



Bourgogne Wines



Welcome to the world of Bourgogne wines

When you open a bottle of Bourgogne you are already savouring it, the story has already begun...



Discovering Bourgogne wines

1. Bourgogne vineyards: 2,000 years of *terroir* shaping

- A History dating back to antiquity
- Bourgogne today: A unique geographical situation
- Bourgogne's *terroir*. An invaluable asset

2. Bourgogne wines, unique and universal

- A complete colour palette
- 4 levels of appellation
- Unique organoleptic features
- Aroma families matching food and wines pairing
- Exalting every tasting opportunity
- What types of consumers enjoy Bourgogne wines
- Bourgogne wines in the 4 corners of the world



1 *Bourgogne vineyards*
2,000 years of *terroir* shaping

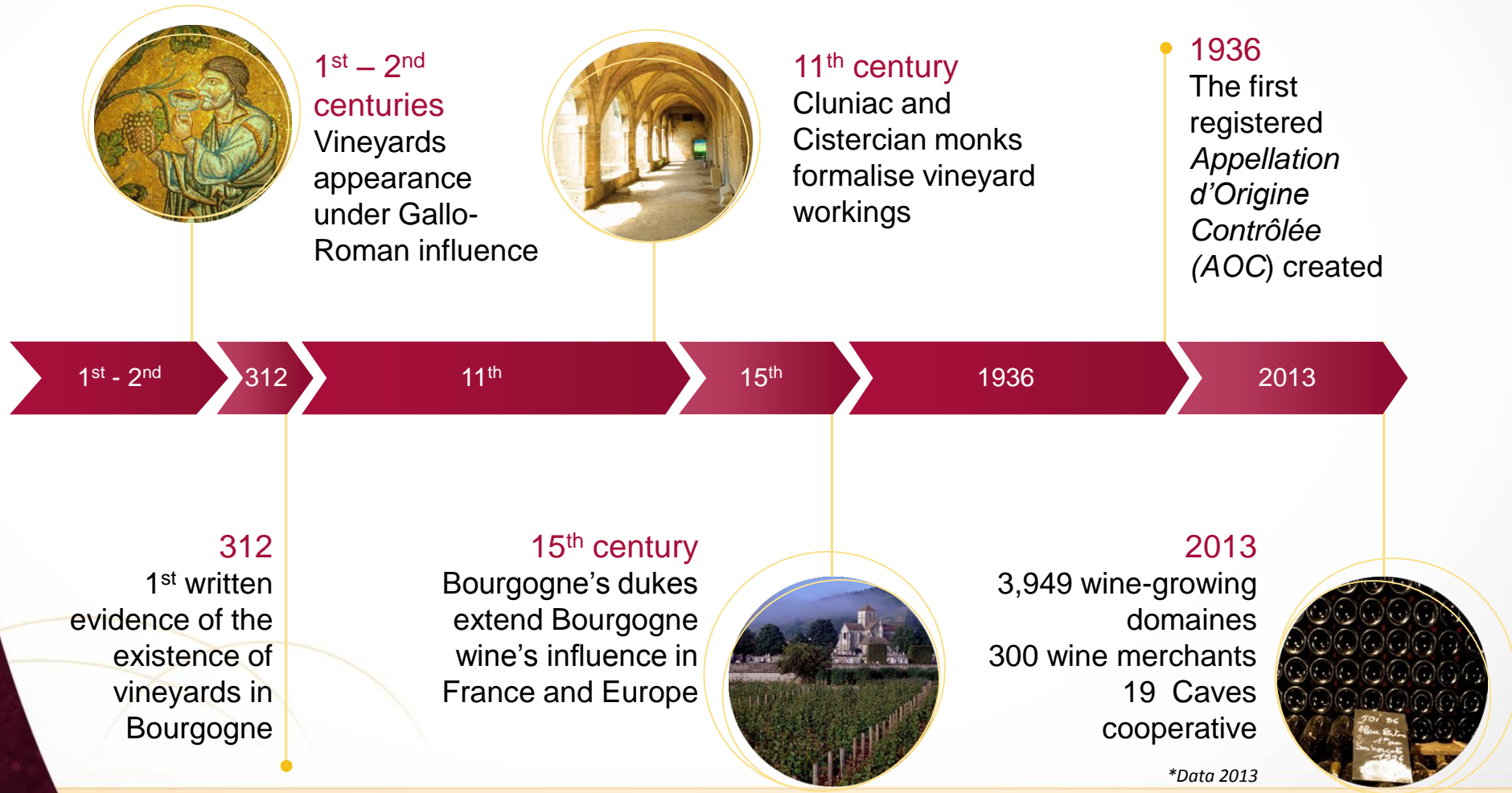


BOURGOGNES



Bourgogne: Age-old vineyards nurturing traditions and know-how

