

Discovering Bourgogne wines

Place and Date



 VINS DE
BOURGOGNE

Bourgogne wines

1. Key points

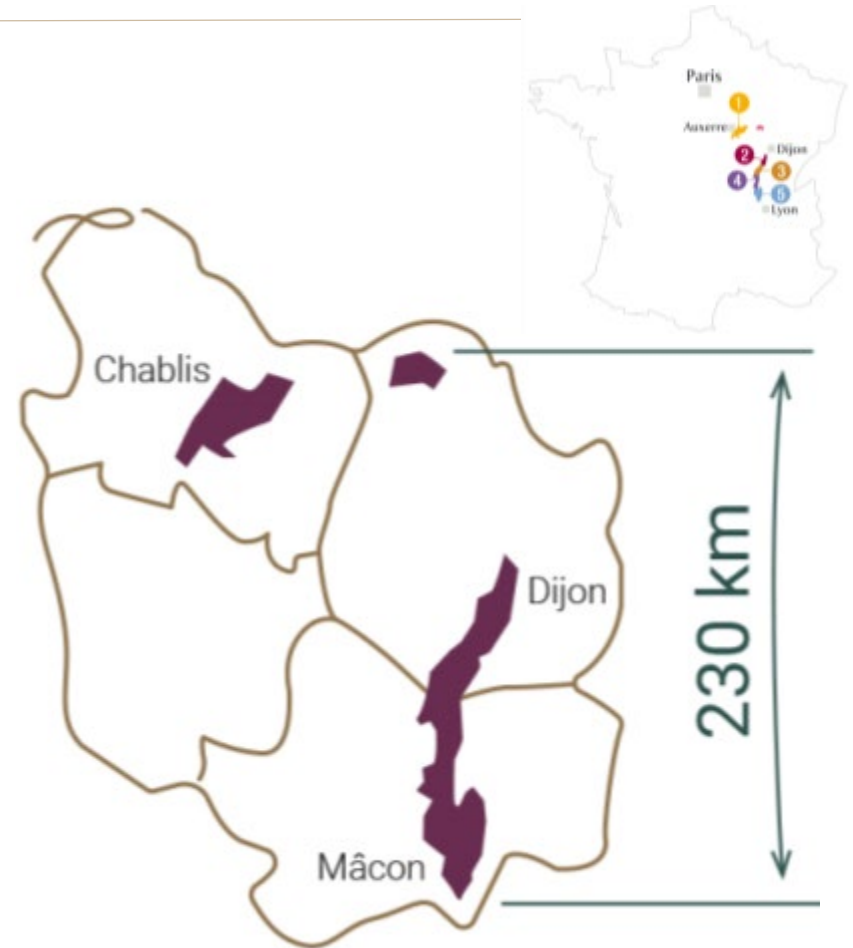
Bourgogne: A unique location

- ◆ **Because of its unique geographical location**, which is both northerly (to the north) and continental, Bourgogne enjoys a semi-continental climate. With the exception of the Chablis and Grand Auxerrois regions, which are exposed to a degraded oceanic climate.
- ◆ This geographical location provides Bourgogne wines with their unique identity, and makes **the region ideally suited to growing the Pinot Noir and Chardonnay varieties**



Bourgogne: great wines, small region

- ◆ Approximately 230 km from north to south.
- ◆ 32 301 hectares of vines in production, 4% of French AOC vineyards.
- ◆ 5 wine-growing regions :
 - ▶ Chablis, Grand Auxerrois & Châtillonnais
 - ▶ Côte de Nuits & Hautes Côtes de Nuits
 - ▶ Côte de Beaune & Hautes Côtes de Beaune
 - ▶ Côte Chalonnaise & Couchois
 - ▶ Mâconnais

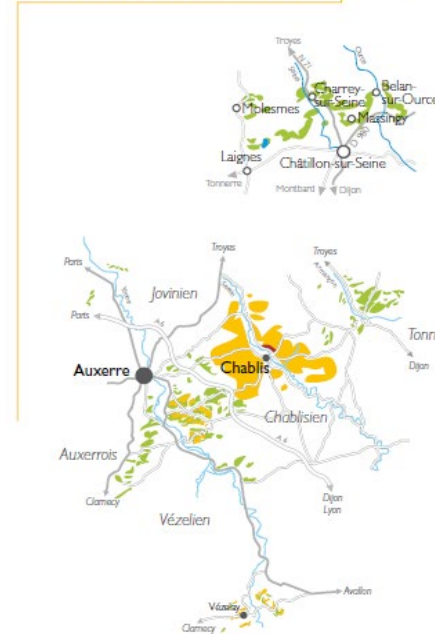


Key figures January 2023 BIVB/CAVB/FDAC, average of 5 years: 2019-2023

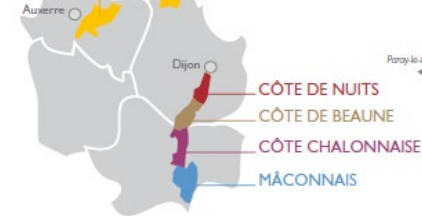
Bourgogne: A multitude of appellations

- ◆ **84 appellations** across the region
- ◆ Most appellations enjoy an international reputation
- ◆ In addition to these flagship appellations, there are many other lesser known appellations just waiting to be discovered.

