

COSTIÈRES

DE NÎMES



AOC COSTIÈRES DE NÎMES
Press Kit



Editorial

It's no coincidence that Nîmes is the cradle of viticulture in France. Rooted along the Rhône, at the crossroads of several cultures, Costières de Nîmes stands out as a singular appellation in the Rhône Valley.

Our terroir is not simply a matter of soil or climate, but a true meeting of soil, climate and the men and women who cultivate it. The pebbles, rolled by the Rhône from the Alps, joined hands with the first winegrowers to cultivate a passionate history that goes back to the time of the Romans, and the Greeks before them.

For forty years, this passion has been united within the Costières de Nîmes appellation. In our Mediterranean climate, often pleasant and sometimes excessive, our terroir is characterized by the sea breezes that blow in from the Mediterranean Sea on summer afternoons. They provide an astonishing freshness and develop those intense fruit aromas in our wines.

However, none of this would be possible without the men and women who cultivate it. Over the centuries, characterful winegrowers have forged the Mediterranean spirit of Costières, influenced by the Cévennes culture to the north, and the Italian, Hispanic, Gypsy, Camargue and Provence cultures to the south.

Generation after generation, we pass on our passion for our wines and our commitment to preserving our terroir, our landscaping and ensuring environmental sustainability.

As we continue our efforts to reveal this exceptional terroir, we remain dedicated to preserving the rich history and unique personality of Costières de Nîmes, and to perpetuating our traditions and values, ensuring that our terroir remains a symbol of excellence and sustainability in the world of wine.

Welcome to Costières de Nîmes.

Cyril Marès,
Costières de Nîmes President



Costières de Nîmes: Unveiling a Bold New Identity

In a bold and strategic move in 2024, the Costières de Nîmes appellation reveals a complete transformation of their image. This initiative, far more than a simple aesthetic change, marks a crucial step that aims to clarify the positioning of the appellation by looking to the future, uniting winemakers around a common vision, improving appellation recognition, faithfully reflecting the values and quality of Costières wines, and strengthening the personality of this singular terroir, the cradle of viticulture in France.

A Bold Visual Identity Reflecting Renewed Ambition

The new visual identity of the Costières de Nîmes is not just a change of look. It embodies a vision, that of an appellation evolving with the times while remaining true to its roots. The clean, elegant,

and modern design of their new logo reflects the personality of their wines, while appealing to a broader and younger audience. This aesthetic evolution is the reflection of a thoughtful strategy, aiming to seduce a new generation of wine enthusiasts.

COSTIÈRES

DE NÎMES



*Born from land
Influenced by sea*

Deepening the Bond to its Unique Terroir

In the large family of the Rhône Valley Vineyards, the Costières de Nîmes are reflection of an outstanding terroir that blends character and freshness. This new visual

identity strengthens this connection, highlighting the unique personality of the marine breezes from the Mediterranean Sea and the iconic rounded pebbles from the Rhône Valley terroir.

Costières de Nîmes: Embodying the Vibrant Spirit of the South



A true mosaic of cultures, histories, and traditions, the Costières de Nîmes stands out with a rich history spanning over 2,500 years. Each era has left its mark, influences reflected in the architecture, cuisine, language, and local customs. Beyond these tangible aspects, it's the spirit of the South that resonates here, an intangible heritage passed down from generation to generation. This unique lifestyle, bathed in sunshine and nurtured by generous land, defines the very essence of this southernmost terroir of the Rhône Valley.

Where Architecture and Winegrowing Intertwine

Monuments and landscapes tell the tales of past civilizations. Take the Nîmes Arena, for example, standing proudly among the best-preserved Roman amphitheaters in the world. The Maison Carrée, a breathta-

king Roman temple, now a UNESCO World Heritage site, testifies to the grandeur of Nîmes in antiquity. The vine - present five centuries before our era - since the time of the Greeks, flourished under Roman civilization and anchored the region, creating a living link between past and present.



