

## VOLCANIC WINES:

## THE 'VOLCANIC ORIGIN' LABEL TAKES THE STAGE

After four years of scientific studies, comparative tastings, professional consultations, and technical refinements, the "Volcanic Origin" label is now operational. Thirty French and international wine estates have already requested and obtained the certification, which officially attests to the volcanic influence of their terroirs. They will all be present at the 1<sup>st</sup> VINORA Forum of volcanic terroir wines, organized on June 24 at the Vulcania site (63), where professionals will be able to taste all labeled cuvées. This is a first for the large family of volcanic terroirs and true recognition for the work done to promote these world-unique parcels of vines.

Protected by a patent since May 2023, the "Volcanic Origin" label is the result of pioneering work by the winemakers VINORA association, based in Clermont-Ferrand. This initiative, launched in 2019, aimed to demonstrate and highlight the specificity of volcanic influences through a rigorous, scientific approach. Since 2024, thanks to a detailed set of specifications, any winemaker working on volcanic terroirs can apply for the label. Each application is reviewed by a Scientific Committee composed of volcanologists, scientists and winemakers. It is the world's first label to strictly and thoroughly certify the volcanic origin of wines.



30 wineries have already been awarded the label, a guarantee of origin for consumers and professionals alike.

## THE WORLD'S FIRST LABEL for volcanic wines

"VOLCANIC ORIGIN is not a marketing concept; it is a seal of authenticity that distinguishes wines originating from a truly volcanic terroir or from a proven volcanic influence," explains Jean-Baptiste Deroche, President of VINORA.

"We are committed to providing a clear benchmark in a context where the term 'volcanic' is sometimes misused. The work undertaken since 2019 confirms that wines from volcanic soils have their own geological and organoleptic identity, as well as increased resistance to drought.

The label offers a tasting experience — smoky notes, salinity, pronounced freshness, minerality — that goes far beyond appellation or grape variety."

## « A GPS for sommeliers »

Today, the label is a practical tool for securing purchases, guiding sommeliers' choices, and promoting volcanic terroirs.

"In short," sums up Pierre Desprat, Vice-President of VINORA, "the label becomes the GPS for sommeliers: it guides wine lists, supports recommendations, and sheds light on terroirs long left in the shadows.

For the enthusiast, it's the promise of a taste journey shaped by lava, ash, and time; for the winemaker, it's the recognition that their soil — explicitly volcanic or strongly influenced by nearby volcanic activity — leaves its mark on every bottle."



### → VOLCANIC ORIGIN: Commitment Charter

The VINORA Scientific Committee has identified, through four successive scientific studies, the specific characteristics of wines with volcanic influence. Conducted over four vintages in the Côtes d'Auvergne, nationally, and in Canada under expert observation, the study was led by VINORA with the support of the Puy-de-Dôme Department and the Auvergne Rhône-Alpes Region. These studies, supported by blind tastings, helped define a characteristic wine profile and build a solid foundation on which to build the new label's specifications. According to the study, wines are distinguished by their unique aromas: intense smoky notes and clearly perceptible salinity, less acidity and very marked aromatic freshness. Volcanic terroirs also appear to be more resistant to drought.

The label's commitment charter (detailed at <https://vinora.vin/notre-charte-dengagement/>) imposes the following conditions:

- Exclusive origin from recognized volcanic soils (basalt, trachyte, andesite, pozzolan, etc.)
- No geological or volcanic inputs added to the soil or in the cellar
- Full traceability of plots and grapes
- Scientific and geological validation of terroirs by volcanologists

Any winemaker may submit their file to VINORA for analysis. Soil samples and location data are assessed using a rigorous framework.

### → WHY A LABEL for Volcanic Wines?

**VINORA winemakers initiated a genuine scientific investigation – geological analyses, high-precision mapping, double-blind tastings – to prove, glass in hand, the unique volcanic identity of their wines.**

The aim is twofold:

#### → To secure the act of purchase

- *Offer consumers a reliable reference: some non-volcanic terroirs may be tempted to misuse the "volcanic" qualifier.*
- *Guarantee a precise sensory experience: salinity, sharp freshness, intense smoky notes – measurable and reproducible markers, directly inherited from a soil shaped by molten rock or real volcanic influence.*

#### → To promote winemakers

- *Go beyond the simple "appellation-grape variety" duo: the label primarily highlights geological typicity.*
- *Provide a tool for international recognition, validated by geologists, climatologists, and tasters.*



### → WHICH VINEYARDS are concerned?



- In France, a number of zones and plots within 7 AOP vineyards are already considered of volcanic origin.



