



Jaillance

1950

JAILLANCE
ACCELERATES
ITS TRANSFORMATION
AND STRENGTHENS ITS POSITION
IN THE SPARKLING WINE MARKET

Facing increased competition and rapidly evolving consumer expectations, Jaillance confirms in 2026 an ambitious strategic acceleration. The historic French cooperative - leader of Clairette de Die and Crémant de Die AOPs and a major player in Crémant de Bordeaux - is strengthening its position in the no/low segment, expanding in cafés, hotels and restaurants, and reinforcing its international presence — while remaining deeply committed to its terroir and sustainable viticulture.

A MARKET IN TRANSITION - A COOPERATIVE IN MOTION

In a sparkling wine market undergoing transformation, nearly **one in two French consumers now drinks No low alcohol beverages** (+10% vs. 2024*). Driven by flexi-drinkers and the search for responsible alternatives, consumption occasions are diversifying — and Jaillance is actively responding.

With over **75 years of expertise in low alcohol sparkling wines**, Jaillance leverages its heritage through **Clairette de Die Doux** (8% ABV), naturally aromatic and grown in the Drôme region. Served in a cocktail glass, over ice with a slice of lime, it embodies a modern and accessible approach to sparkling wine.

At the same time, the 0.0% sparkling range offers a fully alcohol-free, high-quality alternative, aligned with the cooperative's CSR commitments and providing additional income for its vinegrowers.



CLAIRETTE DE DIE BRUT: THE FRENCH COCKTAIL ALTERNATIVE

With **Clairette de Die Brut AOC**, Jaillance offers a **premium French alternative for cocktails** — a qualitative and accessible option compared to certain intensively produced imported sparkling wines. A choice that meets consumer expectations for French origin at a competitive average price.

*NO/LOW 2025 Barometer – Degré Zéro – Sirha Food (December 2025)

JAILLANCE IN 2025



Strong 2025 performance supporting strategic acceleration



Historic sales record for Crémant de Die: +47%



Stable organic sparkling wine sales in French mass retail



Export presence in 28 countries



More than 100,000 alcohol-free bottles sold



+7% growth on Jaillance's e-commerce channel

HERITAGE EXPERTISE. MEASURABLE COMMITMENT.

From Clairette de Die to Crémant de Die and Crémant de Bordeaux — and now alcohol-free sparkling wines — Jaillance embodies unique expertise in sparkling craftsmanship.

Pioneer of the traditional Dioise ancestral method, the cooperative guarantees pure fruit expression without any additions.

Founding member of the Vignerons Engagés label (France's second-largest CSR label), Jaillance maintains a culture of continuous improvement across quality, safety, environment, and people. Nearly **35% of vineyards are organically farmed**, supported by advanced certifications (Organic, HVE, Demeter, IFS).



Juliette Cothenet, Best Bartender in France



A UNIQUE, LIVING FRENCH TERROIR

Grown in the Drôme, between **the Vercors mountains and the gateway to Provence**, Jaillance vineyards benefit from a **rare balance of sunshine, southern warmth, and altitude freshness**. With parcels reaching **700 meters**, Crémant de Die stands as **the highest-altitude Crémant in France** — a distinctive terroir shaping the vibrant aromatic signature of Jaillance sparkling wines.



2026: EXPANSION IN HOSPITALITY AND INTERNATIONAL MARKETS

In 2026, Jaillance is accelerating its development in cafés, bars, and restaurants, working alongside renowned mixology experts such as **Juliette Cothenet** (Best Bartender in France) and major hospitality partners. Internationally, Jaillance aims to **strengthen its positions in Europe and Asia**, while entering new markets. Its partnership with **Air Canada** — serving Jaillance Crémant de Bordeaux in Signature Class — illustrates this ambition to showcase French sparkling expertise worldwide.

In 2026, Jaillance affirms a clear ambition: **meet evolving consumer expectations without compromising on essentials** — appellations, craftsmanship, people, and terroir. Modern. Accessible. Committed. Proudly French.

JAILLANCE, A FRENCH AND COMMITTED COLLECTIVE

Since 1950, Jaillance has embodied the excellence of French AOC sparkling wines, naturally positioning itself as the leader of Clairette de Die and a major player in Crémant de Bordeaux. Jaillance has been one of the founding members of the “Vignerons Engagés” collective label since 2007—the 2nd CSR label in France, recognized by consumers for its responsible approach from vine to glass.

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