A Unique Cultural Heritage

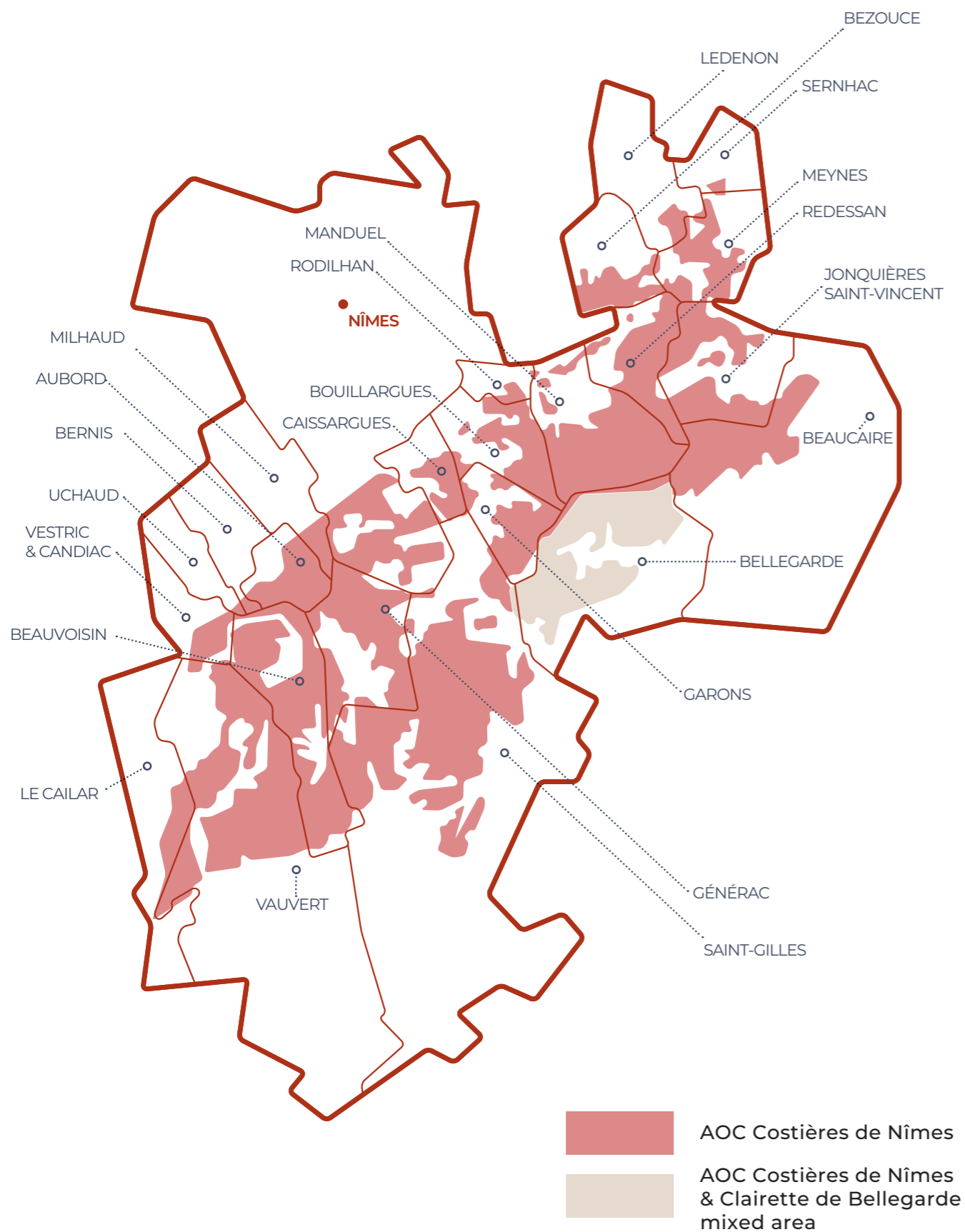
Mediterranean culture, a set of traditions, practices, and lifestyles, has flourished for centuries in this region. It manifests itself in the local cuisine, famous for its fresh, simple, and flavorful products celebrated for their health benefits.