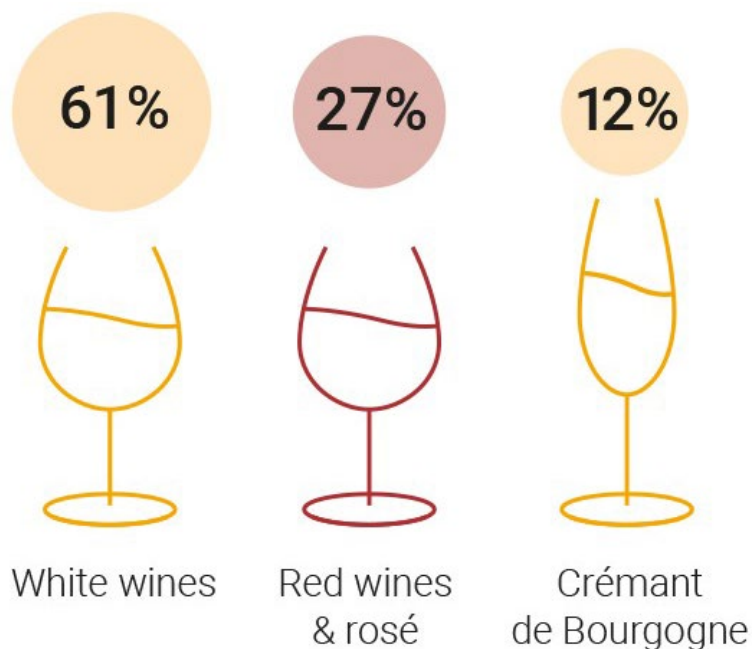
CHABLIS, GRAND AUXERROIS & CHÂTILLONNAIS



CHABLIS & GRAND AUXERROIS
CHÂTILLONNAIS



Bourgogne : diversified production



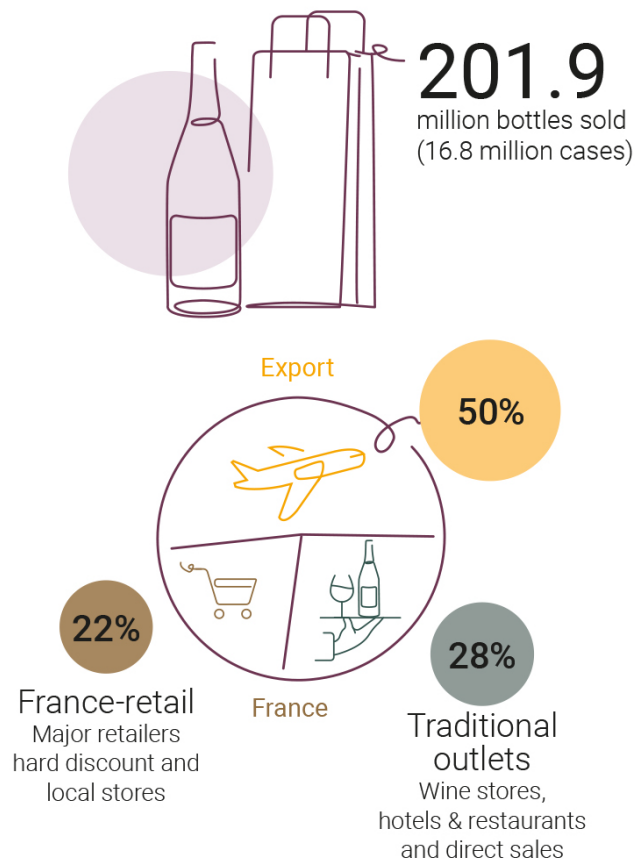
- ◆ Long associated with the production of mainly red wines, Bourgogne now produces over 60% white wines, mainly from the Chardonnay grape variety.
- ◆ Crémant de Bourgogne has been growing steadily over the last 30 years.
- ◆ Rosé wines account for just 0.4% of production.

Key figures January 2023 BIVB/CAVB/FDAC, average of 5 years: 2019-2023

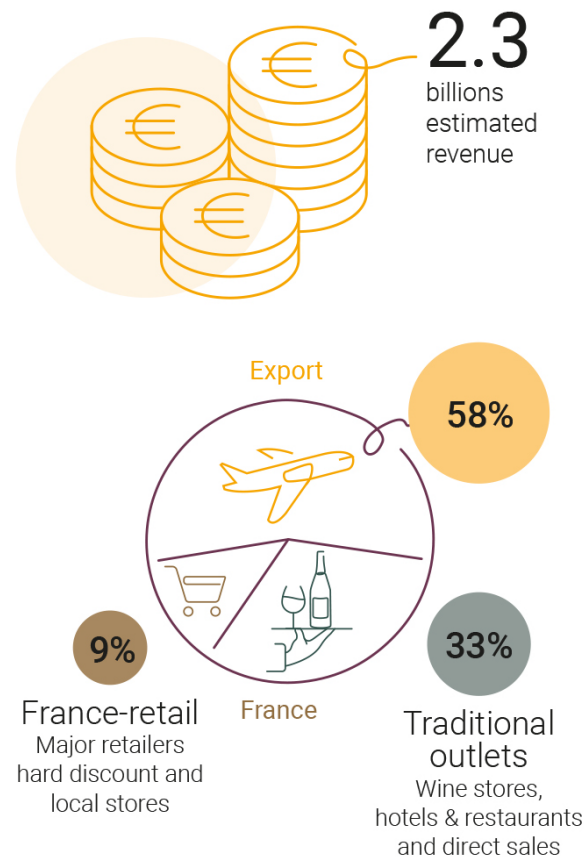
Bourgogne: High-value production

The Market

Spread of Bourgogne wine sales



Turnover breakdown



Key figures January 2023
BIVB/CAVB/FDAC, average of 5 years:
2019-2023

Bourgogne wines around the world

Leading export markets (in volume)



- **1.49 million hectoliters produced.**
- In France, the **traditional distribution channels** (particularly wine merchants and restaurants) are the growth drivers in terms of value.
- **One bottle of Bourgogne wine in two** is sold internationally.
- On the export markets, the **USA, the United Kingdom and Canada** are the three largest markets in terms of volume.

