

BURGUNDYDIRECT

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EDITORIAL

► VINEXPO: BOURGOGNE HAS NO INTENTION OF RELAXING EFFORTS

The indicators in our various markets are on green. In 2012, the wines of Bourgogne set new export records, both in terms of volume and value (see *Bourgognes International* 173, February 2013).

The first months of 2013 have confirmed this trend, the result of long-term coordination between wine-sector professionals and the BIVB. The main markets for Bourgogne are all on an upward curve, including North America, Asia, and the UK.

From the point of view of viticulture/trade transactions (upstream market), the situation is also positive. This sector is showing volumes traded almost identical to the five-year average. This is an unexpected performance, given the low volume of the 2012 vintage (around 20% down compared to the previous year). And it is good news given the uncertain economic climate, both in France and the rest of the world.

Bourgogne cannot afford to ignore that the French market accounts for half its sales by volume. This means the purchasing power of French people will be under close scrutiny in the coming months. The BIVB, like the rest of the profession, remains very watchful of the economic situation.

In the past few years, the Bourgogne wine region has returned to a phase in which demand tends to outstrip the supply of wines. This situation is partly the result of a reduction in harvested volumes for a great many appellations, and a constant presence on markets.

With regard to falling production, it is more necessary than ever to be attentive to our environment. It is urgent to solve the problems of wood disease which is threatening the Bourgogne viticultural heritage and is depleting harvest potential. Climate change must also be carefully monitored.

The ultimate goal - which is strongly underlined in the Bourgogne Amplitude 2015 plan - remains to bring to market wines which uphold the reputation of Bourgogne, and which meet the expectations of wine lovers and new consumers around the world.

Bourgogne is attractive because it has remained vigilant and faithful to its image. The sector, accompanied by the BIVB, does not intend to relax these efforts.

IN FIGURES

► 824,000 HECTOLITERS

This is the volume of wine which left cellars and estates across Bourgogne (bulk + bottled, all vintages) in the first six months of the 2012-13 campaign (Aug-Jan). Slightly ahead of forecast releases, this represents a fall of 6.9% compared to the record first-half of the previous campaign – relatively modest given that it encompasses the low 2012 harvest (down 20%). This equates to a slight drop of 1% in comparison with the average of the past five campaigns.



INTERPROFESSION

➤ VINEXPO: BOURGOGNE GRAND CRUS IN THE SPOTLIGHT

There are only 33 Grands Crus, accounting for less than 2% of overall production, but they represent the essence of Bourgogne. They will be in the spotlight for a training session at Vinexpo (16 to 20 June).

For the first time, the BIVB is organizing a training seminar dedicated to the legendary Bourgogne Grand Cru wines.

On Tuesday 18 June, from 9.30 to 11am, around 60 lucky English-speaking participants will be able to explore the rich and complex universe of these renowned wines (by invitation only).

In the form of a workshop run by Tim Atkin, Master of Wine, this session will present six of these Grand Cru wines from the main regions that produce this exalted level of appellation: Chablis, Côte de Nuits and Côte de Beaune.

➤ CHABLIS INAUGURATES A STAND AT VINEXPO

One of the innovations of the 2013 edition of Vinexpo: for the first time, Chablis will have its own stand to showcase its celebrated white wines.

As with every Vinexpo, producers and négociants from Bourgogne will come together on the Espace Bourgogne, run by the region's Chamber of Commerce and Industry (CCIR) with the backing of the Regional Council.

Some 75 domaines, maisons de négoce and cooperatives from across the wine region will present their wines in Hall 1 (entrance door 22, aisle DE215, 218, 221, 226 and E216, 220).

But for the first time, Chablis wines producers will host a separate stand and organize tastings throughout the week to showcase the four AOC wines made in the most northerly part of Bourgogne.

They will also use the occasion to road-test a new partnership with the Quality Producers of Marennes-Oléron Oysters. Visitors will be able to accompany their glass of Chablis with tastings of delicious fresh oysters.

Stand: E216-8, Hall 1

Find all the Bourgogne wine events at Vinexpo in the online press room at www.bourgogne-wines.com ([click here](#))

➤ TRAINING: A NEW SENSORIAL EXPERIENCE FOR WINES OF BOURGOGNE

Starting this year, the BIVB is offering a brand new tasting program for market influencers on the theme of food combinations with Bourgogne wines.

The wines of Bourgogne are made to accompany life's good moments - not only for a special meal, but also during aperitifs with finger food or tapas, or relaxed occasions among friends. The BIVB has designed a training method around this theme, in collaboration with the Ecole des Vins de Bourgogne.

This new format puts the emphasis on unusual culinary experiences. The aim is to experiment with the diversity of sensations produced by associations with dishes, made possible by the wide aromatic diversity of the wines of Bourgogne, the ultimate expression of the region's wealth of terroirs.

