



VIN DE FRANCE is in with the in crowd

Wines with Vin de France on the label are increasingly popular. iDealwine’s recent annual auction barometer offers interesting data in support of this trend

VIN DE France has historically been considered the lowest level of designation in France’s protected appellations system behind appellation d’origine contrôlée (AOC), appellation d’origine protégée (AOP), and indication géographique protégée (IGP).

The AOC designation was introduced in the 1930s to provide quality assurance, and to defend against fraud. For producers to use this label, they must adhere to strict regulations regarding important production decisions like varietal composition, vinification methods, and the maximum yield their vineyards can produce.

The AOP designation is simply the European-level equivalent of the AOC. The IGP label, on the other hand, is slightly less restrictive, with all steps of

the winegrowing and producing process subject to precise geographical criteria.

Vin de France, called Vin de Table before 2009, was used for mass-produced wines as the rules are the most open and least restrictive designation of all, allowing winemakers nearly unrestricted control over their production decisions. The main obligation is that all grapes should be grown and vinified in France, and respect the diverse EU regulations.

On iDealwine.com, we have witnessed an interesting phenomenon: some high-quality winemakers, even sometimes iconic producers like Dagueneau, are labelling their wines as Vin de France as they are searching for more flexibility and creative control over their production. Vin de France is somehow becoming the ultimate connoisseur wine.

The popularity and success of Vin de France wines varies greatly depending on various factors. One is their region of origin. For example, out of the nearly 7,000 bottles of Vin de France sold at iDealwine auctions in 2022, 43% came from the Loire Valley. Nine of the top 20 highest-priced auction bottles coming from the Loire Valley in 2022 iDealwine auctions were labelled Vin de France. Four out of these nine were met with a particularly impressive bidding frenzy, going under the hammer for more than double their starting price. Highlights include a bottle of Génèse 2004 from Les Jardins Esmeraldins, which sold for €1,252 (124% above the starting price) and a bottle of Sakurajima 2016 from Saurigny that sold for €350 (1,182% above the starting price).

Top five Vin de France wines of April 2023 – adjusted to 750ml bottle								
Region	Colour	Lot description	Starting price	Lot selling price	Unit selling price	La Côte iDealwine®	% Chg.	Buyer's profile
Loire	White	1 Bottle Vin de France Génèse Xavier Caillard – Les Jardins Esmeraldins 2004	€926/£818	€1,177/£1,040	€1,177/£1,040	€930	27%	Private – Denmark
Jura	White	1 Bottle Vin de France Entre Deux Bleus Les saugettes Kenjiro Kagami – Domaine des Miroirs Inné 2017	€1,127/£996	€1,127/£996	€1,127/£996	€1,127	-	Pro – France
Jura	White	1 Bottle Vin de France Les Prémices Les Saugeettes Kenjiro Kagami – Domaine des Miroirs 2013	€689/£609	€1,002/£885	€1,002/£885	€963	2%	Private – Japan
Jura	White	1 Bottle Vin de France Mizuio Les Saugeettes Kenjiro Kagami – Domaine des Miroirs 2012	€876/£774	€876/£774	€876/£774	€876	-	Private – US
Loire	White	1 Magnum Vin de France Champignon Magique Pierre Beauger 2009	€1,127/£996	€1,127/£996	€564/£498	€1,105	2%	Private – Spain

Vin de France wines also saw great success in Jura, where seven of the top 20 highest-priced bottles at 2022 iDealwine auctions carried the designation on their labels. Success in Jura could be driven by another interesting aspect of Vin de France – its connection to the natural wine movement. Natural wine is exceptionally popular in Jura, accounting for no less than 12 of the 20 highest-priced Jura bottles at iDealwine auctions in 2022. Many of these were simultaneously labelled as Vin de France, including the highest priced Jura bottle of the year, I Need the Sun 2015 from Domaine des Miroirs, which sold for €2,108 (scaled to 750ml). In the 2022 rankings of highest-priced natural wine bottles at iDealwine auctions, eight of the top 20 displayed Vin de France on the label. For natural wine producers, the motivation to avoid an AOC or IGP label goes beyond flexibility and control. For example, some natural winemakers may feel compelled to withdraw from the appellation if their wines are deemed “too different” from others in the appellation, making it difficult to garner fair judgement from a tasting panel.

Many successful Vin de France wines also seem to come from small vineyards with relatively lower production volumes. These features add rarity and mystique to each cuvée, further increasing demand.

The Vin de France trend has positive and negative consequences. Rarity is a classic driver of demand, which is great news for the often smaller Vin de France producers. However, smaller vineyards may also experience higher levels of economic risk, such as the percentage of crop loss due to climactic events, which are becoming increasingly common due to climate change. Additionally, regulations established under AOCs and IGP were designed to provide assurance of a wine’s quality in reference to the location in which it was produced. Thus, the increasing hesitation to accept these labels from producers could place additional responsibility on consumers, who may need to spend extra time researching a Vin de France wine before feeling comfortable enough to purchase it. The future of protected designations of origin in France is impossible to predict, but the recent shifts in demand for Vin de France has already proven that consumers are willing to experiment with change. Therefore, to broaden their scope and make intelligent purchase decisions, wine enthusiasts would be wise to follow these trends closely.

About iDealwine.com

- Founded in 2000, iDealwine is France’s top wine auctioneer and leading online wine auction house worldwide.
- Fine Spirits Auction (FSA) is iDealwine’s dedicated spirits platform, launched in partnership with La Maison du Whisky, a French specialist in high-end spirits since 1956. Seven auctions of the finest whisky, rum, Cognac and more take place annually.
- Based in Paris, and with offices in Bordeaux and Hong Kong, iDealwine sources rare bottles from European cellars, private collections, and direct from producers before meticulously authenticating and shipping to enthusiasts, collectors, and trade customers worldwide.
- iDealwine provides wine and spirits market data and analysis, with over 60,000 price estimates, based on more than three million auction prices.
- If you are keen to sell your spirits then check out iDealwine’s current auctions, sales, and price estimates at: www.FineSpirits.Auction, or for wine at www.idealwine.com

