



Grands Jours de Bourgogne, 21 to 25 March 2016

A rendezvous with Bourgogne wines at the heart of their terroirs

March 2016

The Grands Jours de Bourgogne began in March 1992 and have taken place every two years since then. This international gathering allows market influencers and journalists from around the world to meet with Bourgogne wine producers in the very heart of the vineyards. That is what makes it unique, and also what makes it so very popular.

Over a period of five days of intensive tastings, attendees to the Grands Jours can explore the whole Bourgogne winegrowing region, through 14 events in 11 different locations. On the Monday, the event covers Chablis/Grand Auxerrois, Tuesday it visits the Côte de Nuits, followed by Wednesday's trip to the Mâconnais, Thursday's stops on the Côte Chalonnaise, and wrapping up with the Côte de Beaune on the Friday.



Visitors will be tasting the 2014 vintage, along with some older wines, and business will be a key part of the proceedings, but it's also about a passion for wine and meeting those who make it. 2,500 market influencers have registered for this year edition, of whom 1,000 who will join for the very first time).

With improved organization year-on-year, this 13th edition is not to be missed, and will allow all participants to add to their Bourgogne region address books.

What are the Grands Jours de Bourgogne?

A key event that brings people together...

This unmissable industry *rendezvous* provides the opportunity to meet more than **1,000 winegrowers** and to discover around **10,000 wines** in the space of just **five days**. Some **2,400 visitors** attended the 2014 edition, coming from **51 countries**.

Attendance has **constantly climbed** over the years: 2,500 market influencers have signed up for this 13th edition, including 1,000 who will be attending the event for the first time. 39% of visitors are French, and the remaining 61% come from 56 different countries.

A survey of attendees from the 2014 edition revealed that 91% were satisfied with the overall organization, and 99% are ready to return in 2016.

The industry is keen to show off the region to the world through events organized in the heart of the vineyards, estates, and producers who have made its reputation.

The Association des Grands Jours de Bourgogne was created in tandem with the second edition of the event in 1994.

A direct off-shoot of the Bourgogne Wine Board (BIVB), but legally and financially independent, the Association has a great deal of flexibility. Its board of directors, presided by Raphaël Dubois, is composed of many professionals who have steered numerous initiatives and who ensure the event grows and evolves from year to year.

Key partners

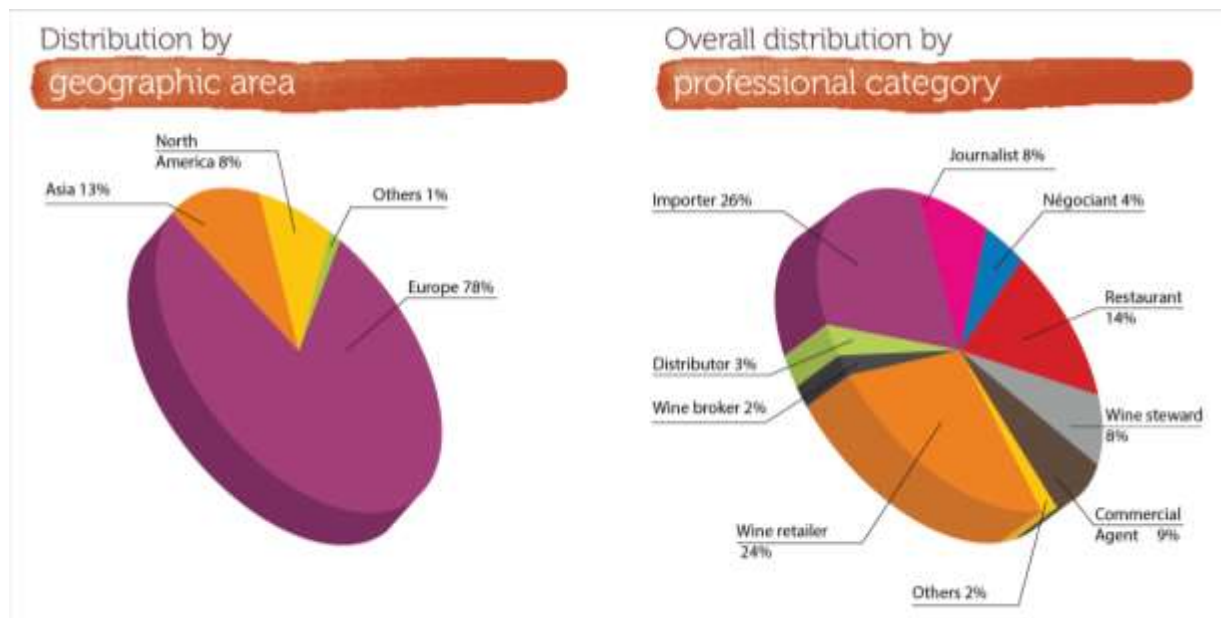
The BIVB, the Conseil Régional Bourgogne Franche-Comté, Chef & Sommelier, and Crédit Mutuel are all partners of the event. The Conseils Départementaux of the Côte-d'Or, Saône-et-Loire and the Yonne also support this event, which enjoys an international reach.