The first session of this new training – aimed at sommeliers, restaurateurs, specialist wine stockists and buyers and marketers for general retail - will take place on Monday 17 June, at La Comédie du Vin in Beaune. Other dates will be scheduled soon.

➤ CHECK OUT OUR NEW ENGLISH-LANGUAGE FACEBOOK PAGE “BOURGOGNE WINES”

It includes all our latest news and photos as well as games and interesting facts.

The page is updated several times a week to keep you up to speed with everything that's happening in the world of Bourgogne wines. “Like” it and share it with your friends!



ECONOMY

➤ BOURGOGNE MORE POPULAR IN SWEDEN AND NORWAY THAN FINLAND

Sweden and Norway continue to set new records for sales of Bourgogne wines. The BIVB follows these sales closely through analysis of statistics supplied by the alcoholic beverage retailing monopolies in the two countries.

In Finland, the BIVB commissioned a survey of the offer (for the segment 75cl bottles selling for more than 10 euros, excluding rosé) in several outlets of Alko, the state monopoly. The aim was to assess the place held by Bourgogne wines in Finland.

Some 529 total wine references were noted: 50% of them red wines, 30% white wines and 20% sparkling. Of these, 31% came from France, the leading exporter, followed by Italy (15%) and Spain (12%).

The offer of Bourgogne wines comprised 21 references of white wines (12.5% of the total offer of whites), half of which was Chablis, and 12 red wines (4.3% of the red offer).

The offer of Gevrey-Chambertin, Pommard, Nuits-Saint-Georges, Chassagne-Montrachet and Meursault is positioned between 35 and 40 euros.

Unlike Sweden and Norway, we can note the absence of Crémant de Bourgogne in stores. There is also a noticeably weak presence of Bourgogne wines in the complementary list of products only available to order, with just 23 references out of the more than 1,000 products in the catalog (source: UbiFrance).

➤ INDICATORS

Winery sales

Down 5.03% by volume

(over 7 month campaign: Aug 2012 to Feb 2013 compared to same period in previous year)

French supermarket sales

Up 5.08% by volume

Up 6.1% by value

(over 12 months to end Feb 2013 compared to same period in previous year)

Exports

Up 7.1% by volume

Up 6.7% by value

(total for 12 months to end Feb 2013 compared to same period in previous year)

➤ APPELLATION IN THE SPOTLIGHT: CHAMBOLLE-MUSIGNY

Chambolle-Musigny is often described as the most “feminine” of the Côte de Nuits wines. Its intensity and delicacy are expressed with elegant subtlety. But its well-built sophistication does not stop it preserving a solid structure which allows it to age admirably.

This little village, located high up the slopes, retains a picturesque aspect. It has barely sought to spread out, the surrounding land being so precious.

Situated between 250 and 300 meters above sea level, with an east-facing orientation, the soil for this appellation is fairly shallow, putting the vines close to the parent rock. Numerous fissures in the hard limestone allow the roots to seek nutrients deep in the minerals. Blocks and gravel ensure good drainage at the base of the valley.

A former dependency of the Cîteaux abbey, Chambolle-Musigny includes two superb Grands Crus:

- Bonnes-Mares, which provides the link to Morey-Saint-Denis
- Musigny, above the Clos de Vougeot

The palette is further enriched by some prestigious Premiers Crus, like Les Amoureuses, one of the village's most appreciated wines. Small red fruits (strawberry, raspberry) make up its very distinctive bouquet. As it ages, it evolves towards spicy, ripe fruit, prunes or truffle, with undergrowth and animal notes.

It goes well with full-flavored and sophisticated meats, like game fowl in sauce, Bresse capon, or slow-roasted lamb. It also makes a wonderful accompaniment to roast veal, whose subtle texture it delicately envelopes.

As for cheeses, it is best suited to softer varieties like Brillat-Savarin, Reblochon, Cîteaux, Vacherin, Brie de Meaux or Chaource. Rind-washed cheeses are also a good match, thanks to its great aromatic complexity.

The Chambolle-Musigny appellation has 24 Climats classified as Premier Cru (around 36% of production). The wines - all red - are solely made from Pinot Noir. In 2011, around 707,000 bottles were produced from an area of almost 153 hectares. Some 184 domaines produce the AOC Chambolle-Musigny, two-thirds of the appellation being sold directly by the grower-producer.

Upcoming dates:

from 20 September to 6 October 2013

Music Festival at Chambertin

Three weekends bringing together music and wine in a mix of genres and culture, including concerts of classical music, jazz, world music and French variety, plus post-concert tastings, tempting interval treats and enological matinées.