For 2,000 years, Bourgogne has developed vineyards and wine knowledge and a unique know-how.



1 Bourgogne vineyards
2,000 years of *terroir* shaping

Bourgogne today: a unique geographical situation

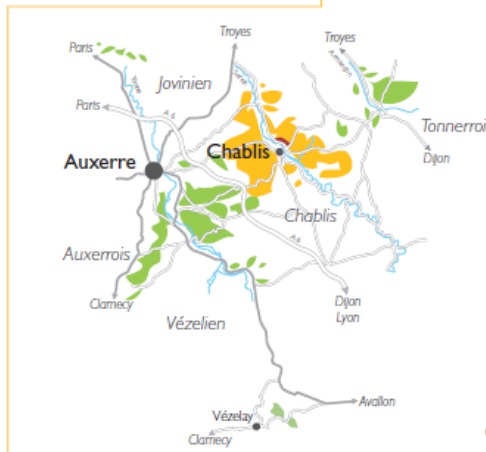
- Bourgogne is at the crossroads of Mediterranean influences to the south, continental influences to the north, and oceanic influences to the west.
- This geographic situation gives Bourgogne wines **a unique identity** and makes it **the best choice for *Pinot Noir* and *Chardonnay* grape varieties**.



Bourgogne today: a unique geographical situation

- Approx. **230 km** from north to south
- **28,715 hectares** of production vineyards, **3% of French AOC vineyards**
**Data 2013*
- **5 major wine-producing regions making Bourgogne wines**
 - *Chablis & Grand Auxerrois*
 - *Côte de Nuits & Hautes Côtes de Nuits*
 - *Côte de Beaune & Hautes Côtes de Beaune*
 - *Côte Chalonnaise & Couchois*
 - *Mâconnais*

