

The Rhône Wineries

Terranea



PORTRAIT —

A POWERHOUSE IN LARGE-SCALE RETAIL

Terranea, based in Piolenc near Orange, is a négociant business specialising in supplying the supermarket and hypermarket sector, which they do with pride. Their role demands consistency, dependability and a high level of responsiveness. “It’s almost as if we’re serving the winegrowing sector,” says Terranea President Serge Cosialis.

When Serge’s business partner Frédéric Chaulan founded Terranea in 2003, his methods weren’t what anyone expected. Rather than approaching larger chains saying, ‘Look, here’s what we can sell you,’ he would meet them and ask what they were looking for, what their needs were. The first chain to put their trust in this new business was Carrefour – definitely not a company to be sneezed at! At the time, the market was very much brand-driven, and Terranea decided to base its own positioning on producer brands. This added authenticity, and created a direct link between retailers and winegrowers, which in turn established a transparent supply chain from producer to consumer. And it worked.

Esprit d’équipe

A recent example of their strategy in action is Esprit d’Equipe (Team Spirit), a Côtes du Rhône wine created specially for the Olympic Games in Paris. The request came from Promocash, a Carrefour-owned hospitality and food service wholesaler and direct competitor of Makro and Metro.

Promocash’s buying and marketing teams specified the desired wine profile and selling price, and Terranea did the rest: sourcing the product, choosing a name and designing the label and cases. Blending, however, was a joint undertaking, with Promocash’s oenologist present on-site at the winery where the wine was sourced. With legal measures in place to cover the finer details, the worlds of sport and wine became effectively united. And judging by initial results, it has paid off remarkably well.

Growing towards the light

Terranea now work with virtually all the major French chains. Their catalogue lists 200 wines, 80% from the Rhône Valley and 20% from Provence. They are a leading market player for Rhône Crus, particularly at Wine Fairs (*Foires aux Vins*), and have a historic role in the Côtes du Rhône Villages, Côtes du Rhône Villages Sablet and Côtes du Rhône Villages Plan de Dieu appellations. And as well as enjoying long-standing relationships with their partner wineries including Cave de Sablet, Cave de Saint Désirat and Les Vignerons Réunis de Sainte Cécile, they buy a considerable volume of wine from private cellars, an arrangement where all parties have enjoyed a mutually beneficial relationship for over 20 years.

Segments

Next come the ‘special operation’ products, each very distinct from the next, and finally the private labels. Terranea is present across all these segments with one notable exception: the budget price category. Their best seller is Terranea Côtes du Rhône Vieilles Vines. “While wine consumption is generally in decline, our evergreen products are holding up well, even showing growth,” says Managing Director Frédéric Chaulan. “And there’s no reason why that should change.”

Serge Cosialis,
Frédéric Chaulan



Established: 2003
15 employees
2023 turnover: €21 million
incl. 5% to export.



“For 20 years we’ve been growing alongside the large-scale retail sector”



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