FROM THE VINEYARD

► BOURGOGNE SWINGS INTO ACTION FOR CLIMATS WEEK

From 27 May to 1 June, Bourgogne is mobilizing for a week to drive forward the project to have its winegrowing area acknowledged by UNESCO as part of World Heritage (see Bourgognes International, April 2013).

More than 50 events are scheduled, including exhibitions, tastings, sporting challenges, guided walks, children's events, and so on.

The week will culminate in a double event: "Les Climats on the Roc"!

This takes place in the Comblanchien Quarry (Côte de Nuits) on Saturday 1 June, comprising an afternoon of discovery followed by an exceptional artistic evening performance with a sound-and-light show.

The event is free, and reservations are now open.

Find the full program in the online press room at www.vins.bourgogne.com ([click here](#)) (in French only)



TRADE NEWS

► EVENING LAND VINEYARDS SELLS ITS FIRST WINES IN EUROPE

Evening Land Vineyards, a company owned by American investors for whom Dominique Lafon, winemaker in Meursault, acts as consultant, is to sell its first wines in Europe.

This follows the appointment of Greg Ralston as CEO in January 2013. Evening Land Vineyards has operations in three wine regions, all reputed for growing Chardonnay and Pinot Noir.

Since 2008, the company has been developing its activities in Bourgogne, buying grapes and must. It is based in the Château de Bligny-lès-Beaune, where it produces around 90,000 bottles per year from 9.2 hectares.

The company acquired its first vineyard in 2005 (1.4 hectares) on the Sonoma Coast in California. It also cultivates 31 hectares in Oregon's Willamette Valley.

► FRANÇOIS LEGROS, NEW PRESIDENT OF THE CAVE DE BUXY

François Legros recently took over the presidency of the Cave de Buxy (Saône-and-Loire).

Born in 1961 and a winemaker since 1991, François Legros has served successively as administrator and secretary to the board of directors for the cooperative.

He takes over from Gérard Maître, who was President of the Cave de Buxy since 1994. Maître has also recently stepped down as President of the Federation of Caves Coopératives Bourgogne/Jura.

The Cave de Buxy brings together 120 winemakers and has 40 staff. It sells 6 million bottles a year, with revenue of more than 28 million euros.

► LOUIS BOUILLOT INCREASES PRODUCTION CAPACITY

Louis Bouillot, the Crémant de Bourgogne specialist owned by Boisset in Nuits-St-Georges, has begun work on expanding its winery. The extension is designed to house an additional 10,000 hectoliters, taking the site's capacity to 25,000 hl.

"Louis Bouillot is taking the necessary steps to increase its Crémant de Bourgogne activity, the vitality of which has only been slightly impacted by the low 2012 harvest," the company said.

The expansion of the winery is accompanied by various other improvements, including the automatization of the harvest reception facility, new presses, and temperature-controlled compartmentalized stainless-steel vats.

The overhaul aims to strengthen and broaden the policy of long-standing contracts with partner-growers. This ensures fruit supply to the company for the next five-to-10 years, with a system of price smoothing (the purchase price is negotiated based on the 10-year average of the price of Crémant de Bourgogne in the Côte-d'Or). By 2016, almost 400 hectares and 210 providers will be under contract.

The full press release can be found in the online press room at www.bourgogne-wines.com ([Click here](#))

➤ SIMONNET-FEBVRE INAUGURATES A NEW WINERY

The Chablis producer Simonnet-Febvre inaugurated its new winery at Chitry-le-Fort on 25 April. The enlargement involves the extension of a building acquired in 2005, which now covers some 3,000 m² with a vinification capacity of 6,000 hectoliters.

The work called for an investment of 2 million euros over three years, and will lead to the creation of two new jobs. The company, which produces Chablis, Crémant de Bourgogne, and a wide range of wines from the Yonne, also plans to increase production through purchasing grapes, especially from Premier and Grand Cru vineyards. The winery has also upgraded equipment to optimize quality.

Simonnet-Febvre, which since 2003 has been a subsidiary of the Beaune wine house Louis Latour, is aiming for revenue of 5 million euros within four years, up from 3.7 million euros today, 90% of which comes from export.

➤ VINEXPO: VERTICAL TASTINGS FROM THE DOMAINE DES PERDRIX & THE CHATEAU DE CHAMIREY

18 June (9am to 1pm) - The Devillard family, owners of the Domaine des Perdrix in Nuits-Saint-Georges and the Château de Chamirey in Mercurey, are inviting visitors at Vinexpo to discover their estates through two historical tasting sessions.

These “verticals” (2011 through 2007, plus some older vintages) will provide a rare opportunity to go back in time with Nuits-Saint-Georges Premier Cru “Aux Perdrix” and the white Mercurey of the Château de Chamirey. No invitation necessary.

Stand: E22 (Hall 1), on the Bourgogne Pavilion.