Key figures January 2023 BIVB/CAVB/FDAC, average of 5 years: 2019-2023

Understanding the classification of Bourgogne appellations

33 *Grand Cru*
AOCs

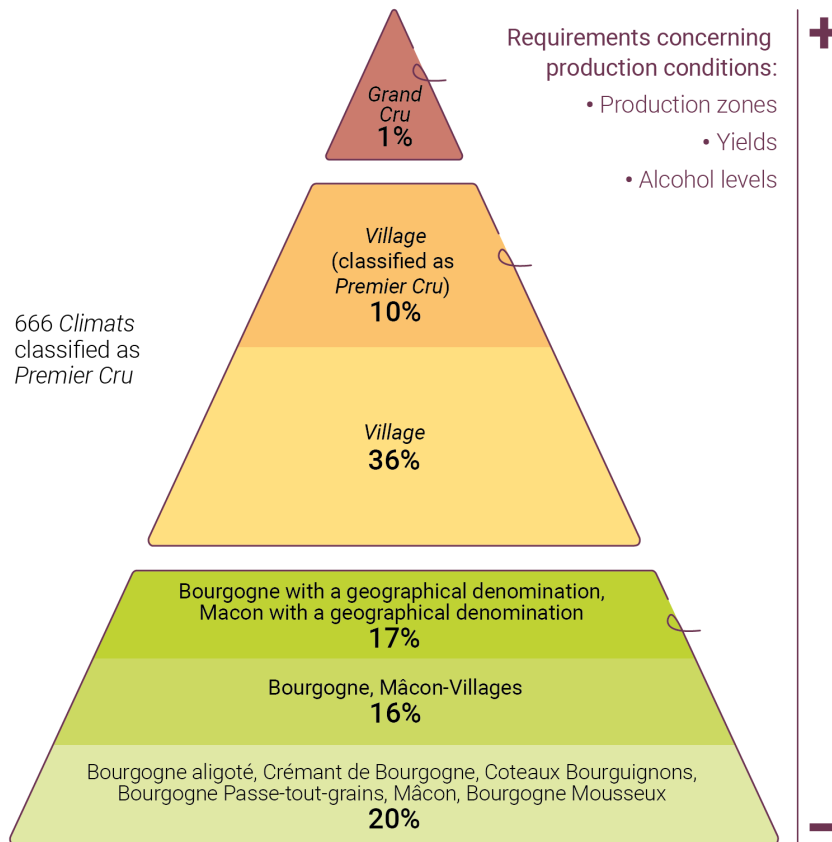
1%

44 *Village*
AOCs

47%

7 *Régionale*
AOCs

52%



Bourgogne AOC = Bourgogne + Bourgogne with a geographical denomination
Mâcon AOC = Mâcon + Mâcon-Villages + Mâcon with a geographical denomination

