

PRESS RELEASE

THE CREATION OF THE UNION DES MAISONS DE VINS DE GRANDE BOURGOGNE

The Union des Maisons de Vins du Beaujolais et du Mâconnais and the Union des Maisons de Vins de Bourgogne have decided to merge, creating the Union des Maisons de Vins de Grande Bourgogne (UMVGB). The decision was taken during an Extraordinary General Meeting on 13 December 2016.

The fusion of these two winemakers' unions was a completely natural step. It brings together two winegrowing areas that have been moving ever closer over recent years, beginning in the 1990s when certain Bourgogne maisons began investing in the Beaujolais region, and who now account for 50% of all sales of Beaujolais appellations. The merger was also accelerated by the growth in the production of Bourgogne régionale appellations in the Beaujolais, which currently account for some 100,000hl, or 15% of Beaujolais production, along with the commercial success of Crémant de Bourgogne sparkling wines (60,000hl). There are now growing numbers of producers and distributors all along the value chain making and marketing wines from these two winegrowing regions. Companies have been investing significantly, both in terms of vineyards and winery infrastructure.

“This merger demonstrates the optimism of our industry players and their faith in the expanded Bourgogne-Beaujolais region. The wider offer from these two regions, which together produce more than 300 million bottles, enables us to offer a very wide range of appellations, wine styles, and price points to consumers,” says Frédéric Drouhin, President of the newly-formed UMVGB.

In addition to its daily work of regulatory monitoring and consulting for its members, the UMVGB will play an active role in the handling of major regional, national, and international projects including the institutional rapprochement of the two winegrowing regions, financial steering of the various industry sectors, the modernization of the Beaujolais, and the strategy to combat the decline of the winegrowing area.

This new professional union has 70 members representing total revenue of more than €1.35 billion. These maisons together handle 66% of all Beaujolais and Bourgogne wines sold and employ some 3,000 people.