PASSPORT to Burgundy wines
Voyage en Bourgogne
Burgundy/Bourgogne and its five regions

1. CHABLIS & GRAND AUXERROIS
   - Chablis
   - Auxerre
   - Vézélien

2. CÔTE DE NUITS
   - Nuits-St-Georges

3. CÔTE DE BEAUNE
   - Beaune

4. CÔTE CHALONNAISE
   - Chalon-sur-Saône

5. MÂCONNAIS
   - Mâcon

Classification of Burgundy Wines
- Regional Appellations
- Village and Premiers Crus Appellations
- Grands Crus Appellations
Burgundy/Bourgogne today

*a unique geographical situation*

Burgundy* 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 Burgundy wines a unique identity and makes it the best choice for Pinot Noir and Chardonnay grape varieties.

Key figures about Burgundy wines:

- Approx. 230 km from north to south
- 27,900 hectares of production vineyards, 3% of French AOC vineyards**
- Around 200 million bottles are produced each year, only 0.5% of the world’s total wine production**

*Burgundy is the English translation of the French word Bourgogne

**2010 data
2,000 years of “terroir” shaping

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

<table>
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<tr>
<th>1st - 2nd century: Birth of the vineyards under the Gallo-Roman influence</th>
<th>11th century: The monks of Cluny and Cîteaux develop methods to work the vines</th>
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312: 
1st written evidence that the Burgundy vineyards existed

Burgundy 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 Burgundy:

- 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

15th century:
The Dukes of Burgundy make Burgundy wines known in France and in Europe

18th century:
With the French Revolution, redistribution of the Church and aristocracy's goods

1936:
Creation of the first Appellation d'Origine Contrôlée

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Creation of the first Appellation d'Origine Contrôlée

2011:
3,800 wine growers
250 wine merchants
23 "caves coopératives"*

*2011 data
Burgundy’s “terroir”: an invaluable asset

Burgundy’s “terroir” is the result of subtle chemistry between:

- The grapes

- A combination of natural elements:
  - Weather
  - Soil and sub-soil
  - Vineyard exposure and orientation

- The winegrowers’ know-how
Burgundy wines are usually made up from one single grape, giving them great purity in their expression. Burgundy remains a key point of reference for the production of Chardonnay and Pinot Noir with an authentic personality. Some Burgundy wines are made from others grape varieties: Gamay and Aligoté.
Favourable weather:

- Due to its unique geographical situation, Burgundy 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 sub soil, one-of-a-kind:

- Burgundy’s sub soil 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 Burgundy wines.
The “Climats”

the ultimate expression of “terroir”

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

The “clos” illustrate the “Climats” in Burgundy

• In Burgundy, a “clos” corresponds to a “Climat” surrounded by man-made walls.
• Known all over the world, the “clos” have shaped the Burgundy vineyard landscape.
While “traditional”, wine-making in Burgundy 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

Wine-making in Burgundy/Bourgogne: exceptional expertise producing unique wines
Unique, universal wines

Burgundy wines, a complete colour palette

61% white wines
30% red wines
8% of Crémant de Bourgogne
1% rosé wines

5 year average 2006-2010
AOC wines express the diversity of Burgundy wines’ characteristics.

All Burgundy wines are Appellations d’Origine Contrôlée (AOC), today they are 100.

5 year average 2006-2010

Grands Crus
1.4% of total production
33 AOC
eg. Charmes-Chambertin, Montrachet

Premiers Crus
10.1% of total production
684 climats listed in Premiers Crus
eg. Volnay 1er Cru, Santenots, Chablis 1er Cru, Montmains

Village Appellations
36.8% of total production
44 AOC
eg. Mercurey, Pouilly Fuissé

Regional Appellations
51.7% of total production
23 AOC
eg. Bourgogne rouge, Mâcon-Villages

Red wines 57.2% 0.2% 25.4%
Rosé wines 42.8% 51.5% 74.4%
Crémant de Bourgogne 1.5% 16.9% 52.2%
White wines 29.4%
Diversity

* a definite advantage
for Burgundy/Bourgogne wines

• Burgundy 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.
The aromatic expression of Burgundy 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.

Burgundy 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 Burgundy wines make them pleasant wines that are a joy to share.
A few guidelines to take you through your sensory discovery of Burgundy 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 Burgundy 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, one should look at the colour, consistency and the length of the froth as well as the softness of the bubbles.
A few guidelines to take you through your sensory discovery of Burgundy 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*…
The rich flavour of Burgundy wines will enhance every meal, from the first course to dessert, regardless of cuisine style and cooking influence.

Lively, fruity whites

Well-rounded, powerful whites

Intense, floral whites

Crémant de Bourgogne, fresh and fruity

The rich flavour of Burgundy wines will enhance regardless of cuisine style.
The rich flavour of Burgundy wines will enhance every meal, from the first course to dessert, regardless of cuisine style and cooking influence.

Young and fruity reds and rosés

Tannic, full-bodied reds

Fleshy, well-rounded reds

Powerful, distinguished reds

every meal, from the first course to dessert, and cooking influence.
Burgundy/Bourgogne:

unique wines exalting every tasting opportunity

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

With their diversity, Burgundy wines accompany major occasions as well as intimate moments between friends. **There are Burgundy wines for every occasion**: an unexpected visit from friends, entertaining at home, a business dinner, a wedding reception...

Uncorking a Burgundy 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

Burgundy/Bourgogne

The beginner
Regional appellations and Villages appellations in Burgundy offer a commitment to quality.

The wine lover
Premiers Crus and 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 Villages appellations and Premiers Crus.

The sophisticated
Looking more specifically towards the most Premiers Crus and Grands Crus, to affirm social status.
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 Burgundy 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.burgundy-wines.fr
Export

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

- Approx. **200 million bottles** produced each year, 0.5% of mondial wine production.
- **1 of every 2 bottles of Burgundy wine** is exported.
- **Burgundy wines represent 5% of world trade by value.**

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

Export outside European Union: 17%

Export within European Union: 30%

France: 53%

2010 data
Activities and tools that the Burgundy/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 Burgundy wines, including commented wine tastings.

• **“Les Grands Jours de Bourgogne”**: Burgundy wine trade show exclusively for key influencers, organized over a period of 5 days, where all Burgundy wines will be available to taste. This takes place every other year in March. [www.grands-jours-bourgogne.com](http://www.grands-jours-bourgogne.com)

• **Vinexpo Bordeaux**: trade show where some Burgundy’s wine growers, wine merchants and “caves coopératives” are present.

Tools:

• **“E-learning”**: an interactive tool designed to strengthen and enrich your knowledge of Burgundy wines. Available online at [www.burgundy-wines.fr](http://www.burgundy-wines.fr) → trade website

• **The online shop**: sells maps of the wine making region, posters, brochures, guides, corkscrews and ties. Available to order online on [www.vins-bourgogne.fr](http://www.vins-bourgogne.fr) → trade website
• Burgundy Wine School: training to better understand the specificities of Burgundy 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 Burgundy wines, appellations, wine growers, wine merchants, food and wine pairings, tastings, wine tourism and upcoming events. www.burgundy-wines.fr

• Trade area of the website:
Consult the directory of wine growers and wine merchants, information on what they do and recent economic updates on Burgundy wines.

• Mini websites in foreign languages:
Contain information on Burgundy wines.

• The newsletter “Bourgognes International”:
Issued 5 times a year; the newsletter contains details of recent events and news from Burgundy. 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 trade website.

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