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## RESILIENCE & COMPETITIVENESS FOR THE RHÔNE VALLEY VINEYARDS

*At Wine Paris, the international trade fair dedicated to the wine industry, Philippe Pellaton, President of Inter Rhône, gave a comprehensive overview of the AOP (PDO) wines of the Rhône Valley, covering economic resilience, environmental transition, and development prospects.*

### 2025 VINTAGE: PRECISION, DEPTH, AND ELEGANCE

Despite challenging conditions in the vineyards, 2025 promises to be a **very fine vintage**. The slower pace of harvesting as the season progressed allowed for the search for the **best balance of ripeness**. Although small, the berries offered concentration, intense colour, and great aromatic richness. The reds are distinguished by their finesse and length, supported by preserved freshness. The whites display a clear minerality and vibrant aromatics. It is a **harmonious vintage, precise and balanced**, with lower volumes than in previous years.

### 2025 ECONOMIC REVIEW FOR THE AOPs OF THE RHÔNE VALLEY VINEYARDS

- A historically low harvest, but unprecedented production balance, with almost equal volumes of white and rosé wines at 13% each

The **2025 harvest** is expected to yield around **2 million hectolitres** across the Rhône Valley. This represents another **sharp decline** in volume: approximately -7% this year. After a loss of more than 260,000 hl the previous year, the 2025 vintage is down by a further 160,000 hl. This decline affects the entire Rhône Valley wine region. However, there has been a more marked decline in the Northern Crus (-17%) with a harvest of 137,000 hl (approximately -28,000 hl) and the AOPs outside the Côtes du Rhône family, which are down -9% with around 500,000 hectolitres, or nearly 50,000 hectolitres less than in 2024. This vintage therefore stands as one of the lowest volumes ever recorded in the Rhône Valley.

In terms of surface area, the vineyard has lost around -5%. With less than 60,000 ha claimed this year, it has shrunk by 3,400 ha.



The repartition by colour varies little. However, there has been a more marked decline in red wine claims, down -8% (approximately 1,476,000 hectolitres), while white wine has only lost -3% (254,000 hectolitres produced). Overall, therefore, the Rhône range for the 2025 vintage is structured around 74% red, and approximately 13% rosé and 13% white. **It is worth noting that, for the first time, there is a balance between the production share of white and that of rosé.**

- **A strong indicator of the Rhône Valley Vineyards' environmental commitment: in 2025, 25% of Rhône Valley AOP wines are certified organic**

According to the claims that have already been collected and analysed, the share of production committed to a sustainable development certification continues to grow. The **weight of organic** production has risen from 23% of total production in 2024 to **25% in 2025**, while HVE certification is stabilising at 37% of the total. For the 2025 vintage, **63% of production claimed in a Rhône AOP** is therefore part of an environmental approach.

- **Decrease in cellar despatches (*sorties de chais*), except for Southern Crus**

In terms of **sales**, after the sharp decline of last year (-7%), the wine campaign (cellar despatches at the end of December 2025) **stabilised** thanks to a certain return to Rhône fundamentals, with a slight progression for bulk and reds. However, since August, releases have significantly leveled off. And with **2.23 million hectoliters**, the year 2025 shows a **decline of -5%**.

This trend is, however, diversely shared across the Rhône Valley. The flagship **Côtes du Rhône**, which was well-oriented at the end of 2024 and still progressing at the end of July (+4%), managed to **limit its decrease over twelve months** to -3% at the end of December 2025, as did the **Villages** at -4%. The **Southern Crus**, which had been disrupted, confirm the recovery observed at the end of July: at the end of December, their cellar despatches **gained +4%**. Unfortunately, this positive orientation of the Southern Crus is not shared by the Northern appellations. Indeed, the **Northern Crus** see their cellar despatches **decline by -8%**. The same observation applies to the **other Rhône Valley appellations**, outside the Côtes du Rhône family, which remain in **decline overall with -10%** over one year.

Looking at the despatches by colour, all are poorly oriented. Red wines see their cellar despatches down by approximately -5% over twelve months, while rosés continue their decline, with -6% at the end of 2025. White wines, for their part, have halted the steady growth observed for several years due to a lack of availability for several appellations, but also due to the loss of certain markets for others; this colour is down -7% over one year.

