



* Sud de France

For Immediate Release
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Muscat de Noel 2014 is here!

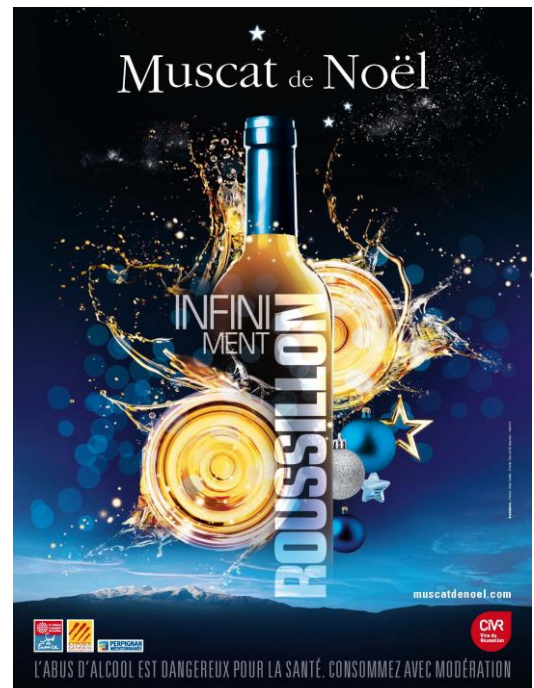
Muscat de Noel (“Christmas Muscat”), made by winegrowers in the Roussillon region of France, is a special designation within the AOP Muscat de Rivesaltes, and is the first bottled Vin Doux Naturel of the new vintage.

A blend of two varieties - Muscat d’Alexandrie and Muscat à Petits grains – the wine is made according to the rigorous process known as mutage, in which neutral wine-based 96% alcohol is added to the must during fermentation (in a proportion of 5 to 10% of the must’s volume), in order to stop the yeast from converting all of the sugar into alcohol. That is how Muscat de Noel keeps part of its natural fruit sweetness.

Since 1997, Muscat de Rivesaltes has been allowed to use the Muscat de Noel designation.

The following conditions relating to the production and marketing of Muscat de Noel – within the framework of the laws dealing with AOC “primeurs” wines – must be met:

- Bottling at the domain no later than December 1st
- Selling may begin the third Thursday of November
- Tasting of bottled wines
- Indication on the label of the vintage year, as well as the words “Muscat de Noel”



Muscat de Noel 2014 represents 500,000 bottles produced and marketed by approximately one hundred winegrowers in the départements of Pyrénées-Orientales and Aude.

Its delicate aromas of citrus and exotic fruits were revealed to the public on November 20, 2014.

For more information: www.muscatednoel.com

For more information, samples, or media requests please contact:

Marie-Christina Batich, Sopexa Public Relations Manager, 212 386 7416 - marie-christina.batich@sopexa.com

