

# FOOD & WINE

## 13 French Sauvignon Blancs That Offer Sancerre Quality Without the Sancerre Price

These French alternatives are smarter buys for cost-conscious consumers.

By [Ray Isle](#) | Published on June 18, 2026



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Sancerre is unstoppably popular. Why not? If you love Sauvignon Blanc, the wines from this central French region, part of the Loire Valley, can be among its greatest expressions. But consider this: Sancerre, the region, is only about 6 miles wide and 9 miles long, yet a by-the-glass Sancerre seems to be on the wine list at every restaurant in the U.S. these days. As a result, prices and production have gone up substantially as demand has risen, and, maybe, as a result, not every Sancerre you shell out for is all that distinctive.

Also consider that there are only 6,000 or so acres of Sauvignon Blanc in Sancerre, but more than 25,000 acres of it throughout the Loire. Might some of that other wine fulfill your Sancerre itch? I'd say so. The nearby appellations of Pouilly-Fumé, Quincy, and Menetou-Salon, among others, are overlooked, and excellent – even basic Touraine or Val de Loire Sauvignon Blancs can be terrific values. Here's a grab bag of great options.

## **2024 J. de Villebois Val de Loire Sauvignon Blanc (\$20)**

Juicy passion fruit and lemongrass flavors define this deftly made Sauvignon Blanc, the grapes for which come from a variety of Central Loire appellations. It's crisp and drying on the finish, making you wish for another sip.

<https://www.foodandwine.com/french-sauvignon-blanc-sancerre-alternatives-12000983>