An international reach

Importers (26% of visitors in 2014), wine store owners (24%), restaurateurs (14%), sommeliers (8%), journalists (8%), and distributors (3%), along with the rest of the wine industry will be gathered in the five Bourgogne winegrowing regions to pick out, through multiple tastings, those wines that will delight consumers around the world over the next few months and years.


Visitor profile for 2014



Summary of the 2014 edition

- ▶ More than **2,400 visitors**, up 9% over 2012 (**2,500 in 2016**)
- ▶ Over **12,200 entries** across all sites
- ▶ **45% more new registrations** compared to 2012 (**in 2016, 40% new visitors**)
- ▶ Participants hailed from **51 countries**. **56 countries** will be represented in 2016, with the bigger audience from **Italia, Belgium, USA, Germany, Japan and Great Britain**.
- ▶ **950 exhibitors** from the Bourgogne wine region (**1,020 in 2016**)

The Press Room



Open from 9:00am to 5:00pm

The press room is mobile and will be available every day at one event.

It offers a wide range of services in very pleasant surroundings:
 Internet access, computers, local and national press, drinks, and snacks...

The BIVB's PR team will be at your service
 to organize meetings and interviews with the region's wine producers.

Monday 21 March

Chablis & Grand Auxerrois

Press room: Maison des Vins de Chablis et du Grand Auxerrois

- Les Portes d'Or de la Bourgogne / Maison des Vins de Chablis et du Grand Auxerrois in Chablis **136 exhibitors**

Tuesday 22 March

Côte de Nuits

Press room: Maison de Nuits

- Joyaux en Côte de Nuits / Gevrey-Chambertin sports center **71 exhibitors**
- Vosne Millésime - Noblesse des Clos Vougeot / Château du Clos de Vougeot in Vougeot **62 exhibitors**
- Nuits-Saint-Georges et ses Climats / Maison de Nuits in Nuits-Saint-Georges **49 exhibitors**
- De Chambolle à Morey / Maison de Nuits in Nuits-Saint-Georges **44 exhibitors**

Wednesday 23 March

Mâconnais

Press room: Palais des Congrès in Beaune

- Symphonie Mâconnaise / Palais des Congrès in Beaune **141 exhibitors**
- L'Autre Bourgogne / Palais des Congrès in Beaune **50 exhibitors**

Thursday 24 March

Côte Chalonnaise

Press room: Mercurey Cooperage

- Au Cœur de la Bourgogne / Mercurey Cooperage in Mercurey **86 exhibitors**
- Salon des Jeunes Talents / Château de Garnerot in Mercurey **38 exhibitors**

Friday 25 March

Côte de Beaune

Press room: Château Grancey (opposite the Maison Latour winery in Aloxe-Corton)

- Terroirs de Corton / Cuverie Maison Latour in Aloxe Corton **48 exhibitors**
- Quintessence / Palais des Congrès in Beaune **90 exhibitors**
- Pommard rime avec Art / Palais des Congrès in Beaune **33 exhibitors**
- Quatuor inédit en Côte de Beaune / Damy Cooperage in Meursault **89 exhibitors**
- Des Maranges au Montrachet en passant par Santenay et Saint-Aubin / Seguin Moreau Cooperate in Chagny **81 exhibitors**