Sources : Harvest of Bourgogne Wines - average 2019-2023, BIVB / Douanes / CAVB

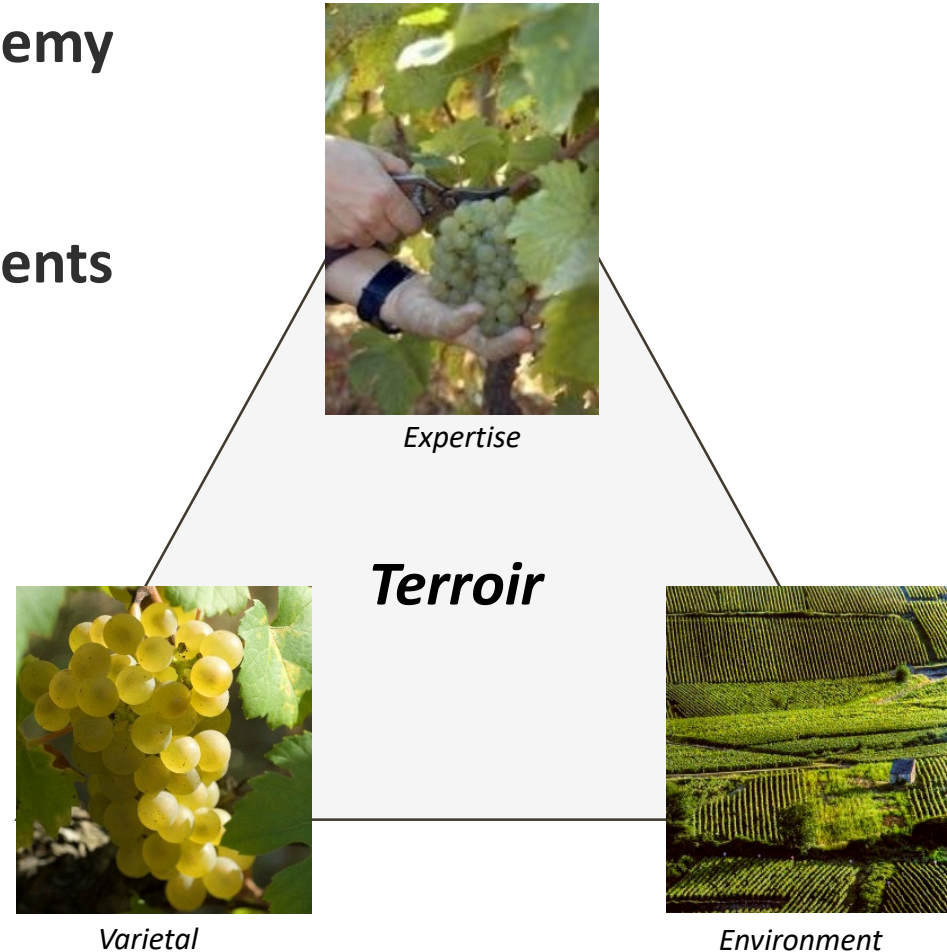
Bourgogne wines

2. *2,000 years of* terroir

Bourgogne: The alchemy of terroir

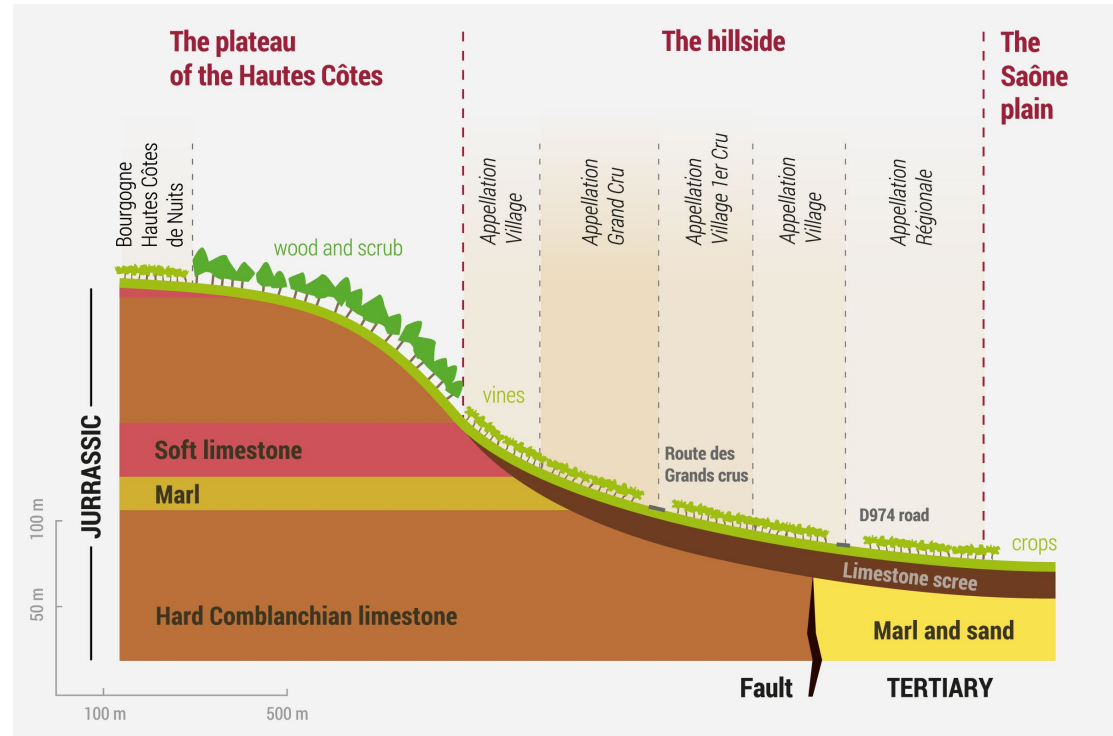
Terroir in Bourgogne is the subtle alchemy between:

- ◆ An ensemble of **natural elements** favorable for vine growing:
 - ▶ Weather
 - ▶ Soil and subsoil
 - ▶ Plot orientation
- ◆ A single **varietal**, either **Pinot Noir** or **Chardonnay**
- ◆ Local and long-established **expertise**



Natural elements:
A unique combination of soil and subsoil

- ◆ The Bourgogne region's subsoil was formed between **135 and 195 million years ago**.
- ◆ It is primarily composed of **marl 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 favor quality

- ◆ Plot orientation and vineyard exposition on the hillsides at altitudes between 200 and 500 meters provide for:
 - ▶ Better resistance to frost
 - ▶ Natural protection against westerly winds
 - ▶ Maximum benefit from sunshine, even at its weakest
 - ▶ Natural drainage to prevent excessive moisture



Chablis



Côte de Beaune



Mâconnais

Natural elements: Ideal weather conditions

- ◆ The **northerly location** of the vines means they enjoy a relatively temperate climate: Cold, dry winters, hot summers, and sunny and mild in the fall. The average temperature is 25°C in July and August.
- ◆ 1,860 hours of sunshine a year, $\frac{3}{4}$ of which between April and September
- ◆ 760 mm of rainfall in the vineyards, compared with over 1,016 mm in the Morvan region



Côte de Beaune



Château du Clos de Vougeot

Key figures January 2023 BIVB/CAVB/FDAC, average of 5 years: 2017-2021

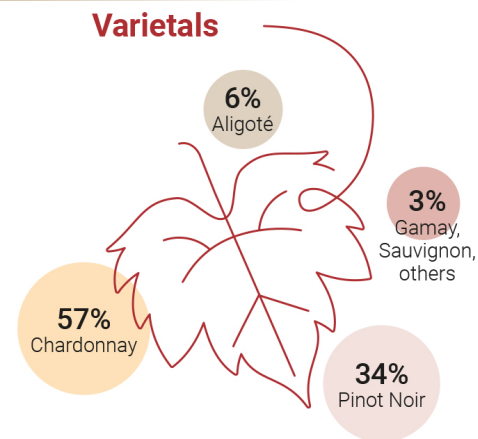
Bourgogne : A natural home for Pinot Noir and Chardonnay



Pinot Noir grapes



Chardonnay grapes



Surface area

◆ The adaptability of the varietal to the environment

- ▶ Quality depends on **how the varietal adapts to its natural environment** of soil and weather. The **growth cycle** of the Chardonnay and Pinot Noir varieties fits perfectly with the **climate of the region**.
- ▶ Other varieties are grown in Burgundy but in smaller quantities.

