

# CAMPUS FRANCE

## WINE AND ENOLOGY

France is the world's largest wine producer, ahead of Spain, Italy, and the United States. It owes its position to a long tradition, dating back to the expansion of the Roman Empire into Gaul. The Romans brought the culture and cult of wine with them. Wine quality improved in the Middle Ages. In 800, Charlemagne proclaimed that wine must be stored "in the right vessel" and cautioned against "any manner of spoilage." Monks continued the wine and viticulture tradition by creating exceptional vineyards that still exist today.

The first attempts at wine classification were made in the 13th century in order to establish a hierarchy of white wines. Later, in 1855, the reference became the official classification of Bordeaux wines drawn up at the request of Emperor Napoleon III.

The "Champagne" label was introduced in the first half of the 20th century after this region's vineyards were devastated by phylloxera and World War I. These vineyards were replanted with the awareness that they constituted collective heritage deserving of protection. A law was passed that gave Champagne the status of a designated and protected agricultural area. In 1936, Champagne was decreed an Appellation d'Origine Contrôlée (AOC, or controlled designation of origin) in order to protect and perpetuate a centuries-old process.

In 2015, the "cultural landscape" of Champagne and Burgundy was added to UNESCO's World Heritage List.

Enology and viticulture cover a vast array of fields, ranging from grape cultivation, winemaking and packaging to tasting, conservation and retail consumption. Education in the wine sector is divided into three distinct branches: wine production, viticulture, and viniculture; enology with scientific and technical applications; and marketing and distribution in France and abroad.

### INTERNATIONAL

In 2014, France regained its position as the largest wine producer in the world. Wine-producing areas appeal to tourists from all over and the world's most well-known grape varieties originated in France: Merlot, Chardonnay, Sauvignon, Syrah, or Pinot Noir. Wine and culinary tours give visitors a chance to pair local wines and dishes. One example is the "Alsace Wine Route," which features 700 wine growers who open their cellars so visitors can experience a variety of tastes and aromas.

The wines of Champagne also enjoy worldwide recognition. This region earned protected status in 1927, and in 1936, the AOC label (controlled designation of origin) was granted to 15,000 Champenois wine growers.

More than two million hectoliters of Bordeaux wine are exported each year. Wines from the Loire region, including Touraine wines, are sold in 75 countries. In 2014, over 50,000 hectoliters of wines from Southern France with the AOP label (protected designation of origin) were exported. Beaujolais is a favorite among the Japanese and is widely distributed in Asia. Each year, on the third Thursday of November, millions of people worldwide excitedly await the arrival of the new Beaujolais, making this day the only global wine celebration. From New York to Tokyo, Beaujolais is a symbol of the French way of life.

Since 1969, five of the last 14 titles of "Best Sommelier of the World" of the Association de la Sommellerie Internationale have been awarded to Frenchmen: Olivier Poussier (2000), Philippe Faure-Brac, Serge Dubs, Jean-Claude Jambon, and Jean-Luc Pouteau.

The "Champagne Hillsides, Houses, and Cellars" and the "climats, terroirs of Burgundy" were inscribed on the UNESCO World Heritage List on July 4, 2015.

### RELATED FIELDS

• Culture • Gastronomy • Wine tourism • Heritage • Food service  
• Sommelier • Tourism (cultural/vinicultural) • Viticulture • Viniculture

### SUBFIELDS

• Inns • Cellarman • Champagne • Vinicultural advisor • Wine quality assurance • Cooperative • Wine/spirits broker • Cures • Cooperative director • Wine tourism guide • Maître-restaurateur • Enologist • Cellar master • Vineyard keeper • World heritage • Grapevine nursery • Restaurants • Cultural and tourist sites • Sommelier  
• Cooper • Winemaker • Wine grower

### BY THE NUMBERS

- 46.8 million hectoliters of wine produced in France (2014)
- 110,000 vineyards
- 75,000 vineyard employees
- 870 cooperative wine cellars

Sources : French Ministry of Agriculture, Agrifood, and Forestry - <http://agreste.agriculture.gouv.fr>

