



PRESS RELEASE

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An “Owl-some” anniversary for Mythique, the pioneer brand of Languedoc!

The brand, launched by a collective of winemakers in the heart of Languedoc, is celebrating its 35th anniversary this year. A sustainable range, historically rooted, and committed to strong CSR actions for the future.

Once Upon a Time, a Collaborative Project

In 1990, a collective of winemakers from the south of France gathered with a 'mythical' ambition: to create an identity wine that could authentically express the originality of their Languedoc terroir. From this challenge was born a pioneering cuvée of IGP Pays d'Oc: the Cuvée Mythique red. Since then, each year, the best cuvées are selected and blind-tasted to compose the blend of the current vintage. This ongoing pursuit of quality makes Mythique both an emblematic brand of cooperatives and the pride of the winemakers involved.

"I am fortunate to have been born in Languedoc, at the heart of this magnificent wine region. I am convinced of its incomparable potential. Since 2005, it has been a pleasure and an honor for me to bottle the best from Languedoc's exceptional terroirs to offer consumers quality wine that is accessible. Mythique is the meeting point between local winemakers and consumers worldwide," says Marie Julian, Mythique's oenologist.

A range with delightful Flavors

To meet market demands and export needs, the Mythique family has expanded with:

- The Cuvée Mythique IGP Pays d'Oc available in white and rosé.
- An AOC Languedoc in three colors launched when this appellation was created.

But that's not all! This year, a new range of IGP Cépages Pays d'Oc will hit the shelves. These new wines are an exact translation of the brand's DNA: offering the best of IGP at the best price. Contemporary wine profiles that will appeal to both novices and enthusiasts. *"Pleasure is one of wine's essential values. I know I've succeeded when I taste a wine with beautiful fruity intensity, creamy balance, but above all gourmandise and a desire to share,"* says Marie Julian.

Mais ce n'est pas tout ! Cette année, une nouvelle gamme IGP Cépages Pays d'Oc va faire son entrée

A Committed Range with Strong Values

The owl, an iconic symbol of the brand, represents healthy vineyards and environmental ecosystems. Mythique embodies Cordier's CSR strategy values: Terra 360. This commitment translates into concrete actions from soil to glass:

- HVE (High Environmental Value) certification attesting to agricultural practices by our partner cooperatives promoting biodiversity and environment,
- Biodiversity -> implementation of actions favoring fauna on territories following an audit by Aude Nature association in 2024,
- Local economy -> ensuring fair income for our partner cooperative winemakers over time,
- Eco-design -> all new productions use lightweight bottles saving 10% CO2 per bottle; offering BIB (Bag in Box) alternatives,
- Carbon footprint reduction -> solar panel installation at Trilles production site in Maureilhan (34), producing 22.7% of our energy needs,

- Traceability -> Cuvée Mythique became the first blockchain-traced IGP Pays d'Oc in 2021. A QR code on labels allows tracking from production to tasting. Reconnecting those who make wine with those who consume it.

Mythique: From Mythique Road to Japan

Languedoc exports 48% of its production, making it France's top wine-exporting region globally. Mythique aims to be an emblematic brand representing Languedoc wines worldwide on prestigious tables. For instance, Cuvée Mythique accompanied Japan's cassoulet world championship event in 2024. To further highlight this territory's richness and mosaic along with Mythique winemakers' expertise, a dedicated wine tourism route was created: The Mythique road. Wishing long success to Mythique!

« Only a mythical region can make the wine Mythique »

About Mythique

Mythique – The Guardian of the Languedoc

Mythique, Languedoc's pioneering wine for 35 years, balances its terroir, traditions, unique landscapes, and expertise. It differentiates and diversifies Languedoc: from blending to terroir selection to premium rosé. A range showcasing exceptional Languedoc terroirs while reflecting personality, diversity, freshness. Mythique embodies original taste inviting us on a journey with every sip— It is a whole region in a bottle.

About Cordier by InVivo

Cordier – Committed today, Creative for tomorrow

Created in June 2015, Cordier by InVivo is a subsidiary of the French national union of agricultural cooperatives, InVivo. Cordier by InVivo works to build strong international brands drawing on a vineyard base of 29,000 hectares spread across Bordeaux, the South West, Languedoc, Roussillon, the Rhône Valley and Beaujolais. It is a vertically integrated global player, with 10 partner cooperative wineries (4,100 winegrowers), distribution companies based in countries with high wine consumption and its own bottling plants. As a producer, marketer and distributor, Cordier by InVivo's raison d'être is to generate responsible value by creating beverages that inspire and delight today and tomorrow generations.

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