

Didier Bédu re-elected as Chairman of the French interprofessional association of cider-based controlled appellations (IDAC)

Didier Bédu, CEO of the Château du Breuil estate, has been re-elected Chairman of the French interprofessional association of cider-based controlled appellations (Calvados, Pommeau, ciders and perries) which held its plenary assembly on July 2nd in Caen.

Agathe Letellier, general manager of the Manoir d'Apréval estate, has been elected vice-Chairman.

For this new two-year term, Didier Bédu wishes to continue building on the efforts made by all the sector's stakeholders to further modernize the products' image and boost sales, in particular on the international scene.

After the plenary assembly, Didier Bédu emphasized: *" The market is globally stable this year but we are now seeing a change in the perception of our appellations by opinion leaders and consumers around the world. Their notoriety is increasing and the circle of connoisseurs is growing each year. The recognition of the quality of our authentic, natural and environmentally friendly products allows us to be present in more than 90 countries today. It is up to us, producers, united in our diversity through the IDAC, to support this global dynamic valorising the different appellations."*



Didier Bédu, IDAC's chairman



Agathe Letellier, IDAC's vice-chairman

HD pictures available > <https://we.tl/t-s77EoUB8tS>

About IDAC ([idac-aoc.fr](http://www.idac-aoc.fr)):

The interprofessional association of cider-based controlled appellations (IDAC) is the business-to-business representative in the cider-based controlled appellations sector. It brings together the three controlled appellations of Calvados (AOC Calvados, AOC Calvados Pays d'Auge, AOC Calvados Domfrontais), the three controlled appellations of Pommeau (AOC Pommeau de Normandie, AOC Pommeau de Bretagne and AOC Pommeau du Maine) as well as four ciders and perries protected designations of origin (Cidre Pays d'Auge PDO, Cidre Cotentin PDO, Cidre Cornouaille PDO and Poiré Domfront PDO).

More information about IDAC's missions > <https://bit.ly/2NsbDlu>

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