The warm summers and mild winters, characteristic of the Mediterranean climate, play a central role in daily life. The omnipresent sun influences moods, casts vibrant colors across the landscapes, and shapes the cadence of daily activities. Village squares, café terraces, and open-air markets become favored gathering places, where people linger to chat, people-watch, and savor moments of conviviality.

Where the Spirit of Celebration Comes Alive

Festivals and celebrations punctuate the year, embodying this authentic festive culture. Ferias, music festivals, and village votive festivities are all opportunities to come together with a sense of celebration. Living in the Costières de Nîmes means embracing a state of mind, a philosophy of life where time flows peacefully. Here, simple pleasures are savored, and well-being, relaxation, and joy of living are valued.

It's a place where taking one's time is not a luxury, but an art of living that is cultivated daily.



Costières de Nîmes: A Singular Terroir Shaped by the Rhône and Influenced by the Sea

Deeply rooted in the identity of the Rhône Valley vineyards with its iconic terraces of rolled pebbles, the terroir of the Costières de Nîmes is distinguished by a convergence of exceptional sunshine and cooling marine breezes. The significant thermal amplitude that ensues from this interplay of warmth and sea-driven airflow gives Costières de Nîmes wines their unique freshness and vibrant personality.

More than 2.5 million years ago, the Rhône, with the help of the Durance, sculpted this landscape at the gates of Nîmes, depositing a vast terrace of pebbles also found in the appellations of Lirac and Châteauneuf-du-Pape. Over time, rolled and polished by the river, these raw materials transformed under the influence of the climate. Only the most robust, the quartzites, resisted, while rich clays tinted with iron oxides took shape.

The climate of the Costières de Nîmes is marked by remarkable sunshine, with over 250 sun-drenched days each year. Precipitation, although rare, is concentrated mainly in autumn, giving rise to some

spectacular late summer storms. As in the entire Rhône Valley, the mistral blows here throughout the year, playing a crucial role in the health and quality of the vines.

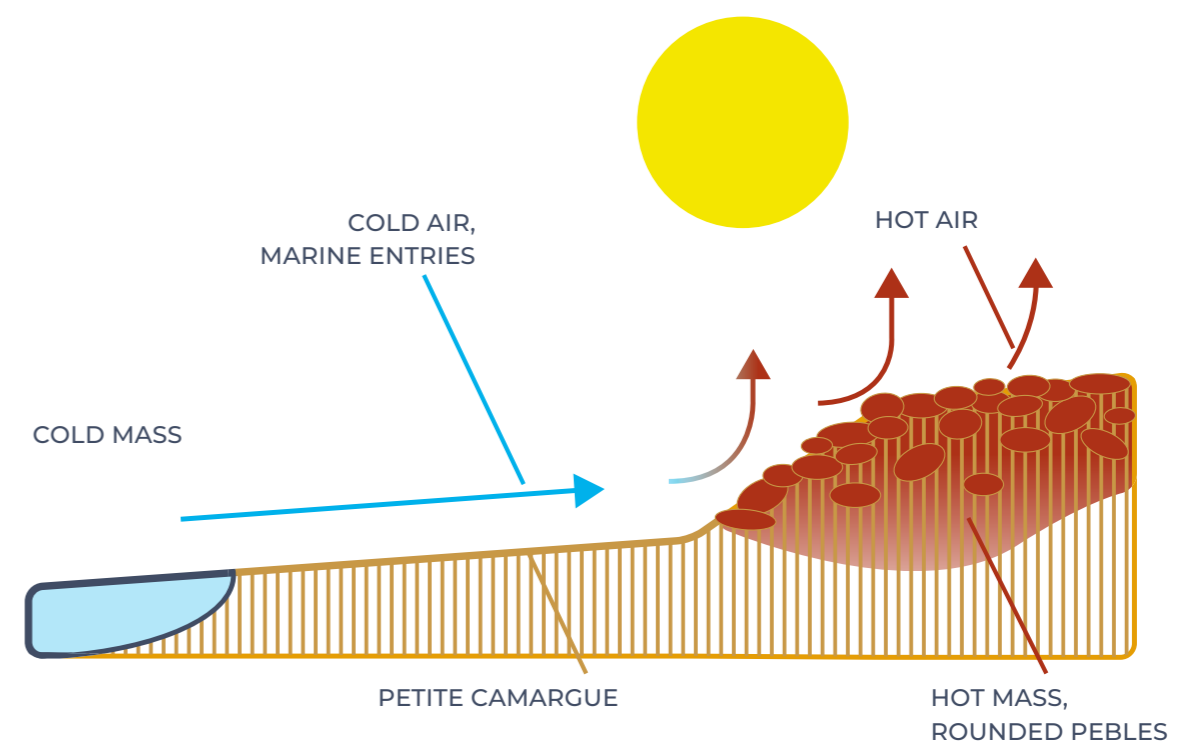
The clays provide the vine with the water and essential minerals for its development, while the rolled pebbles prevent water stagnation on the surface. The sea breeze, coming from the Mediterranean and the Camargue ponds, softens the intense summer heat and tempers the southern effect of the sun. It is in this natural alchemy that the magic of the Costières de Nîmes operates, resulting in generous, vibrant, and luminous wines, imbued with a remarkable history and atypical freshness.





