



Auvergne
Rhône-Alpes
Tourisme

AUVERGNE-RHONE-ALPES

WINE AND FOOD SALES MANUAL

September 2019



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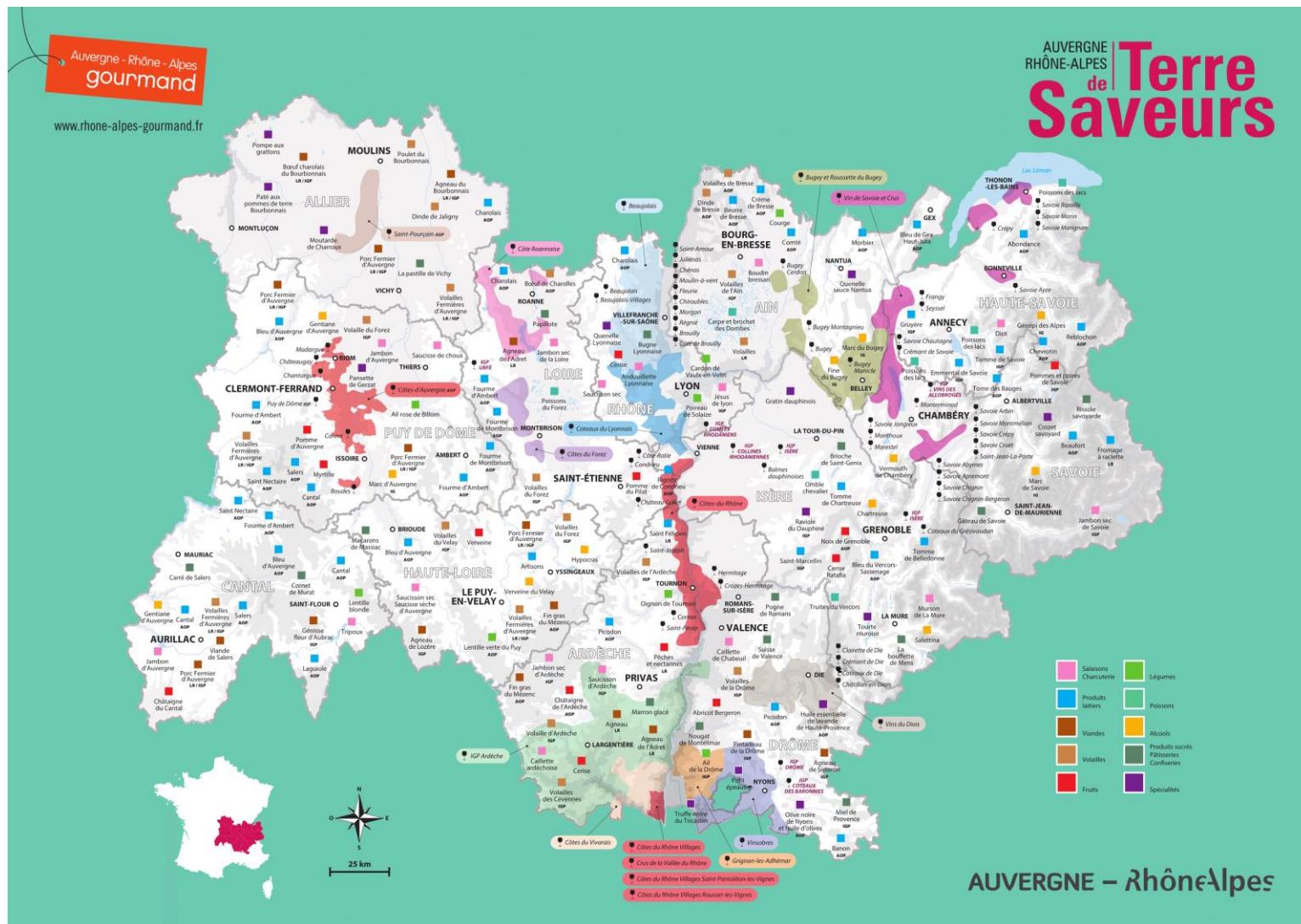
NB. This Wine & Food Sales manual is a selection of the best wine-cellars, sites linked to wine, wine-experts, gastronomy and cooking classes able to welcome foreign visitors in the region.

1. Introduction to the wine areas of Auvergne-Rhône-Alpes

From the Alps to Provence, the Auvergne-Rhône-Alpes region is a land of exceptional diversity: alpine peaks, lush plateaux, great lakes and fields of lavender are the iconic landscapes which give the region its distinctive character. Bunches of grapes are saturated with sunshine whilst the mineral-rich soil provides the fruit with everything necessary to develop their specific flavours. These are assets which confirm the international renown of the region's wine production. Lyon sits right in the heart of the region, gateway to three large wine-growing areas – the Beaujolais, Côtes du Rhône and Savoie wines – which partly contribute to its position as capital of international gastronomy. **The region boasts 12 wine areas in total:** Beaujolais, Côtes d'Auvergne, Côtes du Forez, Côtes du Rhône, Coteaux du Lyonnais, Côte Roannaise, Grignan-les-Adhémar, Saint-Pourçain, Bugey, Diois wines, Savoie wines, Vivarais, plus **39 wine AOPs or PDOs** (Protected Designation of Origin). Everywhere you go, travelling through these vineyards, you will find impassioned wine-growers or experienced wine experts willing to share their knowledge and to offer you tastings! If you want to discover more about the wine areas, types of grape grown, the actual process of wine-growing and the vintages, then head for any one of the many wine-producing sites that is open to the general public: Hameau Duboeuf in the Beaujolais, M.Chapoutier's school of tasting, the Tain cellar in the Côtes du Rhône or Néovinum, which is devoted to Ardèche wines. **Eleven areas in the region are currently labelled "Vignobles & Découvertes",** guaranteeing the best wine tourism experience. All professionals involved, such as wine-growing estates, accommodation providers, restaurants, cultural and other sites, have organised themselves to ensure that visitors get the best insight possible into the wine industry.

Key facts about wine tourism in Auvergne Rhône-Alpes:

- 39 Protected Designations of Origin (PDO or AOP) – source INAO 2018
- 11 named wine areas (IGP) – source INAO 2018
- 5,200 professional specialist wine-growing businesses – Source AGRESTE 2010
- More than 1,000 wineries and wine cellars open to the public
- 400 cellars signed up to a dedicated welcome campaign (charter or label) in the region - source Unions Interprofessionnelles des Vins
- 11 "Vignobles & Découvertes" destinations (69 nationally) – source Atout France



2. Main cellars and sites linked to the wine

BEAUJOLAIS

A region of hillside vineyard, Beaujolais captivates visitors with its generous and lively wines, its characterful landscape and its rolling hills and hilltop villages. It is an authentic and hospitable region which never fails to impress visitors. The local emblematic grape, the Gamay produces 12 appellations, among them 10 famous "crus": Morgon, Fleurie, Juliénas, Brouilly, Chiroubles...

Château de Julienas

The estate covers 40 ha of vineyards in the Juliénas appellation area. They are set all around the castle, making the most of excellent sunshine. François' son, Thierry is the 5th generation of their family to work the estate. Commented tour of the vines and cellar by appointment. Private tour on combi VW with the Wine Tasting Truck activity.

www.chateaudejulienas.com

Domaine Christophe Savoye

Winegrower from father to son for 6 generations, our estate Christophe Savoye has been anchored in the small village of Chiroubles since 1829. Open 7 days a week the wine cellar proposes guided tour of the cellar, hiking in the vineyards by foot or Segway with a picnic basket, overnight stay in a luxury caravan, wine and cheese tasting...

www.vins-chiroubles.com

The Hameau Duboeuf in Romanèche-Thorins

A Georges Duboeuf creation, this park is dedicated to vine growing and to Beaujolais wines. The Hameau Duboeuf is a unique concept and well worth a visit to appreciate its interesting approach to learning about wine. With its relaxing atmosphere and opportunities to taste various wines, the park's approach appeals to both young and old. Visitors can enjoy a lively, interactive tour that recounts the amazing history behind vine growing and the production of wine and includes a fascinating insight into how wine has been transported over the ages. There are also gardens full of the lovely scents linked to vineyards, plus an immense wine store. Shop and restaurants on site. **New attraction for 2019: « Mon Beaujolais », a great immersive experience to know everything about the Beaujolais story.**

www.hameauduvin.com

Château de Javernand

A family owned property since 1917 the Château de Javernand is a large 19th c. house located in the heart of the Chiroubles vineyard with a great view on the Saone river. They propose guided tours of the property and vines, wine tasting in the vaulted cellar and wine grower picnics.

www.javernand.com

Château du Bourg

Château du Bourg is a lovely residence in Fleurie, set at the foot of a slope of vines, which was built in the 18th and 19th centuries. Denis Matray will welcome you there, in their 1900s style bistro, to taste the estate's wines.

www.chateau-du-bourg.com

Domaine Gérard Brisson

Cut through by the old Lyon-Autun Roman Road in Villié-Morgon, the family estate is in the heart of Morgon. Gérard and his sons will give you a tasting of the estate wines in their superb 18th century vaulted cellar. They also organise tours with their two 2CV French old cars in the vineyards and area around. Speak English and German. Closed on Sundays. **New for 2019: wine and cheese tasting**
www.gerard-brisson.com

Château de Bellevue

Explore the diversity of our Beaujolais Crus that are vinified with precision, respecting each of their terroirs. Château de Bellevue dates from the 18th century and boasts a collection of listed century-old trees and calm B&B rooms.

www.chateau-bellevue.fr

Château de Varennes

Our family has been the owner-manager of the Château de Varennes since 1809 in Quincié, passing on its know-how for more than 10 generations. The domain owns 20 Ha of vineyard facing South on the slopes that border the castle. Guided tour of the vineyards and the cellar, tasting, meal with reservation.

www.chateaudevarennes.eu

Château de Pizay

A wine sensory course to discover the wines of the Château de Pizay that will put your senses to the test: smell, taste, sight and touch in 300m² dedicated to our vineyard production from the vines to the glass. Have fun discovering oenology through 8 fun wine initiation workshops, unique in France. Discover the basics of wine- tasting with quizzes on colour, aroma, flavour, flavour interactions... Watch a video on the history and production of wine at Château de Pizay. In the last two workshops you can start practicing with wine before joining the "Discovery/Tasting" area on the ground floor to put into practice all the knowledge acquired during this course.