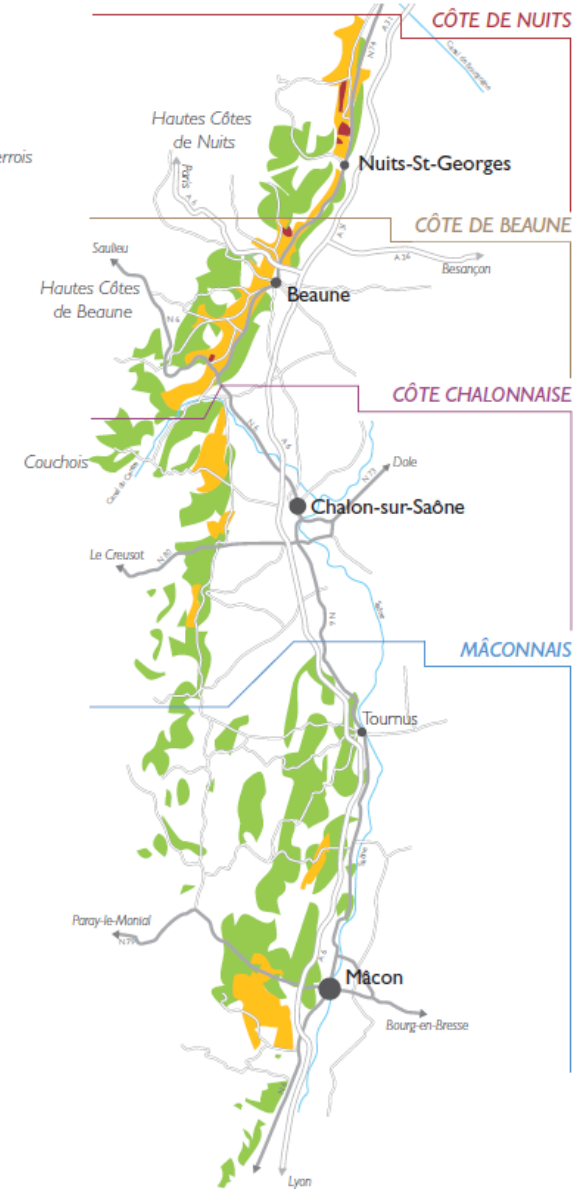
CHABLIS & GRAND AUXERROIS



CHÂTILLONNAIS



CÔTE DE NUITS



1 *Bourgogne vineyards*
2,000 years of *terroir* shaping

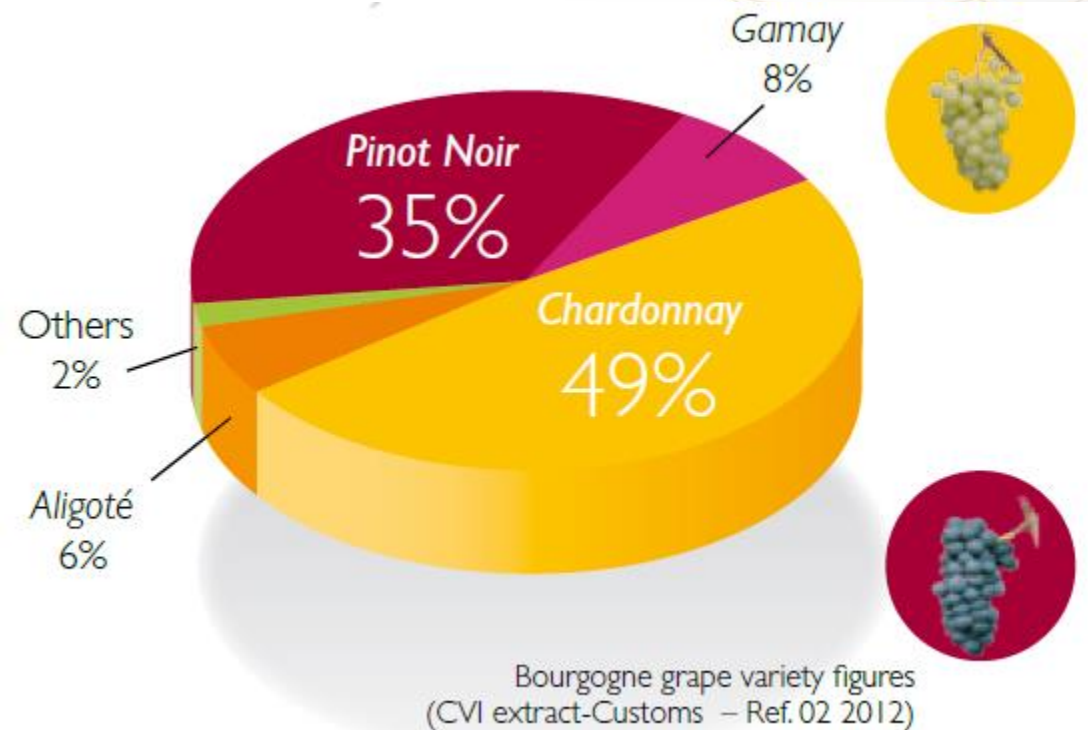
Bourgogne's terroir: an invaluable asset

Bourgogne'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**



Bourgogne: the natural cradle of noble grapes



- The characteristic distinctiveness of **Pinot Noir and Chardonnay** is fully expressed in Bourgogne's soils.
- Bourgogne wines are primarily **single varietals**.