Costières de Nîmes: How the Thermal Breeze is the Appellation Superpower

The paradox of the Costières de Nîmes vineyard is that it is the southernmost in the Rhône Valley but also the coolest. The situation of the Petite Camargue, outside the two arms of the Rhône delta, exposes the Costières directly to the sea influences.



Résult, when the cool, summer marine breezes meet the warm mass of the rolled pebble terraces, a convection effect creates strong ventilation, hence a significant thermal amplitude between day and night,

hence preserving the freshness of the fruit. This specific climate of Costières de Nîmes has a profound effect on the appellation's wines, developing their fruit aromas and giving them remarkable freshness.



Costières de Nîmes: Blending Innovation and Biodiversity to Create a Unique Ecosystem

The AOC Costières de Nîmes is today a leading and pioneer vineyard in environmental and landscape protection. This result is the culmination of nearly twenty years of efforts in supporting winegrowers.

The Costières de Nîmes are strongly committed to preserving ecosystems and fighting climate change...

...Around the soils - Stimulating microbial life.

From the end of the harvest until the flowering of the vine, planting vegetation of green cover allows both to generate organic matter and to create micro-breaches in the soil allowing water and air to infiltrate, thus strengthening the life of the soils.

Pioneering Sustainable Alternatives to Chemical Pesticides

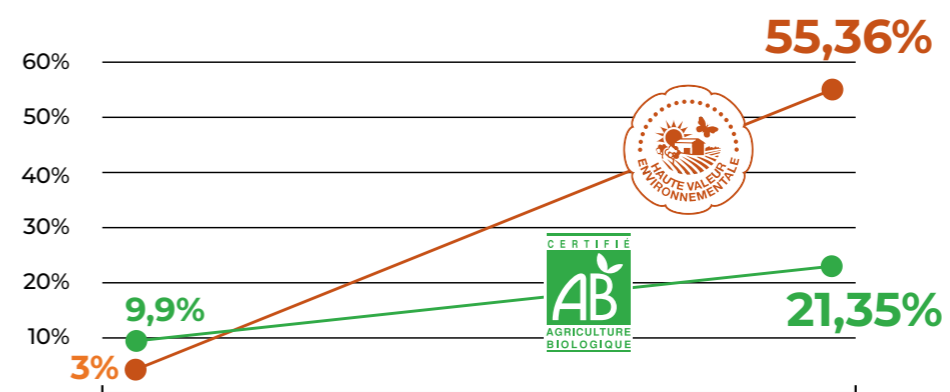
In autumn or early spring, it's common to see flocks of sheep or goats roaming the vineyards of the Costières de Nîmes appellation. It involves allowing the herds to graze among the vines until flowering, avoiding the need for chemical herbicides.