Key figures January 2023 BIVB/CAVB/FDAC, average of 5 years: 2019-2023

Bourgogne: Local expertise and traditions



In the vines



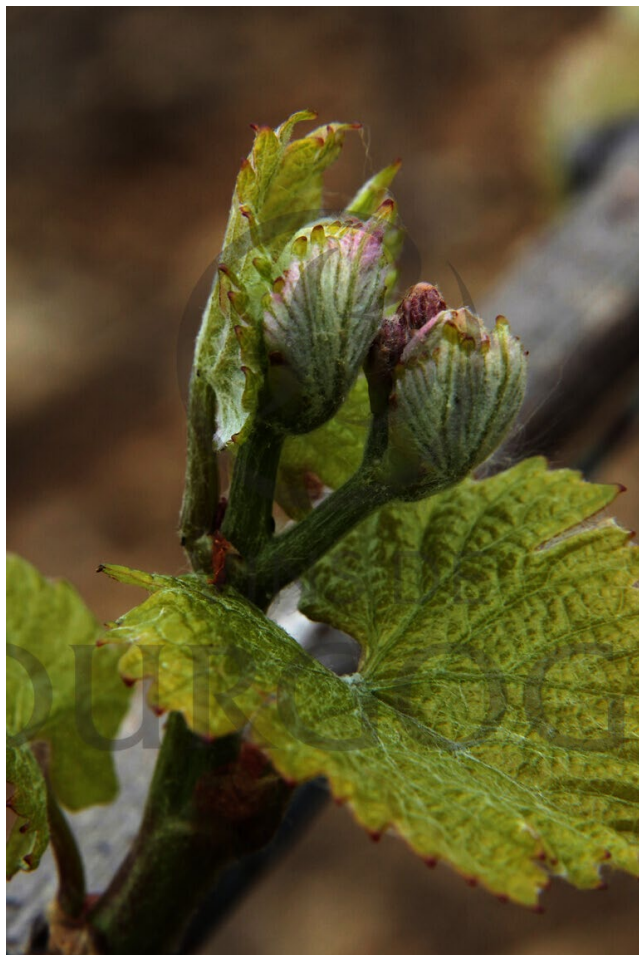
In the winery



In the cellar

- ◆ The flavor of a wine can change at every stage, in the vines, the winery and in the cellar.
- ◆ The style of the winemaker or enologist has a major influence on the personality of the wine, but their approach generally follows local practices.

Environmental responsibility: Bourgogne's wine professionals make a commitment



- ◆ Producing great wines that meet social issues.
 - ▶ It is essential to be aware of the challenges of climate change and social responsibility in order to maintain the powerful image of Bourgogne wines and ensure the long-term future of production potential.
- ◆ Reducing the sector's greenhouse gas emissions and contributing to France's carbon neutrality objectives.
 - ▶ In June 2023, the Bourgogne wine industry set itself the ambitious target of becoming carbon neutral by 2035, with a 60% reduction in greenhouse gas emissions and a strategy for offsetting residual emissions.
 - ▶ "Objectif Climat" is the industry's action plan, which will take the form of 38 major initiatives, each focusing on key areas to help achieve the objective: packaging, freight, travel, energy, etc.

Bourgogne wines in ancient times



1st to 3rd centuries AD

The Roman era

The influence of the Romans led to vines being planted on the plain



312 AD

The Roman era

A speech by Eumenides to the Emperor Constantin attests to the existence of vines on the plain "between marshes and canals"



6th to 15th centuries

Christianity

During the Middle Ages, vines were planted further and further up the slope, under the influence of Christian communities, including bishoprics, chapters, and the Abbeys of Cluny and Cîteaux



15th century

The Dukes

The Dukes of Bourgogne helped grow the reputation of Bourgogne wines in France and across Europe. Philip the Bold introduced regulations outlawing the Gamay grape and favoring Pinot Noir.

Bourgogne wines in modern times



16th to 18th centuries

The influence of cities

The nobility and bourgeoisie in different cities acquired some of the vineyards from the church. A hierarchy began to be established and the notion of Climat emerged in the 18th century



18th & 19th centuries

Négociants

The first maisons de négoce were created, imposing the model of terroir wine and making a name for the Climats of the Bourgogne winegrowing region around the world.



The late 19th and early 20th centuries

Winegrowers

After the phylloxera crisis, winegrowers formed unions to protect the notion of origin. The first Bourgogne AOCs were created in 1936.



4 July 2015

Global recognition

The uniqueness of the Bourgogne winegrowing region was recognized when the Climats were included on the UNESCO World Heritage List

The Climats: A global heritage

- ◆ In Bourgogne, a Climat is a plot of vines, progressively and precisely delimited by man, and which has been recognised by its name for centuries, often since the Middle Ages.
- ◆ Each Climat has specific geological, hydrometric and exposure characteristics.
- ◆ Each Climat is vinified separately, from a single grape variety, and the resulting wine takes the name of the Climat from which it is made. The personality of the Climat is expressed in the wine, vintage after vintage, thanks to the know-how of the winemaker.
- ◆ Nowhere else in the world has man sought to link wine production to its place of production in such a precise and intimate way.
- ◆ Together, the Climats de Bourgogne constitute the very essence of the Bourgogne winegrowing model



*The Climat of "En Charlemagne"
on the hill at Corton*

To sum up: Terroir honed over 2,000 years



- ◆ In Bourgogne, terroir defines the **unique and authentic interaction between the plant, a set of natural elements and the work of man**. It is the basis of our AOC system.
- ◆ Bourgogne is made up of **hundreds of Climats, reflecting the unique character of each plot**, creating a mosaic that is unique in the world.
- ◆ The notion of Climat is the ultimate expression of Bourgogne's terroir

Bourgogne wines

3. For all tastes and all occasions

A Bourgogne wine for every special moment



A business dinner

**An
impromptu
visit from
friends**



**A gift for a
friend**



**A wedding an
anniversary**

- Bourgogne wines are perfect for special occasions and festive occasions with family and friends

Diversity: Just one of the benefits offered by Bourgogne wines

- ◆ Bourgogne wines range from **wines for laying down to those better enjoyed in their youth.**
- ◆ Because our wines are single-varietal, **the notion of vintage is very important.** Every vintage has its own unique character.
- ◆ To be able to enjoy Bourgogne wines in the best possible way, it is better **to plan your purchases as soon as each vintage comes to market in order to build up a cellar year on year.**



Tasting and discovering Bourgogne wines

- ◆ Bourgogne wines, whether white or red, really stand out in a tasting, thanks to **their extraordinary sophistication and elegant expression**. These are **delicate** wines.
- ◆ Their **aromatic richness** never fails to impress because it echoes something deep in the memory.
- ◆ Their **remarkable balance and vigor** and their astonishing length on the tongue make Bourgogne wines a **pleasure that is perfect for sharing**.