**Bulk**, which represents two-thirds of cellar despatches, loses **-4% over one year**. It had slightly progressed during the 2024/2025 wine campaign (at the end of July), but it suffered during the first months of the 2025/2026 campaign and is down -4% over 12 months at the end

of December. **Packaged wine** (*conditionné*), for its part, show a more pronounced decline of -7%.

- **Strong resilience of Rhône Valley AOPs in supermarkets**

In supermarkets<sup>1</sup> (approximately 39% of Rhône Valley wine sales), the context remains particularly poor. The Still Wine section continued to decline in 2025, with a further drop of -3.2% in check-out sales. This decline affects all segments: AOP: -3.6%, IGP: -1.9% and VSIG: -4.2%. In these particularly difficult conditions for many regions, and notably for those producing mainly red wines, the Rhône Valley AOPs managed to **limit the decline** in sales to -2.7%. This resilience is mainly due to the **stability of Côtes du Rhône, a slight growth for Luberon and strong growth for Cairanne and Beaufort de Venise**. However, other appellations are generally experiencing a decline in volumes.

Another sign of the Rhône's resilience is the lesser decline concerning red wines. While this colour was hit particularly hard in 2025, with a decline of -6.6% across the category, **Rhône reds limited their decline to -2.8%**, while the AOP category suffered a -5.7% decline overall. At the other end of the spectrum, **Rhône whites continue to grow**. They only account for 4% of supermarket sales, but they are also better oriented (+3.5%) than the white wine category as a whole (stable) and than white AOPs (-3.4%).

- **Leadership of Rhône Valley AOPs among wine merchants and restaurants**  
**Increasingly asserted recognition for Rhône whites in this channel**

**Wine merchants and restaurants** remain key circuits for the Rhône Valley. In a context where these professionals face a changing market, unfavourable consumer arbitration, and strong operational tensions for the on-trade, **Rhône wines matter particularly to this market**. This observation appears clearly in the results of the **2025 Wholesaler study on 2024 data by GIRA/CIRCANA<sup>2</sup>**. The Rhône Valley remains, on this circuit, the leading region for still AOP wines. In terms of volume, **its lead is significant: it carries 40% more weight than the second wine region**. Furthermore, it is also the region that is **holding up best: virtually stable (-0.7%)** when all others are in sharp decline (averaging -5.6%). The observation is the same in terms of **turnover: first place and a decline limited to -1.4%** when AOPs lose -4.7% overall. A **safe bet** in this traditional distribution channel, the Rhône Valley is no longer appreciated for its red wines only. A study conducted by Symétris<sup>3</sup> notes that **Rhône Whites benefit from growing recognition among these professionals and possess undeniable assets**, such as their

<sup>1</sup> CIRCANA/CNIV Panel | All channels – 12-month data at P13 2025 – 04/01/2026

<sup>2</sup> GIRA food-service Panel - CIRCANA/CNIV | Wholesalers – 2025 on 2024 data

<sup>3</sup> SYMETRIS Study for Inter Rhône | Positioning of Rhône Dry White Wines | On-trade and Wine Merchants – June 2025

diversity and aromatic richness, to develop on this market. While communication efforts must be continued to further establish the notoriety of these Whites, **the Rhône Valley clearly appears as a real challenger on this colour.**

- **Decrease in Rhône Valley AOP wines exports in 2025**  
**Over 10 years, the evolution of Rhône turnover remains positive**

Internationally, over a 12-month period from December to the end of November, exports<sup>4</sup> of still wines from France lost -3% in volume while limiting the decline in turnover to -1%. **Rhône exports**, for their part, display more negative results with a **loss of -5%, both in volume and in turnover**. But, again, results differ within the region between its various appellations. Within the Côtes du Rhône family, the regional appellation and the Villages are in line with global French exports: Côtes du Rhône loses -3% in volume and stabilises its turnover, while the Villages are down -2% in volume and in value. Regarding the Crus, good results in volume for the South (+11%) but a lower progression in value (+3%), as well as sharp decreases for the North (-15% in volume and -12% in turnover), reflect increased tension on valuation, particularly for appellations and cuvées historically positioned in the most premium segments. The other Rhône appellations decline more significantly with a drop of approximately -16% in volume and value; however, this decline seems particularly concentrated on the whites.

Exports from the Rhône region are **progressing** on some markets, such as **the United Kingdom (+3%) and Sweden (+6%), or virtually stable in others, such as in the United States (-1%)**. However, other key destinations are in decline: Belgium (-10%), Canada (-12%), Germany (-4%) and the Netherlands (-10%).

