

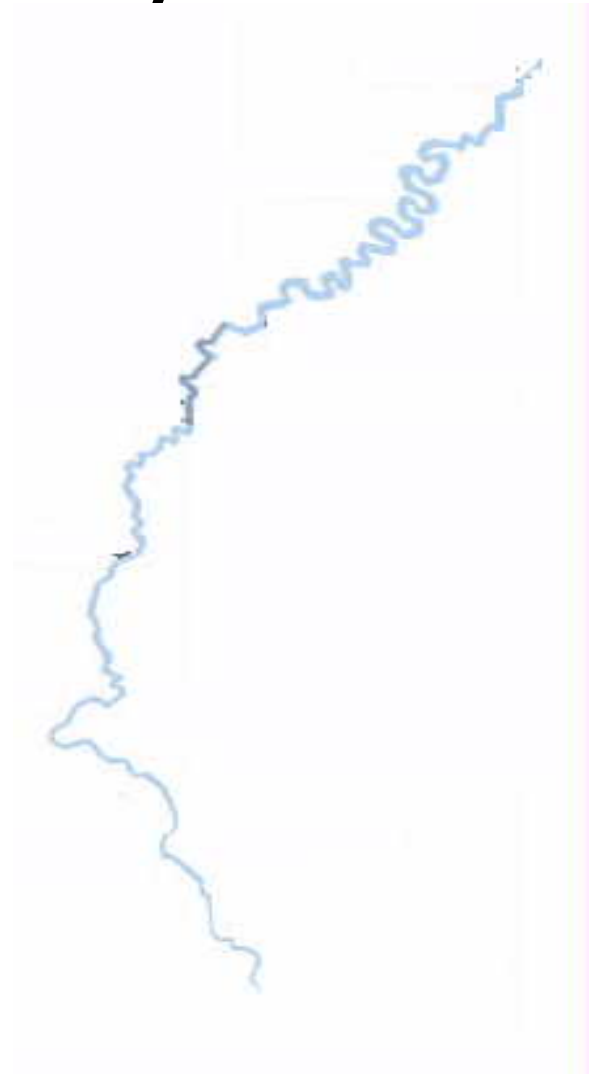
# TERROIR MOSELLE

**A EUROPEAN PROJECT OF THE MOSELLE VALLEY'S WINE GROWERS**



# The Moselle Valley

The Moselle River: 550 km  
create the essential  
framework of the Greater  
Region (Lorraine – Saarland -  
Rhineland-Palatinate – Luxembourg –  
Wallonia – German-speaking  
community of Belgium) **with**  
**approximately 12 mio.**  
**inhabitants.**