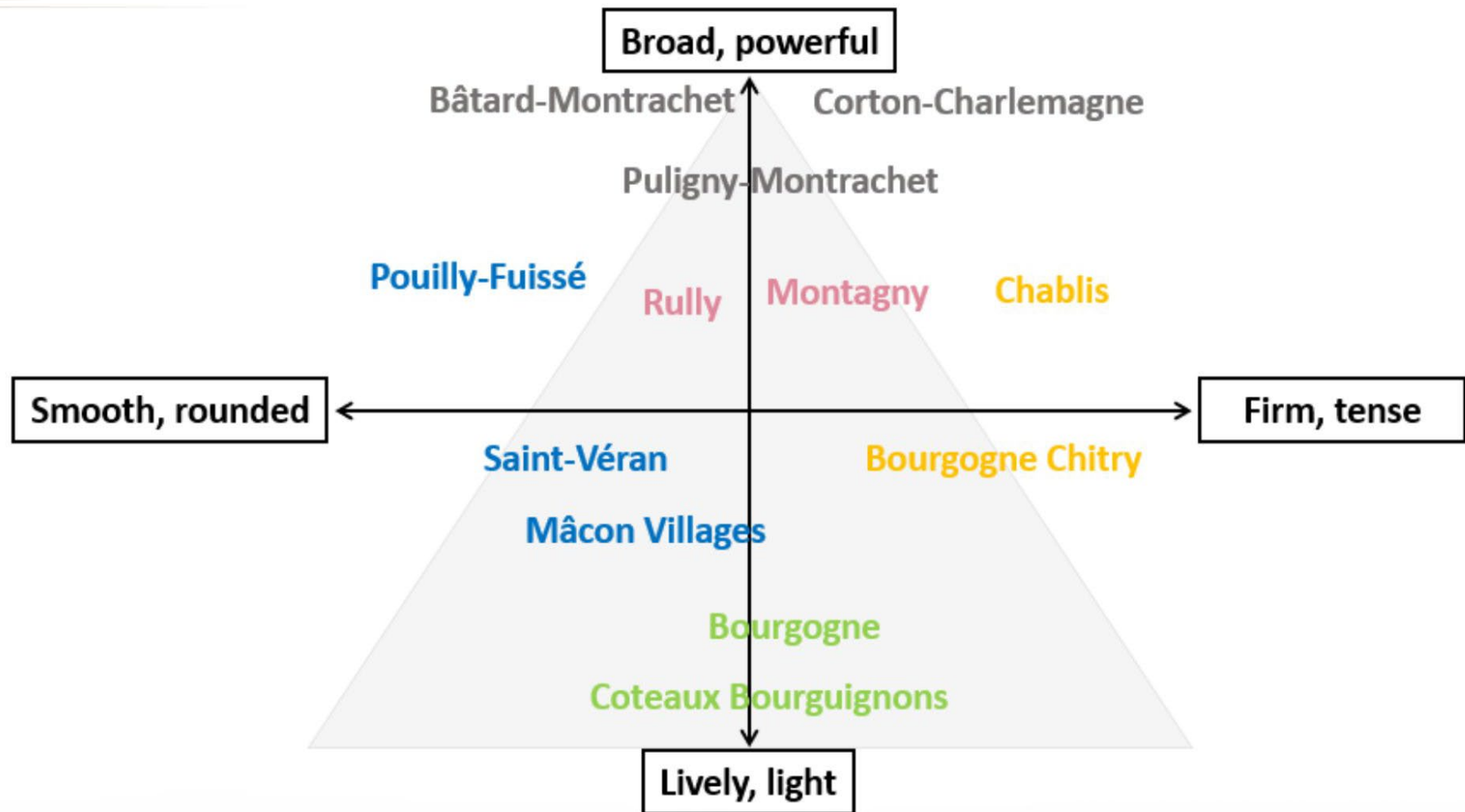
The colour and aromas of Bourgogne white wines

- ◆ Bourgogne **white wines** range in colour from **white gold** to **amber yellow**, through various shades of **yellow** and **gold**.
- ◆ On the palate, they offer an extraordinary variety of expressions:
 - ▶ **Vegetal** and **fresh fruit note** for young wines,
 - ▶ **Floral** notes for racy, elegant wines
 - ▶ **Mineral notes**
 - ▶ Notes of **dried fruit and undergrowth** for slightly older wines, and even **spicy notes**.
 - ▶ **Crémant de Bourgogne** is best appreciated for its colour, the **consistency and persistence** of its mousse, its **finesse** and its bubbles.