<http://www.chateau-pizay.com/uk/index.php#oenothèque.php>

Château Thivin

A little château in Odenas and half-way up Mont Brouilly, with its origins in 14th century that the Geoffray family has stewarded since 1878 from father to son, making terroir wines (Brouilly especially). The cellar can welcome visitors in English and German

www.chateau-thivin.com

Château de Montmelas

Former hunting house of the Beaujeu Sires, Montmelas appears as a fairy tales castle. Owned by the same family since 1566, the d'Harcourt family the castle dominates all the Saone Valley. They produce Beaujolais and Beaujolais Villages wines

www.chateau-montmelas.com

Château de Buffavent

The Château de Buffavent in Denicé is a family winegrowing estate dating from the 17th-18th C. that stretches across 20 hectares. A vaulted passage leads to the large square courtyard surrounded by outbuildings, and the owners' home in the actual château with 3 guest rooms on the 1st floor. Breakfast and table d'hôte meals served on terrace or in living room and taken with the owners. They will share their passionate interest in wine and give guests the opportunity to sample home-grown produce.

www.buffavent.com

Domaine du Mont Verrier

The Domain's winemaking craft dates back to the 17th century and the estate currently extends over around 40 hectares in the heart of the Beaujolais appellation and to the south of the Burgundy wine region, in Saint Julien.

www.domaine-montverrier.com

Château de Pravins

In July 2010, the Château de Pravins in Blacé, a Renaissance manor, switched to organic production and in 2013 it officially received the AB (organic) label. End the visit of the château in the restored cellars for a tasting of some organic Beaujolais-Villages.

www.chateaudepravins.com

Domaine des Pampres d'Or

We welcome you in Golden Stones area in St Germain Nuelles, to share our passion of wine. Direct sales of red, white and rosé Beaujolais, sparkling rosé and late harvest wines. Visits and tasting.

<https://www.vignoble-perras.fr>

Domaine des Vignes d'Hôtes

Jean-Paul, the owner, welcomes visitors in his golden-stone cellar located in Bagnols to discover white, red and rosé wines, sparkling reds, white Burgundy and grape juice.

www.jpgrillet.com

Domaine Jean-Jacques Paire

A family domain created in 1600 in Ternand (Beaujolais appellation) where a wine museum is located. Production of organic wines. Guided tours of the wine domain, tasting, oenology courses...

<http://domainepaire.fr/>

ORIGINAL WAYS TO DISCOVER THE BEAUJOLAIS!

Mobilboard Beaujolais:

A new way to explore Beaujolais! Hop on your segway and ride through the vineyards, following your personal guide who will share with you his passion for Beaujolais region.

<http://www.mobilboard.com/villefranche-beaujolais>

A discovery day with a wine grower and gastronomic picnic:

Starting from the Auberge de Clochemerle, discovery day of the Beaujolais vineyard with Jean-Luc, wine grower: immersion in its everyday life, gourmet picnic in the vineyards concocted by the Auberge, then commented tasting on the way back.

<http://www.aubergedeclochemerle.fr>



THE RHONE VALLEY

Côte-Rôtie, Saint-Joseph, Crozes-Hermitage, Cornas... 2,000 years ago, the Rhône valley gave birth to special vineyard whose grands crus rank among the finest wines in the world. It is a bountiful valley, blessed with diverse and beautiful scenery which makes it a prime wine tourism destination... The south of the valley offers more confidential vineyards where the vines grow close to the olive and chestnut trees, the lavender, the truffle... the perfect combination for wine, gastronomy and nature stays!



Vidal-Fleury (Rhône)

This is the oldest Rhône Valley estate (1781) which is still operational. Vidal-Fleury produces and markets a wide range of Rhône Valley wine appellations. The winery, situated at the heart of the Côte-Rôtie vineyards, offers visitors a range of wine tourism activities, including a guided tour of the cellar and tasting sessions.

www.vidal-fleury.com

Yves Cuilleron wine domain (Rhône)

A family-run domain since 3 generations and a 59-hectares estate producing 6 local crus: Condrieu, Côte-Rôtie, Saint Joseph (red and white), Crozes-Hermitage, Cornas and Saint Péray.

www.cuilleron.com

Christophe Pichon (Rhône)

The winery is a family affair! Christophe Pichon, after his father, acquired his first vines in 1991. Then, he has grown and expanded their vineyard. Today he has got 18 ha with Condrieu, Côte-Rôtie and Saint-Joseph and Cornas wines. The wine domain offers wine tasting and guided tour of the winery

www.domaine-pichon.fr

Domaine du Monteillet - Stéphane Montez (Rhône)

The Monteillet domain's which once belonged to the Villard family's, had been sold out gradually over the years, to the ancestors of the Montez family's. Today Stéphane has succeeded to his father Antoine and cultivates 23 hectares of vineyards in Condrieu, Côte-Rôtie and Saint-Joseph.

www.montez.fr

Corps de Loup (Rhône)

The Domain was abandoned until 1991, and then the Daubrée family bought it. They restored the buildings, plots and they replanted some vines. They now grow 3 hectares of Côte-Rôtie on 9 hectares distributed all around the property. The Domain owes its name to the last wolf of the region which was killed there.

<http://www.corpsdeloup.com/-Le-domaine-.html>



Gilles Barge (Rhône)

Since 1860, the Barge family's has transmitted over generations the passion, the know-how and the precious vines. The Domain has grown up and now includes 6 acres of Côte-Rôtie, 1 hectare of Condrieu and 1.30 hectares of Saint-Joseph.

<http://www.domainebarge.com/>

ORIGINAL WAYS TO DISCOVER THE NORTHERN COTES DU RHONE!

With Vienne Tourist Office:

On their new tourist office come and discover **the Wine Wall**: it is an original work, ten meters high, which will eventually include every wine from the eight official AOP regions of the northern Côtes du Rhône area. Upstairs, overlooking the River Rhône, there is an area entirely devoted to "gourmet expertise" with cooking lessons, taste workshops, an introduction to wine-tasting, etc.,

The little tourist train which allows you to discover Vienne, the gallo-roman city and that goes to the vineyards above Ampuis and Condrieu to discover the Côte Rôtie vineyards

<http://www.vienne-tourisme.com>

La Compagnie des Canotiers du Rhône et Saône (boat and bike company)

This boat company based in Lyon proposes boat and bike tours with picnics, for up to 12 people. Themed cruises to discover Lyon and the Northern part of the Rhône Valley with bike tours in the vineyards, cultural visits...

www.canotiersboatnbike.com

Cave St Désirat (Ardèche)

Located on the terraces which border the right bank of the Rhône, in the Saint-Joseph AOC, the Cave de Saint Désirat (Condrieu AOC, Côtes du Rhône, Saint-Joseph...) has created an olfactory tour which, with its 9 families of aromas, enables visitors to learn about the olfactory quality of wine in a fun way.

www.cave-saint-desirat.com

M. Chapoutier in Tain l'Hermitage (Drôme)

The Chapoutier name exists in the Rhône Valley since 1808. Since 1989, the M.Chapoutier wine house has employed biodynamic growing techniques to produce renowned wines of quality. The M.Chapoutier wine-tasting school offers various courses that teach a different approach to wine, helping participants to learn more about how wine is grown. The courses include, for example, an introduction to wine-tasting in the company of an expert sommelier before ending with a "bistronomique" dinner at the Chapoutier "table d'hôtes".

www.chapoutier.com



Vineum Paul Jaboulet (Drôme)

For almost two centuries, the Paul Jaboulet Ainé estate has reigned supreme over the finest appellations in the Northern Rhône (Hermitage, Crozes Hermitage, Condrieu, Côte-Rôtie, Saint-Joseph, Cornas...), producing the highest quality wines at Tain-l'Hermitage. Enjoying a worldwide reputation, the Maison Jaboulet has made a name for itself in the world of wine tourism, thanks to its Vineum at the foot of the Hermitage hill. Combining a shop, a tasting venue, a wine bar and a restaurant, the attraction aims to share with visitors this passion for Côtes du Rhône wines and this unparalleled expertise in producing wine in a way which respects both the environment and the region's soils. Open to all, 7 days a week, the attraction caters for both individuals and groups (by arrangement).

www.vineum.blogspot.fr

Cave de Tain l'Hermitage (Drôme)

Located at the foot of the Hermitage Hill, at the heart of the historic Northern Côtes du Rhône vineyard, this cooperative winery covers some 1,000 hectares and produces and markets 5 crus and "vin de pays": Hermitage, Crozes-Hermitage, Saint Joseph, Cornas and Saint-Péray. Guided tours of the winery are available in several languages (English and German) and are followed by a wine tasting session. Since spring 2016 the cellar has developed a new wine tourism department called "Terres de Syrah" which offers different activities, wine tastings, guided tours...

see agency Terres de Syrah Page 22

www.cavedetain.fr



Cave Domaine Pradelle (Drôme)

This Crozes-Hermitage and Saint-Joseph producers' winery proposes a wine tourism centre in Chanois-Curson where visitors can sample the estate's wines, enjoy a guided tour of the vineyard or visit a craft exhibition. In addition, the winery offers full-day wine tours during which participants can visit the region's cultural or gastronomic attractions such as the Cité du Chocolat Valrhona or Tournon Castle.

www.cave-domaine-pradelle.com

Michelas St Jemms (Drôme)

Founded in 1861 by a family of winemakers, developed in 1961 by Robert Michelas. Vine growing, development of the most prestigious wines that are marketed in France and around the world. In 2017, the Domaine Michelas Saint Jemms decided to establish a biodiversity zone within its vineyard in order to preserve a diversity of species and a natural balance. Visitors can discover this plot, have picnic in the vineyard, try a wine and chocolate pairing, experience half a day of harvest work...

www.michelas-st-jemms.fr

AN ORIGINAL WAY TO DISCOVER THE COTES DU RHONE AROUND TAIN L'HERMITAGE!

