



FEDERATION INTERNATIONALE DES CONFRERIES BACHIQUES (F.I.C.B.)

Association régie par la loi du 1er juillet 1901

Siège social : c/o Musée du Vin de Paris – 5, Square Charles Dickens, 75016- Paris, France

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COMMUNIQUE

**Following the success of the FICB's 50th Anniversary Congress in Reims,
Alan Bryden succeeds to Claude JOSSE as
President of the International Federation of Winebrotherhoods**



*Alan BRYDEN en janvier 2014
au Musée du Vin de Paris*



*Claude JOSSE à droite et Alan BRYDEN à gauche à
l'issue du conseil de la F.I.C.B. du 29 mai à Reims*

The International Federation of Wine brotherhoods (F.I.C.B.) held its biannual International Congress in Reims and in the Champagne region from 29 May to 1 June 2014. This Congress was particularly important as it gave the opportunity to celebrate the 50th Anniversary of the foundation of this federation, Paris in 1964. It was organized by the Conseil des Echansons de France.

200 delegates from wine brotherhoods from some 15 countries from Europe, the Americas and Asia took part in the prestigious programme of this event which enabled them to visit the vineyards of Champagne and appreciate as experts the beauties and the quality of its wines and food.

During the Congress, the Board of Administration met and elected Alan BRYDEN to succeed Claude JOSSE as President of F.I.C.B. The latter was nominated Honorary President.. Alan BRYDEN took over the office on 15 June. He has dedicated most of his professional life to

promoting quality in industry and services, for which he has held executive positions at the French, European and International levels. He is Grand Officier of the Conseil des Echantons de France. Under his leadership, F.I.C.B. will pursue the implementation of the Action Plan to develop the organization, increase awareness on wine brotherhoods, facilitate their interaction and attract new ones.

Following his election, Alan BRYDEN declared : *« There are currently hundreds of wine brotherhoods, essentially in European countries having produced wine for centuries. Some among the most prestigious have created « Embassies » of « Chapters » abroad to promote the wines of their region. F.I.C.B. is active in attracting and networking wine brotherhoods of all sizes by proposing added value in terms of promotion and exchange of experience, as well as a prestigious address at the Paris Wine Museum. It is i.a. the objective of the development and renovation of the website of the federation (www.winebrotherhoods.org), of the partnerships being fostered, of the promotion of its Biannual International Congress (2012 in Serbia, 2014 in Reims and Champagne region, 2016 in California around the Napa and Sonoma valleys), of the revision of its statutes and rules of procedure in 2013 which allows for admission of associate members among the economic partners and supporters of the brotherhoods and of sponsor members at international level.*

In the context of globalization, in particular for the production and consumption of wine, the concept of « wine brotherhood » is still topical.

Indeed, there is a growing attraction across the world for consuming quality wines and for expertise in this area. The reputation of great oenologists and sommeliers, very influential on the world market, is part of this trend towards quality. Wine tasting courses for the general public are increasingly popular, the media take up the subject under all shapes (films, TV, internet, specialized magazines...). The wine brotherhoods provide a privileged place to cultivate, share and promote, among connoisseurs and amateurs of all horizons and trades, this attraction towards the quality and traditions of wine and the expertise for its reasoned and convivial tasting.

The countries which recently have developed (or re-developed) considerably their production, whether in Eastern and South Eastern Europe, Africa, the Americas or Oceania, or even in Asia (China, Japan), are interested to play the card of quality, for which the concept of wine brotherhood may be an attraction vector for communication and action. The current dynamism of wine brotherhoods in the U.S.A. is illustrative and it is envisaged that the concept may prosper outside of Europe. For this, it is important to facilitate the creation of wine brotherhoods in the wine producing regions, and F.I.C.B. is eager to assist.”

Useful links and addresses :

- www.winebrotherhoods.org: website of F.I.C.B.
- www.winebrotherhoods.org/news/67/31/Champagne-pour-le-Congres-du-cinquantenaire-de-la-F-I-C-B : press dossier for the 2014 F.I.C.B. Congress in Reims and the Champagne region
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