

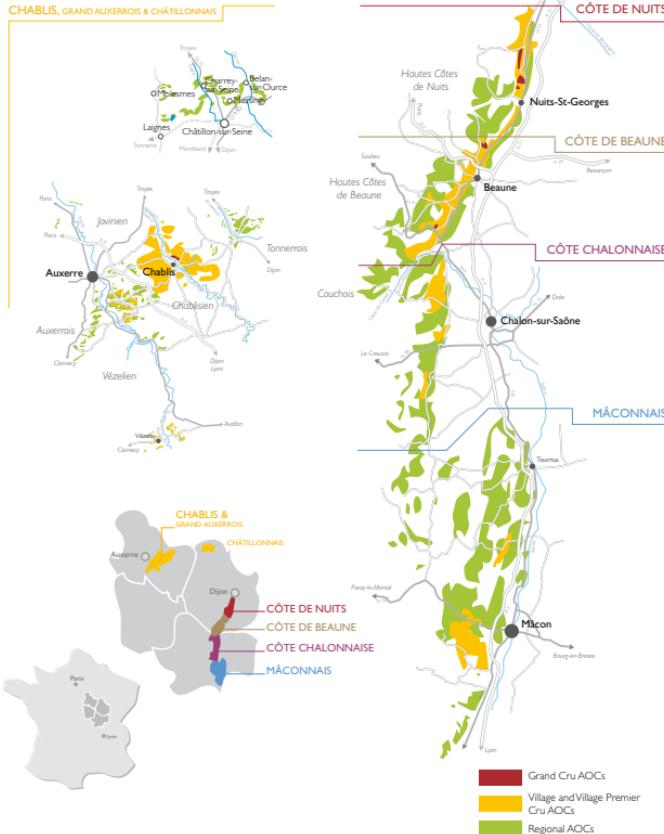


PASSPORT
to Bourgogne wines
Voyage en Bourgogne



PASSPORT

Bourgogne and its five wine-producing regions



Bourgogne today

a unique geographical situation

Bourgogne is at the crossroads of Mediterranean influences to the south, continental influences to the north, and oceanic influences to the west.

This geographic situation gives Bourgogne wines a unique identity and makes it the best choice for Pinot Noir and Chardonnay grape varieties.

Key figures about Bourgogne wines:

- Approx. 230 km from north to south
- 30,052 hectares of production vineyards, 4.5% of French AOC vineyards*
- Around 194 million bottles are produced each year; only 0.5% of the world's total wine production*

* 5 year average 2015-2019

2,000 years

of terroir shaping

An age-old wine making region cultivates traditions and expert know-how



Ist - IInd century:
Birth of the
vineyards under
the Gallo-Roman
influence



XIth century:
The monks of
Cluny and Cîteaux
develop methods
to work the vines



312

312:
1st written evidence
that the Bourgogne
vineyards existed

XIth



XVth



XVth century:
The Dukes of
Bourgogne make
Bourgogne wines
known in France and
in Europe



XVIIIth century:
With the French
Revolution,
redistribution of the
Church and aristoi-
cracy's goods



1936:
Creation
of the first
*Appellation
d'Origine
Contrôlée*



July, the 4th 2015:
The Climats of the
Bourgogne winegrowing
region on the UNESCO
World Heritage
List



2020:

3,577 wine-growers
266 wine-merchants
16 caves coopératives*

*5 year average

Bourgogne wines have a long and rich history spanning 2,000 years. During this period, the men and women of the region have played a crucial role in helping to develop exceptional wines with a unique identity.

