



PRESS RELEASE

September 2025

The Cellars Café de Paris: wine and tourism heritage

The Café de Paris production site, which has just been awarded the Vignobles et Découvertes label, will open its doors for the Apéritifs du Patrimoine event on September 21.

Our Café de Paris location in Cubzac-les-Ponts, which has been producing sparkling wines since 1898, is officially part of the Gironde wine tourism community in 2025. The Vignobles et Découvertes label, established by the French government in 2009, aims to promote tourist destinations centered around vineyards and wine. Following an audit carried out by Gironde Tourisme, we have been honored as winners in the Event category. This accolade acknowledges the efforts of our teams since Cordier's acquisition in 2020 to transform this site into a vibrant, welcoming place, deeply rooted in the economic development of the Cubzac area.

Communication is vital for sharing the expertise in sparkling wine production. That's why, for the second consecutive year, Café de Paris is participating in the Heritage Aperitifs, organized by the Maison des Vins et Spiritueux in partnership with the French Federation of Aperitif Wines. This event, part of the European Heritage Days, brings together over 70 houses of wines, aperitif wines, and spirits that open their doors across France. Café de Paris couldn't possibly miss being part of it.

On the agenda for Saturday, September 21st, from 10 AM to 4 PM, at 21 rue du Port in Cubzac-les-Ponts:

- Free guided tours of the cellars (departures every 30 minutes),
- Access to the meadow and belvedere with a panoramic view of the Dordogne River and the Eiffel Bridge,
- Opening of the shop with a 30% discount to celebrate aperitif heritage responsibly, both in consumption and budget.
- Highlight from 11 AM to 2 PM -> food and wine pairing activities, featuring local land and sea gourmet products,
- Tasting of our new release for 2025: Crémant de Bordeaux.

About Café de Paris

French Sparkling

Paris has embodied the conviviality of the French, never more so than in the Paris of the Belle Époque. Paris and its myriad café life serve as the inspiration for the brand, which now offers a range of products with a lively and refreshing taste.

About Cordier by InVivo

Cordier – Committed today, Creative for tomorrow

Established in June 2015, Cordier by InVivo is a subsidiary of the French national union of agricultural cooperatives, InVivo. Cordier by InVivo works towards building strong international brands based on a vineyard base of 29,000 hectares spread across Bordeaux, the Southwest, Languedoc, Roussillon, the Rhône Valley, and Beaujolais. It is a globally vertically integrated player with 10 partner cooperative cellars (4,100 winegrowers), distribution companies in high-consumption countries, and proprietary bottling sites. As a producer, marketer, and distributor, Cordier by InVivo's purpose is to generate responsible value by creating beverages that inspire and delight the generations of today and tomorrow.

Oenotourism contact

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To visit our cellars : <https://www.cafe-de-paris.com/les-visites/>

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