➤ VINEXPO: THEMED TASTINGS WITH LOUIS MAX

Throughout Vinexpo, Louis Max is organizing tastings on a different theme each day: Bourgogne Grands Crus (16 and 19 June), Premiers Crus (17 June) and Organic Wines (18 and 20 June).

Founded in 1859, the Louis Max company is based in the heart of Nuits-Saint-Georges. The Maison offers a range of the best Bourgogne appellations, from Chablis to Mâcon.

No invitation necessary.

Stand: B231 (Hall 1).

Find all the Bourgogne wine events at Vinexpo in the online press room at www.bourgogne-wines.com ([Click here](#))



AGENDA

➤ WINE- AND VINE-RELATED EVENTS IN BOURGOGNE

You can find all the dates for wine- and vine-related festivities in Bourgogne on the website at www.bourgogne-wines.fr

24 and 25 May: Mâcon Wine Note (71). Tastings and entertainment

27 May to 1 June: Climats Week (Bourgogne). Numerous events to celebrate the exceptional universal value of the Climats of Bourgogne and their candidature for UNESCO World Heritage status (see page 4)

1 June: Les Climats on the Roc (Comblanchien, 21). A day and evening of events to close the Climats Week (see page 4)

1 June: Ultra Trail in the Côte d'Or and Trail from the Hautes Côtes to Chagny (71) and Marsannay la Côte (21) - Nature trail through the vineyards

➤ BIVB PROFESSIONAL EVENTS

BIVB professional events calendar 2013

(Market influencers and journalists)

27 May: Training seminar on Bourgogne wines market influencers in Seoul (South Korea)

Until 6 June: Training seminar with wholesalers and importers in Belgium

16-20 June: Vinexpo in Bordeaux (France) – See Interprofession page

18 June: Seminar on Bourgogne Grand Crus at Vinexpo, Bordeaux

9 July: Training seminar Bourgogne wines for market influencers in Qingdao (China)

End October - beginning November: Wine Tour, China

17 November: Wine Auctions, Hospices de Beaune (France)

► ECOLE DES VINS DE BOURGOGNE EVENTS

ECOLE DES VINS DE BOURGOGNE

For more details about training sessions and gift ideas, go to www.ecoledesvins-bourgogne.com - Tel. +33 (0)3 80 26 35 10

DISCOVER THE CULINARY COMPATIBILITY OF BOURGOGNE WINES

These tempting sessions have been created in response to a demand from wine lovers for a better understanding of how to match the right food to the wines in their cellars.

They offer a unique and fun workshop that will teach participants through an unforgettable sensorial experience.

Mornings are spent studying tasting and theory, with a presentation of the main principles of culinary combinations with a guided tasting of wines from the eight main families of Bourgogne wine. Lunchtimes are dedicated to practical exercises and pleasuring the senses with a meal at the celebrated Le Cèdre restaurant in Beaune. The afternoons are a time for discovery and relaxation with a gourmet stroll exploring some of Bourgogne's regional specialties. These days are open to everyone, and no prior knowledge of food and wine is necessary. Events are hosted by a trainer from the École des Vins.

- **Dates in 2013 (French):** Saturday 1 June

- **Price for the training session:** 210 euros per person

This session can be arranged for small groups in English or other languages. To find out more, please contact the Ecole des vins de Bourgogne (Bourgogne Wine School).



IN BRIEF

► ST-AUBIN UNVEILS THE LOGO FOR THE SAINT-VINCENT TOURNANTE 2014

The village of Saint-Aubin has unveiled the design of the official glass and logo for the Saint-Vincent Tournante wine festival in 2014.

The sleek style of the logo, designed by the Aneox de Merceuil agency, reflects the values of the Saint-Aubin appellation. Its very simple lines depict the valley with the village seen from above, illuminated by an orange spot symbolizing the area of the Premier Crus, whilst also evoking the sun.

This logo, which will be used on all promotional materials, will be reproduced on the special glasses made by Chef and Sommelier. Some 30,000 of these official glasses have been made and are already on sale.

► LA TARANSAUD COOPERAGE INAUGURATES A WORKSHOP IN BEAUNE

La Taransaud, based in Cognac, inaugurated its new Beaune production workshop on 25 April.

The aim is to strengthen close ties with clients in Bourgogne, where around 100 producers are already customers. The company also aims to boost the cooperage's reputation in export markets, notably for the ageing of Pinot Noir and Chardonnay.

Nine staff work in the Beaune premises, including two sales managers who also cover the Rhone valley and Champagne.

The management hopes to reach annual production of 7-8,000 barrels per year in Beaune. "This new facility will ensure excellent consistency and repeatability in the production of batches," said Henri de Pracomtal, CEO. The cooperage first set up in Beaune in 2000, but the premises had become too small.

► CONTACTS & SUBSCRIPTION INFORMATION

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