The little tourist train in Hermitage vineyards: get on board in the train of the Hermitage Vineyard and discover the history of Tain l'Hermitage and Tournon, and the famous vineyard with a panoramic view on the Rhône river. Guided tour (3 languages) of 45 minutes.

www.petit-train-des-vignes.com

Domaine Alain Voge

Discover the refreshing sparkling white wine of Saint-Peray or the prestigious red wines of Cornas and enjoy a tour of the cellar and vineyards with the owner.

www.alain-voge.com

Notre Dame de Cousignac (Ardèche)

This wine estate, owned by the same family since 1780, offers visitors a range of wine tourism activities: bed and breakfast accommodation, estate tours and wine tasting sessions (with commentary), featuring organic wines (Côtes du Vivarais, Vin de Pays de l'Ardèche), vine growers' lunches and a shop selling local products...

www.ndcousignacvillegiture.fr

Néovinum (Ardèche)

This 1,500 m² wine-themed discovery centre takes visitors on an interactive tour which fuses virtual and real worlds. This fun tour enables visitors to discover the world of wine experts (geologists, wine growers, sommeliers, chefs...) and to sample Ardèche wines.

www.neovinum.fr

Unusual: wine tasting in caves in South Ardèche!!

Grotte de Saint Marcel... journey through the centre of the terroir and “speleontology”

Located in southern Ardèche, the cave was discovered in 1836. The Grotte de Saint Marcel consists of a vast network of underground galleries, pools and waterfalls, amazing cathedral spaces, strange encrustations and stalactites. It is also the perfect place for a very different sort of wine tasting! It's a true journey in the center of the terroir. Along with a professional spelunker and a wine expert, discover the wonders of the cave of Saint Marcel d'Ardèche and enjoy a true blind wine tasting of the Vinolithic, under the terroir!

www.speleo-oenologie.com and <http://www.grotte-ardeche.com/>

Neovinum in Aven d'Orgnac

At 50 meters underground you will find a selection of the most beautiful cuvées from Vignerons Ardéchois, including Côtes du Vivarais, aged in the most spectacular cellar in the Ardèche – the cave of Aven d'Orgnac. Your senses will be awakened by a guided descent of 220 steps – in partial darkness and absolute calm – to a tutored tasting of some spectacular wines. See, smell and taste... a unique opportunity to discover the secrets of Vignerons Ardéchois wines in an exclusive area within the cave, inaccessible to regular visitors. Continue the experience by discovering the fabulous geology of the cave of Aven d'Orgnac, finishing 121 meters underground with a sound and light show that brings to life the greatness of the site.

<http://www.neovinum.fr/en/neovinum-in-aven-dorgnac/>

Terres des Amoureuses (Ardèche)

Situated in Bourg-Saint-Andéol, on the edge of the Gorges de l'Ardèche, "Château les Amoureuses" is a 70-hectare wine-growing estate owned by local man. The vineyard, which is distributed over various areas at altitudes ranging from 80 to 380 metres, offers a wide range of southern grape varieties. In the newly-built cellar, wine production and growing happens piecemeal helping to preserve the diversity of the products. The estate also boasts a tasting room and a shop.

www.terresdesamoureuses.fr

Domaine de la Croix Blanche (Ardèche)

On the southern part of the Ardèche River Gorges, the estate produces white, rosé and red Coteaux de l'Ardèche, Côtes du Rhône and Côtes du Rhône village. Owner Daniel Archambault grows his vines organically out of concern for the natural environment and sustainable development.

The estate also offers an introduction to wine tastings served with local produce, such as olives, patés, and sausages. Length of visit: 1 hour

www.domainedelacroixblanche.com

The Université du Vin at Suze-la-Rousse (Drôme Provençale)

A wine study centre based in the 12th c. château of Suze-la-Rousse with tasting rooms, library, laboratories and vine garden. The Université offers a range of courses: tasting for beginners, wine growing and producing, and also provides professional training (specialist post-graduate diplomas, sommelier qualifications...)

www.universite-du-vin.com



Domaine de Montine (Drôme)

This family-run estate in Grignan in Drôme produces several appellations (Grignan-les-Adhémar, Vinsobres...) and has set up various wine-related activities: winery visits, tasting sessions with a platter of cured meats and cheese, picnic area... The estate also produces truffles and lavender and offers presentations about these products. There are walks in the truffle wood during the season, a truffle hunting day, a visit to the Richerenches truffle market.., and, as for lavender, a variety of products derived from the plant are on sale in the estate's shop.

www.domaine-de-montine.com

Domaine de Grangeneuve (Drôme)

At the gateway to the Drôme Provençale, the Grangeneuve Estate is cradled by the coolness of the north and sunshine from south. This location allows the winemaker to create seductive and balanced wines, reflecting the nuances of the northern Rhône on our Syrah. Throughout the year we welcome you to the domain for you to share in a friendly atmosphere the essence of our land. Among the wine tourism activities offered by the domain: introduction to wine tasting, educational walk in the vineyard, bicycle ride in the vineyards, gourmet moments, in the skin of a wine maker, wine and truffles tasting and pairing...

www.domainedegrangeneuve.fr

SAVOIE WINES

Among lakes and mountains, the Savoie vineyard offer a changing face, which adapts to altitude, relief and microclimates, before finally giving way to an amazing mosaic of appellations (Roussette, Chignin, Mondeuse...) which make Savoie wines so charming and rich.

Cave de Chautagne, in Ruffieux

An information centre and wine-tasting venue, featuring Savoie wines that are AOC-classified Chautagne "cru", with presentations about the production cycle that starts with the vine stock and goes through to the bottling process. Visitors follow a tour of the cellars (vats, bottling...) via displays on the region and the local growing areas, a sensory room and, of course, a shop.

www.cave-de-chautagne.com



Domaine de Méjane

An old vineyard dating from the 18th century and entirely renovated. The Henriet family will welcome you to visit the cellar and taste their Savoie wines.

www.domaine-de-mejane.com

Fils de René Quénard

Chignin-Bergeron, which is made using only the Roussanne grape variety, is the pearl of Savoie wines. The Fils de René Quénard estate is one of the main producers of this magnificent PDO wine. The estate offers a tour of the cellar, a wine tasting as well as rambles through the vineyard itself.

www.wix.com/lesfilsderenequenard/les-fils-de-rene-quenard

Château de Ripaille

Ripaille, a castle located between Thonon and Evian on the banks of Lake Geneva is one of the most beautiful places of history, nature and beauty in the Haute-Savoie. This former residence of the Dukes of Savoie, also a Carthusian monastery in the Middle-Ages, was bought in 1892 by an industrialist and art lover, Frédéric Engel-Gros who restored the domain, including the historic buildings, the gardens and the large park. Today, Ripaille is mainly a private domain producing a famous AOC wine. Visitors can have a free or guided tour of the castle, the cellar, and taste the wine.

www.ripaille.com

AN ORIGINAL WAY TO DISCOVER THE SAVOIE VINEYARDS!

Les Deuches du Lac (La Deuche Oenologique)

An original idea! In Savoie, in the vicinity of Lac du Bourget, Patrice Albert offers chauffeur-driven tours of the area's vineyards using iconic French 2CV cars. Two wine tastings are included (one at the Maison de la Vigne et du Vin in Apremont and another organised at a local wine-growers). It is also possible to arrange for a qualified Savoie wine expert to accompany the trip.

www.lesdeuchesdulac.fr

WINES WELL WORTH A VISIT

In the Auvergne-Rhône-Alpes region, away from the famous appellations, there are other, more low-profile vineyards. However, in their own way, they all contribute to the region's diversity and its rich wine producing heritage. For visitors, this can also be a chance to get off the "beaten track" and discover unspoilt areas and meet wine growers who are passionate about their work.

- Côte Roannaise (Loire)

Domaine du Fontenay

Owned by an English wine maker, Simon Hawkins, this domain produces a range of authentic Côte Roannaise wines from sustainable viticulture and natural, hands-off wine making. The domains located in Villemontais also offers bed and breakfast with four comfortable, spacious rooms in an independent house with views over the vines and the valley.

www.domainedufontenay.com

- Coteaux du Lyonnais wine area (Rhône)

Coteaux du Lyonnais - La Cave in Sain-Bel

The Coteaux du Lyonnais wine cooperative, located half an hour away from Lyon and established in 1956, has been transformed into an impressive wine-tourism site: a wine shop featuring 90 cooperative members, a museum area explaining the history of the Coteaux du Lyonnais, a tasting area, plus local products and wine accessories on sale... together with a restaurant called "Le Sain Bacchus".

www.coteauxdulyonnaislacave.com

- Côtes d'Auvergne (Puy-de-Dôme)

Domaine Annie Sauvat in Boudes (Puy-de-Dôme)

The Estate is situated in the largest volcanic area of Europe. This small (11 hectares) and discreet family-owned vineyard nestles in the foothills of an ancient lava flow, offering a soil that is virtually unique and a micro-climate that enables quality AOC Côtes d'Auvergne wines to be produced. All year round, guided tours of the cellar and tastings of the estate's wines.

www.sauvat-vins.com/

Domaine Miolanne in Neschers (Puy-de-Dôme)

Laure and Jean-Baptiste are the new owners of the Miolanne estate, situated at the bottom of the Parc des Volcans d'Auvergne. They produce organic red and rosé Côtes d'Auvergne (grape varieties: Pinot Noir and Gamay). Cellar open for tastings.

www.domainemiolanne.com/

David Pelissier in Boudes (Puy de dome).