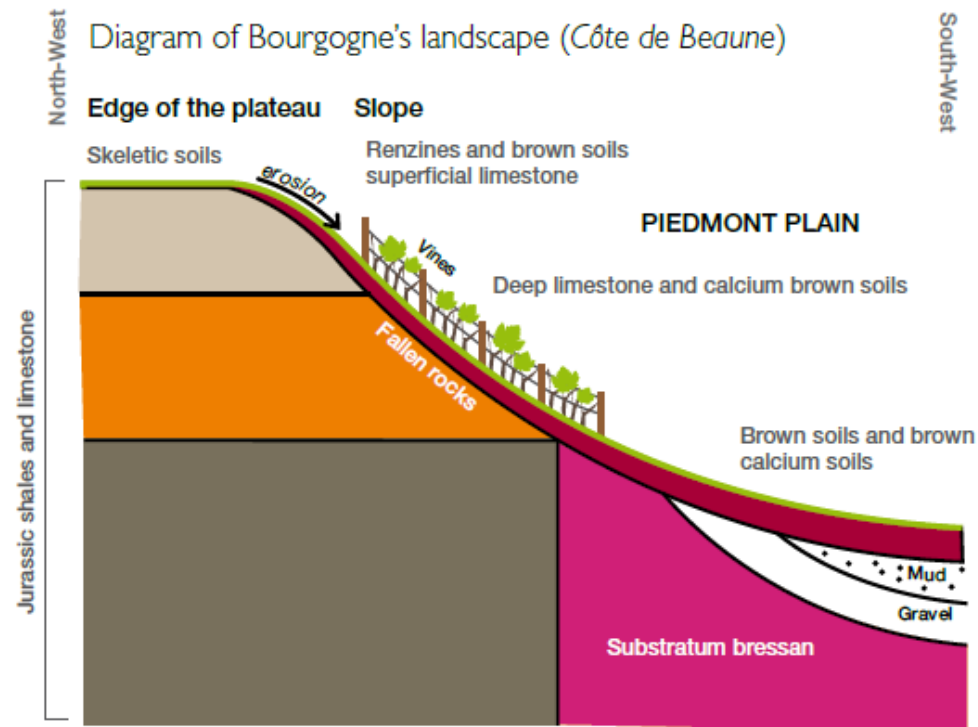
1 Bourgogne vineyards
2,000 years of *terroir* shaping

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:**
 - **25°C/ 77°F** on average in July and August
 - **700 mm of precipitation** on average, over 160 days each year, primarily in May and June
 - **2,000 hours of sunshine** per year, around $\frac{3}{4}$ between April and September

Natural elements: soil and sub-soil, one-of-a-kind



- Bourgogne'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 Bourgogne wines.

Natural elements: 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



The Climats : the ultimate expression of terroir in Bourgogne

- 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 appellation Bourgogne with a **unique, remarkable organoleptic personality.**
- **More than 600 Climats classified as appellations Village 1^{ers} 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**.
- They embody the **wine-making expertise and excellence of the vineyards** in Bourgogne.
- 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**



In summary: Bourgogne, 2,000 years of terroir shaping

- In Bourgogne, the *terroir* defines **the unique and authentic interaction between the grapes, a set of natural elements, and human endeavour**. It is the basis for our AOC system.
- **The *Climats* are the ultimate expression of Bourgogne terroir.**
- Bourgogne is composed of **hundreds of *Climats*, reflecting the characteristics of each plot, composing a mosaic unique in the world.**



