

Tour de France 2017 and the Chilean Wine Connection

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Picture <https://twitter.com/ConoSurWines>

Tour de France, presumably the greatest bicycle race in the world, was held in France from 01 to 23 July 2017. The tournament was won by Chris Froome of Britain. But there's a wine connection too associated with the sporting event. Read more to find out.

Tour de France 2017: Britain's Chris Froome wins yellow jersey for the fourth time
BBC Sport, 23 July 2017.

But hey, this is a wine blog-post and why should I be mentioning about the world's greatest bicycle race, you may wonder !! ***Well the reason lies in the Bicycle itself, as I will bring out a bit later!***

Zoom in for a moment to South America to Chile wine region to be precise. One of the leading exporters of wines from Chile is the *Cono Sur Vineyards & Winery*. It was established in 1993 as a subsidiary of Concha y Toro Winery and the name Cono Sur means the South America's Southern Cone.

Now, Cono Sur signed up as official wine of the Tour de France for three years in 2015. This year too in June 2017, the brand launched *Bicicleta Pinot Noir* marking its status as the official wine of *Le Tour de France* with a limited edition range.

The wine bottle labels, which have been designed by the renowned cycling artist Eliza Southwood, honor Miguel Indurain (Of Spain) who won the Tour de France for five consecutive times from 1991.

Tacitly, the label also recognizes the contribution of bicycles which are used by the workers who come to work in the Cono Sur vineyards ***and herein lies the Bicycle connection which I mentioned above.***

With an underlying theme of ***inspired by greatness***, the limited edition wine bottles symbolically aim to ***unite the wines and the riders*** participating in the Tour de France 2017.

So here's a toast to Britain for being the champions in Tour de France 2017 and a cheer to Cono Sur for being the official wine brand for the tournament.

References

<http://www.conosur.com>

https://en.wikipedia.org/wiki/Cono_Sur_Vineyards_%26_Winery

http://www.harpers.co.uk/news/fullstory.php/aid/17033/Chile_s_Conno_Sur_extends_Tour_de_France_par

<http://www.bbc.com/sport/cycling/40695072>

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