



VISITVAR

Provence - Côte d'Azur



LE VAR,

The spirit of the South!

« JOURNEY THROUGH THE VINEYARDS »



JOURNEY THROUGH THE VINEYARDS

Provence is home to the oldest vineyard in France, founded 2,600 years ago! The landscape here is forged by vineyards, flanked by pine forests and olive groves. Lying at the very heart of Provence, Var now has close to **400 wine estates and cooperative wineries**, some of them tucked at the foot of hilltop villages, some right by the sea, and others further inland, on the sunny plains. Var is blessed with a temperate climate and plenty of sunshine even in the winter: Its vineyards await you under a bright blue sky, to be discovered at any

time of year. There is a great deal more to oenological tourism than just wine-tasting. There's a whole new world to discover, as you talk to winegrowers, learn about their craft, and find out how the land itself forges the character of wine. You'll be charmed by Var's wine estates, with their treasures of history and architecture. Opt for bed and breakfast on the estate, attend any number of events, join wine tours, winetasting workshops, or vineyard activities, and enjoy eating out. There are so many ways to discover (and taste) the best wines on your next holiday!



THE WINES OF VAR

THE REGION'S 4 APPELLATIONS:

› BANDOL

70 cellars and estates. Spread around an amphitheatre in the hills of Sainte-Baume, the Bandol vineyard steps in terraces down to the Mediterranean Sea. In this unique land, winemakers devote their expertise to a rare grape variety, the Mourvèdre, from which they produce wines of great character.

📍 *Bandol Maison des vins in Castellet.*

› COTEAUX VAROIS EN PROVENCE

74 cellars and estates. The vineyard is located at the heart of Provence's limestone area in Var, around Brignoles. This is a hilly area, rising between 600 and 1,000 metres above sea level.

📍 *Maison des vins des Côteaux varois en Provence à La Celle, dans l'enceinte de l'Abbaye de la Celle.*

› CÔTES DE PROVENCE

343 private cellars and estates in the Var - 381 for the whole appellation. The vineyard boasts a varied mosaic of different wine-growing lands. Five *Complementary Geographical Denominations*, Côtes de Provence: Sainte-Victoire, Fréjus, La Londe, Pierrefeu and Notre-Dame-des-Anges.

📍 *Côtes de Provence Maison des vins in Les Arcs-sur-Argens*

› COTEAUX D'AIX-EN-PROVENCE

5 caves et domaines dans le Var - 87 for the whole appellation. The appellation embraces the city of Aix-en-Provence and spreads as far as the villages of Artigues and Rians in the Var region. The Mistral wind affects the area's climate powerfully, giving the appellation a distinctive Provençal character.



ROSÉ

Var, the world's leading producer and top consumer of rosé! Often served as aperitif wine at social occasions or to accompany meals at star-rated restaurants, the rosés of Provence stand out for their fine, delicate aromas, their glow and their freshness.



WINE ITINERARIES

LA ROUTE DES VINS DE PROVENCE

Criss-crossing Var and its neighbouring departments, this wine tourism network boasts a total of **330 wine-growers** in Var with their own individual or cooperative cellar, each of them committed to offering high standards of hospitality. You'll find little signs along the routes to indicate their whereabouts. These winemakers are full of original ideas and initiatives, inviting people to meet them and share their passion.

www.routedesvinsdeprovence.com

CIRCUIT TOURISTIQUE DES DOMAINES VITICOLES BIO

15 stops - This is a selection of 15 estates engaged in organic production, that have chosen to grow their grapes the natural way. Using traditional know-how or innovative methods, they produce their wines in an eco-friendly way that respects and enhances the verdant countryside. This itinerary takes you from Haut-Var to the seaside, culminating in the centre of Var.

www.visitvar.fr/circuit-domainesbio

TOURIST ITINERARY AROUND THE COOPERATIVE CELLARS AND WINEGROWERS

17 stops - A selection of 17 cooperative wineries, some of them over a hundred years old, renowned for their award-winning produce, or located in their splendid historical buildings. For them, unity is strength: The harvests and wine production are shared among winemakers. This tour is aimed at anyone interested in discovering a different facet of viticulture. Start inland, travel across the centre of Var to reach the coast and the Bandol vineyards.

www.visitvar.fr/circuit-cavescooperatives

THE VINEYARDS BY BIKE

Fancy cycling through the lands of wine heritage? In Dracénie Provence Verdon, the "La Vigne à Vélo" (Vineyards by Bike) route runs nearly 20 km through villages, vineyards, and forests. It connects the medieval village of Les Arcs-sur-Argens with Châteaudouble, a picturesque village listed as Village de Caractère. Discover: Vineyards, Himalayan footbridge, waterfalls and gorgeous landscapes!

www.visitvar.fr/velo



VIGNOBLES & DÉCOUVERTES (VINES-YARDS & DISCOVERIES)

This label designates selected wine tourism facilities and services, in areas that boast a rich variety of offers. It's a great help for planning your vineyard getaways! In October, don't miss "The Fascinating Week-End", around the estates and destinations that hold the label.