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Different styles of white Bourgogne wines



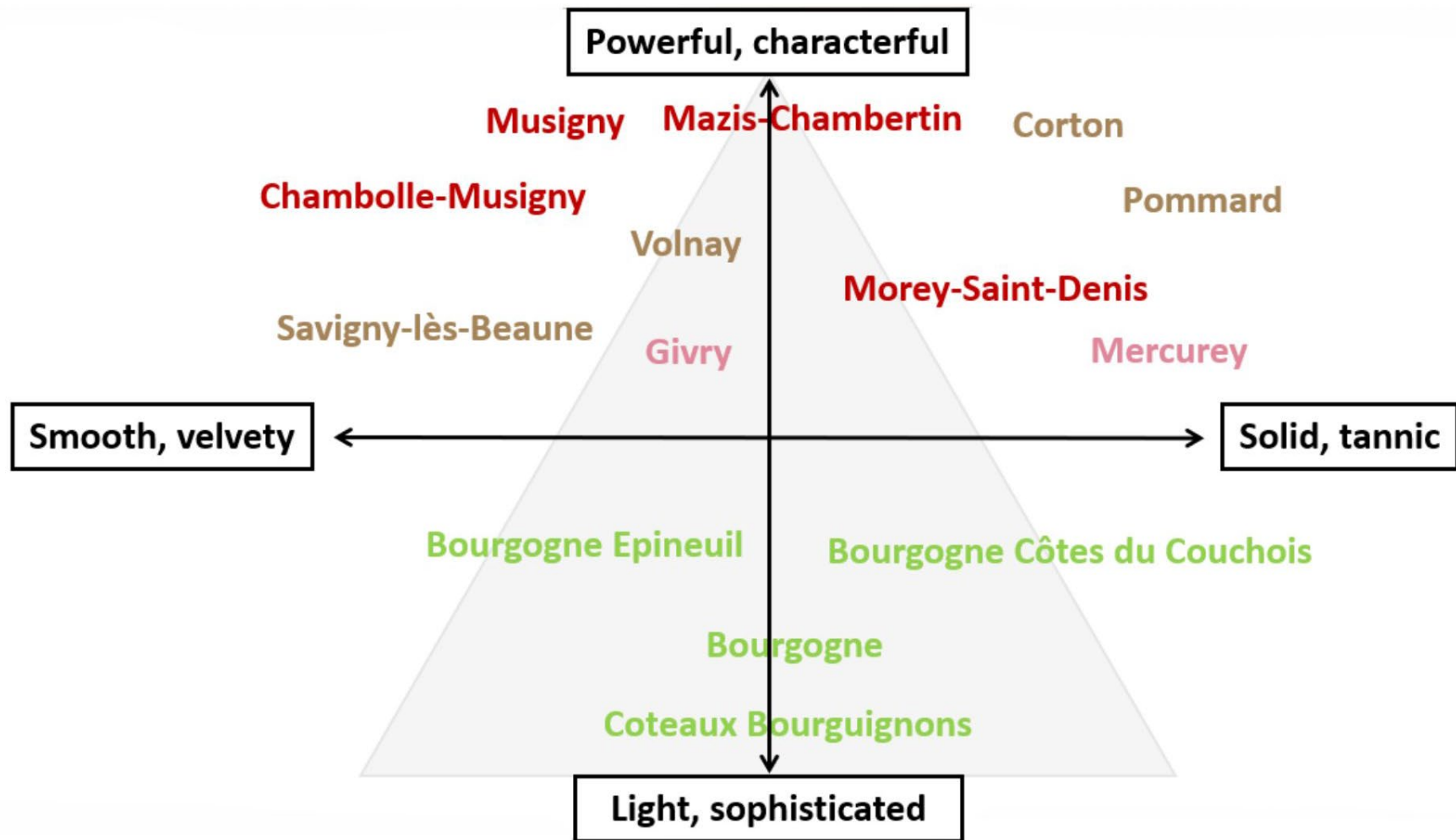
The colour and aromas of red Bourgogne wines

- ◆ **Red wines** come in infinite shades, from **grenat** to **mahogany rubis** or **brick red**.
- ◆ On tasting, you'll find :
 - ▶ Notes of **fresh fruit**, characteristic of Pinot Noir in its early years,
 - ▶ delicate **floral notes**
 - ▶ Younger wines will offer **vegetal notes**
 - ▶ **Spicy notes**, generally brought on by **ageing in oak barrels**.
 - ▶ But also **animal notes**, **notes of undergrowth** or even food notes (coffee, liquorice, etc.).



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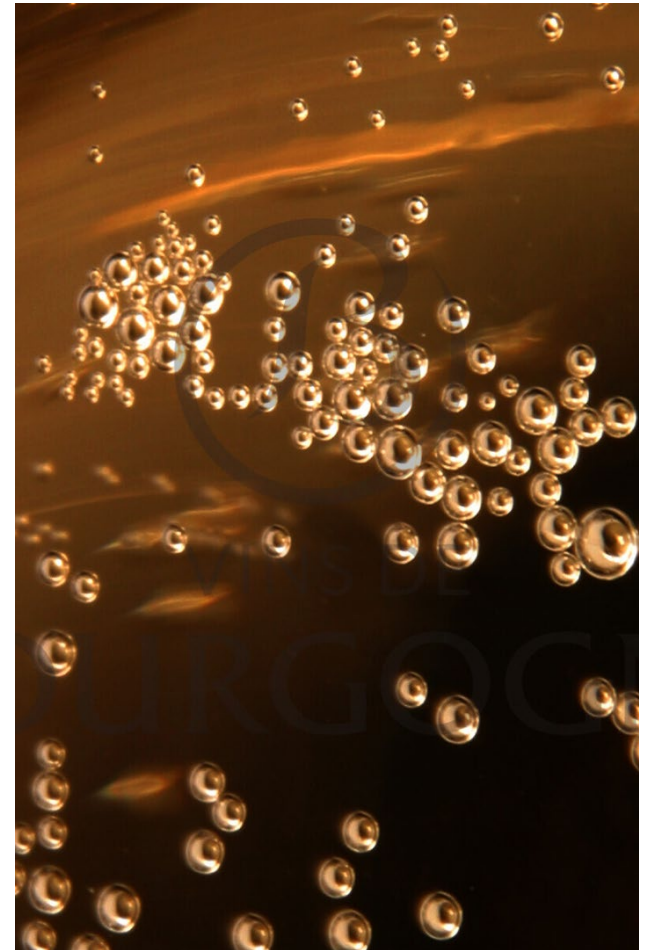
Different styles of red Bourgogne wines





