



Press release

*Hospices de Nuits-Saint-Georges Estate
22 February 2021*

The 60th Hospices de Nuits-Saint-Georges Wine Auction to be globally live streamed for the first time

Adapting to the current situation brought about by the pandemic, the Hospices de Nuits-Saint-Georges Estate is preparing for a first in its history: live streaming its annual wine auction, now in its 60th year, set to take place at 2.30 pm on Sunday 14 March, 2021, at Château du Clos-de-Vougeot. By embracing innovation, the estate and Hugues Cortot, the auctioneer who came onboard in 2020, are pushing ahead with their ambitious plans to give the event the worldwide standing it deserves.

A virtual seat in the heart of the auction room

A usually discreet and relatively low-key affair, the Hospices de Nuits-Saint-Georges Wine Auction is now taking a further stride in its development strategy outside of Burgundy. For the auction's 60th edition, the Hospices de Nuits-Saint-Georges is offering a virtual seat in the auction room made possible thanks to the latest technology.

With three video cameras and a streaming engineer, the auction will be transmitted live and be fully interactive. In addition, commentary in both French and English will allow everyone, no matter where they are in the world, to understand the history of the auction, its charitable credentials and its wines, not to mention experience the high spots of the event such as the result of the bid on the special Charity Pièce, sold by subscription.

The aim is that the professional and near-television quality of the broadcast will allow every aspect of the charity auction to shine through albeit virtually and hopefully spark the interest of new buyers.

A live broadcast accessible to all, anywhere in the world

Specially designed to be broadcast online to a vast international audience, this live stream of the 60th Wine Auction can be watched from the Hospices de Nuits-Saint-Georges Facebook page.

Alternatively, anyone in the world will be able to access the live broadcast via a link to an online platform. The link can be found on the Hospices website hospicesdenuits.com and other media, and everyone is encouraged to share this link far and wide without restriction.

Sign up now to ensure that you don't miss this exceptional event!

"We strongly encourage our regular buyers to attend using this tool and to share the link with their own customers to give this event the kudos it deserves." François Poher, Director

An innovative solution to promote the auction despite the ongoing pandemic

In the interests of health and safety and to ensure that the 60th Hospices de Nuits-Saint-Georges Wine Auction takes place without incident, all participants are kindly requested to respect the health protocol put in place after consultation with the public authorities. Each buyer can bring only one accompanying guest into the auction room, and the overall number of attendees will be strictly limited.



Last year, auctioneer Hugues Cortot led the Hospices de Nuits-Saint-Georges Wine Auction for the first time, in what was a hugely successful event.

The 60th Hospices de Nuits-Saint-Georges Wine Auction

The 2020 harvest has supplied 114 barrels for auction, 112 barrels of which are red split between 18 different wines. The balance between the wines' structure, maturity and freshness is cause for great optimism.

There are several bidding options: in person in the Grand Cellier of Château du Clos-de-Vougeot, via internet on [interenchères.com](https://www.interenchères.com), by phone, or by submitting a written bid before the auction.

For information on terms and conditions and registration: Maître Hugues Cortot, Auctioneer
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