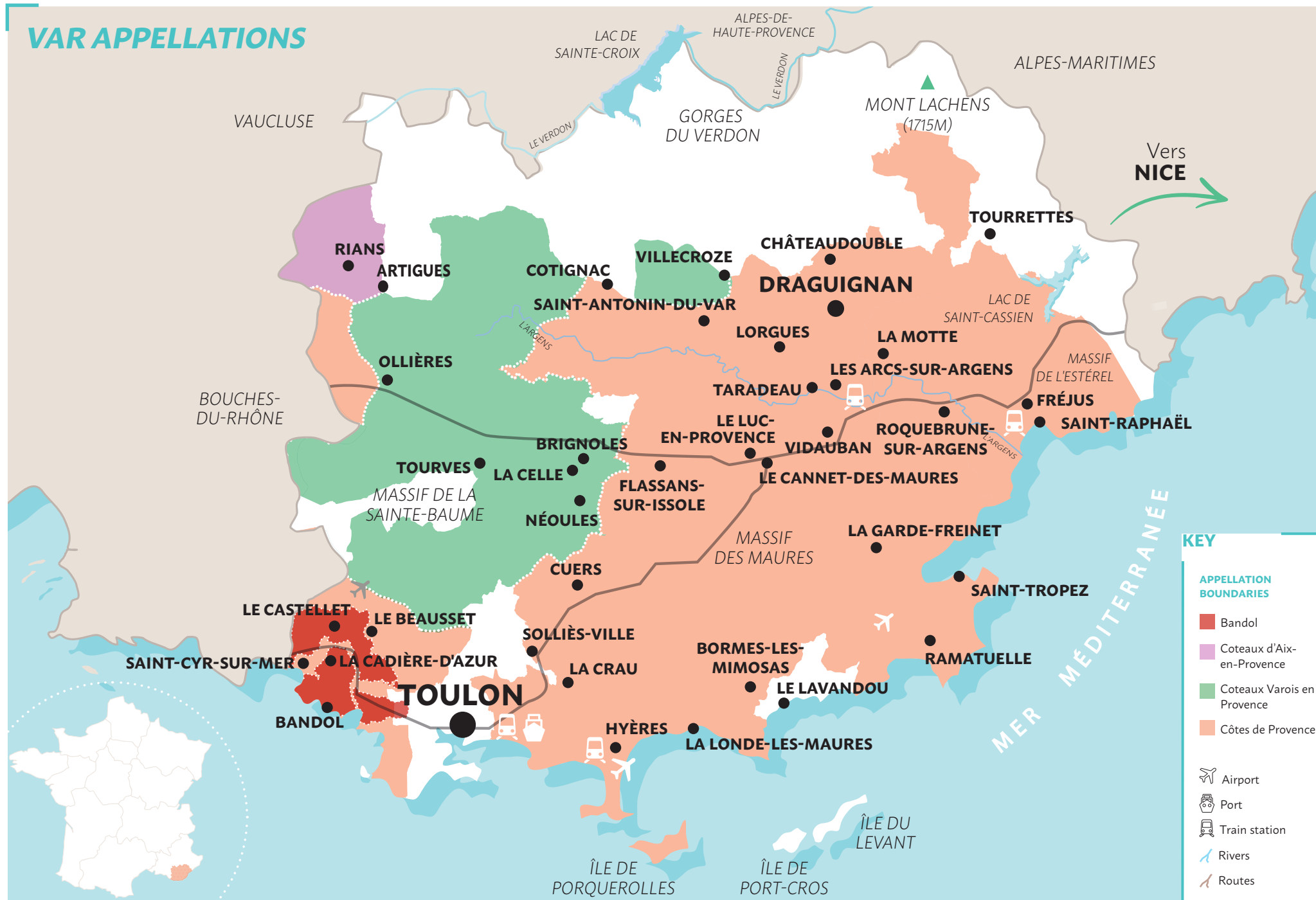
4 destinations that hold label: Bandol-Sud Sainte-Baume, Dracénie, Provence Verdon, Méditerranée Porte des Maures and Provence Verte et Verdon.