**Over a ten-year period (2025 vs 2015, at the end of November)**, despite the difficulties of the last two years, **Rhône export turnover remains positive (+7%)** despite a 20% decline in volume. By continent, **Europe gained +10% in value**, with volumes falling by -21%, while **North America gained +13% in value**, with volumes holding up better than in Europe, losing 'only' -4%. Asia suffered from the fall in Chinese imports, with a decline of 27% in value and -52% in volume over the decade.

## AN INTERPROFESSIONAL SUSTAINABILITY AGREEMENT

In early November 2025, the General Assembly of Inter Rhône approved the submission of an **interprofessional sustainability agreement for the red wines of the appellations Côtes du Rhône and Côtes du Rhône Villages (without geographical name)**.

<sup>4</sup> Source: French Customs SH222 – DEB/DAU - 12 months to the end of November 2025

This agreement is based on a consolidated European framework that allows agricultural producers, when it contributes to environmental objectives, to **act collectively**, by derogating from competition law under certain conditions (Article 210 bis of EU Regulation 1308/2013).

**Concretely, what will this agreement achieve?**

- **Support the environmental transition** of red Côtes du Rhône and Côtes du Rhône Villages wines under labels (Organic and HVE);
- Encourage shared and measurable **sustainable viticultural practices**, based on collective commitments;
- Strengthen the **economic legibility of production** by integrating production cost realities in order to secure value sharing.

**Supported collectively** by Inter Rhône, Syndicat des Vignerons des Côtes du Rhône, and Union des Maisons de Vins du Rhône (UMVR), **this joint initiative operates within a framework shared between production and négoce**, that is essential to its effectiveness.

Two interprofessional committees bringing together producers and merchants were organised for the organic and HVE categories. They conducted an extensive analysis of **production costs, market realities and economic sustainability margins**. They defined the target prices for the coming campaign:

Category	Guidance price equivalent to minimum production cost	Guidance price tunnel Harvest 2025
Organic red Côtes du Rhône	170 €/hl	
Organic red Côtes du Rhône Villages	200 €/hl	
HVE red Côtes du Rhône	130 €/hl	130 €/hl min
		160 €/hl and up
HVE red Côtes du Rhône Villages	155 €/hl	155 €/hl min
		185 €/hl and up

The price ranges defined for HVE allow for the integration of the diversity of economic situations, with a high variability in production costs, which is especially true for HVE Côtes du Rhône wines, and offer more flexibility in negotiations.

The overall agreement is set for an initial duration of **two years**. However, the professional families reserve the possibility to renegotiate these guidance prices in the event of significant changes in production costs, yields, market conditions, or regulations.

## PROMOTION: BOOSTING CONSUMPTION

- **A national communication plan shared with the other interprofessional bodies**

The Inter Rhône teams are engaged alongside other wine industry interprofessional organisations within the 'boosting consumption' working group (CAP VIN). The reflection is around developing a common understanding, fuelled by recent studies conducted notably via the CNIV and *Vin et Société*: **wine no longer manages to appeal to the 25-45 age target**. Less popular, less present on terraces, and less visible on social media, wine is in the process of becoming 'museumified'.

Faced with this alarming observation, and **for the first time, the interprofessional bodies are uniting their efforts to launch an audacious and innovative communication concept whose objective is to create a surge of interest around wine**, and to become relevant again for the 25-45 target in their moments of consumption. The stakes are high: changing the representations of wine and creating new imaginaries. The creative paths were tested with consumers at the end of 2025 and should see the light of day in the coming months.

- **The importance of supermarkets**

Without disavowing the efforts to support traditional distribution circuits (On-trade & wine merchants), Inter Rhône has motioned, as early as 2025, to reinvest in supermarkets (*Grande Distribution - GD*), which still represent 39% of the outlets for Rhône AOPs. Thus, the promotional plan for AOP Côtes du Rhône includes supporting supermarket sales through discount vouchers and in-store tasting events, two initiatives that will gain momentum in 2026.

At the same time, Inter Rhône is taking part in the reflection conducted on a national level, via the CNIV, which aims to revisit the wine aisle.

**Objectives:** Developing new concepts for highlighting wines in supermarket aisles, which could be implemented in test stores starting from 2026.