Crémant de Bourgogne, in a premiumization dynamic

- ◆ Understanding the segmentation of Crémant de Bourgogne
 - ▶ Crémant de Bourgogne according to dosage:
 - from natural crude to semi-dry
 - ▶ Vintage Crémant de Bourgogne
 - ▶ The Crémant de Bourgogne « de Terroirs »
 - These cuvées are selected by region, village or parcel.
 - ▶ Two brand names to identify Premium and Super Premium cuvées
 - « Éminent » and « Grand Éminent », were born of the desire of an entire industry to offer an upmarket Crémant de Bourgogne appellation and exceptional cuvées.





Variety means endless food and wine pairings



- ◆ This variation in taste facilitates a wide range of culinary combinations.
- ◆ It's for this reason that food and **wine pairings** are **Bourgogne wines'** favourite playground.

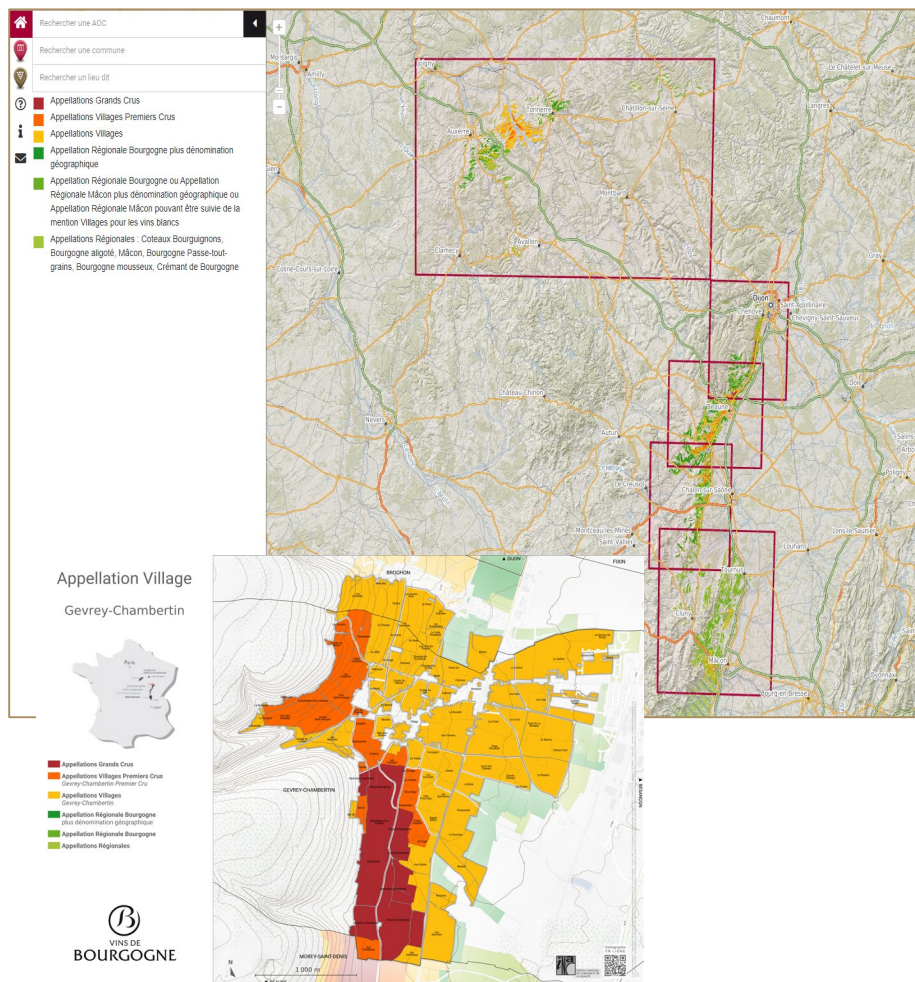
Bourgogne wines:

Some things to take away



- ◆ A broad range that responds to everybody's tastes and preferences :
 - ▶ Red, white, rosé wines and Crémant de Bourgogne
 - ▶ 84 appellations, from *Régionale* to *Grand Cru*, expressing a **huge diversity** of aromas and flavors
- ◆ A vast range of potential food and wine combinations means that Bourgogne wines can be enjoyed with every meal and on every occasion

Bourgogne Maps, An interactive set of geographical resources



- ◆ It is an **interactive website** that allows users to discover and accurately visualize the geographical areas of the 84 appellations of Bourgogne
- ◆ You can **search by entering the name** of an appellation or even a Climat, and **immediately see the area concerned**.
- ◆ You can **zoom into each appellation** to discover the Climats and lieux-dits.
- ◆ **Maps can be printed in PDF or JPEG format** to complement your tastings.
- ◆ [Access to Bourgogne Maps.](#)

For more information

- ◆ **Bourgogne wines website**

Official Bourgogne wines website www.bourgogne-wines.com

Head over to the **Professional access** section of the website to order objects and documentation from our online boutique, and to find out all the latest news about Bourgogne wines and training, etc.

- ◆ **Discovering Bourgogne Wines**

The e-learning module in English is available for download from the BIVB website www.bourgogne-wines.com

- ◆ **The École des Vins de Bourgogne**

A masterclass program to better understand Bourgogne wines - www.ecoledesvins-bourgogne.com

- ◆ **The Bourgogne International newsletter**

To receive our newsletter about Bourgogne wines, register at www.bourgogne-wines.com

- ◆ **For further information, contact the Bourgogne Wine Board (BIVB)**

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