The family domain (5 generations) is located on 6ha of vineyards in the heart of the Auvergne volcanoes range. The "terroir" and specific soil gives its characteristics to the wine. The wine grower will share his passion with the visitors. They propose wine tasting of wine, among them coming from 100-year-old vines and a guided tour of their vineyards.

<https://davidpelissiervigneronsrecoltant.weebly.com/>

Desprat Saint Verny in Veyre-Monton (Puy-de-Dôme)

The cellar produces wine from 62 wine growers who bring their grapes to the cellar. They propose a guided tour of the cellar for individuals and groups. They also have a special space for children and a shop. They speak English and Spanish. They can organise tours and picnics/meals in the vineyard
<http://www.saint-verny.com/>

- **Saint-Pourçain wine area (Allier)**

Cave de l'Union des Vignerons at Saint-Pourçain-sur-Sioule (Allier)

The Saint-Pourçinois wine area is situated in the heart of the Allier. Saint-Pourçain wines come from 4 main grape varieties (Tressaillier, Chardonnay, Gamay, Pinot Noir) and a secondary variety (Sauvignon). The cellar consists of about 60 winegrowers and produces 60% of all AOC Saint-Pourçain appellation wines. It also proposes a wine sensory course (olfactive course), an art gallery on vines, guided tour of the cellar by one of the wine growers and wine tasting.

www.vignerons-saintpourcain.com/

Domaine des Bérioles in Cessest (Allier)

Family estate of 15 hectares in conversion to organic farming. The estate offers wine trails in the vineyards. Domaine des Bérioles also produces, from August to December, the Burgundy truffle, which allows offer to the visitors a truffle hunt with a dof and tasting.

<https://lesberioles.com/>

Domaine Laurent in Saulcet (Allier)

Based in the wine-growing village of Saulcet, in the Allier, at the heart of the AOC Saint-Pourçain wine area, the Laurent family has been growing wine over many generations. The family works on 35 hectares of land, growing vines on the appellation's best producing hillsides: Saulcet, Bransat, Verneuil-en-Bourbonnais... All the work is done by family members, respecting the local soil, its environment and the wine-growing traditions of the area, from the care of the vines to the making of the wine itself via bottling on the estate and sales. The estate produces white, red, rosé and "métodes traditionnelles" (sparkling) St-Pourçain wines.

http://famille.laurent.pagesperso-orange.fr/index_fichiers/Page319.html

IN “BUBBLES” COUNTRY

Cerdon du Bugey, Montagnieu, Clairette de Die or Seyssel ... The vineyards of the Auvergne-Rhône-Alpes region also produce high-quality sparkling wines with their own unique personality. Here are the main cellars in the area

Clairette de Die (Drôme):

Cave Jaillance

Dedicated to the production of Clairette de Die, this co-operative winery brings together 220 wine growers and has established itself as the leading sparkling wine AOC, after Champagne. They offer 45-minute guided tours, available all year round, during which visitors can discover the secrets behind the production methods used to make Clairette. In their Bar à Bulles (Bubble Bar), the winery team also offer free tasting sessions featuring the range of Jaillance sparkling wines. www.jaillance.fr



Cerdon du Bugey (Ain):

Caveau Bugiste

Located in Vongnes, this winery offers a wide range of products including some thirty wines (white, red, rosé and sparkling), as well as Marc de Bugey and Fine de Bugey. The winery has created a number of facilities for visitors: an HD film in 7 languages (Vinorama “Tourisme, viticulture et Gastronomie au Pays de Brillat Savarin” - “Tourism, wine growing and gastronomy in the land of the gastronome Jean Anthelme Brillat-Savarin”), a museum tracing the history of the wine-growing, barrel-making and stonemasonry trades, as well as exhibitions of works by local artists, picnic tables, a children’s play area and, of course, opportunities to sample Bugey wines on the premises.

www.caveau-bugiste.fr

Lingot Martin

Lingot-Martin, in the heart of the Cerdon wine region, was created in 1970 by the unification of four families. The families of Lingot, Martin, Bolliet and Guillon, with ties to the terroir that go back generations, have together been able to fully develop 35 hectares of Cerdon vineyard. The Domaine Lingot-Martin produces a selection of AOC Bugey-Cerdon sparkling rosé wines from the Poulsard and Gamay grapes. All AOC Bugey-Cerdon wines produced at the Domaine Lingot-Martin are created using the méthode ancestral vinification technique. The Cellier Lingot-Martin is a large and stylish wine tasting room with air conditioning that can accommodate up to 80 people where you can sample all the Lingot-Martin wines and discover other regional products such as cured sausages and hams, honey and liqueurs.

www.lingot-martin.fr

3. Vignobles & Découvertes quality label

Launched in 2009, the Vignobles & Découvertes quality label is designed to promote wine and vineyard-themed tourism. There are currently 69 destinations in France which hold the label, and 11 of them are in the Auvergne-Rhône-Alpes region.



Beaujolais des Pierres Dorées

Twenty minutes away from Lyon, the “Beaujolais des Pierres Dorées” (the Golden Stones area) destination boasts a landscape of rolling golden hills because of the locally extracted ochre limestone, once for building houses, churches... It is this particular subsoil which makes the vineyard so rich and special and also earns it the nickname “the Beaujolais Tuscany”.

www.tourismepierredorees.com

Beaujolais, from Vintages to Villages

To the north of the Beaujolais wine area, the 10 Vintages and the Beaujolais Villages Appellation are the jewels in the region's crown. The 10 Beaujolais vintages are : Brouilly, Chénas, Côte de Brouilly, Fleurie, Juliénas, Morgon, Moulin-à-Vent, Saint-Amour. Beaujolais Villages (4255 hectares): the appellation consists of 38 villages, all ambassadors of wines that are great to share with friends and to fully enjoy their fine taste which is accentuated, when they are red, by a cherry colour and the flavour of soft fruit, such as blackcurrent and strawberry. There are three types : Beaujolais-Villages nouveaux, Beaujolais-Villages rosés and Beaujolais-Villages blancs.

<http://www.beaujolaisvignoble.com/>

Condrieu Côte Rôtie

Thirty minutes from Lyon, the “Condrieu Côte Rôtie” destination with its distinctive terraced vineyards is the gateway to the Rhône Valley. In addition to the opportunity to explore the cellars and steeply sloping vineyards of the prestigious northern Côtes du Rhône appellations (AOC Condrieu/Côte-Rôtie...), the destination also boasts a rich heritage (Vienne, the Saint-Romain-en-Gal Gallo-Roman Museum, the medieval village of Malleval...), and offers a host of food-themed and cultural events, such as the Ampuis international wine market in late January or the Vienne international jazz festival in the summer.

www.condrieu-coterotie.com

D'Hermitage en Saint-Joseph

Located in the center of the northern Côtes du Rhône vineyard, this destination is famous for its three legendary appellations: Hermitage, Saint-Joseph and Crozes-Hermitage. The wine cellars in the network are open to visitors who can learn about their expertise: introductory wine courses (at M. Chapoutier's school and Vineum Jaboulet), cookery and wine courses... Visitors can also tour the region in a fun way: Segway tours of the vineyards organized by Terres de Syrah, electric bike rides, rail bike rides down the Gorges du Doux... Not forgetting unmissable tourist attractions such as the Valrhona Cité du Chocolat or the Castle Museum in Tournon sur Rhône.

www.dhermitageenstjoseph.org

De Cornas en Saint-Péray

The “De Cornas en Saint-Péray” destination in Ardèche boasts three appellations d’Origine Contrôlée (AOC): Cornas, Saint-Péray and Saint-Joseph. Worth exploring: an authentic and unique heritage including the Château de Crussol, walks along the banks of the Rhône or on the Crussol Plateau, guided tours of wine domains... The destination also offers themed packages: wellness, gastronomy and wine...

www.rhone-crussol-tourisme.com



Vignobles Sud Ardèche

Southern Ardèche offers a wide range of scenery. Whilst each different area boasts its own natural assets, vines are present throughout, growing next to fields of lavender as well as olive groves, pine forests and chestnut trees. The destination is located on the western slopes of the Rhône Valley, half-way between the northern and southern appellations. Represented here by three names (IGP Ardèche, AOP Côtes du Vivarais and AOP Côtes du Rhône from Bourg-Saint-Andéol), the Ardèche achieves the feat of being able to please your eyes as much as it does your taste buds with its iconic sites like the Gorges de l’Ardèche and the Aven d’Orgnac, not forgetting the replica of the famous Grotte Chauvet, the Caverne du Pont d’Arc Ardèche...

www.lesvinsdardeche.com

Drôme Provençale

The Drôme Provençale region is the most southern area in the Rhône-Alpes, sitting between the Rhône Valley and the first mountains of the Préalpes (Les Baronnies). The vineyards of Grignan-les-Adhémar, the local Côtes du Rhône produce wines with character - like the Vinsobres vintage - which contribute to the region’s fame. The Drôme Provençale is dominated by wine-growing which provides its character and shapes its countryside. There are lots of other iconic crops that foster the area’s richness, including olives, truffles, fruit, aromatic plants... The ideal place for activities and holidays that combine wine, gastronomy and the outdoors!

<http://www.dromeprovencal.fr/>

Bugey

A land of hospitality, discovery and heritage, the Bugey wine area stretches over almost 500 hectares of very contrasting landscape which can come as a bit of a surprise to anyone who visits. It is largely divided between three sizeable areas of production: the Cerdon sector, a wine area located on very steep slopes that, in the south, are sometimes at quite high altitude; the Montagnieu sector, which runs from east to west along a south-facing slope on the right bank of the river Rhône; the Belley sector, which stretches out over the foothills of the Colombier mountain range as far as the banks of the Rhône.