What's new for 2016

Two new appellations: Saint-Romain and Monthélie

- ▶ **Saint-Romain** will be represented at the **Quintessence** event, on the Friday

The appellations of Beaune, Savigny-lès-Beaune, Aloxe-Corton, Chorey-lès-Beaune, Ladoix and Pernand-Vergelesses will come together at the Palais des Congrès in Beaune for the Quintessence tasting. They will be joined by the winemakers of Saint-Romain, who will be participating in the Grands Jours de Bourgogne **for the first time**.

Located just a few kilometers from Beaune, Saint-Romain is one of the most ancient villages in the region. Surrounded by steep cliffs and a rocky spur, the Saint-Romain appellation represents 100 hectares of vines, of which 55 hectares are Chardonnay and the rest are planted with Pinot Noir.



- ▶ **Monthélie** is now part of the **Quatuor Inédit en Côte de Beaune** tasting on the Friday



The appellations of Volnay, Meursault, and Auxey-Duresses will be welcoming the winemakers from the Monthélie appellation. This tasting is now known as Quatuor Inédit en Côte de Beaune, and will be held at the Damy Cooperage in Meursault.

Monthélie is a charming village located between Volnay and Meursault. It covers 183 hectares planted with Chardonnay and Pinot Noir, 43 of which are dedicated to Appellations Régionales, 100 to Appellations Villages, and 40 are Appellations Premiers Crus.

A more balanced week

- ▶ **Tuesday (Côte de Nuits):** These tastings will now be held in three sites instead of four. The exhibitors from **De Chambolle à Morey** will be joining those from **Nuits-Saint-Georges et ses Climats** at La Maison de Nuits.
- ▶ **Friday (Côte de Beaune):** The **Quintessence** and **Pommard Rime avec Art** tastings will be held in two distinct tasting areas at the Palais des Congrès in Beaune.

Share your thoughts with #BourgogneGJB

Use the #BourgogneGJB hashtag and your tweets will appear on a feed on the www.grandsjoursdebourgogne.com homepage. That way, you can share your impressions of the tasting with other attendees. This constant information flow from the week's events will ensure you don't miss a thing, and that we can receive your feedback live.

An always-on connection

Relay antennae will be broadcasting free Wi-Fi at every event so you can stay on top of your email and can access our mobile site. Faster connection speeds will be available to journalists in each of the press rooms.

An improved shuttle service

As in previous years, a shuttle service will be transporting participants to each tasting event from Beaune (excluding Chablis).

New for 2016:

Destination information: To reduce waiting times and help offer a more fluid service, there will be different waiting points for each destination at the various shuttle stops. The shuttles will thus be able to adapt according to demand.

Frequency of the shuttles: approximately 15 mn.

Shuttles in Chablis: To facilitate access to the **Les Portes d'Or de la Bourgogne** tasting (Monday in Chablis), shuttles will run continually between the parking lot of Chablis College and the Maison des Vins de Chablis et du Grand Auxerrois (Petit Pontigny). It will take just eight minutes to go from this large parking area to the tasting location, and the route will also be marked out with signposts for those who would rather walk (around 15 minutes).



*Please note that you must get to Chablis under your own steam.
There will be no transportation provided between Beaune and Chablis on Monday.*

