

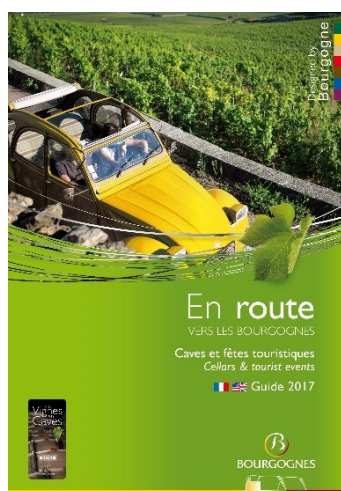


**BOURGOGNES**  
Bureau Interprofessionnel des Vins de Bourgogne



## The essential guide to wine tourism En Route vers les Bourgognes

Bourgogne, 20 novembre 2016



The Bourgogne Wine Board (BIVB) has been committed to wine tourism for more than 25 years, through two essential tools to guide visitors: The De Vignes en Caves welcome charter, created in 1991, and the guide book *En Route vers les Bourgognes*. These tools, underpinned by an in-depth database rich in information, are available on our website [www.bourgogne-wines.com](http://www.bourgogne-wines.com) in the *A Trip Through the Vines* section.

*En Route vers les Bourgognes* reveals the quality and diversity of the wine-related tourism on offer in the region. It facilitates searches to help you organize your trip to the Bourgogne winegrowing region with a tailor-made program via the six tourism trails that criss-cross the vineyards.

The guide also lists all the local wine-related events throughout the year that will allow you to discover the 100 AOCs that make up the Bourgogne winegrowing region.

### The 2017 guide in figures

- ▶ **346 estates, maisons, and cooperative cellars that have signed up to the De Vignes en Caves\* welcome charter, and all the information you need**, including contact details, languages spoken, opening hours, price category, what accommodation or refreshments are available, and the style of vine cultivation used
- ▶ **98 wine-related events** that take place around the year in the Bourgogne winegrowing region, listed in a two-page planner at the end of the guide, with color codes to indicate the season.
- ▶ **1 map of the Bourgogne winegrowing region** showing all of its must-visit sites. The map was designed in conjunction with Bourgogne Tourisme and on the back, offers mini maps of each wine trail.
- ▶ **75,000 copies printed annually.**
- ▶ **917 distribution points across the Bourgogne, Rhône-Alpes, and Jura regions.** The guide can be found in tourist offices, regional and departmental tourist bureaus, hotels, campsites, gîtes, motorway information areas, and the airports and railway stations in Lyon.

Le viticulteur / The winegrower	Restoration / Catering
La cave coopérative / The cave coopérative	Hébergement / Accommodation
Le négociant-éleveur / The négociant-éleveur	Langues parlées / Spoken languages
Le caveau collectif / The collective cellar	Prix / Prices
Agriculture biologique / Organic wines	Vignobles & Découvertes

Horaires / Times	Organisateurs / Organizers
Lieu de la manifestation / Place of event	Contacts / Contacts
Droits d'entrée / Entrance fees	Vignobles & Découvertes
Hiver / Winter	Printemps / Spring
Été / Summer	Automne / Autumn

## And as always...

- ▶ The guide is published in English and French
- ▶ It's free and available on request from the BIVB and other tourism bodies
- ▶ You can download it from [www.bourgogne-wines.com](http://www.bourgogne-wines.com) in the *A Trip Through the Vines* section
- ▶ It contains lots of valuable information, such as an introduction to the wines, vineyards, appellations, varietals, *Climats*, the De Vignes en Caves charter, the Vignobles et Découvertes label, and much more.
- ▶ Regions are color-coded to help you find the producer, event, or wine trail you're looking for.
- ▶ It also contains some helpful diagrams presenting key figures about the Bourgogne winegrowing region at the end of the guide

## A prestigious label for the Châtillonnais winegrowing region



The nationwide Vignobles & Découvertes label was created in 2009 to encourage local wine-related tourism providers to form a network. This makes it easier for visitors to identify what's on offer as they travel the wine trails of France. The label is attributed by the ministries for tourism and agriculture, and is awarded for a period of three years.

Seven destinations in the Bourgogne winegrowing region have been awarded the Vignobles & Découvertes label, bringing together more than 640 different tourism offers including 166 cellars. Of these seven, four\*\* have already seen their label renewed for a further three-year period:

- ▶ Beaune, from Corton to Montrachet \*\*
- ▶ Dijon Côte de Nuits\*\*
- ▶ The Vineyards of Chablis \*\*
- ▶ The Vineyards of the Auxerrois\*\*
- ▶ The Vineyards of the Mâconnais
- ▶ The Côte Chalonnaise
- ▶ The Vineyards of the Châtillonnais

### July 2016: The Vineyards of the Châtillonnais obtain the Vignobles & Découvertes label

The application for the label, supported by Côte-d'Or Tourisme and the BIVB, illustrates the region's ambition with regard to its winemaking. The attribution of this label underlines the winemakers' unique expertise, and the beauty of the local landscapes, which together offer a wonderful opportunity for growth. The label ensures strong visibility on a national and international level, and allows those service providers who sport the badge to work together within a single network and with the same goal: To guarantee the quality of the welcome in the Châtillonnais winegrowing area.

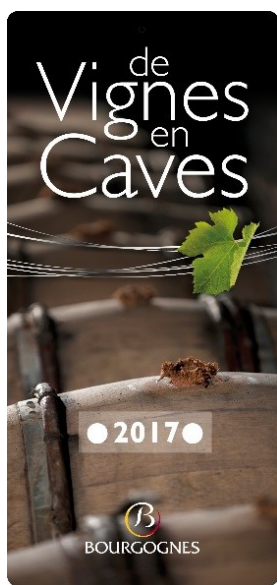
#### The Vineyards of the Châtillonnais in figures:

- ▶ 1 wine-tourism destination, 8 cellars
- ▶ 44 communes, 10 offers of accommodation
- ▶ 5 restaurants, 4 heritage sites
- ▶ 1 tourist office, 1 reception space
- ▶ 3 leisure activities, 3 events

## A 25-year commitment to wine tourism

The De Vignes en Caves charter was created some 25 years ago by the BIVB, to encourage its members to continually improve the welcome and tastings they offer in their cellars.

### Adherents commit to:



- ▶ Providing a warm and individual reception (in languages other than French).
- ▶ Advertising fixed opening hours for visitors.
- ▶ Clearly displaying the sign indicating their commitment to the charter.
- ▶ Offering free tasting of at least one wine and displaying a price list where tasting a range of wines will be charged for.
- ▶ Displaying a list of the appellations on sale.
- ▶ Offering take-away wine sales (with a minimum purchase of three bottles) and a shipping service for 12 bottles or more.
- ▶ Supplying information about the Bourgogne winegrowing region and the estate.

As part of our **green approach**, the De Vignes en Caves plaque for adherents to display at the entrance to their estate is reusable. They simply need to change the year when their subscription is renewed.

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