<http://www.vinsdubugey.net/>

Cœur de Savoie

Situated between Chambéry, the historic capital of Savoy, and Albertville, host resort of the 1992 Winter Olympics, the “Cœur de Savoie” destination boasts a wealth of AOC vineyards producing the unique grape varieties: Mondeuse, Jacquère and Altesse. Straddling a wide comb, these vineyards offer lush green landscapes dominated by the Mont Blanc massif, the white cliffs of Mont Granier and the snowy peaks of the Belledonne massif. Activities on offer include: visits to wine cellars and vineyards, themed walking tours, hot air balloon and plane flights over the vineyards, fitness sessions in the spa town of Challes-les-Eaux...

www.vignobles.tourisme.coeurdesavoie.fr

Vignoble de Savoie, Aix-les-Bains Riviera des Alpes

Surrounding the largest natural lake in France, the destination boasts stunning scenery. The vines grow on the Haut Rhône hillsides and along the shores of Bourget Lake to produce unique wines including Jongieux and Chautagne. The range of services for tourists is varied: wellness facilities in the spa town of Aix-les-Bains, themed cruises on Lake Bourget, 2CV tours through the vineyards, visits of Hautecombe Abbey and tourists villages such as Chanaz, opportunities to meet partner wine growers...

www.lacdubourget.fr



New area for 2019: Clairette Drôme Valley

The vineyard of Drôme Valley rises to an altitude of almost 700 meters and flourishes on the hillsides recognized as some of the highest in France. The vines spread between the Vercors mountains and the Drôme River on marl or clay and limestone soils. The local microclimate plays an essential role in the annual quality of harvested grapes that like to ripen under generous sunshine and a necessary freshness. We offer you to discover the richness of the Drôme Valley through fun, educational and sports family activities, where everyone can find the activity that suits them.

www.clairette-de-die.com

4. Wine experts and local DMC's

LYON/BEAUJOLAIS

The suppliers below are based in Lyon and can propose tours and wine tastings from Lyon, including the Beaujolais and the Rhône Valley vineyards

Kanpai Tourisme

This agency based in Lyon organizes car/minibus/coach trips around the Beaujolais area and other vineyards with several options available: Pérouges and La Dombes, Annecy and a visit to a cheese factory, the Drôme Provençale and its truffles, etc.

www.kanpai-tourisme.com

Lyon Oenotourisme

Explore wines and vineyards, gastronomy, heritage, picture-postcard landscapes around Lyon, on board vehicles driven by local professionals. Our itineraries are suitable for everyone, whether experts or simple wine lovers. This offers a chance to explore the Rhône-Alpes region in a fun way, in small groups (maximum of 8 people). If you would rather have a more intimate and exclusive experience, then our individual VIP itineraries are the perfect solution. Lyon-Oenotourisme will arrange transportation throughout the Rhône Alpes region, with departure points from Lyon, Vienne, Annecy and Geneva.

www.lyon-oenotourisme.fr

Tasty Lyon

This agency offers guided tours and excursions from Lyon especially into the Beaujolais and northern Côtes du Rhône wine areas, with cellar visits, tastings... ideal for individuals and small groups.

www.tastylyon.com

TrioVino

Located in Lyon city centre TrioVino propose in their wine shop a wide selection of wines and spirits (from France and elsewhere) to suit all tastes from prestigious estates to the new "rising stars". TrioVino organises itineraries and days out in the vineyards, giving you a total immersive experience of the magical world of local wines and vineyards. We also offer various two hour wine training packages.

www.triovino.fr

Idego

Idego offers creative, tailor-made half-day or full-day tours chauffeur-driven by a wine expert and guide, from Lyon to the Rhône valley and Beaujolais region, Burgundy, Bugey and Savoie. Idego will take you to meet wine growers, and share with them their experience and history. Idego can also organise lunch in a wine grower's home or a challenge day including various wine workshop courses, wine tasting evenings, and particular oenology courses.

www.agence-idego.fr



SPECIAL FOOD IN LYON: Anne Prost Organisation – Les Rallyes Gourmands (The Gourmet Tours)

Anne Prost has been a tourist guide and incoming agency manager for many years as she knows very well Lyon and surroundings. A couple of years ago she organised « tailor made » guided tours in Lyon and created a new concept, « the Gourmet Tours ». A sort of rally or treasure hunt including the Lyon Mecca for gastronomy, the covered Paul Bocuse food hall, and different addresses in Old Lyon and the city centre. The best way to discover the history of local specialities and tasting them, while meeting the actors of the local food life such as bakers, cheese mongers, chefs, chocolate makers, sommeliers... Tel. + 33 (0)6 14 85 12 25 and anne.prost.organisation@gmail.com

Incoming agencies:**Excelys Tours**

Aimed at those who want a tailor-made luxury tour in France, Excelys Tours offers exclusive holidays in the region's most beautiful locations.

www.excelystours.fr

Un Monde Bleu

This inbound and events travel agency organizes leisure or business trips for those who wish to explore the region's vineyards. Their products include themed excursions, guided tours, wine courses, and a programme of activities around various events in the region...

www.unmondebleu.net

Idéal Travel Fontana Tourisme

Specializing in inbound tourism in Lyon and the Rhône-Alpes region, this agency creates both traditional and more unusual products (short breaks, day trips, activities...) for groups from France or other countries.

www.fontana-tourisme.com

My Travel Angel:

This agency organizes luxury breaks, wine tours, discovery days and gourmet trips to meet individuals and visit businesses.

www.mytravelangel.fr

Objectif France:

This inbound tour operator specializes in “tailor-made” travel in France and organizes wine tours along the Beaujolais wine route.

www.objectif-france.travel

SPECIAL FOR JAPANESE VISITORS: Ecrins de France

Ecrins de France is a Franco-Japanese incoming travel company based in Lyon and specialised in customised travel for individuals and travelling groups. The company organises leisure or business trips in France.

www.ecrinsdefrance.fr

IMPORTANT TO KNOW: if you need any info and useful contacts on the Beaujolais area, advice on accommodation, wine cellars, ideas of itineraries and stays, you can contact:

Destination Beaujolais - www.destination-beaujolais.com

Inter Beaujolais – www.beaujolais.com

RHONE VALLEY

Rhône Trip

Fancy going back to basics, to enjoy a taste of authenticity? Then come and discover the Rhône Valley for a trip that takes you off the beaten track. Our tours are based on meeting local producers and craftsmen and women in search of authenticity and sharing the experience of discovering a territory that is wild yet extremely rich as far as its inhabitants, natural heritage, gastronomy, wine and culture are concerned. Custom services in an 8-seater Mercedes. We collect you and drop you off at your place of residence in Lyon, and within a 30 km radius of the city.

<http://www.rhonetrip.com/>

Terres de Syrah/ Cave de Tain

Located between Valence and Lyon at the foot of the Hermitage hillside, the Cave de Tain and its wine tourism department, Terres de Syrah propose different activities: a wine shop opened all year long, guided tours of the wine cellar, guided tours in the vineyards with a wine expert, wine & chocolate workshops... The cellar also owns The Fief de Gambert, located in the middle of the vineyards, where they organize seminars and business events with a tasting room and a restaurant.

www.terresdesyrah.com



Fabien Louis, Des Terrasses du Rhône au Sommelier.

Local sommelier, Fabien Louis, who is based in Tain l'Hermitage, welcomes visitors to his wine bar for wine tastings from the Rhône Valley. He offers light meals on site as well as a grocery selling cheeses and local organic produce. Fabien also organises tours of the Hermitage vineyards, explaining how the vines are grown. It is possible to hire electric bikes to cycle through the vineyards.

www.ausommelier.com

Incoming agencies

The Real France (Vienne)

Based in Vienne, in the south of Lyon this local DMC can organise tours in Vienne, Lyon and the vineyards around Vienne

www.therealfrance.com

Destination Provence (Valence)

Destination Provence, incoming and events agency, is your trusted partner to design totally customized trips in the South East of France for your groups from 6 to 150 people and even much more.

www.destination-provence.fr

Slice of France (South Ardèche)

This agency organises upmarket ready-to-go holidays for established groups of all sizes in Ardèche, Drôme and Provence. Slice of France is also a dependable choice for companies who need an agency to provide a high quality welcome and service for their foreign clients.

www.slice-of-france.com

So Provence So Alps (South Drôme)

Authentic incoming agency based in Nyons with one foot in Provence, and the other in the Alps, both in a piece of heaven. Welcome to the country of lavender, good food and wine, mountains and sun!

www.soprovencesoalps.com

Great Wines Tours (South Ardèche)

Incoming agency specialised in the vineyards from the Rhone Valley, Beaujolais, Savoie, Loire valley... We propose original tours to discover passionate winemakers' work. Our wine programs can be sportive, cultural, culinary...

www.greatwinestours.com

SAVOIE WINES

Alpes Flaveurs

Bernard Vissoud, a qualified mountain guide who also holds a post-graduate diploma in viticulture and wine tasting, offers a range of wine tourism packages that explore the Savoie Mont Blanc area: hiking in vineyards with wine tasting, various different ways of exploring the vineyards in the region (2CV, segway, mountain bike, horse...)

www.alpes-flaveurs.com

1786.Travel

Voyage 1786 is an online travel agency specialising in the Alps. Its unique packages are aimed at people like you who want to enjoy a personalised experience of the region, either with family or friends, getting to know it properly.

www.1786.travel

Accords Majeurs

Marielle Sindt is a sommelière, and passionate about wine. From the glass to the terroir, she invites you to discover wine quite simply, for the pleasure, for the emotion.

www.mariellesindt.com

5. Transport and transfers

Here is a selection of transfers companies for FIT and small groups:

N&M by Berthelet (Lyon – Rhône)

They propose vehicles up to 7 people, minibuses for 12 to 16 people and larger coaches. Based in Lyon they can provide transfers and transport anywhere in the region.

<http://www.autocars-nm.com/>

E-mail: commercial@autocars-nm.com

GATE (Lyon – Rhône)

An association of taxi drivers with qualified drivers and a 20-year experience.

www.gatelyon.fr

E-mail: gatelyon@gatelyon.fr

DB Prestige (Valence – Drôme)

They propose transfers from/to Lyon airport and in the different vineyards along the Rhône valley for individuals.

www.dbprestige.com

E-mail: contact@dbprestige.com

Transport SOF (south of Ardèche)

"Transport SoF" is a company owned by the local incoming agency Slice of France, and dedicated to private transport for small groups up to 8 individuals (more upon request). High standard service in van over a territory covering Southern Ardèche, the Gard, the Rhône Valley and the major transportation hubs in Provence among them airports and TGV stations.