Nearly 350 providers of services or activities.

www.visitvar.fr/vignoblesetdecouvertes



VAR APPELLATIONS



KEY

APPELLATION BOUNDARIES

- Bandol
- Coteaux d'Aix-en-Provence
- Coteaux Varois en Provence
- Côte de Provence

- Airport
- Port
- Train station
- Rivers
- Routes



WINE TOURISM SUGGESTIONS

Many of Var's wine estates offer accommodation and food: take your pick of wine-grower baskets and picnics in the vineyards; meals at star-rated restaurants; bed and breakfasts;

gîtes; boutique hotels or 5* hotels. There's something for all tastes! **Here's a selection of ideas for wine tourism: stays, tours, activities, and so on...** Just as a little foretaste of all that Var has to offer!



> WINE TOURS

Embark on a journey into the world of wine in the hands of professionals. Half-day or fullday tours.

- **Azur Wine Tour** – Vidivino - (Var)
azurwinetours.com
- **Beyond the Wine** (Gulf of Saint-Tropez)
beyondthewine.fr
- **Provence Wine Adventure** (Bandol – Le Castellet)
provence-wine-adventure.com

> STAY

- **3 days** – Domaine de la Marseillaise in La Crau: Fabienne and Pierre offer you natural and organic wines, bed and breakfast, organic countryside meals, walks in the vineyards, wine tastings, food and wine workshops with a chef, and more...
- **2 days** – Château Nestuby in Cotignac: The Roubaud family offers tours, wine tastings, local products, wine basket, spa and jacuzzi, and more...
- **3 days** – Ultimate Provence / UP in La Garde-Freinet: An estate in the process of converting to organic production, with boutique hotel and urban style. Discoveries of partner estates and wine tastings, mountain biking, yoga, etc.



> ACTIVITIES

There are a whole array of activities to choose from on the Var wine estates, some of them very original. Most of these areas offer lots of other activities, on top of those mentioned here! Many are available from spring to autumn.

- **Horseback riding** at Domaine Grande Bastide (Tourrettes), horse-drawn carriage at the brand-new Domaine Deprad (La Cadière d'Azur) and riding stables at Terres de Saint-Hilaire (Ollières) among others.
- **E-mountain biking** excursion Château Malherbe (Bormes-les-Mimosas), Château de Berne (Lorgues), Domaine Souviou (Le Beausset)...
- **Four-wheel drive excursion** to Château d'Astros (Vidauban), quad bike ride to Château de l'Aumérade (Cuers)...
- **Nature activities**: a farm animals at Château Saint-Roux (Le Cannet-des-Maures), Butterfly Garden at Château de l'Escarelle (La Celle)...
- **Escape Game**: Domaine du Dragon (Draguignan), Domaine du Jas d'Esclans (La Motte)...
- **Ferme-Auberge** at Château Mentone (Saint-Antonin-du-Var) and at La Font des Pères (Le Beausset)...
- **Tree adventure course** at Château de l'Arnaude (Lorgues) or at Château La Castille (Solliès-Ville)...
- **Sentier vigneron (vineyard path)**: Château Volterra (Ramatuelle), Château Roubine (Lorgues), Bastide de Blacailoux (Tourves), Château Sainte-Roseline (Les Arcs-sur-Argens), Château Trians (Néoules), Domaines Bunan (La Cadière d'Azur), Château Démonpère (Le Luc-en-Provence), Château Saint-Maur (Cogolin)...
- **Yoga in the vineyards** at Château Léoube (Bormes-les-Mimosas), Domaine Pieracci (Saint-Cyr-sur-Mer), Château de La Martinette (Lorgues), Domaine de la Presqu'île (Hyères), Le Clos des Roses (Fréjus)...



ART & HERITAGE



Château Font du Broc



Commanderie de Peyrassol



Château Saint-Martin



Château Vignelaure



Château Thuerry



Domaine de La Courtade

- **Château de la Clapière** (Hyères), Queen Victoria Museum
- **Château des Bormettes** (La Londe-les-Maures), a wine-ageing cellar complete with vaults and alcoves
- **Château des Marres** (Ramatuelle), art gallery
- **Château Font du Broc** (Les Arcs-sur-Argens), cathedral cellar

- **Château Saint-Martin** (Taradeau), multi-sensory interactive museum about Provence's liquor manufacturing industry
- **Château Thuerry** (Villegrosne), old country house and modern architecture
- **Château Vignelaure** (Rians), installations carved in stone and Museum of Modern Art
- **Château Sainte-Roseline** (les-Arcs-sur-Argens), chapel housing the body and relics of Saint Roseline, and works of art (Chagall, Giacometti, Bazaine) and contemporary works dotted around the estate.

