

**#BourgogneWeek:**  
**'One Day for Bourgogne Wines'**  
**Spotlight on 'Undiscovered' Treasures**

Hong Kong, February 28<sup>th</sup>, 2017

***The Bourgogne Wine Board (BIVB) Showcasing 'Unexplored' Wines  
from the Region's 100 Appellations d'Origine Contrôlée***

Bourgogne Week 2017 in Hong Kong, which kicked-off on 27<sup>th</sup> February (Monday), headlined today with a major tasting event - **"One Day for Bourgogne Wines"** - for media, sommeliers and wine buyers at the Harbour Grand Hotel Hong Kong in North Point. The showcase, themed *'Bourgogne AOCs Undiscovered Treasures'*, features the Bourgogne Wine Board (BIVB) shining the spotlight on 15 lesser-known gems from the region's 100 *Appellations d'Origine Contrôlée* (AOCs) - underlining the breadth and depth of the wines to enjoy on all occasions.



*21 importers presenting their Bourgogne Selection at the One Day for Bourgogne Wines – 28<sup>th</sup> Feb. 2017*

BIVB spokesperson and Board Member of the Grands Jours de Bourgogne, Mrs Anne Moreau said: "Traditionally Bourgogne wines are known through their iconic AOC's such as Grands Crus and Village Premiers Crus, which were the first wines to arrive on the Hong Kong market. Today, Hong Kong is a mature market, ready to taste the undiscovered AOC treasures of Bourgogne. Like moon flowers, they blossom in the dark and offer new experiences to wine lovers seeking new discoveries."

This year's **"One Day for Bourgogne Wines 2017"** showcase gave pride of place to 15 lesser-known but high quality AOCs, those unexplored appellations express diversity in flavours, characters and wallet. Highlights presented by importers at the event included:

- ~ **Aloxe-Corton:** Like its neighbours Ladoix-Serrigny and Pernand-Vergelesses, Aloxe-Corton (pronounced “Alosse”) enjoys a perfect wine-growing location and forms as it were a guard of honour on the approach to the prestigious appellations Grands Crus Corton and Corton-Charlemagne. (*Aloxe-Corton, Domaine Latour, 2014, Louis LATOUR*)
- ~ **Bourgogne Aligoté:** The Aligoté grape has been grown in Bourgogne since the 17th century. It produces a delicious white wine, young and stylish, which deserves to be drunk on its own. (*Bourgogne Aligoté, 2014, Domaine Benoît ENTE and Domaine Emmanuel ROUGET / Bourgogne Aligoté 2011, Domaine Patrick HUDELLOT*)
- ~ **Chorey-lès-Beaune:** It lies on the lower slopes of the Côte de Beaune, with its near neighbours Aloxe-Corton and Savigny-lès-Beaune. Its wines, generous and approachable, offer an excellent introduction to Bourgogne’s AOC Villages. (*Chorey-lès-Beaune, 2014, Maison Joseph DROUHIN*)
- ~ **Crémant de Bourgogne:** It was first made at the beginning of the 19<sup>th</sup> century at Chablis, Nuits-Saint-Georges, Rully and Tonnerre. Since then it has not ceased to sparkle. (*Crémant de Bourgogne Brut, Réserve, Albert BICHOT*)
- ~ **Givry:** Located in the Côte Chalonnaise, favorite area of production of the French King Henri IV (1553-1610), Givry counts 38 Premiers Crus *Climats*. Those wines have a firm structure that hides a delicate aromatic register. (*Givry Premier Cru, A Vigne Rouge, 2014, Domaine François LUMPP*)
- ~ **Ladoix:** Produced in both white and red, it is a white Ladoix that was tasted today. Lively and firm, with impulses well under control, those white wines have their fat balanced by freshness and spontaneity. They gain in mellowness with time. (*Ladoix, 2015, Domaine D’ARDHUY*)
- ~ **Mâcon Davayé:** Whether red or rosé and whether made from Pinot Noir or Gamay noir à jus blanc grape, Mâcon will always be the soul of southern Bourgogne. (*Mâcon Davayé, 2014, Domaine de la CROIX SENAILLET*)
- ~ **Marsannay:** The only appellation Village which produces wines from all three colours (white, rosé, red). Its typicity coming from the Côte de Nuits, their style resembles to their neighbouring appellations Fixin and Gevrey-Chambertin. (*Marsannay, Les Vaudelles, 2013, Bruno CLAIR*)
- ~ **Mercurey:** Mercurey, situated in the heart of the Côte Chalonnaise (12 kilometres from Chalon-sur-Saône) is one of the foremost appellations of Bourgogne. Its wines, both white and reds are more and more appreciated for their growing quality. (*Mercurey Premier, Le Clos L’Evêque, 2014, Léonce BOCQUET*)
- ~ **Montagny:** Producing white wines only, the appellation counts 49 Premiers Crus *Climats*. Highly-bred, subtle and rich in delicate nuances, they will match with foods of comparable balance and aromatic intensity. (*Montagny Premier Cru, Les Bonneveaux, 2015, Olivier LEFLAIVE*)
- ~ **Pernand-Vergelesses:** The nearby Hill of Corton stands guard over Pernand-Vergelesses. Most of the vineyards face East or South, which gives meaty and robust red wines with fleshy constitution that has all the harmony one could wish for. The whites boast aromas of white flowers (may, acacia) at first; later, notes of amber, honey and spices. (*Pernand-Vergelesses Premier Cru, Sous Frétille, 2015, Domaine DUBREUIL FONTAINE Père et Fils*)
- ~ **Petit Chablis:** The vineyards lie on either side of the river Serein. This Village AOC was instituted in 1944. A Chardonnay wine through and through, Petit Chablis has, in fact, nothing “little” about it. (*Petit Chablis, 2015, Louis MOREAU / Petit Chablis, Les Grands Terroirs, 2015, Samuel BILLAUD*)
- ~ **Saint-Véran:** Granted the AOC Village level in 1971, Saint-Véran produces only white wines. Its clean, open attack and citrusy notes call for dishes which can somewhat mitigate its ardour. (*Saint-Véran, En Crêches, 2015, Domaine Jacques et Nathalie SAUMAIZE*)
- ~ **Santenay:** Santenay produces mainly red wines from Pinot Noir grape. Lying at the southern extremity of the Côte de Beaune, it presents discernible differences according to which part of the appellation they