2 *Bourgogne wines*
Unique, universal wines

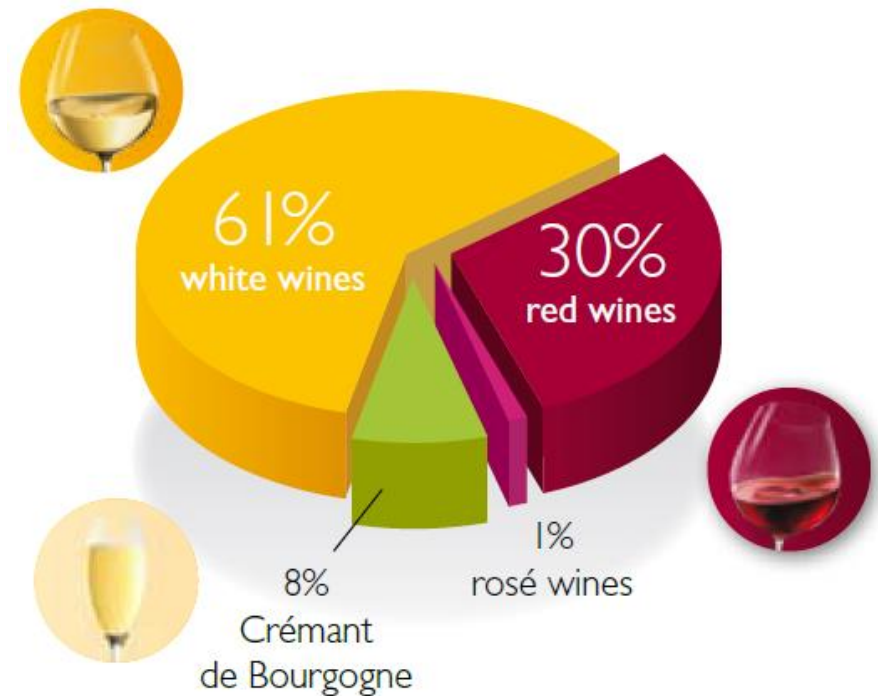


BOURGOGNES



Bourgogne wines, a complete colour palette

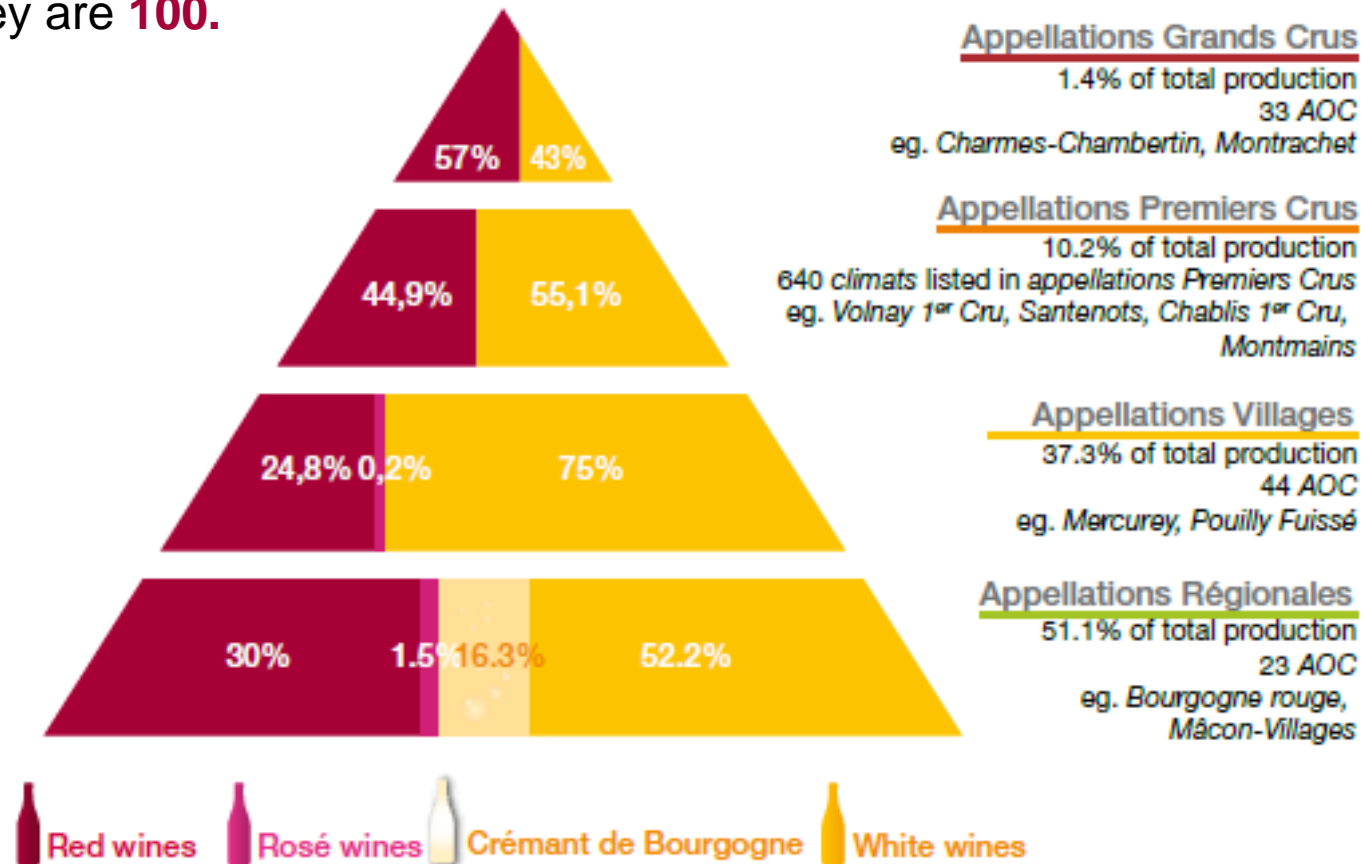
- White, red, and rosé wines may be found in Bourgogne.
- The Bourgogne wine-growing region produces **more white wines than red.**
- Crémant de Bourgogne, a sparkling wine, completes the palette.