- Around one hundred wine estates and houses.



- International volcanic vineyards represent about 2% of worldwide wine production.

One of the best-known (and largest) volcanic vineyards is Côtes d'Auvergne, with its 80 volcanoes across a narrow and spectacular strip 32 kilometers long and 4 kilometers wide. It is the only French vineyard to present four major types of volcanic soils: basalt, pumice stone, peperite, and pozzolan.

Currently in France, plots identified as volcanic terroirs can be found in the following appellation areas:

**Alsace :** notably Alsace Grand Cru Rangen AOC

**Ardèche :** Ardèche IGP

**Auvergne :** Côtes d'Auvergne AOC, Côtes-du-Forez AOC

**Beaujolais :** Côte de Brouilly AOC

**Languedoc :** Languedoc-Pézenas AOC

**Provence :** Côteaux-d'Aix-en-Provence (Château Beaulieu)



Thann from the Rangen (Alsace)

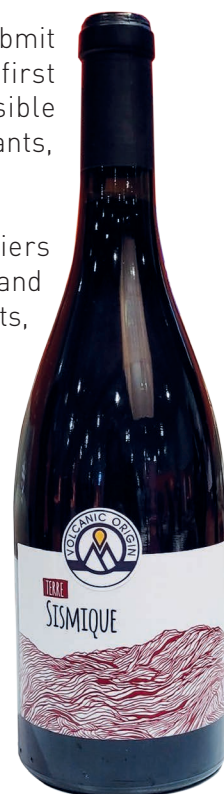
### → WHEN WILL THE FIRST "VOLCANIC ORIGIN" LABELS be seen in stores?

Winemakers are invited to apply for the label and can submit a registration form at [www.volcanic-origin.com](http://www.volcanic-origin.com). The first bottles bearing the "VOLCANIC ORIGIN" seal will be visible in stores as early as June 2025 (direct sales, wine merchants, restaurants, and major retailers).

In the off-trade industry, the label will help sommeliers and restaurants owners showcase these unique wines and perhaps create a "Volcanic Terroirs" category on wine lists, replacing some commercial denominations.

### AN ALREADY International Reach

Filed in English, the label reflects VINORA winemakers' initial intention to promote and defend not only French volcanic terroirs but also those of the global family of volcanic vineyards. The label is understandable in both English and French. A French-language version, "Origine Volcanique," will soon be registered.





Clermont-Ferrand, June/2025

## MAIN VOLCANIC VINEYARDS IN THE WORLD

List established with the help of Charles Frankel, author of the book "Vins de Feu  
- A la découverte des terroirs des volcans célèbres" - DUNOD, 2014

### GERMANY

#### MOSELLE

- Moselle AOP

### AUSTRIA

#### STYRIA (VOLCANIC REGION)

- Vulkanland Steiermark AOP

### ARMENIA

#### ARMAVIR (MOUNT ARARAT)

### CHILE

#### ANDES MOUNTAINS

- Andes (Andes Mountains),
- Costa (Territory attached to the Pacific Ocean coast)
- Entre Cordilleras (central depression)
- Limari
- Maipo
- Cachapoal

### SPAIN

#### CIUDAD REAL / CASTILLA LA MANCHA (CAMPO DE CALATRAVA)

- Campo de Calatrava
- Tierra de Castilla

#### MAJORQUE (BALEARIC ISLANDS)

- Tierra de Mallorca

#### CANARY ISLANDS

- Lanzarote (volcanic island)

### USA

#### CALIFORNIA, LAKE COUNTY (COBB MOUNTAIN, MT KONOCTI)

- North Coast AVA, Lake County

#### OREGON (WILLAMETTE VALLEY)

- Willamette Valley AVA

#### NAPA VALLEY (VACA RANGE)

- Napa Valley AVA

## FRANCE

### ALSACE

- Alsace Grand Cru Rangen AOC

### AUVERGNE

(PUY-DE-DÔME – LIMAGNE FAULT)

- Côtes d'Auvergne AOC
- Côte-roannaise AOC
- Côtes-du-Forez AOC

### BEAUJOLAIS

- Côte-de-brouilly AOC
- Coteaux-du-Beaujolais
- also: Brouilly, Morgon, Juliéas AOC

### LOIRE

(RHYOLITE – SILICA LAVA SOILS)

- Savennières AOC  
(incl. Roche-aux-Moines),
- Coteaux-du-Layon AOC

### PROVENCE

(BEAULIEU OR TRÉVARESSE VOLCANO)

