AOP PRIMEURS 2026 RELEASE DATES

Under specific conditions: see « règles de commercialisation (…) » in annexe VI of « Note aux professionnels»

The date for the 2026 harvest proclamation is set for Thursday, August 13th, 2026.

Thursday, September 17th, 2026 at 8:00 am (D+35 after Harvest Proclamation)	Friday, September 25th, 2026 at 8:00 am (D+43 after Harvest Proclamation)	Thursday the 12th of November, 2026 At 12 am (D – 7)	Thursday the 19th of November, 2026 At 12am (D Day)
France and EU (overseas departments included) **Bottles and bulk release from the property** To all: - warehouses - negociants, - retailers, - wholesalers.	↓	↓	**Release for consumption** Direct to consumers or wines stored in courier's warehouses: possibility to deliver to private customers **Ownership by individuals prohibited before this date**
Outside EU **Circulation** If staying within the EU borders before Friday, September 25th (D+43 after harvest proclamation) at 8.00 am	Bottled wines **Release outside of the EU borders: port, airport, or land borders**	Bulk exported outside EU	

AOP Nouveaux wines can only travel after the 'release from the property' date. They can be taken in charge after that date by wholesalers, carriers, logistics warehouses, retailers, etc. **They can not be delivered to private customers before the third Thursday of November, 12am.**

To guarantee the embargo, the sender can ask a contract from the operator in charge of the wines before the third Thursday of November under the form of an additional letter added to the legal paperwork. All the expedition must be made under the respect of usual rules of release, circulation, and the sales of excise products.