5 year average 2007-2011

AOC wines express the diversity of Bourgogne wines' characteristics

- All Bourgogne wines are **Appellations d'Origine Contrôlée** (AOC), today they are **100**.



5 year average 2007-2011

2 Bourgogne wines
Unique, universal wines

Diversity, an definite advantage for Bourgogne wines

- Bourgogne wines offer both **wines for laying down** 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

- Bourgogne wines, whether red or white, are differentiated on the palate by **their extraordinary delicacy and expressive elegance** - they are **subtle wines**.
- **Aromatic richness** affects consumers since it directly echoes their intimate memories.
- **The remarkable balance, freshness** and excellent body of Bourgogne wines make them **pleasant wines that are a joy to share**.



Aromas of white Bourgogne wines

- The **body colour of white Bourgogne wines** ranges from **white gold to amber yellow**, passing through various **shades of yellow and gold**.
- On the palate, they provide an extraordinary variety of expressions:
 - **Herbal** and **fresh fruit notes** for young wines
 - **Floral** notes for distinguished, elegant wines
 - **Minerality**
 - **Dried fruit and underbrush** notes for wines that are a little older, even **spicy notes**
- **Crémant de Bourgogne** is savoured observing its body colour, foam **consistency and persistence**, its **delicacy** and bubbles.



Aromas of red Bourgogne wines

- **Red wines** offer infinite nuances, from **dusky red** to **mahogany** passing through **ruby** and **brick red**.
- On the palate, you will find:
 - **Fresh fruit** notes, characteristic of the Pinot Noir in its first years
 - **Floral notes**, in full delicacy
 - Younger wines offer **herbal notes**.
 - **Spicy notes**, generally provided by **aging in oak barrels**
 - As well as **animal, underbrush** and even food (coffee, liquorice) notes



Organoleptic families for successful wine and food pairings

- Four major white wine families represent key landmarks in developing and advising wine and food pairings.

Lively, fruity whites



Intense, floral whites



Well-rounded, powerful whites



Crémant de Bourgogne, fresh and fruity



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

Bourgogne wines will also beautifully complement social drinking occasions and cocktail hour.

2 *Bourgogne wines*
Unique, universal wines

Organoleptic families for successful wine and food pairings

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**Young and fruity
reds and rosés**



**Tannic, full-bodied
reds**



**Fleshy, well-
rounded reds**



**Powerful,
distinguished reds**



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Unique, universal wines

Bourgogne: unique wines exalting every tasting opportunity

- 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

A wedding reception

A birthday party

A business dinner

A gift for friends

Entertaining at home



2 *Bourgogne wines*
Unique, universal wines

To each his own Bourgogne



The beginner

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



The festive

- Without being a connoisseur, enthusiasts are looking to **savour a quality aromatic experience offered by appellations Village and appellations Village 1^{ers} Crus.**



The wine lover

- **Appellations Village 1^{ers} Crus and appellations Grands Crus** offer an opportunity for new taste experiences and new knowledge.