### USEFUL LINKS

- Agreste (statistics on French agriculture): [www.agreste.agriculture.gouv.fr](http://www.agreste.agriculture.gouv.fr)  
> Thématiques>Viticulture
- ANIVIN de France: [www.vindefrance-cepages.org](http://www.vindefrance-cepages.org)
- Association de la Sommellerie Internationale (ASI):  
[www.sommellerie-internationale.com](http://www.sommellerie-internationale.com)
- UNESCO Chair "Culture and Traditions of Wine":  
<http://chaireunesco-vinetculture.u-bourgogne.fr>
- Comité Champagne (CIVC): [www.champagne.fr](http://www.champagne.fr)
- Fédération des Exportateurs de Vins et Spiritueux (FEVS): [www.fevs.com](http://www.fevs.com)
- France Agrimer: [www.franceagrimer.fr/filiere-vin-et-cidriculture/Vin](http://www.franceagrimer.fr/filiere-vin-et-cidriculture/Vin)
- INSEEC Wine & Spirits Institute: [www.wine-institute.com](http://www.wine-institute.com)
- Institut Français de la Vigne et du Vin (IFV): [www.vignevin.com](http://www.vignevin.com)
- Institut National de l'Origine et de la Qualité: [www.inao.gouv.fr](http://www.inao.gouv.fr)
- Institut des Sciences de la Vigne et du Vin Bordeaux Aquitaine (ISVV):  
[www.isvv.univ-bordeauxsegalen.fr](http://www.isvv.univ-bordeauxsegalen.fr)
- Institut Supérieur du Vin (ISV): [www.isvin.fr](http://www.isvin.fr)
- Institut Universitaire de la Vigne et du Vin Jules Guyot (IUVV):  
<http://iuvv.u-bourgogne.fr>
- Observatoire de la Viticulture Française: [www.observatoire-viti-france.com](http://www.observatoire-viti-france.com)
- Organisation Internationale de la Vigne et du Vin: [www.oiv.int](http://www.oiv.int)
- School of Wine and Spirits Business - ESC Dijon Bourgogne: [www.swsb.eu](http://www.swsb.eu)
- Union des Maisons de Bordeaux (union of wine traders):  
[www.vins-bordeaux-negoce.com](http://www.vins-bordeaux-negoce.com)
- Union of French enologists: [www.oenologuesdefrance.fr](http://www.oenologuesdefrance.fr)
- Union of French sommeliers: [www.sommelier-france.org](http://www.sommelier-france.org)
- Université du Vin, Suze-la-Rousse: [www.universite-du-vin.com](http://www.universite-du-vin.com)
- Vitisphère: [www.vitisphere.com](http://www.vitisphere.com)

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# WINE AND ENOLOGY

## LICENCE LEVEL

### DIPLÔME UNIVERSITAIRE – L1 (SECONDARY DIPLOMA +1 YEAR OF HIGHER EDUCATION) – L1

The Institut des Sciences de la Vigne et du Vin at the Université de Bordeaux offers two diplômes universitaires (DU):

- DU in wine tasting (D.U.A.D.)
- DU in introduction to enology (D.U.I.O.)

[www.isvv.univ-bordeauxsegalen.fr>Formation](http://www.isvv.univ-bordeauxsegalen.fr>Formation)

### BREVET DE TECHNICIEN SUPÉRIEUR AGRICOLE (AGRICULTURAL TECHNICIAN CERTIFICATE) (SECONDARY DIPLOMA +2 YEARS OF HIGHER EDUCATION) – L2

30 schools (public or private high schools, and CFA's, or apprentice training centers) offer the BTS in viticulture-enology. Students receive technical education about grapevines and the chemistry of vinification.

[www.campusfrance.org>Espace documentaire>Offre de formation>Fiches Diplômes>BTS](http://www.campusfrance.org>Espace documentaire>Offre de formation>Fiches Diplômes>BTS)

### LICENCE (SECONDARY DIPLOMA +3 YEARS OF HIGHER EDUCATION) – (L2 +1 YEAR)

Students can begin pursuing a general licence after two years of higher studies in the field of:

- Sciences, technologies, and health (option: life sciences and wine) at the Institut de la Vigne et du Vin Jules Guyot at the Université de Bourgogne in Dijon.

[www.u-bourgogne-formation.fr>Formations>Licences](http://www.u-bourgogne-formation.fr>Formations>Licences)

### PROFESSIONAL LICENCE (SECONDARY DIPLOMA +3 YEARS OF HIGHER EDUCATION) – (L2 +1 YEAR)

The professional licence in wine marketing, wine tourism, and law is available in two broad fields:

- Law, economics, and management (specializations: wine business, wine tourism, distribution networks, wine marketing and international sales, local wines, law)
- Sciences, technologies, and health (specializations: international wine and spirit business, hospitality and wine tourism, wine quality assurance, innovation and globalization in viticulture-enology)

[www.campusfrance.org>Trouvez votre formation>Licence](http://www.campusfrance.org>Trouvez votre formation>Licence)

Three professional licences are offered by the Institut des Hautes Études de la Vigne et du Vin (IHEV) at SupAgro Montpellier:

- sustainable viticulture,
- sales management, wines, and distribution networks,
- Management of quality assurance systems in the wine and viticulture sector.

## MASTER LEVEL

### DIPLÔME D'ÉTABLISSEMENT / MASTER DEGREE (SECONDARY DIPLOMA +4 YEARS OF HIGHER EDUCATION) – M1

The Institut Paul Bocuse offers an English-language "Hotel and Restaurant" degree with a specialization in international management of wine and beverage.