This rich and substantial history is at the origin of the fundamental values of Bourgogne:

- Authenticity, obtained through the passing on of knowledge and expert know-how
- Quality obtained through the fine and precise work carried out over the last two thousand years
- Environmentally friendly, with cultivating methods that respect the environment



Bourgogne terroir:

an invaluable asset



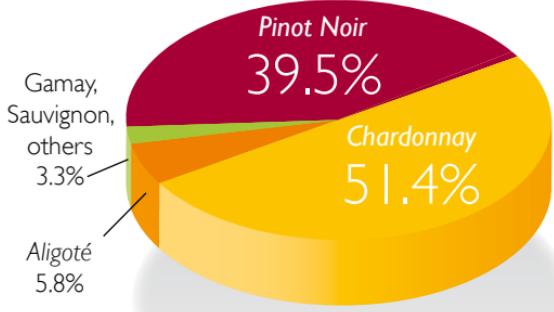
Bourgogne terroir is the result of subtle chemistry between:

- The grapes
- A combination of natural elements:
 - Weather
 - Soil and subsoil
 - Vineyard exposure and orientation
- The wine-growers' know-how



Bourgogne

the natural cradle
of noble grapes



Bourgogne grape variety figures
(Customs - Declared plots planted as at February 2020)



Bourgogne wines are usually made up from one single grape, giving them great purity in their expression. Bourgogne remains a key point of reference for the production of **Chardonnay** and **Pinot Noir** with an authentic personality. Some Bourgogne wines are made from others grape varieties: *Gamay* and *Aligoté*.

Natural elements

Favourable weather:

- Due to its unique geographical situation, Bourgogne is exposed to a **semi-continental climate**.
- Varying with the seasons, the vineyards benefit from oceanic (in spring and fall), continental (in winter), and southern (in summer) influences.
- Sunshine and high temperatures in the summer provide for optimal grape maturation, concentrating flavour.



Exposure and orientation favouring quality:

- Plot orientation and vineyard exposition on the hillsides at altitudes between 200 and 500 meters provide for:
 - better resistance to freezing
 - natural protection against westerly winds
 - maximum benefit from sunshine, even at its weakest
 - natural draining to prevent excessive moisture

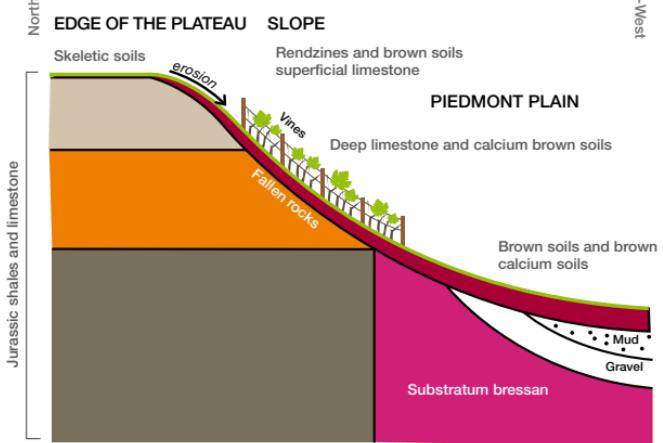


Soil and subsoil, one-of-a-kind:

- Bourgogne's subsoil was formed between 150 and 180 million years ago.
- It is primarily composed of marls and marine limestone from the Jurassic period.
- From the limestone, the roots draw the characteristic subtlety, richness, and minerality of Bourgogne wines.



Diagram of Bourgogne's landscape (*Côte de Beaune*)



The Climats

the ultimate expression of terroir



- Specific to the Bourgogne wine-making region, the *Climats* are delimited geographic areas benefiting from specific natural and identified conditions.
- Through their specificities, the *Climats* provide each Bourgogne *appellation* with a **unique, remarkable organoleptic personality**.
- More than 600 *Climats* classified as *appellation Premiers Crus* make up the Bourgogne vineyard.

The clos illustrate the *Climats* in Bourgogne

- In Bourgogne, a *clos* corresponds to a *Climat* surrounded by man-made walls.
- Known all over the world, the *clos* have shaped the Bourgogne vineyard landscape.