Fighting against artificialization

The Costières de Nîmes vineyard is uniquely located in the heart of the Nîmes living basin, which is the object of very important land pressure which has led to the loss of 14% of its surfaces in fifteen years. Additionally, the 2023-2024 agri-environmental project enables the development of a multifaceted strate-

gy to protect the appellation's vineyards and agricultural lands. This includes raising awareness among local officials as well as ensuring the Syndicat des Vignerons des Costières de Nîmes has a voice in shaping various regional planning initiatives such as SCOT (Land Use Plan), PLU (Local Urban Plan), and PAT (Territorial Food Project).



963 hectares of land
56 committed operators



1795 hectares of land
145 committed operators



12
Biodynamic operators



...Around biodiversity - Facilitating the installation of auxiliary fauna.

The appellation of the Costières, not limited to viticulture, encompasses arboriculture, market gardening, and livestock farming. As part of its agro-environmental project, the appellation is installing 300 nest boxes for tits and bat shelters. The goal is to promote the nesting of species feeding on grape worms as well as leafhoppers of the golden flavescence. The nesting rate reached 45% in the

first year. For that purpose, winemakers also set up agri-ecological infrastructures, such as stone piles, hedges, or groves. In partnership with Cérès, producers of wild plants of local origin, they have defined a master plant scheme based on the landscape and environmental charter of the Costières de Nîmes. For the deployment of this plant palette, they will rely on the company PUR, a social purpose enterprise that aims to fight against deforestation, support farmers, and regenerate ecosystems.

...Around adaptation - Introducing resistant grape varieties.

As part of its agri-environmental project 2023-2024, the appellation has brought together various parties engaged in experiments with grape varieties drought and diseases resistant (VIFA). In total, twenty-two winemakers have joined the project and will integrate these grape varieties to be experimented within the appellation's specifications.

...Around experimentation - Implementing mulch in summer.

Some domains have implemented mulching strategies using the shredding of winter covers. The expected benefits are twofold: to lower the soil temperature on the one hand and to reduce water stress by preserving the moisture contained in the soils on the other hand.





Costières de Nîmes: Where Rhodanian Character Meets Signature Freshness

The wines of the Costières de Nîmes are made from a mosaic of grape varieties. Reds and rosés are mainly made from traditional grape varieties such as Syrah, Grenache, Mourvèdre, and more rarely Carignan, Cinsault, and Marselan. Whites are made from Grenache Blanc, Roussanne, Marsanne, but also Clairette, Viognier, and Vermentino (Rolle). In all three colors, the blending of at least two grape varieties is mandatory.



Syrah, the King of varieties

Syrah, the iconic grape variety of the Northern Rhône Valley, has found an ideal terroir in the Costières de Nîmes. The grape thrives on the region's well-draining soils, which have excellent water retention capacity that deep roots can exploit. The proximity to the sea and ponds brings cool breezes, tempering the southern character of the vineyard and preserving the beautiful appearance of the bunches. Of the 3,000 hectares classified as AOC, 1,500 are currently planted with Syrah. Often the dominant variety in blends with Grenache, Syrah produces aromatic, modern, and elegant wines characterized by delightful fruitiness and remarkable freshness.

Grenache, the Rhône Valley Signature

The AOC increasingly focuses on creating distinctive blends that highlight the Syrah-Grenache duo, guaranteeing beautiful complexity. Grenache, which thrives on soils mainly composed of rolled pebbles, finds an ideal terroir in the region.

With an intense garnet color that develops beautiful brick-like reflections with age, Grenache is characterized by its generosity, roundness, and mellowness. Its typical aromas evoke ripe black fruits, prunes, licorice, and cocoa, evolving towards dried fruits, mocha, and cherry brandy. Particularly resistant to drought, Grenache adapts well to the driest areas of the appellation.