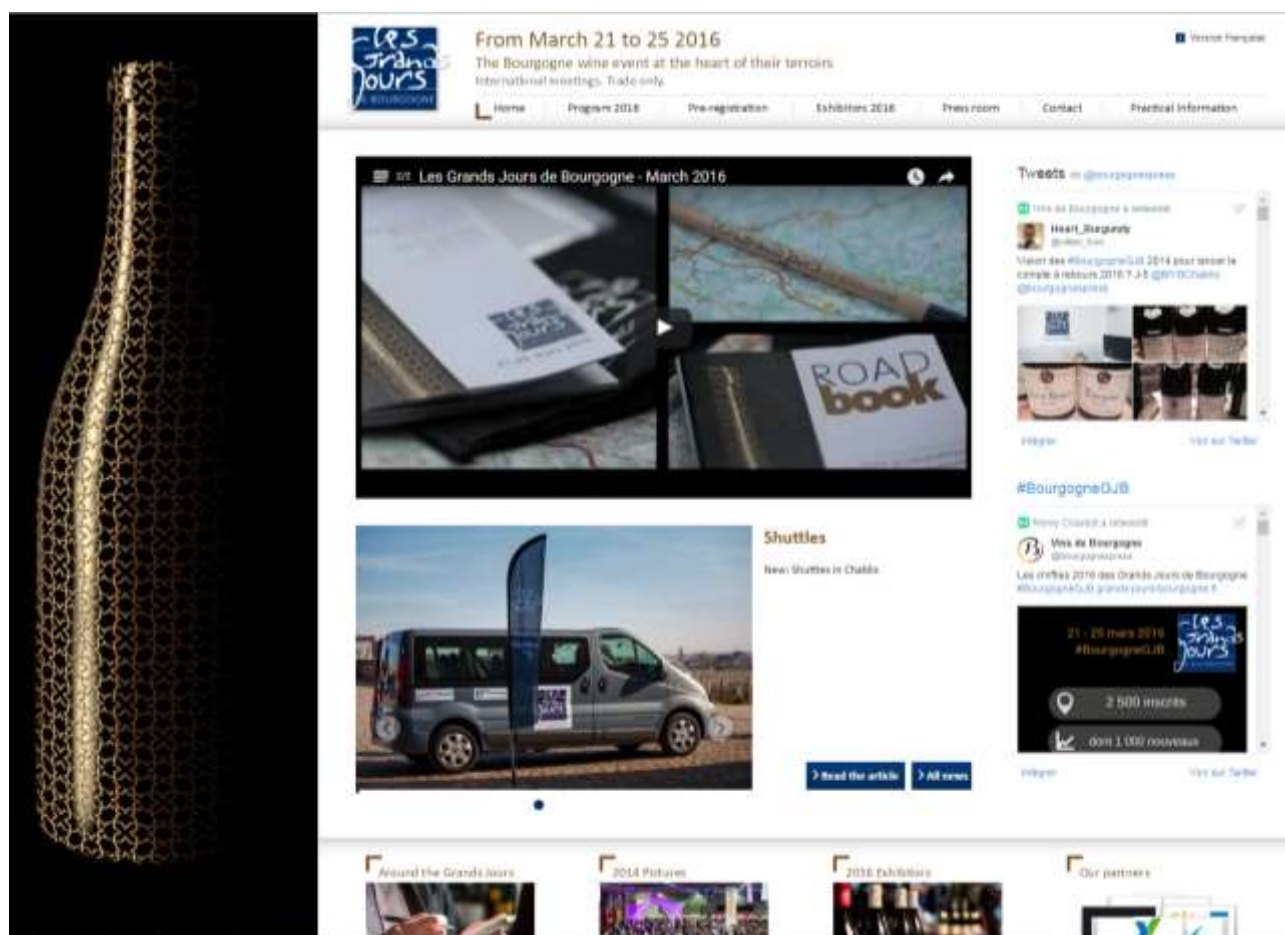
For your safety and convenience, shuttle busses will be providing a quick transportation service from Beaune to the different tasting locations.

OUR AIM

To ensure a growing number of visitors can enjoy the event
while limiting its impact on the environment.

New tools for you

www.grands-jours-bourgogne.com (in French and English)



This comprehensive website explains the concept of the Grands Jours de Bourgogne and includes a detailed program of the 2016 edition.

► Exhibitors

Search for exhibitors by name, by wine, by date, or by event, using the site's powerful search engine.

► Video

Triggering memories for some, and a sneak peek for others, you can relive the Grands Jours experience through our new video on the site's homepage.

A mobile site in French and English providing all the information you need, wherever you are!

Plan your day and obtain all the key information you need, right from your smartphone:

► News

- **Program:** Information about each day's different events, with links to Google Maps.

