of the world's great varietal wines. Extensively cultivated throughout the world, the Grenache vine has traveled from its native vineyards in France, Spain and Italy to every fringe of the Mediterranean, the Americas and beyond.

#### The International Competition

The first International Grenache Worldwide Competition brings together every shade of Grenache produced throughout the world's fine wine producing regions. The competition welcomes wines of all categories: sparkling, still and fortified; dry and sweet. Each wine will be judged and best in each category selected by a panel of respected wine professionals and buyers convened for this extensive tasting. Join us in celebrating this great, ancient vine as we bring it into the spotlight of international recognition.

#### The South of France

Appropriately, the competition is to take place in the Roussillon, where Grenache inhabits the appellations of the Vins Doux Naturels: Banyuls, Rivesaltes and Maury. The Conseil Interprofessionnel des Vins du Roussillon will be joined in its organizing efforts by numerous other recognized wine sector entities.



Registration, rules and information at:

[www.grenachesdumonde.com](http://www.grenachesdumonde.com)

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This is a solicitation