Mourvèdre, «Le Plant de Saint Gilles»

Mourvèdre, a renowned southern grape variety, is celebrated for its tannic structure that imparts a racy texture and aging potential to wines. It is said that Mourvèdre thrives best with its feet in the sea and its head in the sun, making it particularly demanding in terms of location and winemaking expertise.

As Mourvèdre ages, it develops a powerful fruitiness accompanied by superb aromas of leather, musk, pepper, sweet spices, resin, and truffle. This variety is particularly prevalent in the commune of Saint-Gilles, the southern gateway to the appellation.



Pleasurable wines

The Reds

The art of blending lies between Grenache and Syrah. These ruby wines with garnet reflections are fragrant, exhibiting notes of red fruits and wild berries such as blackberry and elderberry. They can be enjoyed young to savor the freshness of the fruit or aged for three to five years, during which they develop typical aromas of violet, black olive, sweet spices, and garrigue. On the palate, these wines are fleshy and linger with delicious licorice tannins.

The Whites

The bright golden yellow hue of the Costières de Nîmes whites hints at expressive, lively, and flavorful wines. These wines develop a generous fruitiness, revealing fresh aromas of white flowers, citrus, and exotic fruits.

The Rosés

Boasting a beautiful tender pink color, these wines offer a delightful aromatic palette of red fruits, citrus, and exotic fruits. Lively on the palate, they showcase flavors of strawberry, grapefruit, and passion fruit. These versatile wines adapt to all occasions, from the most authentic to the most elaborate, and pair well with everything from appetizers to desserts.

Gastronomic Wines

The Reds

The red wines of Costières de Nîmes are characterized by two distinct profiles: the modern touch, exemplified by the great Syrahs grown on pebble terroirs, and the traditional touch, showcasing the noble character of Grenache. Both styles exhibit elegance, aromatic complexity, and aging potential.

The hallmark of the Costières de Nîmes appellation is creativity. Some winemakers produce cuvées that showcase Mourvèdre in their blends. This grape variety imparts a strong personality, along with a racy and elegant tannic texture that refines with age. Although less common, Carignan also leaves its mark on some exceptional cuvées, contributing finesse and minerality.

The Whites

Some cuvées are vinified and aged in barrels. These complex and fat wines benefit from being aged for at least three years. They develop rich aromas of very ripe yellow fruits, such as apricot or peach, and evolve towards notes of honey and wax.

Some cuvées are vinified and aged in barrels, resulting in complex and full-bodied wines that can easily age for at least three years. These wines develop rich aromas of very ripe yellow fruits, such as apricot or peach, and evolve to display notes of honey and wax.

The Rosés

Boasting a delicate and intense currant color, these wines are elegant and subtle. They are distinguished by their aromatic complexity, which combines notes of red fruits such as strawberry and raspberry with floral undertones. Well-balanced and full-bodied, with a long aromatic persistence, these wines make perfect companions to refined cuisine.



Clairette de Bellegarde The Irreducible at the Heart of the Costières de Nîmes

You may be expecting fizz – but this is in fact a sophisticated still white wine, reflecting the spirit of the Rhône Valley greats. Clairette de Bellegarde is a single-varietal wine grown on seven hectares of vineyard bordering on the mediaeval village of Bellegarde – a self-contained zone within the Costières de Nîmes appellation. It has enjoyed AOC status since 1949, and its wines reflect the dry, mineral-filled, elegant character of the Clairette Blanche grape.

WINE TOURISM & EVENTS



“Vignes Toquées”, Haute Cuisine at the Heart of the Terroir

Every year for more than 15 years, the winemakers of the AOC have been inviting haute cuisine lovers to the heart of their terroir for a gourmet stroll through the vineyards. The walker, armed with a small bag with cutlery, tasting glass, notebook, and pencil, is guided along the trails for stages combining deliciously wines and creative dishes signed by chefs representing French, and even world, culinary excellence. Participants have the opportunity to be surprised by exceptional culinary creations from renowned Chefs such as Michel Kayser, the first, to Christian Etienne, Cyril Attrazic, Franck Putelat, and even Michel and Sébastien Bras, it's a discovering oenological treasures and enjoying the landscapes and sunshine that smell like the South of France. Currently taking place over two days, this event

alone brings together more than 3,500 people.

