



BOURGOGNES

Bureau Interprofessionnel des Vins de Bourgogne

25 May, #ChardonnayDay: Bourgogne wines the focus of world attention

Bourgogne, 17 May 2017



On Thursday 25 May, the world of wine comes together on social media to celebrate #ChardonnayDay, now a key date in the calendar. This serves as a reminder that the Bourgogne wine region is the cradle of this varietal that is adored the world over, so the BIVB is creating a buzz on Twitter, Facebook and Instagram. It is also backing events that will be held in Chardonnay, the village in the Mâconnais that gave its name to the grape, where visitors can taste Mâcon Chardonnay wines in the heart of their terroir!

“The Chardonnay grape is the cornerstone of white wine production in the Bourgogne region, and produces some of the world’s most renowned wines made from that grape, such as Meursault, Chablis, Mâcon, Rully, and many more,” explains Jean Soubeyrand, President of the BIVB’s Communication Committee. “It is in the Bourgogne where Chardonnay best expresses its full subtlety and reveals the infinite nuances of the *terroir* where it grows. So there is every reason to participate in #ChardonnayDay!” As such, the BIVB will once again be active on social media using the hashtags #Bourgogne and #ChardonnayDay.

Californian winemakers launched this digital event nine years ago. But the Bourgogne wine region positioned itself as the leading player from its second participation in 2015, reaching out on social media thanks to widespread communication on the part of numerous stakeholders, including wine industry professionals, official Bourgogne wine trainers, consumers, and tastemakers.

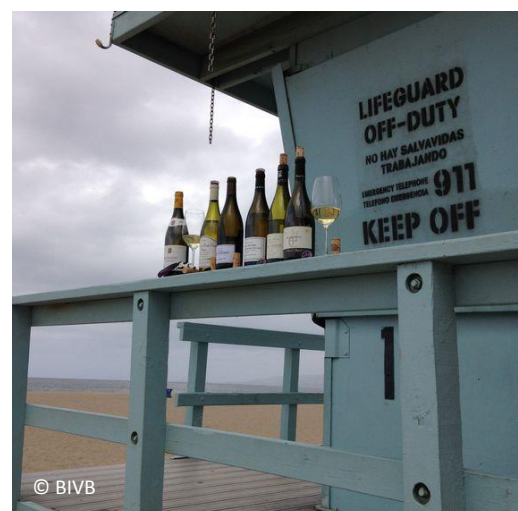
United States and Canada at the heart of 2017 events

This year, the BIVB is organizing two events in North America, where #ChardonnayDay is most followed.

- **Wednesday 24 May in the United States:** Chablis is launching the festivities with a tweetup in which eight bloggers will participate along with Christy Canterbury, Master of Wine and American journalist.

This can be followed via the @PureChablis Twitter account. These bloggers will each receive four wines (Petit Chablis, Chablis, Chablis Premier Cru and Chablis Grand Cru), which they will taste live. They will share their impressions and will discuss this most northerly of the Bourgogne appellations, using the hashtags #PureChablis and #ChardonnayDay.

- **Thursday 25 May in Canada:** The BIVB is inviting around 15 digital influencers for an informal aperitif get-together over some Bourgogne white wines that will be shared live on social media. Follow all the action via the Twitter and Facebook accounts @VinsdeBourgogne and @BourgogneWines (#Bourgogne #ChardonnayDay).



In the Bourgogne wine region, the village of Chardonnay becomes the center of the world



On Thursday 25 May, the village of Chardonnay in the north of the Mâconnais is organizing its third edition of #ChardonnayDay. For the third year running, this village of fewer than 180 inhabitants will burst into life for the occasion. The cradle of the world's most widely exported varietal, it will host a special tasting of the only Bourgogne appellation to include the name of the grape: Mâcon Chardonnay.

More information soon on facebook.com/ChardonnayDay

From 6-9pm, you are invited to join the locals for a convivial moment of authenticity and pleasure, shared in all simplicity - the essence of #ChardonnayDay 2017!

This year, gastronomy will be in the spotlight with recipes specially crafted to match the appellation by some of the region's Michelin-starred chefs including Yohann Chapuis from the restaurant Greuze, Jean-Michel Carette from Aux Terrasses, and Florian Giraud from the Relais d'Ozenay.

Follow the event at facebook.com/ChardonnayDay

For wine industry professionals, a unique tasting of Mâcon Chardonnay wines

On the morning of Thursday 25 May, a tasting will, for the first time, bring together Mâcon Chardonnay wines from all 19 producers of the appellation in the cellars of the Cave de Lugny in Chardonnay. A perfect occasion to understand the scope of Chardonnay which, on this micro-territory (less than 0.1% of Chardonnay produced worldwide), expresses a wide palette of aromas.

Invited wine professionals (sommeliers, importers, wine store representatives, journalists, etc.) will be able to observe the influence of *terroir*, as much as that of the winemaker and the vintage.

Everyone can participate in #Bourgogne #ChardonnayDay, wherever they are!

Whether you're in the Bourgogne wine region, elsewhere in France, Brussels, Tokyo, Hong Kong, London, Dubai, or Milan, post your photos and comments. All fans of Bourgogne wines, professionals or otherwise, are invited to join in the event by sharing their tasting events, visits and discoveries, using the hashtags:

#Bourgogne and #ChardonnayDay

To find out more about Chardonnay in the Bourgogne region, visit www.vins-bourgogne.fr, Our wines / Our grape varieties / Chardonnay : http://bit.ly/Bourgogne_Chardonnay

Contacts:

Cécile Mathiaud – Head of Press Relations

Tel. + 33 (0)3 80 25 95 76 – + 33 (0)6 08 56 85 56 – cecile.mathiaud@bivb.com

FOLLOW US :



Find all our press releases and thousands of rights-free photos
In our online press room at: www.bourgogne-wines.com