**Methodology:**

- Creation of a liaison committee between the CNIV & FCA/FCD (Federation of Cooperative and Associated Trade and Federation of Trade and Distribution)  
=> Formation of a working group to formulate proposals and for retail brand managers make stores available to carry out trials;
- Working group: representatives of the wine sector (producers and négoce), representatives of interprofessional bodies (Bordeaux, Rhône Valley, Loire), FCA/FCD, retail brand representatives, CNIV, Vin&Société, and merchandising experts (Kedge School, Cross Agency).
  - 1st phase: analytical => identify these new concepts
  - 2nd phase: roadmap for the implementation of in-store tests over 1 year
- Discussions with the main retail brands.

**Next steps:** in-store tests.

## A POPULAR WINE TOURISM DESTINATION THANKS TO THE "ESCALES GÉNÉREUSES" / HOSPITALITY IN A BOTTLE, AND SUSTAINABLE APPROACHES

In 2025, Inter Rhône continued the implementation of its new wine tourism strategy aimed at positioning the Rhône Valley Vineyards as a true **Committed Wine Tourism Destination**. A focus on the growing strength of the Rhône vineyard on this lever, which is now essential to the sustainability of the appellations:

- **An essential reference site for wine tourism in the Rhône Valley Vineyards**, the new version of vins-rhone-tourisme.fr attracts many visitors, as do the Instagram and Facebook accounts of the Rhône Valley Vineyards, which are now **100% dedicated to wine tourism**. An offensive stance in the way of communicating to the greatest number, including **local, national, and international tourists**.
- Launched in 2025, the **"Escales Généreuses"** (Generous Stopovers / Hospitality in a Bottle) **communication campaign**, deployed mainly on digital platforms but also in the media and on digital billboards, was met with success well beyond expectations, with 16.7 million impressions and 211,000 clicks generated by the images and messages of the five campaign visuals.
- As of January 2025, **"Les Escales Généreuses"** have also been available as a **press kit dedicated to wine tourism in the Rhône Valley**, and four thematic press kits mirroring the themes of the campaign: **Gourmet Stopovers, Picturesque Stopovers, Cultural Stopovers, and Festive Stopovers**. These are all tools that can be used to welcome the media and influencers in the coming months.

Building on the success of this positioning, 2026 will see the continued roll-out of the "Escales Généreuses" campaign, which will focus on spring and autumn in order to **de-seasonalise the touristic season** and extend it as much as possible. This wine tourism strategy will be able to rely, once again this year, on the **support and relay of the stakeholders of the interprofession**, such as **Regional Tourism Committees, Tourism Agencies and Tourist Offices**, as well as **"Vignobles & Découvertes"** destinations.

At the same time, the action plan will also consist of continuing the active support of operators in the structuring and qualification of their companies' wine tourism offers, particularly in terms of sustainability.

- **Structuring and highlighting the sustainable wine tourism offer in the Rhône Valley**

An audit conducted in 2025 quantified and qualified the sustainable wine tourism offer available on vins-rhone-tourism.fr; the result is very encouraging, as, **out of the 160 wine tourism activities listed on the website, half are respectful and virtuous in terms of sustainability**. En 2026, the criteria for this "sustainable offer" approach will be incorporated

into audits in order to systematise this inventory, as part of the welcome quality approach in cellars.

In addition to providing operators with a practical information sheet on this topic, an **information session focusing on sustainable wine tourism** will be organised by mid-June. This key issue will also be the theme of the next **Rendez-Vous de l'Œnotourisme**, on **May 19**.

## 2026: MAJOR ANNIVERSARY CELEBRATIONS FOR 7 CÔTES DU RHÔNE CRUS

**90 years for Château-Grillet, Châteauneuf-du-Pape, Saint-Péray, and Tavel; 70 years for Saint-Joseph; 20 years for Vinsobres; 10 years for Cairanne:** the great Côtes du Rhône family will have much to celebrate in 2026. For the occasion, each of the Crus is setting up an **exceptional celebration**, sometimes even beyond our borders, or is partnering with French appellations from other regions. This is the case for two of the pioneers of the national appellation system, **Tavel and Châteauneuf-du-Pape**, which are promoting their 90th anniversary to French and foreign professionals as well as the general public, alongside AOPs Cassis, Arbois, Monbazillac, and Cognac.

