



Hospice du Rhône announces their 2026 event will be held on the Rhône River.

California, USA— Hospice du Rhône ® (HdR), an international Rhône variety wine organization based in San Luis Obispo, California will be holding their 2026 event on a cruise down the Rhône River in France on **March 27 – 31, 2026**.

Currently in development, **Hospice du Rhône - Rhône River** will be a five-day cruise onboard an Avalon Waterways 128-passenger vessel journeying from the Northern to Southern Rhône Valley in France. Embarking from Lyon with stops in Vienne, Tournon / Tain-l'Hermitage, Viviers and Arles, the event will consist of aspects Hospice du Rhône is known for including - educational seminars, food and wine experiences, and above all - their motto of “Serious Fun”.

The event will exclusively feature wines from the Rhône Valley in a hyper-specific focus of highlighting appellations and producers in the region the cruise ventures through day-to-day. Hospice du Rhône believes this narrowed focus will provide meaningful educational experiences for event attendees, along with promotional exposure for producers that goes further into detail than the organization has ever been able to offer before.

After thirty years of holding events in the United States, Hospice du Rhône is thrilled to be hosting an event in France, especially within the Rhône Valley, in a format as all-encompassing and immersive as a journey down the Rhône River will provide. As the organization continues to evolve and adapt to a changing world, their obligation to create an ever-increasing interest in Rhône varieties worldwide remains a guiding light. It is with this mission Hospice du Rhône proudly returns to the cradle of the Rhône Valley.

“Setting foot in the Rhône Valley is an indescribable feeling that provides such depth to the appreciation of Rhône varieties. It's an experience I cannot wait to share with event attendees.”

Vicki Carroll, President, Hospice du Rhône

"After more than thirty years, Hospice du Rhône is going Rhône."

John Alban, Founding Director, Hospice du Rhône

-

Event ticket sales will open on June 17, 2025.

For all **press inquiries**, please contact Erin Carroll at erin@hospicedurhone.org

-

About Hospice du Rhône® Twenty-Two Varieties. One Vision.

Hospice du Rhône® (HdR), located on the Central Coast of California, operates as a non-profit business league with the specific purpose of improving the business conditions of the grape growers and wine producers of Rhône variety wines and grapes throughout the world. We serve as an international vintners association, providing promotional and educational opportunities.

Hospice du Rhône is not affiliated with any other charitable organization.

Non-profit 501 (c) (6) Business League

Instagram: HospiceduRhône *Facebook:* HospiceduRhôneIntl #HdRRhôneRiver

www.hospicedurhone.org