The Bettane+Desseauve guide, one of the most influential in the French wine industry, named the Ventoux AOC "Appellation of the Year 2027"

What guided the journalists in their choice was the motivation of the Ventoux AOC winemakers and merchants who, for more than five years, have clearly defined their mission via a charter--the Raison d'être of the Ventoux AOC--in which they affirm their commitment to "protect, share, and cultivate the pinnacle of life." This alludes to the Giant of Provence, the mythical Mont Ventoux, a biosphere reserve straddling two natural parks.

With the Bettane+Desseauve distinction, arriving at a pivotal moment for the AOC, the ambition of the Ventoux winemakers engaged in this collective endeavor is validated. Their mission and its profound transformation of their vineyards can be summarized as follows: protecting life; reducing the impact of the winemakers' work; adapting to climate change; and sharing and cultivating local life.

While production costs, unpredictable weather, and pressure on margins are weighing heavily on vineyards, this title of best appellation of the year 2027 should have a tangible impact on the reputation of Ventoux wines.

According to Frédéric Chaudière, president of the Ventoux AOC, “Being named ‘Appellation of the Year’ by Bettane+Desseauve is a tremendous recognition of the quality of our wines, but also of the collective momentum that drives Ventoux today.”

But this accolade also comes at a tense time for the industry. Hence the value of this "best appellation" title, which is more than just a trophy: it can become a powerful argument in commercial negotiations, a strong signal to influencers, and potentially a lever for enhancing the value of Ventoux wines.

For Louis-Victor Charvet, editor-in-chief of Bettane+Desseauve, the strength of the Ventoux AOC lies in having chosen a clear path several years ago, when many other appellations were hesitant to define a policy in the face of the crisis facing the wine industry.

"The Ventoux AOC, with its 'raison d'être', is part of a collective vision that has aligned the vineyard with its territory, combining biodiversity, landscapes, and human balance," emphasized Louis-Victor Charvet.