## CORPORATE SOCIAL RESPONSIBILITY (CSR) SERVING THE SUSTAINABILITY OF RHÔNE VALLEY VINEYARD AOPs

- **Inter Rhône, more committed to CSR than ever**

Three years after obtaining the 'Engagé RSE' (Committed CSR) label at the 'confirmed' level in June 2022, **Inter Rhône's approach was re-evaluated** by AFNOR from 7 to 10 July 2025. This label, based on the ISO 26000 standard, allows for the **evaluation of the maturity of corporate social responsibility approaches**. It was an opportunity to measure the progress of reflections, the integration of the approach into the strategic roadmap, as well as its operational roll-out, with the involvement of all departments and employees of the interprofession. **In addition to the Inter Rhône teams, a dozen internal and external stakeholders of the vineyard were also interviewed** regarding their relationship with the interprofessional body and their expectations and involvement in societal and environmental issues.

The evaluator praised the significant preparatory work, an involved governance, and a high quality of dialogue with the stakeholders interviewed, as well as a positive and growing consideration of sustainable development concerns at all levels of the company. The full

report confirms this trend of continuous improvement, **with an overall score in progression and the maintenance of the 'Confirmed' level**. The maturity of the approach is praised, as evidenced by scores above the average on the criteria of managerial practices.

Furthermore, for the past three years, Inter Rhône has been organising meetings on CSR themes; the first two used environmental labels/certifications and glass bottle reuse as entry points. In 2026, **this virtuous dynamic within the Rhône wine ecosystem will be continued**, notably towards bottle reuse approaches. Collective intelligence workshops will also be offered to raise companies' awareness of sustainability issues, by leading them to identify, across the entire value chain, the positive and negative impacts of the activity on the environment and society, but also the risks and opportunities that the ecosystem poses to the business, according to the principle of double materiality. These workshops make it possible to make the notions of sustainability and extended responsibility concrete, while considering operational solutions to be implemented.

- **VITILIENCE by Institut Rhodanien: a system deployed and adapted to the needs of Rhône Valley Vineyards operators**

Inter Rhône, via the Institut Rhodanien, contributes to the national VITILIENCE project. VITILIENCE (standing for VITiculture and resILIENCE) is a multi-year project proposing a multi-partner and multi-regional approach to implement **coordinated high-impact actions to adapt to and mitigate the effects of climate change**. The program includes the organisation of events throughout France, the "Climat Tour" (Climate Tours), allowing local operators to actively participate in discussions and to share their reflections on the levers for adaptation to climatic changes and new societal expectations. The first Climat Tour in the Rhône Valley was held in early January 2026, at Institut Rhodanien in Orange, **and brought together more than 120 participants**.

Among the conferences and workshops proposed during the event, several highlights included:

- **A reminder of the roll-out, for several years now, of regional demonstrators**, responsible for concretely implementing the **national strategy for adaptation to climate change**. For example: the integration of varieties of interest for adaptation purposes (VIFA), the implementation of innovation evaluation systems (DEI), changes in irrigation access conditions, etc.
- **The carbon footprint as a management tool**: how is the sector positioned within the national low-carbon strategy, what is measured and how, the carbon footprint of wine, the importance of packaging, and reduction levers.
- **The carbon issue is now at the heart of wine companies' strategies, a sign of a profound shift**: climate change is no longer just an agronomic risk factor. It also

influences the relationship with the consumer, access to markets, and the economic management of companies. Three angles that are inseparable.

- The importance of potentially perceiving the climate transition as a management tool, a differentiation factor, and a lever for economic resilience, provided it is anticipated and integrated into the global strategy of the company.
- The regional *Carbon Working Group* and participation in the national *Carbon Working Group*.

For several months now, in connection with the PNDV (National Vineyard *Sustainability* Plan), the Technical Directors and carbon experts from various interprofessional bodies, as well as the IFV, have been meeting regularly to put together knowledge and experimental results regarding the decarbonisation of the sector. This work naturally echoes the Rhône's own working group, which has identified **four priority levers (cover crops, hedges, lightweight bottles, and reuse) for which work is currently underway.**

At the national level, the awareness of fragmented progress and the need to increasingly integrate carbon issues to remain competitive in the markets, led to the quick identification of opportunities for collaborative work on the following projects:

1. Improving monitoring at the national level to better anticipate regulatory changes;
2. Pooling a 'Decarbonisation Guide' for the use of operators and technical advisors by capitalising on all existing and updated documents;
3. Defining a carbon footprint calculation method specific to the wine sector, while raising awareness of other indicators in life-cycle analysis;
4. Consolidating a sector-wide approach regarding containers, notably by actively participating in the roll-out of the reuse sector for wines;
5. Activating carbon sequestration levers as a complementary tool to emission reductions.