Wine-making

in Bourgogne:
exceptional expertise producing unique wines

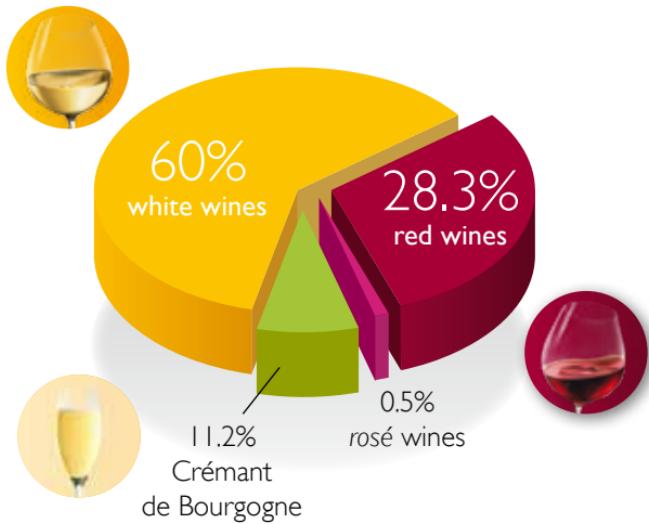
While "traditional", wine-making in Bourgogne is continuously in **movement** in its search for excellence with:

- An **approach respecting** the grape plants, the land, and the *terroir* to maintain a virtuous balance between the land, the grapes, and man
- **Non-interventionist vinification methods**
- Authoritative cultivation practices and wine producing techniques
- Continuously seeking **quality**, while respecting existing know-how



Unique, universal wines

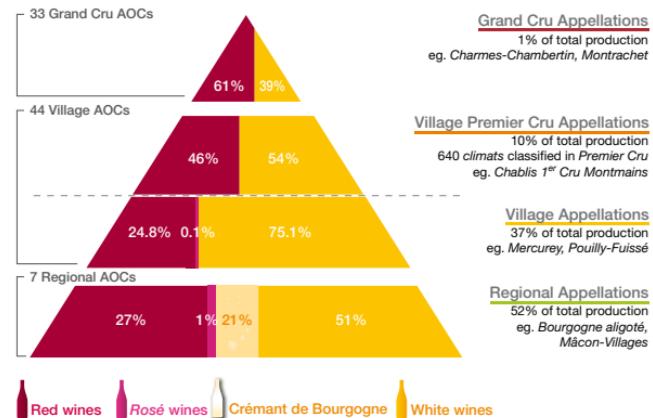
Bourgogne wines, a complete colour palette



5 year average 2015-2019

AOC wines express the diversity of Bourgogne wines' characteristics.

All Bourgogne wines are *Appellations d'Origine Contrôlée* (AOC), today they are 84.



5 year average 2015-2019

Diversity

a definite advantage
for Bourgogne wines



- Bourgogne wines offer both **wines to preserve** and **wines to be tasted young**.
- Since our wines are single varietals, **the vintage is important**. Each vintage has its own personality.



Tasting

to become more familiar
with Bourgogne wines

The aromatic expression of Bourgogne wines, which is the result of the exceptional chemistry between the *terroirs*, the grapes and the know-how of the growers, is incomparable and cannot be imitated.

Bourgogne wines, whether they are red or white, are distinguishable by the extraordinary delicacy and elegance of their aromas, focusing on the subtlety rather than their powerfulness.

The remarkable balance, freshness and excellent body of Bourgogne wines make them pleasant wines that are a joy to share.



Aromas

of white wines



A few guidelines to take you through your sensory discovery of Bourgogne white wines

Colours and nuances:

White gold, green gold, dark golden, yellow green, straw yellow, pale yellow, orange yellow, dark yellow...