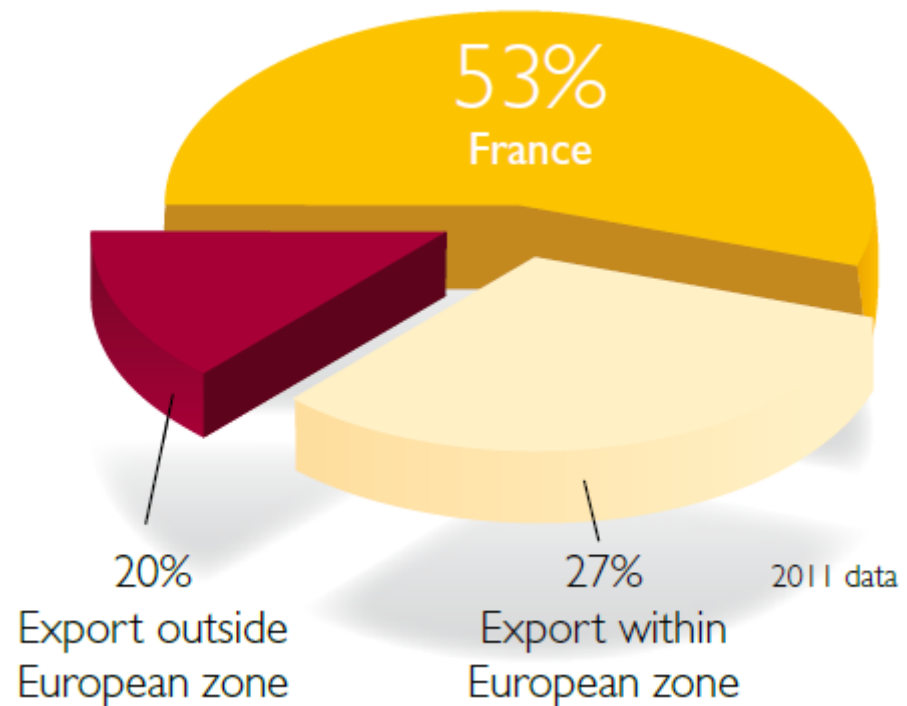


The sophisticated

- Looking more specifically towards **the most appellations Village 1^{ers} Crus and appellations Grand Crus**, to affirm social status.

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

- **Bourgogne wines' universality** allows them to find an audience on **all markets**, regardless of taste or consumer habits.
- Approx. **200 million bottles** produced each year, **0.4%** of global wine production.
- **1 of every 2 bottles of Bourgogne wine** is exported.
- Bourgogne wines represent **5% of world trade by value.**
- In 2013, the three largest export markets (by value) are the United States, the United Kingdom and Japan.



To recap *Bourgogne* wines: *Unique & universal*

1. Wines with **unique organoleptic qualities**, the fruit of **2,000 years building the *terroir***.
2. A **full range** that fulfils the various expectations of all consumers.
 - **Three colours and the Crémant de Bourgogne**
 - **100 appellations**, from *appellations Régionales* to *Grands Crus*, expressing a wide variety in **flavours and savours**.
 - **The wealth and richness of dish and wine pairings** make Bourgogne wines a perfect choice for every meal and for every drinking occasion.

- **Bourgogne wines Website**

Discover the new website of Bourgogne wines. Completely revised, it is the reference site for the wines of Bourgogne : www.bourgogne-wines.com or in french www.vins-bourgogne.fr

- **E-learning module “Discovering Bourgogne wines”**

This new module combines an interactive format (video testimonies, 360° photos, films from vineyards, quizzes) with content that is rich in information and very well researched to perfect your knowledge in an entertaining way. At home, at your office, on the train or plane, at any time of day, you can enrich your knowledge with this tool. You can download this E-learning module “Discovering Bourgogne wines” on our website www.bourgogne-wines.com

- **The Bourgogne wine school**

Training sessions to better understand the specificities of Bourgogne wines www.ecoledesvins-bourgogne.com

- **The “Bourgogne International” newsletter**

For all information on economic trends in the vineyard, wine tastings, news on the Domaines and the merchants, and the agenda of the future events. Sign up on the Professional access of the web site.

- **Contact the Bourgogne Wine Board (BIVB) directly** For more information on the wines tasted or to learn more about what the BIVB can offer you: export@bivb.com .