Click on "How to get there" for GPS instructions.

- **Exhibitors:** Sorted by date, by wine, or by event. Here, you can find full contact details of all participating winemakers, cellars, and *négociants*, as well as the appellations they are offering.

- **Shuttles:** Maps, times, frequency, and routes, to facilitate your trips.

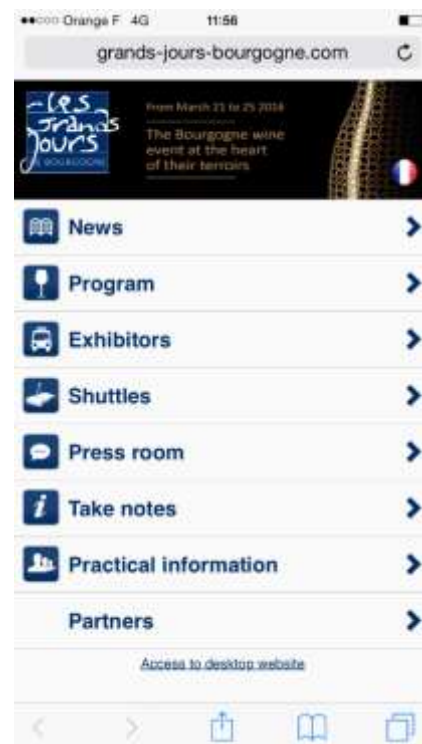
- **Press room:** Information about the different press rooms for each day, with itineraries and opening times.

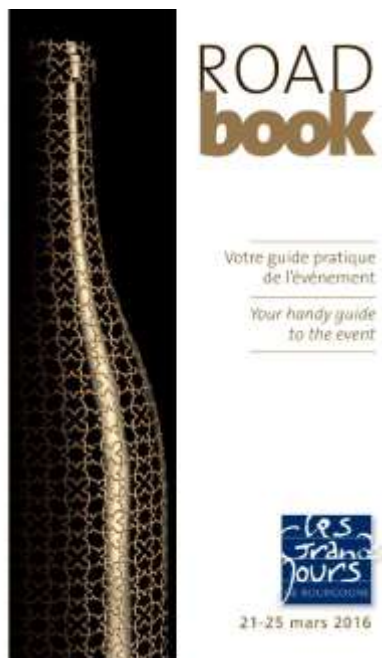
Click on "How to get there" for GPS instructions.

- **Notebook:** Record your thoughts on your tastings and meetings. Each note is instantly forwarded to your email account.

- **Practical information:** Also available on the website, including accommodation, where to eat, etc.

- **Partners:** Information about our partners: Chef & Sommelier, Crédit Mutuel, Conseil Régional de Bourgogne Franche-Comté, the Conseils Départementaux of the Côte-d'Or, Saône-et-Loire, and the Yonne, and the BIVB.





The Road Book: Your guide to the event

The Road Book is a pocket-sized pamphlet in French and English that includes all the essential information you will need for the week.

You can download it from the Grands Jours website, or pick up a copy at any of the events.

Handy info for each event:

- ▶ Shuttle times and routes
- ▶ Maps of each tasting location with GPS coordinates
- ▶ Buffet times and locations
- ▶ Number of exhibitors and appellations on show
- ▶ Press room locations

Your daily tasting guide

A pocket-sized notebook to make things simple, this practical guide offers:

- ▶ A numbered page per exhibitor, organized in alphabetical order and by event
- ▶ Full contact details for each business and the wines on offer
- ▶ A space at the bottom of each page for your personal notes



Professional tasting glasses

The Chef & Sommelier brand has partnered the event for the past nine editions, and allowed the organizers to lend visitors their stemware specially designed to underscore the aromas of the wines - perfect for every tasting!

For the 2016 edition, the tastings will be enjoyed in the Oaky and Fruity glasses from the Arom'Up collection.

Chef & Sommelier is the professional brand of the Arc International group, and has built up significant enological expertise over the years. The glasses are made in France from Kwarx®, a revolutionary glassmaking material.



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