The families of aromas and nuances:

- **Plant scents and aromas** can indicate young and fresh wines: mint, fern, tobacco, blackcurrant bud...
- **Floral notes** are a sign of a distinguished and delicate wine: limewood, camomile, verbena, hawthorn, rose, honeysuckle, wild rose, acacia, broom...
- **Notes of fresh fruit**, citrus fruits and exotic fruits unfold in young white wines: quince, pear, apple, peach, lemon, grapefruit, exotic fruits...
- **Notes of dry fruits** can be found in wines that are beginning to age and demonstrate the complexity

of Bourgogne wines: apricot, hazelnut (linked to barrel ageing), almond, walnut, orange peel...

- **Spicy notes**, just like in cooking, can be uncovered in wine. They generally develop with age and are a sign of great wines: vanilla, cinnamon, aniseed, pepper...
- **Mineral notes** are, above all, linked to Chablis wines, but the white wines from Côte de Beaune and Mâconnais also have some of these: stone powder, pencil lead, flint...
- **Food notes** indicate that the wine is already a few years old: honey, caramel, butter, iodine...
- **Notes of undergrowth** bring scents of the humid undergrowth and dampened earth: mushrooms, truffle, tree moss...

Crémant de Bourgogne: to fully appreciate a Crémant de Bourgogne, one should look at the colour, consistency and the length of the froth as well as the softness of the bubbles.

Aromas of red wines



A few guidelines to take you through your sensory discovery of Bourgogne red wines

Colours and nuances:

Purplish red, garnet, ruby red, morello cherry, brick red, tile red, mahogany...

Rosé wines can be purplish pink, raspberry pink, orangey, salmon pink, grey...

The families of aromas and nuances:

- **Notes of fresh fruits** are mainly reflected in the first few years of a wine or in very old wines. They express the characteristics of the *Pinot Noir* grape: *raspberry, cherry, blackberry, blackcurrant, wild berries, redcurrant...*
- **Floral notes** are very subtle. An aroma of rose often appears in great red wines that have aged: *rose, violet, peony...*
- **Plant aromas** can indicate young, fresh wines: *blackcurrant bud, cut grass, tobacco...*



- **Notes of cooked fruit** indicate a wine that has been processed using very mature grapes and they often indicate a vintage of very rich wines: *fig, jam, prunes...*
- **Spicy notes** are generally a result of wine that has been left in a barrel. They can be noted in red wines through both the smell and the taste: *cinnamon, gingerbread, bay...*
- **Notes of coffee or liquorice** are also often a result of time spent in a barrel. Aromas of caramel reveal old and mature wines: *liquorice, grilled almonds...*
- **Animal notes** often unfold in old wines. At this stage, fruit notes have often disappeared: *meat, game, musk, wild animals...*
- **Notes of undergrowth** evoke the smell of dampened earth. They are found in old and mature wines: *mushrooms, truffle, tree moss...*

Organoleptic families

for successful
white wines and food pairings

Lively,
fruity
whites



Well-
rounded,
powerful
whites



Intense,
floral
whites

Crémant de
Bourgogne,
fresh and
fruity

Organoleptic families

for successful
red wines and food pairings

Young and
fruity reds
and rosés



Tannic,
full-bodied
reds

Fleshy,
well-rounded
reds



Powerful,
distinguished
reds

The rich flavour of Bourgogne wines will **enhance**
regardless of cuisine style

every meal, from the first course to dessert,
and cooking influence.

Bourgogne:

unique wines exalting every tasting opportunity

Thanks to the diverse nature of its production, Bourgogne gives birth to unique wines, with an extraordinary variety of tastes and aromas.

With their diversity, Bourgogne wines accompany major occasions as well as intimate moments between friends.

There are Bourgogne wines for every occasion: an unexpected visit from friends, entertaining at home, a business dinner, a wedding reception...

Uncorking a Bourgogne wine is already savouring it, it's a new story beginning...tasting it brings unparalleled pleasure and an ever-lasting memory.



To each his own

Bourgogne



The beginner

Appellations Régionales and *appellations Villages* in Bourgogne offer a commitment to quality.



Appellations Premiers Crus and *appellations Grands Crus* offer an opportunity for tasting experiences and new knowledge.