- Côteaux-d'aix-en-provence

## GRÈCE

### SANTORIN

- Santorini AOP
- Nykteri AOP
- Vinsanto AOP

## HUNGARY

### TRANSDANUBIA (MOUNT BADACSONY)

- Badascony PDO
- Tokaj PDO

## ISRAEL

### GALILEE (GOLAN HEIGHTS)

- Golan AOP

## ITALIE

### CAMPANIA (VESUVIUS, ISCHIA, ETC.)

- Lacryma Christi del Vesuvio DOC
- Vesuvio DOC
- Pompeiano IGP (Pompeii wines)
- Campi Flegrei DOC (Phlegrean fields)
- Ischia DOC
- Taurasi DOCG

### BASILICATA (MONTE VULTURE)

- Aglianico del Vulture DOC

### VENETO (EUGANEAN HILLS)

- Colli Euganei DOC

### VENETO (MONTE LESSINI, MONTE DUELLO)

- Soave DOC
- Monte Lessini DOC

### PIEDMONT (MONTE ROSA)

- Gattinara DOCG

### TUSCANY (VULSINI DISTRICT)

- Bianco di Pitigliano DOC

### SICILY (ETNA)

- Etna DOC

### PANTELLERIA ISLAND

- Pantelleria DOC

### AEOLIAN ISLANDS (SALINA, LIPARI)

- Malvasia delle Lipari DOC
- Salina IGP

## PORTUGAL

### AZORES ISLANDS (MOUNT PICO, ETC.)

- Pico IPR
- Graciosa IPR
- Biscoitos IPR

### MADEIRA

- Madeira DOP



Colli Euganei (Vénétie)



## → ABOUT VINORA



Based in Clermont-Ferrand, VINORA is an association that brings together cooperative winemakers, independent winegrowers, and distribution companies. It is supported by major public and private partners, including the Auvergne Region and the Puy-de-Dôme Department. Its mission is to promote vineyards on volcanic terroirs, support the economic development of the sector, and enhance the image of volcanic wines among the general public.

As France's first volcanic vineyard – a position legitimized by its unique typicity at the foot of the Chaîne des Puys (80 volcanoes), with 400 hectares of vines planted on basaltic scree, peperite, pozzolan, and pumice – Auvergne has naturally positioned itself as the spokesperson for the global family of volcanic terroirs. The exceptional nature of its terroir has been validated by the recent UNESCO World Heritage listing of the Chaîne des Puys-Limagne Fault.

## → A TEAM OF EXPERTS Behind an Ambitious Project

VINORA brought together a team of French and Canadian experts to launch the new label.

### EXPERT CONSULTANTS:

- John Szabo, Master Sommelier, Canadian journalist and writer, expert in volcanic terroirs
- Christian Coelho, Associate Professor in Food and Wine Sciences (VetAgro Sup, Lempdes campus)
- Benoit Marsan, Professor at the University of Quebec in Montreal, wine chemistry specialist
- Magmas and Volcanoes Laboratory (Clermont-Ferrand) with scientists Charley Merciecca, Abdelmouhcine Gannoun, and Yvan Vlastelic

**PROJECT MANAGEMENT:** VINORA Technical Commission, led by Jean-Baptiste Deroche, President of VINORA

### INSTITUTIONAL PARTNERS:

Puy-de-Dôme Department, Auvergne Rhône-Alpes Region



## MAPPING THE VINEYARD TO BUILD THE FUTURE CÔTES D'AUVERGNE AOC

In January 2023, the Côtes d'Auvergne wine syndicate launched a large-scale vineyard mapping campaign conducted by the French Vine and Wine Institute (IFV), with financial support from the Auvergne Rhône-Alpes Region.

This mapping aims to highlight the typicity, richness, and diversity of the Côtes d'Auvergne terroirs, adapt the vineyard to climate disruption, and support new grower installations in the most favorable areas. Local communities are also involved in this mapping with the goal of reintroducing wine production in their territories.

Ultimately, thanks to this broad initiative, the Côtes d'Auvergne vineyard could double in size (700 ha versus 350 ha today), enabling the creation of 35 new wine estates and around a hundred jobs.

**PRESS-CONTACT:**  
Claire CONTAMINE  
ccontamine@yahoo.fr  
Tel. +33 (0)6 10 93 03 92

**CONTACT VINORA**  
MAÏTI ROUSSET  
vinoravinsvolcaniques@gmail.com  
TEL. +33 (0)7 85 55 02 71

VOLCANIC-ORIGIN.COM