Minuit Toqué, a Gastronomy night in the Heart of the Vineyards to Celebrate the Beginning of Summer

By the end of June, the Costières de Nîmes appellation offers a nocturnal stroll blending gastronomy and wine tasting. At nightfall,



in the vineyards of Château des Nages, on the heights of the commune of Caissargues, the epicurean walkers will follow a 1.5 km route in a warm and intimate atmosphere. At the end of the walk through the vineyards, a lively banquet will be served to guests. For the occasion, a 6-course menu will be created by 2 talented 4-handed chefs from the “Gard aux chefs” collective.

Highly anticipated by the aficionados of the appellation, this nocturnal stroll will be another opportunity to gather in music, to celebrate the art of living in Costières and to taste high-end wines with winemakers.

JeuDiVin, a Pop- up Winemakers under the Sign of Conviviality

As part of the Thursdays of Nîmes series - concerts, animations, and night markets in the heart of the city - the winemakers of the appellation will take the stage, on the Esplanade Charles de Gaulle, to introduce the fruit of their labor through convivial and festive tastings.

This Pop-up winemaker event brings together each week about ten cellars or domains presenting 3 of their colors for a convivial and musical meeting, ideal to savor the sweetness of summer evenings and the art of living in Nîmes. Every summer, tens of thousands of people, tourists, and locals alike, thus can discover the wines of this unique terroir.

The Bodega des Costières, an Emblematic Celebration for 65 Years

Since the late 50s, the Feria de Nîmes and Costières wines have logically joined forces for the better. It was at Pentecost, in 1959, that the first “great propaganda campaign” in favor of wines from the terroir of this small coast and terrace of rolled pebbles along the Rhone was launched.

Since the creation of the AOC, which became “Costières de Nîmes” in 1989, the Bodega des Costières, even if it has often changed location, remains an unmissable part of the Nîmes festival.

Faïng the arena, the Bodega is now located on the Esplanade. Whether you're looking to sample over 30 AOC wines in a convivial atmosphere before the shows, or to party a little later into the night with top DJs, this new open-air venue at the heart of the festival has found its place of choice right from the first year.



Le Carré des Costières de Nîmes, The Lair of Conviviality

Wine tourism is essential to share one's identity, values, and wines. The Costières winegrowers have understood this for many years through their events in the terroir, such as the Vignes Toquées. So, when the appellation was offered the chance to set up shop in the heart of Nîmes 2 years ago, they had no hesitation in considering the idea of a pavilion dedicated to Costières wines, to welcome discoverers and wine-lovers all year round. Ideally located on the esplanade, just opposite the monumental arena, the pavilion covers a 70m2 workshop that can be entirely adapted around its central bar, extended by a magnificent 300 square meter terrace. A veritable show-

case for the appellation, this project has been entirely designed around conviviality, with a wine bar to discover the diversity of the appellation's terroirs and estates, educational workshops to discover the personality and richness of Costières wines, and numerous events in conjunction with the city of Nîmes or for private hire.

Le Carré des Costières will open its doors to the public in spring 2025.





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DE NÎMES

Clair de Lune Agency

Marie Gaudel

Tél. : +33 (0) 4 72 07 31 90

marie.gaudel@clairedelune.fr

www.clairedelune.fr

Syndicat des vignerons de l'AOC Costières de Nîmes

Patrick Mallet

Tél. : +33 (0) 4 66 36 96 24

communication@costieres-nimes.org

www.costieres-nimes.org

Inter Rhône Press Service

Tél. : +33 (0) 4 90 27 24 16

www.vin-rhone.com