The festive

Without being a connoisseur, enthusiasts are looking to savour a **quality aromatic** experience offered by *appellations Villages* and *appellations Premiers Crus*.



The sophisticated

Looking more specifically towards the most prestigious *Premiers Crus* and *Grands Crus appellations*, to affirm social status.

From traditional festivals

to wine tourism...



Wine-growers, wine-merchants and caves coopératives pride themselves **in offering the best possible welcome to visitors** who come to discover both the richness and the diversity of the Bourgogne region and its wines.

Do not hesitate to go for a visit to a domain, to taste the wines or even share a meal with the owners, look for accommodation in a domain, walks, donkey and bicycle rides among the vines, wine festivals etc.

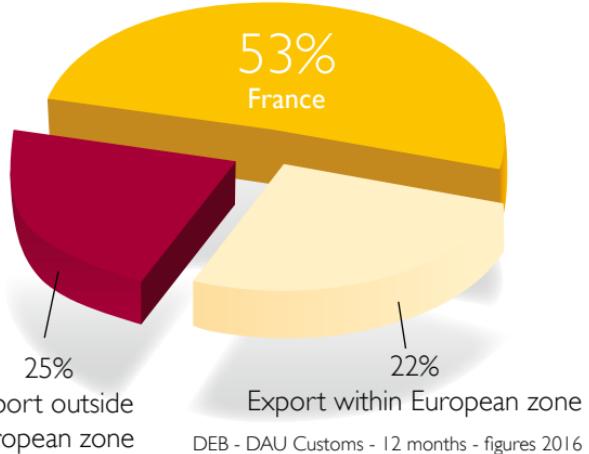
You can get a better idea of all of the available wine tourism activities on: www.bourgogne-wines.com



Export

Bourgogne wines are exported to and appreciated in the 4 corners of the world

- Approx. **194 million bottles** produced each year, 0.5% of mondial wine production.
- **1 of every 2 bottles of Bourgogne wine** is exported.
- Bourgogne wines represent **2.9% of world trade by value**.



In each market, Bourgogne wines remain a key point of reference for high quality wines and benefit from a strong reputation.

Activities and tools

that the Bourgogne Wine Board offers

Activities:

- **Meetings** in different countries with wine-growers, wine-merchants and caves coopératives where you will be able to taste their wines.
- **Training seminars** on Bourgogne wines, including commented wine tastings.
-  “**Les Grands Jours de Bourgogne**”: Bourgogne wine trade show exclusively for key influencers, organized over a period of 5 days, where all Bourgogne wines will be available to taste. This takes place every other year in March. www.grands-jours-bourgogne.com

Tools:

- “**E-learning**”: an interactive tool designed to strengthen and enrich your knowledge of Bourgogne wines. Available online at www.bourgogne-wines.com → Professional Access
- **The online shop**: sells maps of the wine making region, posters, brochures, guides, corkscrews, ties... Available to order online on www.bourgogne-wines.com → Professional Access

- **Bourgogne Wine School**: training to better understand the specificities of Bourgogne wines. To get more information and register visit: www.ecoledesvins-bourgogne.fr



- **Documentary Resource Centre**: consultation of works, studies, magazines and reviews. Contact: documentation@bivb.com

- **French/English website**:

Find information on Bourgogne wines, *appellations*, wine-growers, wine-merchants, food and wine pairings, tastings and wine tourism. Consult the directory of wine-growers and wine-merchants.

www.bourgogne-wines.com

- **Professional Access area of the website**:

Find information on our upcoming events and recent economic updates on Bourgogne wines.

- **Mini websites in foreign languages**:

Contain information on Bourgogne wines.

- **The newsletter “Bourgogne International”**:

Issued once a month, the newsletter contains details of recent events and news from Bourgogne. It provides information on the economic situation of the vineyards, tastings, and updates from domains, wine-merchants and caves coopératives and so on. Do not hesitate to register on the Professional Access.

*For more information on these tools, please contact us on:
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