- **Commanderie de Peyrassol** (Flassans-sur-Issole), former Templar estate, remarkable garden and one of the largest open-air collections of contemporary art in Europe.
- **Domaine de La Courtade** (Porquerolles), Carmignac Foundation.
- **Domaine de la Tourraque** (Ramatuelle), small history museum (Musée de l'Ancien Temps)
- **Domaine Ray Jane** (Le Castellet), owned by the same family since 1288! Ecomuseum of Winegrower and Tonnier's Tools



MAKE YOUR STAY EVEN MORE ENJOYABLE



If you feel like adding a little more to your discovery of Var:

> TOURISM ITINERARIES

12 itineraries based on a variety of themes such as villages, regional products, nature or ocean activities history & heritage, spas, etc.

www.visitvar.fr/circuittouristiques

> REGIONAL PRODUCTS

For delicious food and wine pairings, discover our local producers' "savoir-faire". Olive oil, honey, chestnuts, figs, truffles, shellfish, and so much more.

www.visitvar.fr/terroir

> GOLF

22 golf courses to practise your swing near the wineries. Some even boast a vineyard and hotel on the golf course itself, such as Frégate Provence in Saint-Cyr-sur-Mer (attention, tiret ajouté), Golf de Roquebrune Resort with the Château Vaudois and the Daya Hotel and Spa in Roquebrune-sur-Argens.

www.visitvar.fr/golf

TOP TIPS

DESTINATIONS

WINES OF PROVENCE

Download the app and discover the winemakers, wine merchants, wine bars

and restaurants near you; find out about upcoming events and activities in the vineyard; get all the news and many anecdotes about the wines of Provence. Available for free on the App Store or Android.

GUIDE

DU ROUTARD

A special edition featuring "Wine tourism in Provence" with favourites, top places to go, and a detachable map.



WINE EVENTS

• Esprit Vin (Saint-Tropez)

March 24, 25 and 26, 2023

• Bacchus, Wine and food festival (Toulon)

March 31st, April 1st and 2nd 2023

• Ah Mon petit Vin Blanc (Le Beausset)

April 16, 2023

• Regional Wines festival AOC Côtes de Provence (La Londe-les-Maures)

April 23, 2023

• Just Rosé (Sanary-sur-Mer)

May 6, 7 and 8 2023

• Les Vins en Fête (Le Lavandou)

May 20 2023

• Les Balades Gourmandes

des Vignerons des caves de Provence (gourmet walks of the winegrowers of the Caves de Provence) (Pierrefeu)

May 21 2023

• Picnic at independent winemakers

(throughout the Var)
 May 27, 28 and 29, 2023

• Art et Vin (throughout Var)

June to September 2023

• Music Festivals classique, jazz, electro, rock, etc. all around Var estates

July et August

• Bandol Wines Masterclass at the Medieval Castle (Le Castellet)

July and August

• Winemakers' festival (Roquebrune-sur-Argens)

July 16, 2023

• Rose de Provence Day

(Cavalaire, Grimaud, Plan-de-la-Tour et Ramatuelle)
 July 18 to 21, 2023

• Grapes Festival (Fréjus)

August 3 to 6, 2023

• Fascinating Week-End

Lands holding the label "Vignobles & Découvertes"
 October 19 to 22, 2023

• From Bandol to the Land (Bandol)

autumn 2023

• The Weekend of Bandol Wines

(Bandol's cellars and lands)
 December 2023

Find all the events around wine by flashing this QR



VARTOURISME

info@vartourisme.org | www.visitvar.fr/oenotourisme



#visitvar



Ne pas jeter sur la voie publique - L'abus d'alcool est dangereux pour la santé. À consommer avec modération
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Audrey Schneider - Château Mentone - Château Fort du Broc - Château Thuéry - www.xprod.com - Fondation Camargnac - VinSpirit Experiences /
Château Saint-Marlin - Château Vignerons - Virgile Veris - CVP F. Milla - Golf de Roquebrune Resort / reprinted March 2023