<http://www.transport-sof.com/en/>

Tel. +33 (0)6 77 16 43 63

e-mail: pierre.gerault@slice-of-france.com

For other contacts and useful addresses for transport (larger coaches), please have a look on the specific section on our website:

<https://www.inauvergnerhonealpes.com/organisateur-de-sejour/offres-seches/transporteurs/>

6. Focus on gastronomy

The Auvergne Rhône-Alpes region is a definite “must” for its gastronomy and local “terroir” products. High mountain pastures, orchards and vineyards coexist to form one of the best-stocked larders in France.

From the many PDO products (a total of 67), worth noting are Bresse chickens, Ardèche chestnuts, Grenoble walnuts, Nyons olives, Puy lentils, Fin Gras beef from Mézenc as well as the 21 PDO cheeses such as Saint-Nectaire, Cantal, Bleu d'Auvergne, fourme d'Amber, Salers, Beaufort, Abondance, picodon – all of which make this region the biggest cheeseboard in France.

Similarly the quality of its “terroir” products is behind Lyon’s gastronomic renown and explains why there are 94 great Michelin-starred chefs including 9 with three stars in 2019 : Paul Bocuse, Georges Blanc, Régis Marcon, Anne Sophie Pic (the only female chef in France to hold three stars !), Emmanuel Renaut, Michel Troisgros, René and Maxime Meilleur, Yannick Alléno and Laurent Petit.

To accompany all this food, gourmets are spoilt for choice when it comes to wine with Beaujolais, Côtes d'Auvergne, Côtes du Rhône, Saint-Pourçain and Savoie wines not forgetting the mineral waters of Vichy, Badoit, Châteldon, Volvic or Evian.

In order to make the most of such delicious flavours, why not follow one of the various themed routes in the region: the “Route des Fromages d'Auvergne”, the “Route des Vins du Beaujolais” or perhaps book a gastro-break, like the truffle weekends which can be found in these very distinctive areas.

It is also worth noting that the Auvergne Rhône-Alpes region is well known for its organic products. The number of organic farmers has doubled over the last ten years and the Drôme remains the driving force in France for this type of agriculture, with over 500 organic farms.*

*Sources : INAO (number of PDO products) and Agreste Auvergne Rhône-Alpes

Auvergne Rhône-Alpes, the largest PDO cheeseboard in France

Boasting a total of 21 PDO cheeses, the Auvergne Rhône-Alpes region is home to 46% of France's selection of PDO cheeses, almost one in two cheeses... Which is what makes the Auvergne Rhône-Alpes France's largest PDO cheeseboard!

Among the big names: Reblochon, Beaufort, Saint-Nectaire, Cantal, Bleu d'Auvergne, Abondance, Picodon, Fourme de Montbrison...

You can discover this know-how along the 2 « Cheese Roads » in the region, the Auvergne Cheese Road and the Savoie Cheese Road: guided tour of dairy farms, meeting the cheese producers, tasting and shopping...



- In Auvergne, 37 stages and farms welcome you to present you and make you discover Saint-Nectaire, fourme d'Amber, Cantal, Salers or Auvergne blue cheese.

<http://www.fromages-aop-auvergne.com/>

- In Savoie-Mont-Blanc, 74 places to discover all the different production stages for cheeses such as Reblochon, Beaufort, Abondance, Tome des Bauges, Tomme de Savoie....

<https://www.fromagesdesavoie.fr/en/sites-a-visiter-2/itineraire-des-fromages-en.html>

Top gastronomic sites

Halles Paul Bocuse in Lyon

A true temple dedicated French gastronomy, the Halles de Lyon Paul Bocuse were moved from the city centre to the Part Dieu district in 1971 and renovated in 2006. Named as homage to the Chef of chefs, renowned throughout the whole world, the Halles de Lyon Paul Bocuse is an indoor market comprising 48 traders (oyster stalls, cheese stalls, bakers, patisseries, fruit and vegetable stalls, pork butchers as well as butchers, fishmongers, delis/caterers, wine cellars and restaurants). They are advocates for all that is good about our regions' foodie specialities, but are also happy to promote the best of produce from further afield, inspiring the senses and nurturing excellence. Each of them reflects the soul of Lyon, the capital of Gastronomy. The market is open daily (except Mondays when only the oyster stalls are open).

www.hallespaulbocuse.lyon.fr

In Tain l'Hermitage, Valrhona and its Cité du Chocolat !

The Cité du Chocolat in Tain l'Hermitage in the Drôme has become the most visited site devoted to chocolate in France. The site's exhibition space and shop give visitors an insight into chocolate from the cocoa bean through to its many uses in baking, cooking etc. Visitors can also discover a space devoted to the trades and craftsmen involved in working with chocolate plus a pastry-making laboratory which enables them to get "hands on".



www.citeduchocolat.com/fr

Sève Chocolate Museum (MUSCO) in Lyon

The Sève Chocolate House opened in 2017 the 1st Chocolate Museum in Lyon, a unique space offering Pastry and Chocolate Workshops, a Bean to bar manufacturing site and a discovery trail on the cocoa plantations. Richard Sève's aim was to revive the age-old know-how and traditional techniques that are characteristic of every Master Chocolatier's trade. Maison Sève gives its visitors a unique experience: a world of taste, pleasure and sensations that reveal the hidden aspects of a craft in which precision, know-how, innovation and tradition complement each other.

A huge window enables visitors to see the chocolate being made, and watch the hypnotic flurry of activity of the machines that produce a unique and delicious product.

Permanent and temporary exhibitions explain the origins of cocoa, detail its nutritional value, and demonstrate the art of chocolate tasting. An educational training area is used to dispense pastry-making lessons, chocolate-tasting workshops, and conferences... Visitors can take part in lessons devoted to learning how to make chocolate patisseries in a specially appointed area.

<https://www.chocolatseve.com/>

Ateliers Weiss in Saint-Etienne

Les Ateliers Weiss is a unique place in Saint-Étienne where chocolate meets culture and gastronomy. Located in the very heart of the Weiss chocolate factory, it has been designed as an accessible living space with exhibitions, a boutique, and a restaurant. The visitor can even create his own chocolate bar according to his tastes. The steel and glass architecture with its curves and waves is all about light, providing a showcase for all things Weiss. Come and enjoy an unforgettable experience at Les Ateliers Weiss!

www.weiss.fr

Vallée de la Gastronomie – France ®

Launched officially in June 2019 the Vallée de la Gastronomy is a new tourist destination from Dijon to Marseille along the Saone River and Rhone River valleys. The idea follows the development of the projects of "Cités Internationales de la Gastronomie" planned in Lyon (end of 2019 – see info below) and Dijon (2020). From Dijon visitors will travel through the Burgundy and Beaujolais vineyards, down to Avignon and Marseille, visiting along the way Lyon, the world capital of gastronomy, then Valence (with its project as well of Gourmet covered Market), the Côtes du Rhône vineyards and Provence. It will be the perfect destination to enjoy gourmet and food & wine experiences by discovering famous local products, food markets, iconic sites dedicated to gastronomy and wine like the Valrhona Cité du Chocolat, or Carré du Palais in Avignon. This new destination will propose various tourist offers and remarkable experiences, among them for the Auvergne-Rhône-Alpes region:

- Wine Tasting Truck - Château de Juliénas in Beaujolais
- Wine and cheese tasting - Domaine Brisson in Beaujolais
- One day with a wine grower Auberge de Clochemerle in the Beaujolais
- Vienne Gourmande, following Fernand Point steps by Vienne Condrieu Tourisme
- The vine work workshop - Terre de Syrah in Tain l'Hermitage
- Harvest workshop - Domaine Michelas Saint Jemms in Mercurol
- The « table » by Anne-Sophie Pic in Valence
- The wine grower picnic - Domaine de Montine in Grignan
- Truffle secrets - Domaine de Montine in Grignan
- SpéléOenologie (caving and wine tasting in a cave) in Saint-Marcel d'Ardèche grotto



2019, La Cité Internationale de la Gastronomie in Lyon

Lyon, world capital of gastronomy, will welcome the Cité Internationale de la Gastronomie on October 2019. This unique venue will celebrate the pleasures of food, of health and wellbeing and of "art de vivre" located in the middle of the Grand Hôtel-Dieu, which is currently being renovated.

The Cité de la Gastronomie de Lyon will provide a space of 3,900 m² open to the general public and organised on the basis of a "taste itinerary", both educational and interactive. The permanent exhibition will recount the history of diet throughout the world, of well-being and good eating. Temporary exhibitions will highlight one particular product or a guest country. The tours will be interspersed with sensory experiences allowing visitors to touch, taste and smell the products. There will also be a kitchen area where food professionals (cooks, pastry chefs, cheesemakers, butchers, wine growers...) will put on demonstrations for the general public. This massive development will also house an Intercontinental hotel, a convention centre, offices and flats as well as restaurants, cafés and shops.

<https://citegastronomielyon.fr/en>

A destination for top quality restaurants

Auvergne Rhône-Alpes is France's second gastronomic region with 94 "starred" restaurants listed in the 2019 Michelin Guide.

