



AMBASSADE DE FRANCE AUX PAYS-BAS

## **Remise du KVNW Wijnrank (17 juin 2019, Woubrugge)**

*Discours prononcé par Philippe Lalliot, Ambassadeur de France aux Pays-Bas*

Ladies and Gentlemen,  
Dear Friends,

Before anything else, I would like to thank you for this prestigious recognition. I am very touched and truly honored to receive this “Wijnrank”. I am extremely proud of it on a personal level, as a wine lover. I am also very proud of it on behalf of my team at the embassy and at Business France that does not spare any effort to promote French wines in the Netherlands.

I would like to say a word of thanks specifically to my good friend Peter van Houtert. Three years ago now, 24 hours only after my arrival in The Hague, he was the one welcoming me at my Residence, where there was an event organized by KVNW. As I am about to leave the Netherlands, I am touched to receive this honor and to say good bye to you all, with him here.

We have organized, these past three years, many events to help customers discover and love French wines. Those wines represent around one third of the Dutch market. That’s good, but we can do better as we face fierce competition.

Peter had told me, with an honesty that I have always appreciated, that we should not rest on our laurels. He was right. Nothing must be taken for granted and I would be wrong not to advise to replicate events like this Tasting France and Bio Show in the future.

Wine is a strong economic sector in France. Entire regions and hundreds of thousands of jobs depend on it. But wine is much more than just a mere product. It is also a centuries-old knowhow and a culture deeply rooted in the “terroirs”.

I had the chance, while ambassador of France to UNESCO, to have Burgundy and Champagne added to the World Heritage List. As I said then, and still believe now, what makes the beauty and strength of our wines, what distinguishes them from many others, is that they are the expression, with great subtlety, of a long history and a complex geography.

That is why we thank you for loving our wines and have them discovered by as many as possible. Thank you again, and let us have a glass together, which will always be better than a long speech./.