[www.institutpaulbocuse.com/en/hotel-and-restaurant-management/specializations/](http://www.institutpaulbocuse.com/en/hotel-and-restaurant-management/specializations/)

### MASTER (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) – M2

Master's degrees are available in two broad fields:

- Law, economics, and management with a concentration in private law and the following specializations:

- Vineyard and wine law at the Université de Bordeaux,

- Law for viticulture and quality products at Aix-Marseille Université.

- Sciences, technologies, and health with the following concentrations:

- Agronomy and agri-food (specializations: viticulture, enology, economics and viticultural management),

- Biology and health (specialization: enology and vinicultural environment).

[www.campusfrance.org>Trouvez votre formation>Master](http://www.campusfrance.org>Trouvez votre formation>Master)

### MASTER OF SCIENCE IN MANAGEMENT (MSC) (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) – M2

The School of Wine and Spirits Business at the École Supérieure de Commerce Dijon-Bourgogne offers two MSc degrees:

- Wine Business, • Wine Management.

ESC Dijon Bourgogne: [www.swsb.eu](http://www.swsb.eu)

### EUROPEAN AND INTERNATIONAL MASTER (SECONDARY DIPLOMA +5 YEARS OF HIGHER LEARNING) – M2

- The Master of Business and Science Vineyard & Winery Management is offered by the Institut des Sciences, de la Vigne et du Vin at the Bordeaux Sciences Agro.

Bordeaux Sciences Agro: [www.agro-bordeaux.fr/vwmaster/?lang=en/](http://www.agro-bordeaux.fr/vwmaster/?lang=en/)

- International students can earn a European master entitled "Vinifera EuroMaster" with a concentration in agronomy-agrifood and a specialization in viticulture and enology.

Montpellier SupAgro – ENITA Bordeaux : <http://vinifera-euromaster.eu>

- An international master entitled "VINTAGE" (Erasmus mundus) is available with a concentration in agronomy-agrifood with a specialization in viticulture and enology, vineyard-wine-terroir management.

École Supérieure d'Agriculture d'Angers (ESA): [www.vintagemaster.com](http://www.vintagemaster.com)

### DIPLÔME NATIONAL D'ÉNOLOGUE (DNO, NATIONAL ENOLOGY DIPLOMA)

### (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) - (L3 +2 YEARS)

The DNO is the only degree in France that is an accredited credential for professional enologists. This 2-year national diploma is offered by the universities of Bordeaux, Dijon, Montpellier, Reims, and Toulouse.

This program is open to holders of a licence, preferably in biology, chemistry, or agricultural biochemistry, or a BTS in viticulture-enology and a professional licence.

### AGRICULTURAL ENGINEERING (OPTION VITICULTURE-ENOLOGY) (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) – M2

Many agricultural engineering programs allow students to specialize in fields related to enology. For instance, the SupAgro Montpellier offers an agricultural engineering degree with a concentration in viticulture-enology. Students can work toward the DNO (national enology diploma) while pursuing the agricultural engineering degree.

Institut des Hautes Études de la Vigne et du Vin (IHEV) in Montpellier: [www.supagro.fr/web/ihev/pages/?idl=19&page=107](http://www.supagro.fr/web/ihev/pages/?idl=19&page=107)

## BEYOND THE MASTER

### MASTÈRE SPÉCIALISÉ (MS, SPECIALIZED MASTER) (M2 +1 YEAR OF HIGHER EDUCATION)

Labeled by the Conférence des Grandes Écoles, the MS degree enables students to earn an institutional credential attesting to dual competence in the engineering sciences.

- International wine and spirit business is offered full-time in Dijon and part-time in Paris (18 months).

ESC Dijon-Bourgogne – Schools of Wine and Spirit Business: [www.maste-rofwines.eu](http://www.maste-rofwines.eu)

- Knowledge and the international wine business (CCIV)

AgroSup Dijon - Institut National Supérieur des Sciences Agronomiques, de l'Alimentation et de l'Environnement: [www.agrosupdijon.fr](http://www.agrosupdijon.fr)

- Wine and spirits management (MVS)

KEDGE Business School Bordeaux in Talence: [www.kedgebs.com/fr/formations/management-des-vins-spiritueux-mvs](http://www.kedgebs.com/fr/formations/management-des-vins-spiritueux-mvs)

Information on MS degrees:

[www.campusfrance.org/fr/ressource/les-masteres-specialises-ms](http://www.campusfrance.org/fr/ressource/les-masteres-specialises-ms)

List of MS programs: [www.cge.asso.fr/nos-labels/ms](http://www.cge.asso.fr/nos-labels/ms)