The region boasts nine three star chefs: Régis and Jacques Marcon in Saint-Bonnet-le-Froid, Paul Bocuse in Lyon/Collonges-au-Mont-d'Or, Emmanuel Renault at Flocons de Sel in Megève, René and Maxim Meilleur at La Bouitte in Saint-Marcel/Saint-Martin-de-Belleville, Georges Blanc in Vonnas, Troisgros who just moved now from Roanne to Ouches (a few kilometres away), Anne-Sophie Pic in Valence (the only woman in France with three stars!), Yannick Alléno at "1947" restaurant in Courchevel, and the brand new one for 2019: Laurent Petit at Clos des Sens in Annecy

<http://restaurant.michelin.fr/>

The Bouchons of Lyon

These small restaurants which have helped to establish Lyon's culinary reputation right across the globe are an unmissable part of any visit to the city. They keep alive culinary traditions handed down over the centuries and have now become an integral part of Lyon's cultural heritage. The term 'bouchon' originated from the bundle of twigs which restaurant owners hung on their doors as restaurant signs. Nowadays, these traditional restaurants, with all their conviviality and authenticity, attract mainly tourists. They propose Lyon specialities predominantly based on pork dishes and offal (Lyon saveloys, marbled calf's liver, andouillettes (sausages), chicken liver terrine...), as well as quenelles (meat or fish dumplings), cervelle de canuts (cheese dip), praline tart... All washed down, of course, with a pitcher of local wine - either Beaujolais or Côte du Rhône. In Lyon, there are currently some 22 restaurants which hold the "Les Bouchons Lyonnais" label.

For a full list of these establishments visit: www.lesbouchonslyonnais.org

Toques Blanches Lyonnaises

The association of more than 100 chefs in Lyon and around promotes the traditions of Lyon cuisine, the quality of regional products and the education/training of chefs of tomorrow.

More info on: www.toques-blanches-lyonnaises.com

Bistrots Beaujolais

Bistrots Beaujolais have existed since the 1950s. Establishments considered worthy of this name are generally lively and friendly places with great food. To be given the Bistrots Beaujolais label, an establishment has to have the kind of atmosphere and a menu that lives up to the Beaujolais spirit. And obviously, the wine list has to offer the best Beaujolais wines all year round, not just when Beaujolais Nouveaux are launched! The Bistrots Beaujolais is now a network of almost 300 places in the Beaujolais region and in Lyon, but also in Paris and throughout France, and even around the world: Belgium, Brazil, the Netherlands, the United States, Japan, China, Canada, etc.

You will find 3 categories of Bistrots Beaujolais:

- **Classic:** venture into a "bouchon", a local bistro, an auberge or a brasserie... and let the very best of traditional cuisine be your guide to discovering the wines of Beaujolais
- **Beaujonomics:** explore the wine lists of hip bistronomy spots or wine bars. These cool new places to eat and drink invite you to their tables to rediscover, the true taste of sharing
- **Gastronomic:** enjoy a seat at the tables of the top-class, or starred establishments that honour the vineyards of Beaujolais and its appellations!

For a full list of these establishments visit: www.beaujolais.com

Bistrots de Pays

A meeting place and social centre, but also a local business, the bistro represents a part of the identity and very soul of French villages. And, for tourists passing through a region, it is the perfect place to discover the typically French 'art de vivre' in a rural environment. The National Bistrots de Pays Federation created in 1993 now includes more than 200 accredited establishments throughout France, including nearly 60 in the Auvergne Rhône-Alpes region, namely the Drôme, Ardèche, Isère and Loire departments. To be awarded this label, applicants must sign a charter indicating their commitment to respect certain criteria: remaining open for business all year, being located in a rural commune with fewer than 2,000 residents, offering family dining based on regional produce, serving as a tourist information point...

For a full list of these establishments visit: www.bistrotdepays.com

Toqués d'Ardèche

They are 7 chefs from the whole Ardèche area, which of them expressing a culinary identity but sharing the same passion: to eat better with good products and respect of the environment, and to promote the Ardèche gastronomy.

More info on: www.lestoquesdardeche.fr

Toques d'Auvergne

This association gather around 40 chefs from the Auvergne area: Allier, Cantal, Haute-Loire and who are all cuisine and food passionate fans! They have been promoting since the beginning the short supply networks, high quality of the products, close partnership with local producers...

More info on: www.toques-auvergne.fr

7. Cooking and French pastry classes

For those who would like to learn the basics of French cooking during their visit, a large number of cookery schools throughout the region organise courses of different durations for individuals and in foreign languages.

In Lyon:

Délicieusement Vôtre which offers various options: immersion workshops, taster sessions, themed courses, courses for children...)

www.delicieusementvotre.com

In Cuisine which is based on an original concept, combining a bookshop, a delicatessen, a tearoom and a cookery school (for adults, teenagers, children, special events...)

www.incuisine.fr

Plum Teaching Kitchen, a school run by an American lady, a trained pastry chef, who offers cookery classes in English (visit to the market in the morning followed by classes in the afternoon, Lyon specialities, pastry-making classes...)

www.plumlyon.com

Institut Paul Bocuse

The Ecole de Cuisine Gourmets de l'Institut Paul Bocuse offers a programme of courses for non-professionals who want to perfect their technical know-how and learn tricks of the trade and other useful tips to help increase their enjoyment of cooking even more. Working in a small group, in a friendly atmosphere, come and benefit from the knowledge of the chefs at the Institut Paul Bocuse and discover our cookery and pastry courses.

www.institutpaulbocuse.com

In Beaujolais :

La Cuisine de Fred in the Beaujolais

Located in the heart of Beaujolais and in a warm friendly atmosphere, Frédéric welcomes you and proposes pastry and cooking classes, making dishes using seasonal products and with a personal touch.

www.lacuisinedefred.com

Table, éTable et Tablier

A gastronomic concept recently in Villefranche-sur-Saône. Table, Etable et Tablier looks forward to welcoming you in its cookery workshop for cookery classes and gastronomic theme days.

www.atelier-TTT.com

In the Rhone Valley:

Scook in Valence:

Scook, the cookery school run by famous chef Anne-Sophie Pic, is a lively, beautiful place which offers cookery courses for both adults and children wanting to understand or perfect their techniques or wine courses for adults. Scook is also a shop, selling items which can be found in the hotel or restaurant of La Maison Pic (china, glassware, vases...) as well as branded products from Anne-Sophie Pic.

www.anne-sophie-pic.com

Maison Guillet – Ateliers A Partager à Valence

Created in 1962 this Drôme area pastry shop belongs to the prestigious association « Relais Desserts International », gathering the 100 best pastry chefs in the world. Luc Guillet, the founder's son and famous pastry chef decided to pass on his passion and know-how. With Julie Haubourdin, another pastry chef they created pastry classes from 1h30 to 3h, for individual and small groups, themed classes... Courses available in French and English

www.gUILLET.COM

French pastry courses by the Cité du Chocolat in Tain l'Hermitage (Drôme)

L'Ecole Gourmet proposes French pastry courses. Pastry chefs share their skill and savoir-faire. During these courses, you will prepare with the chef different, great and original recipes from A to Z. Pastry courses from half a day to 2 days. Courses can be provided in English.

Contact: gourmets@valrhona.fr - <http://www.citeduchocolat.com/en>

Terre Gourmande:

Situated in the Drôme close to Romans, Terre Gourmande is a gastronomic school using natural ingredients. Cookery lessons delivered by Alain Berne, Chef Meilleur Ouvrier de France, will make cooking enjoyable... cooking, pastry, chocolate and wine. A range of courses are offered, either over half a day, evenings or weekends.

www.terregourmande.com

La Cuisine d'Edith:

Located in south Ardèche, La Cuisine d'Edith offers you a truly gourmet experience surrounded by vineyards and olive trees for a half day, a week-end or more. Discover the pleasures of a refined French cuisine, picking up hints and new recipes from Provence.

www.lacuisinededith.com

8. Wine & Food main events and festivals

Marché aux vins in Ampuis Côte Rôtie (Rhône)

January

60 producers and wine houses, over 200 wines from the Côte Rôtie, Condrieu, St-Joseph, Cornas, Hermitage, St-Péray, Crozes-Hermitage labels.

www.marche-aux-vins-ampuis-cote-rotie.com

SIRHA and Bocuse d'Or competition in Lyon (Rhône)

End of January (every other year)

International trade show for Hotel and Catering industries, only open to professionals (SIRHA: Salon International de la Restauration, de l'Hôtellerie et de l'Alimentation). Over 2000 exhibitors coming from 120 countries, 600 new products and world previews, 6000 chefs and the elite from restaurants across the world. SIRHA also features international competitions, including the famous Bocuse d'Or. The show takes place every two years, on odd-numbered years.

<http://www.sirha.com/>

Fête de l'Alicoque in Nyons (Drôme)

1st Sunday in February

Festival of new pressed olive oil.

<https://www.paysdenyons.com/fr/>

Fête de la Truffe in Saint-Paul-Trois-Châteaux (Drôme)

2nd Sunday in February

Learn about truffles with market, cellar, sensory and taste experiences.

<http://www.truffle-and-truffle.com/maisondelatruffe.htm>

Côtes du Rhône Septentrionales wine show in Tain l'Hermitage (Drôme)

Last weekend of February

This annual show is held on the edge of the vineyards on the last weekend in February, welcoming some of the greatest vintages of the Côtes du Rhône Septentrionales. In total, almost 12,000 visitors and 85 wine growers from the Côtes du Rhône Septentrionales present the 8 labels: Côte Rôtie, Condrieu, Saint Joseph, Crozes Hermitage, Hermitage, Cornas, St Peray and Brézème.

<http://www.salondesvinsdetain.fr/>



Wine and Rigotte cheese celebrated in Condrieu (Rhône)

1st May

Every year, two PDO products are celebrated: the PDO Condrieu wine and PDO Rigotte de Condrieu cheese. Craftsmen, traders, fairs and local associations come together with wine growers and goat farmers to offer a day of entertainment in a party atmosphere.

<http://www.rigottedecondrieu.fr/>

Grande Fête du Saint-Nectaire in Saint-Nectaire (Puy de Dôme)

May

Saint-Nectaire, PDO cheese from Puy de Dôme, is celebrated throughout the whole weekend. The main part of the festival happens in Saint-Nectaire le Haut around the Romanesque church (for the market of taste sites) and in the old village (for the craft fair). Lots of entertainment: tasting stalls, street theatre, folk tales, farm animals, flea market, flower market, election of the best Saint-Nectaire cheese...