The work is underway, synergies are strong, and the discussions are enriching.

And while the carbon issue is essential and a priority, this collaborative working method could also be duplicated for other themes (biodiversity, ecotoxicity, water, etc.) for an ever more sustainable vineyard.

## **DIVERSIFICATION: A LIGHT RED WINE, FUTURE NEW WHITE AOPs, AND BUTTLLES IN THE RHÔNE VALLEY**

- **A light red wine profile**

Following on from the programme on "white and rosé" diversification, work has been carried out on an evolution of the red wine profile. The aim is to complete the product range with fresh, light red wines, better suited to consumption habits (aperitifs for example). This approach complements actions aimed at promoting the serving of red wines from the Rhône Valley appellations at a cool temperature.

To understand and characterise the approaches, experiments were commissioned and initiated by the Institut Rhodanien in order to define the technical itineraries that would enable the production of fresh and light wines, within the framework of Rhône appellations: harvest dates, yeast selection, winemaking techniques (cold maceration pre-fermentation), or blending of varieties. At the same time, a profile sheet was produced and communicated to operators and stakeholders.

- **Dynamism and active steps towards modifying the *Cahiers des charges***

Faced with industry changes and driven by a strong desire to adapt and anticipate, numerous Rhône appellations are pursuing **improvement and diversification processes**. These developments aim to simplify rules, adapt to markets, take climate change into account, and improve clarity for consumers:

- **Rasteau, Vinsobres, and Beaufort de Venise**, currently exclusively red, are working with the INAO to evolve their *Cahiers des charges* and obtain the authorisation to also produce **white wines**.
- **This expansion to white wines** has also been filed with the INAO for all **21 Côtes du Rhône Villages with geographical names**, out of which only 10 can currently produce whites. **This is the first time such a step has been taken for a collective. It could subsequently be duplicated for other appellations.**

The *Cahiers des charges* of Côtes du Rhône and Côtes du Rhône Villages are also the subject of other ongoing requests:

- **A new product: "Côtes du Rhône Claret"**. Implementation of a specific mention for a light and fruity red. In the tradition of the *primeur*, it would target an audience seeking accessible wines: an intergenerational, easy-to-drink Côtes du Rhône.
- **Modification of grape variety and proportion rules**: definition of a common list of grape varieties between the two Côtes du Rhône and Côtes du Rhône

Villages specifications, as well as a common list for red and rosé wines; integration of Rolle (Vermentino) into the accessory grape varieties.

- **Planting density:** removal of certain thresholds (minimum and maximum).
- **The regional appellations are also actively working to evolve their specifications:** colour diversification (rosé for **AOP Clairette de Die**), integration of new main and/or accessory grape varieties (**AOP Costières de Nîmes**, **AOP Ventoux**), or even novel varieties from abroad (**AOP Luberon**), etc.

Almost all the requests filed with the INAO to evolve the specifications have received a fairly favourable opinion from the Commission. However, **these proposals must now be examined and validated shortly by a future National Committee of the INAO.**

- **The program 'Bulles' (*Bubbles*)**

An **experimental programme** was launched in 2024 by the Institut Rhodanien to **identify, connect, and support operators** wishing to embark on the adventure of sparkling wines.

Entrusted to the Institut Rhodanien, the experiments conducted aimed to specify the **varieties of interest (especially the relevance of Grenache Noir)** as well as the most suitable method for offering a high-quality product profile. Based on a hybrid method (second fermentation in the bottle using residual sugar from the first fermentation), the most promising wines highlight **the interest of Grenache Noir, favouring a blend with an aromatic white variety.**

In this dynamic, work is underway on the creation of a collective brand, intended to unite Rhône operators engaged in the production and marketing of sparkling wines around promotional operations organised by Inter Rhône.

Through these actions, the Rhône Valley Vineyards assert a clear trajectory: **to adapt without renouncing its identity, to strengthen value without losing accessibility, and to sustainably anchor its appellations within contemporary economic, societal, and environmental expectations.** It is within this demanding context that Inter Rhône has chosen to maintain a significant level of investment in the Institut Rhodanien to pursue ambitious experimental programs, which are essential for preparing the future of the vineyard.