# Viticulture in the Moselle Valley

Approximately 4.000 wine growers and wineries

- Lorraine: 55
- Saarland: 33
- Luxembourg: 500
- Rhineland-Palatinate: 3.350



# Viticulture in the Moselle Valley

## 229 viticultural villages

- Lorraine: 31
- Luxembourg: 28
- Saarland: 4
- Rhineland-Palatinate: 172

## 10.500 hectares of vineyards

- Lorraine: 180
- Luxembourg: 1350
- Saarland: 110
- Rhineland-Palatinate: 8.880



# TERROIR MOSELLE

The transnational LEADER-project

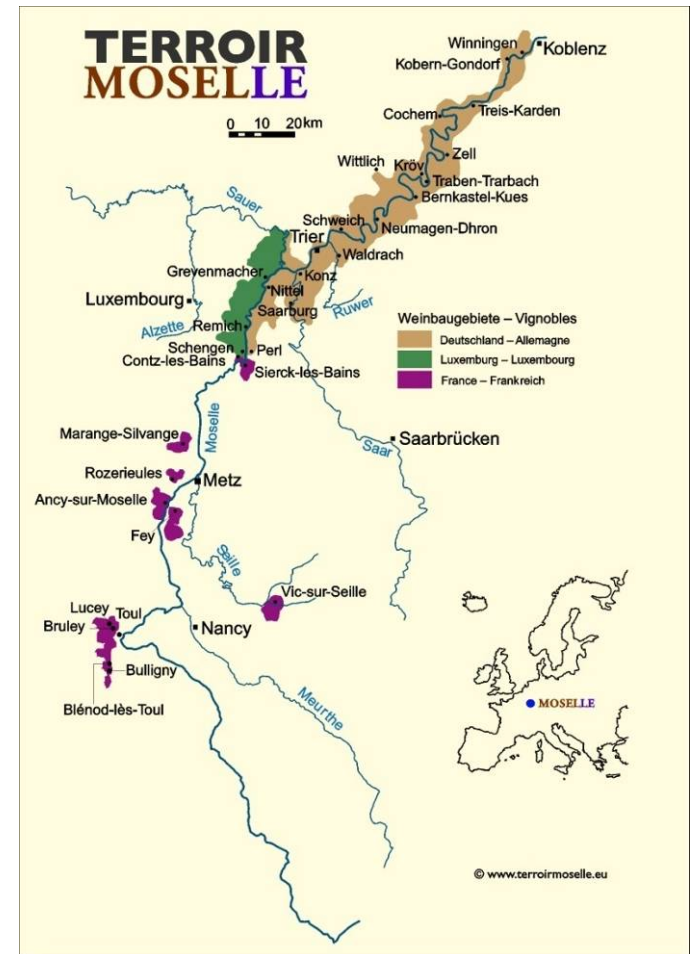


# Project's objectives

- Development of a long-term, cross border cooperation in viticulture and oenological tourism
- Promotion of the image and the reputation of wines of the Moselle Valley
- Positioning of the Moselle Valley as the most European of all wine regions
- Enhancement of the oenological tourism potential of the Moselle Valley

**Terroir Moselle: European  
century-old tradition of  
wine growing.**

**A common, effective and  
credible response to the  
marketing challenge of  
New World-Wines.**



# Fundamentals of a common response:

- Geopolitics: Mosel-Musel-Moselle  
**European States and international community**
- Geography: 3 different countries, one common origin  
**A cultural landscape in the heart of Europe**
- Geology: clay, sand, shell limestone, slate, ...  
**Europe's soil variety**



# Fundamentals of a common response:

- Climate: distinct seasons  
European vintage typical Moselle wines
- Authentic vine variety:  
Europe's best-known Cépage wines
- History: 2000 years of Moselle viticulture  
Europe's unique wine culture
- Wine growers: between tradition and innovation  
Europe's know-how in the wine sector

## IN PRACTICAL TERMS:

2011 – 2013

- Development of common, transnational communication messages on the subject:
  1. Geology, natural environment and landscape
  2. Viticulture and oenology
  3. Culture and tradition
- Publication of classic advertising material (flyers, brochures) in several languages (German, French, English, ...)

## IN PRACTICAL TERMS:

- Design of common stickers, badges, labels and other identification carriers
- Planning and organizing of joint events, fairs, wine tastings, public relation acts, symposia, etc.
- Design and realization of a movable exhibition/stand decoration

## IN PRACTICAL TERMS:

- Participation in international networks  
(Network of cultural wine growing regions, Iter Vitis, ...)
- Concept development of a Moselle wine vessel
  1. Content (Wine shop, exhibition, seminar room, ...)
  2. Financing
  3. Operator concept
  4. Service routes and -locations
  5. ....



# Facts

- Budget: 250.000 €  
61,7% EAFRD  
38,3% Regions
- Planning: 2011 – 2013



# PARTNERS

## France

- Agricultural chamber Lorraine
- LEADER Local Action Group « Terres de Lorraine »
- AOC Côtes de Toul
- AOC Moselle

## Luxembourg

- Agency of wines and cremants Luxembourg
- Viticulture institute Luxembourg
- Wine growers federation Luxembourg
- Geological service Luxembourg
- LEADER Local Action Group Miselerland

# PARTNERS

## Germany

- Moselwein e. V.
- Regional authority for geology and mining Rhineland-Palatinate
- Regional authority for environment and employment protection Saarland
- Control and service authority Rhineland-Palatinate
- European academy for wine and culture e. V.
- Service Center Rural Areas Moselle
- Agricultural chamber Rhineland-Palatinate
- Agricultural chamber Saarland
- Wine growing federation Saarland
- LEADER Local Action Group Moselfranken
- LEADER Local Action Group Moselle

# Thanks a lot for your attention!