<http://www.sancy.com/animations/saint-nectaire/42/16293/grande-fete-du-saint-nectaire>

Fête de la Transhumance in Die (Drôme)

Mid-June

Big festival that celebrates the “transhumance” and moving of animals up to the summer grazing meadows, with concerts, markets selling local products, different activities and, highlight of the day, the procession of sheep through Die and up to the Col du Rousset in the Vercors range.

<https://fete-transhumance.com/>

Fête du Bleu du Vercors Sassenage (Isère)

End July

Every summer, over 20,000 people come together in the Vercors to celebrate one cheese. The Bleu, a traditional cheese which boasts a PDO label, is only produced in the Vercors Regional Park.

www.fetedubleu.org

Fête des Fromages de Savoie

Takes place every year in a different place in Savoie Mont Blanc

July

The main objective of the event is to bring local residents together with the key players in the Fromages de Savoie industry. The Fête des Fromages de Savoie has grown over the years and now attracts increasing numbers of people. It has become a summer event not to be missed in the Savoie area. It takes place in a different place every year, permitting local residents and holiday makers to discover what goes on behind the scenes in making cheese and learning about the values that are part of it: protection of the environment, quality of taste, specific skills and exceptional lands, all coming under the banner of quality and hospitality! The seven Fromages de Savoie comprise Abondance, Beaufort, Chevrotin, Emmental de Savoie, Reblochon de Savoie, Tome des Bauges, Tomme de Savoie.

<http://www.fromagesdesavoie.fr/fr/fete-des-fromages.html>

Les Olivades in Nyons (Drôme)

Mid-July

Gathering that features lots of free entertainment throughout the town ! Nyons olives and olive oil are celebrated within the diverse programme. Every year, the Confrérie des Chevaliers de l’Olivier brings together local producers, celebrating Nyons olives and all its bi-products. The Olivades features night-time craft markets, bringing colour to the nights of Nyons. In addition to these activities there are various rambles through the olive groves, a tennis tournament and the famous “boules” competition of Les Olivades.

<https://www.paysdenyons.com/fr/catalogue/activite/fete-des-olivades-50eme-edition-151204/>

Fête du Picodon in Saou (Drôme)

3rd weekend in July

A speciality of the region, this little goats' cheese with a bit of a "sting", has been awarded PDO status. Its festival brings together about 50 goat cheese producers from the Drôme and the Ardèche who compete for the title of best picodon cheese. Concerts, regional market, local folklore and gastronomy, the event attracts over 10,000 visitors every year.

<http://fetedupicodon.com/>



La Fête du Reblochon in La Clusaz (Savoie Mont Blanc)

August

Reblochon cheese and craft festival with a procession of decorated floats and lots of other entertainment, such as traditional bread making, tasting of Savoyard specialities, folk dancing... Over 2000 visitors come each year.

<http://www.fetedureblochon.fr/>

Fête du Bleu d'Auvergne in Riom-es-Montagne (Cantal)

August

Bleu d'Auvergne festival, a PDO cheese, which happens every August in Riom-es-Montagne in the Cantal. A festive event celebrating this famous cheese, there is also a cattle show, tastings and musical entertainment.

<http://www.fromage-aop-bleu-auvergne.com/fete-du-bleu-d-auvergne>

Food and wine festival in Pays Saint-Pourcinois at St Pourçain-sur-Sioule (Allier)

August

Formerly just a wine festival, this food and wine festival has given a new slant to its traditional predecessor. Throughout the 33 communities which make up the Pays Saint-Pourcinois, there are numerous daily events to entertain both the locals and tourists over a period lasting more than a week.

<http://www.payssaintpourcinois.com/>

Festival des Vins de Savoie et d'ailleurs in Notre Dame de Bellecombe (Savoie Mont Blanc)

August

Taking place right in the middle of Notre Dame de Bellecombe, visitors will appreciate the fact that the main street is pedestrianised especially for the event. Throughout the day there will be entertainment, tastings, musical fanfares, bands, children's activities, pony rides, meals...

60 wine sellers, food traders, craftsmen, farmers plus, every year, a VIP guest.

www.valdarily-montblanc.com

Northern and Southern Côtes du Rhône wine show in Saint-Péray (Ardèche)

1st week-end in September

More than 70 wine-makers producing all the appellations of the Côtes du Rhône (from Vienne to Nîmes).

<http://www.confrerie-du-saint-peray.fr/pages/la-confrerie/le-marche-au-vins.html>

Vinalia in Saint-Romain-en-Gal (Rhône)

September

“Les Vinalia” of the Musée Gallo-romain happens every year during the grape harvest. During this historical pageant dedicated to wine, ancient foodstuffs and eating habits are explored in the course of various events (tastings, workshops, conferences...).

<http://www.vienne-tourisme.com/>

Journées de la Fourme et des Côtes du Forez in Montbrison (Loire)

1st weekend in October

Festival celebrating the “fourme”, traditional cheese from the Monts du Forez highlighting the two PDO products from the Forez area, the Fourme de Montbrison and Côte du Forez wines.

<http://www.fourme-de-montbrison.fr/>

The Millésime, festival of wine and music in Grenoble (Isère)

October

Held annually since 1995, the Millésime sets up in the middle of Grenoble in mid-October. Over a period of two weeks, the “Association des Vins et des Musiques” brings colour to the city with the special atmosphere of the Millésime, which combines wine festival with music festival and producers’ market. The programme will appeal to both casual music lover and wine expert (and vice versa!), offering something for everyone – professional, serious amateur or simple novice. On the menu: tasting discoveries of the world of wine and a relaxed wander through the last five centuries of musical history ...

<https://www.lemillesime.fr/>



Les Castagnades in Ardèche

Several villages in Ardèche

October and November

Festivals to celebrate the chestnut, iconic local fruit of the area. Meet local producers, craftsmen and residents who make their living from the chestnut industry. The whole area is buzzing during the Castagnades – chestnut markets, walks, shows, meals, producers’ stalls, entertainment...

www.castagnades.fr

Retour des Alpages in Annecy (Savoie Mont Blanc)

2nd Saturday in October

A big festival celebrating mountain traditions with crafts, demonstrations of old-fashioned trades, folk groups, procession of farm animals returning from the mountain pastures, tasting of local products. There is always a friendly atmosphere.

<http://www.lac-annecy.com/fete-et-manifestation/1/93981-retour-des-alpages.html>

Fascinant Week-end “Vignobles & Découvertes”

3rd week-end of October

Open Days in the 10 “Vignobles & Découvertes” areas: Beaujolais des Pierres Dorées, Vignoble de Savoie Aix-les-Bains Riviera des Alpes, Cœur de Savoie, Condrieu – Côte-Rôtie, D’Hermitage en Saint-Joseph, De Cornas en Saint-Péray, La Drôme Provençale, Bugey, Vignobles Sud-Ardèche, Beaujolais, de Crus en Villages. Experience the Fascinant Week-end via the 150 festive and recreational events. In the heart of our stunning regional countryside, outdoor enthusiasts, foodies, music-lovers and other aficionados will come together and enjoy all the riches of the local vineyards.

www.fascinant-weekend.fr

Fête de la Pomme in Pélussin (Loire)

11 November

A “must” if you want to get hold of the famed Pilat apples, sold by local producers in the old district of Virieu.

<http://www.pilat-tourisme.fr/fr/>

Fête des champignons in St-Bonnet-le-Froid (Haute-Loire)

Beginning of November

Over a weekend, a celebration of everything “mushroom” in St-Bonnet-le-Froid. The programme features market selling dried mushrooms, producers’ market, exhibition, demonstration of recipes, gourmet mushroom-based meal...

<http://www.saintbonnetlefroid.com/saint-bonnet-le-froid/>

Les Sarmentelles in Beaujeu (Rhône)

3rd Thursday in November

Every year, tastings of Beaujolais Primeur are organised the third Thursday in November, in the bars and restaurants of Lyon and the surrounding area. In Beaujeu, capital of the Beaujolais, the Sarmentelles are open to the general public: a real festival night, with singing and dancing. At midnight, the casks are tapped. Procession of Sarmentelles (flaming torches) through the streets of Beaujeu.

<http://www.sarmentelles.com/fr/>



Don’t forget the Beaujolais Marathon during the Beaujolais Days, 5 days of festivals, entertainment... to celebrate the Beaujolais primeur... <https://www.beaujolaisdays.com/>

Northern Côtes du Rhône wine show in Cornas (Ardèche)

1st week-end in December

This wine show presents all the wines of the Northern Côtes du Rhône and proposes different wine-tastings

<http://www.rhone-crussol-tourisme.com/>

Les Glorieuses de Bresse (Ain)

Bourg-en-Bresse, Montrevel-en-Bresse, Pont-de-Vaux and Louhans

December

Throughout the month of December, four towns in Bresse compete with each other during the “Quatre Glorieuses” – at the end of the competition, a jury votes for the best producer of fine poultry (chickens, capons, turkeys...)

www.glorieusesdebresse.com

9. Accommodation in Lyon and in the vineyards

See the separate document “**List of accommodation in Lyon and in the main vineyards in Auvergne Rhône-Alpes”**

This Excel file gathers the main hotels (3*, 4* and 5*) and some charming guest houses located in Lyon, the Beaujolais area, along the Rhone Valley, in Savoie vineyards and the other vineyards of the region.

10. Useful contacts and info

Auvergne Rhône-Alpes Tourisme

Food tourism Promotion

Martine BRIDIER – m.bridier@auvergnerhonealpes-tourisme.com

Tel. +33 (0)6 87 71 90 43

Wine tourism Promotion

Isabelle FAURE – i.faure@auvergnerhonealpes-tourisme.com

Tel. +33 (0)6 08 85 72 39

Website dedicated to the travel trade: www.inauvergnerhonealpes.com

- Useful contacts and info and a section on Wine and Food
- List of incoming agencies
- List of main events
- Ideas of stays and packages proposed by the local incoming agencies
- Online photo library and videos

... and much more!

