



Marennnes Oléron
OYSTERS



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CHABLIS



HUÎTRES MARENNES OLÉRON APPELLATION AND CHABLIS WINES MAKE FRENCH GASTRONOMY SHINE IN ASIA

SEAFOOD EXPO ASIA 2022 IN SINGAPORE FROM SEPTEMBER 14 TO 16, BOOTH H07

TO OPTIMIZE THE INFLUENCE OF FRENCH QUALITY PRODUCTS ON THE INTERNATIONAL MARKET, THE GROUPEMENT QUALITÉ HUÎTRES MARENNES OLÉRON HAS JOINED FORCES WITH A PRESTIGIOUS PARTNER: THE WINES OF CHABLIS. THESE FRENCH GASTRONOMY JEWELS ARE ACCELERATING THEIR DEVELOPMENT ON THE ASIAN MARKET.

The **GroupeMENT Qualité Huîtres Marennnes Oléron** and the **Bourgogne Wine Board** both contribute to the preservation and enhancement of **local French traditions and know-how**, as well as the characteristics of the home products they produce. They both play an important role in the promotion and marketing of the products they represent abroad.

THE TASTE OF ASIA FOR FRENCH GASTRONOMY

As of today, 50 oyster farmers and refiners, all members of the GroupeMENT Qualité Huîtres Marennnes Oléron, market their Marennnes Oléron PGI Label Rouge oysters for export. It represents 5% of the production volume, i.e. 1,000 tons of Marennnes Oléron PGI Label Rouge oysters that are exported every year, representing nearly 10 million Euros in revenue. The global ambition is to develop the marketing on the whole Asian region. The Quality Group seeks to increase its presence on the tables of starred chefs in Asia by 10% by the end of 2022. Chablis wines are largely orientated towards export markets with 2 out of 3 bottles exported. In 2021, Asia was a flourishing market for Chablis AOC wines, mostly thanks to exports to Japan, China, South Korea, Hong Kong, Singapore and Taiwan. In 2021, these 6 markets accounted for 97% of the volume of Chablis wines exported to Asia (excluding North Korea) and 96.9% of their revenue. In addition, Chablis wines grew by 30% in volume and 32% in sales between 2021 and 2019, before the Covid-19 health crisis. Japan alone, their main market in this region and the 3rd largest export market for Chablis wines, accounts for 68% of volumes and 61% of sales in this region, with exported volumes increasing by 15.9% between 2021 and 2019 and 13.3% in sales. Hong Kong remains an attractive market for Chablis wines, with 13.7% growth in volume between 2021 and 2019 and +22.9% growth in sales. Singapore, the 5th largest market in this export zone, is up 3.5% in value, but 23% in volume compared to the pre-COVID-19 period, in 2019. The Chablis Premier Cru and Chablis Grand Cru appellations together make for more than 27% of Chablis appellations exported to this country in 2021. Taiwan is also a market very much focused on the Crus. Between 2019 and 2021, Chablis' exports to Taiwan jumped by 27.4% in volume and nearly 24% in value.



FRENCH KNOW-HOW IN ASIA

Concerned with the transmission of French knowledge and know-how, the oyster farmers provide training courses dedicated to the professional public and to training students. In Singapore, the GroupeMENT Qualité Huîtres Marennnes Oléron has a key partnership with the famous Institute of Technical Education - ITE - located in Choa Chu Kang, where it will run, on 14 September 2022, a training course with more than 40 students. Lim Hwee Peng, one of the most renowned trainers and wine experts in Singapore, is also one of the global Bourgogne wine ambassadors. Mr. Hwee Peng will explain the particulars of wine and food pairing, especially with oysters, alongside producers and chefs.

THE GROUPEMENT QUALITÉ HUÎTRES MARENNES OLÉRON
AND **CHABLIS WINES** WILL BE EXHIBITING
AT THE SEAFOOD EXPO ASIA 2022 IN SINGAPORE
FROM SEPTEMBER 14TH TO 16TH **AT BOOTH H07.**



The Seafood Marketplace for **ASIA**

14-16 SEPTEMBER 2022 / SINGAPORE
SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE

MEMBERS OF THE TRADE AND MEDIA ARE INVITED TO:

- meet the producers
- share a tasting of cooked and raw Marennes Oléron oysters, along with Petit Chablis and Chablis wines
- attend an evening event on 15 September 2022 at the SO FRANCE establishment in Singapore. During this event, guests will be able to participate in a tasting of raw and cooked oysters associated with the 4 appellations of Chablis wines
- a training session at the Institute of Technical Education - ITE located in Choa Chu Kang, with about 40 students from the culinary school on 14 September 2022



Marennes Oléron
OYSTERS



The IGP Huîtres Marennes Oléron appellation is supported by a collective created in 1974 in order to promote the oyster industry of this exceptional natural maritime basin. The only ones* to benefit from a Protected Geographical Indication (PGI) and two Red Labels, Marennes Oléron oysters are recognized throughout the world for their unique organoleptic qualities and are inseparable from the French gastronomic culture. Heirs to a unique terroir and ancestral know-how, the 214 member companies, members of this collective, are the actors of the preservation and transmission of the values that make Marennes Oléron oysters an exceptional product. Facebook @LesHuitresMarennesOleron - Instagram @LesHuitresMarennesOleron

CHABLIS



The Chablis Commission, attached to the Bourgogne Wine Board, manages the worldwide promotion of Chablis wines. Located only 2 hours from Paris, Chablis is the northernmost of the 5 wine regions of Bourgogne, the cradle of Chardonnay. The Chablis vineyard is composed of 5821 hectares divided into 417 companies (negociants, cooperatives, estates). Of an elegant simplicity, the wines of Chablis can only come from France. Divided into four different appellations (Petit Chablis, Chablis, Chablis Premier Cru, Chablis Grand Cru), these 100% Chardonnay wines invite purity and minerality. With approximately 37.9 million bottles produced each year, Chablis wines represent 18% of the Bourgogne wines supply and export 65% of the volume produced annually. Instagram @VinsdeChablis - Twitter @PureChablis

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