



Castillon du Gard, May 16th 2017

RHÔNE VALLEY: THE NEW FACE OF THE WINE TRADE, BOLD AND COMMITTED

On Sunday 18 June at 5pm, Thomas Giubbi, the Managing Director of La Compagnie Rhodanienne, will officially unveil the development plan for his Winery, including work on its identity and a new communication strategy.

Since 1963, the 'Company', located at the very heart of the Côtes du Rhône winegrowing area in the Gard department of France, has been working alongside its winegrowers partners for more than 25 years now. **This notion of commitment has always been essential for the Winery**, as shown by the way that it helps the winegrowers and their families, but also its desire to preserve the land and the wealth of the local heritage (partnership with the Pont du Gard Bridge). Last but not least, its commitment to develop up-and-coming appellations such as Costières de Nîmes and Lirac.

Today, the 'Company' wants to emphasize its role in the protection and promotion of the terroirs amongst the other main Houses in the Rhône Valley. In the past three years it has enjoyed excellent growth with its turnover rising from € 16 to € 23 million.

So June 18, 2017 will be the chance to reveal **the full extent of its commitment and values**. And there is a real desire to explain fifty years of hard work and commitment in the Rhône Valley at the service of Terroir & Winegrowers, Nature & People, Tradition & Creativity.

We'll see you at Vinexpo!



[#orangeisthenewblack](#)

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