hail from. (*Santenay, Clos de Malte, 2013, Louis JADOT / Santenay Premier Cru, La Comme, 2013, Château de la MALTROYE*)

- ~ **Savigny-lès-Beaune:** These vineyards are of ancient lineage. For most part of their history they belonged to the Dukes of Bourgogne, neighbouring religious houses of knights of Malta. Roundness, volume, power and balance are all here in Savigny-lès-Beaune red wines... in just the right proportions. (*Savigny-lès-Beaune; 2013, CHANSON*)

Attending guests were also introduced to over 100 references from 58 different producers, including a quarter from the exceptional 2015 vintage, which are new to the market and highly sought after the world over.

“In 2015, the grapes were just perfect! The unusual conditions resulted in some magnificent grapes, the foundation of a great vintage. The generous wines from this sunny vintage promised to be noteworthy, and we were delighted to see that both, media and trade guests thoroughly enjoyed the vintage and enjoyed the opportunity to discover the “undiscovered” AOCs.” added Mrs Anne Moreau.



BIVB spokesperson and Board Member of the Grands Jours de Bourgogne, Mrs Anne Moreau.

In Bourgogne, AOC certification guarantees the characteristics of a wine in terms of their individual *terroir*, the way grapes are grown and the wine is made. Divided into 4 levels of appellation: Régionales, Villages, Village Premier Crus and Grands Crus, AOC assures authenticity that winemaking follows precise steps according to local *savoir-faire*, borne from traditional methods that have been improved over time, and rigorously checked at every stage of production.

The region’s most famous wines are reds made from Pinot Noir grapes and whites made from Chardonnay, while other grape varieties produced in Bourgogne include Gamay (red) and Aligoté (white). A small amount of sparkling wines are also produced in the region (10%), and they represent the region’s fastest growing wine category.

Having rapidly recovered in the wake of the 2008 crash, Hong Kong’s economy is one of the most dynamic in the world, and plays a vital role in Bourgogne’s wine market – the region’s 13<sup>th</sup> market in terms of volume and 5<sup>th</sup> in terms of revenue.

The revenue from Bourgogne wines grew by 9% in 2016, reaching 43 million euros, a new record! After a year of growth in 2015, 2016 confirmed the return of Bourgogne wines on the Hong Kong distribution circuits.

In 2016, *Régionale* Bourgogne and Mâcon appellations saw sales volumes soar compared to 2015 (up 83% and 65% respectively), whereas the more prestigious Bourgogne appellations fell back, demonstrating the maturing tastes of Hong Kong’s wine lovers.

The unexplored AOCs showcased today can be unearthed throughout Hong Kong's market, in restaurants, bars, retail shops and even online. Hong Kong also offers you the chance to find some other hidden delights from Bourgogne's AOC's that didn't make today's showcase, such as **Auxey-Duresses, Fixin, Irancy, Morey-Saint-Denis, Pouilly-Loché, Pouilly-Vinzelles, Rully, Saint-Aubin, Saint-Bris, Viré-Clessé** and more. So even after today's showcase, there are plenty of treasures from Bourgogne AOCs for Hong Kong's wine lovers to unearth...

## Bourgogne Week 2017 voices out!

"**One Day for Bourgogne Wines**" is the highlight of over 50 trade and consumer events revolving around the second edition of Bourgogne Week in Hong Kong, a sister event to Bourgogne Week in London.

The Bourgogne Week campaign is supported by an interactive digital and social media campaign, with the latest news, tastings and happenings updated daily on the Bourgogne website [www.bourgogne-week-hk.com](http://www.bourgogne-week-hk.com) as well as across social media platforms.

Participants can share their experiences with posts through the following social media platforms using the hashtag **#BourgogneWeek**:



@Bourgogne Wines



@VinsdeBourgogne



@BIVB

## About the Bourgogne Wine Board (BIVB)

The Bourgogne Wine Board is a professional organization which brings together all winegrowers and wine-merchants from Bourgogne. Its role is to represent and protect the interests of Bourgogne wines and professional winemakers and merchants and to define Bourgogne wines policy in technical, economic and marketing terms and conduct related promotional activities.

Bourgogne today is a 28,841-hectare puzzle, representing only 0.5% of the world wine production, but which still adds up to 180 million bottles. No other French region so neatly sums up one word - "terroir" - all the potential for great quality wines. For what makes Bourgogne wines stand out is the intimate relationship between the soil, the influence of the microclimate, the grape variety, and the work of the man.

For more information about Bourgogne Wines, please visit: [www.bourgogne-wines.com](http://www.bourgogne-wines.com).

For more information or high resolution images, please contact:

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