



LET'S DISCOVER BOURGOGNE WINES



BOURGOGNES

> Our itinerary today...



Welcome to the world of Bourgogne wines

- > During this session, we are going to discover what makes Bourgogne wines so exceptional, and what has contributed to the reputation they enjoy today
- > You will be given the opportunity to taste wines, from *Régionale* level up to *Grand Cru*, both red and white, representative of the diversity of Bourgogne wines

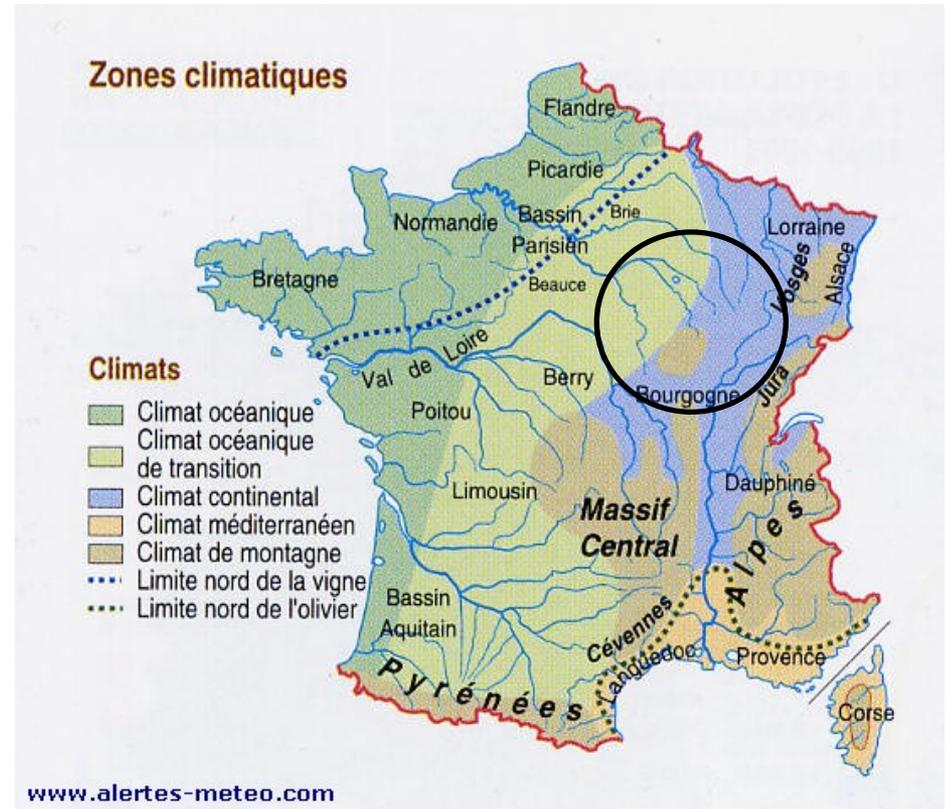


BOURGOGNE WINES, *Key points*



> Bourgogne : A unique location

- > Because of its unique northerly yet continental location, the Bourgogne winegrowing region enjoys a **temperate continental 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**

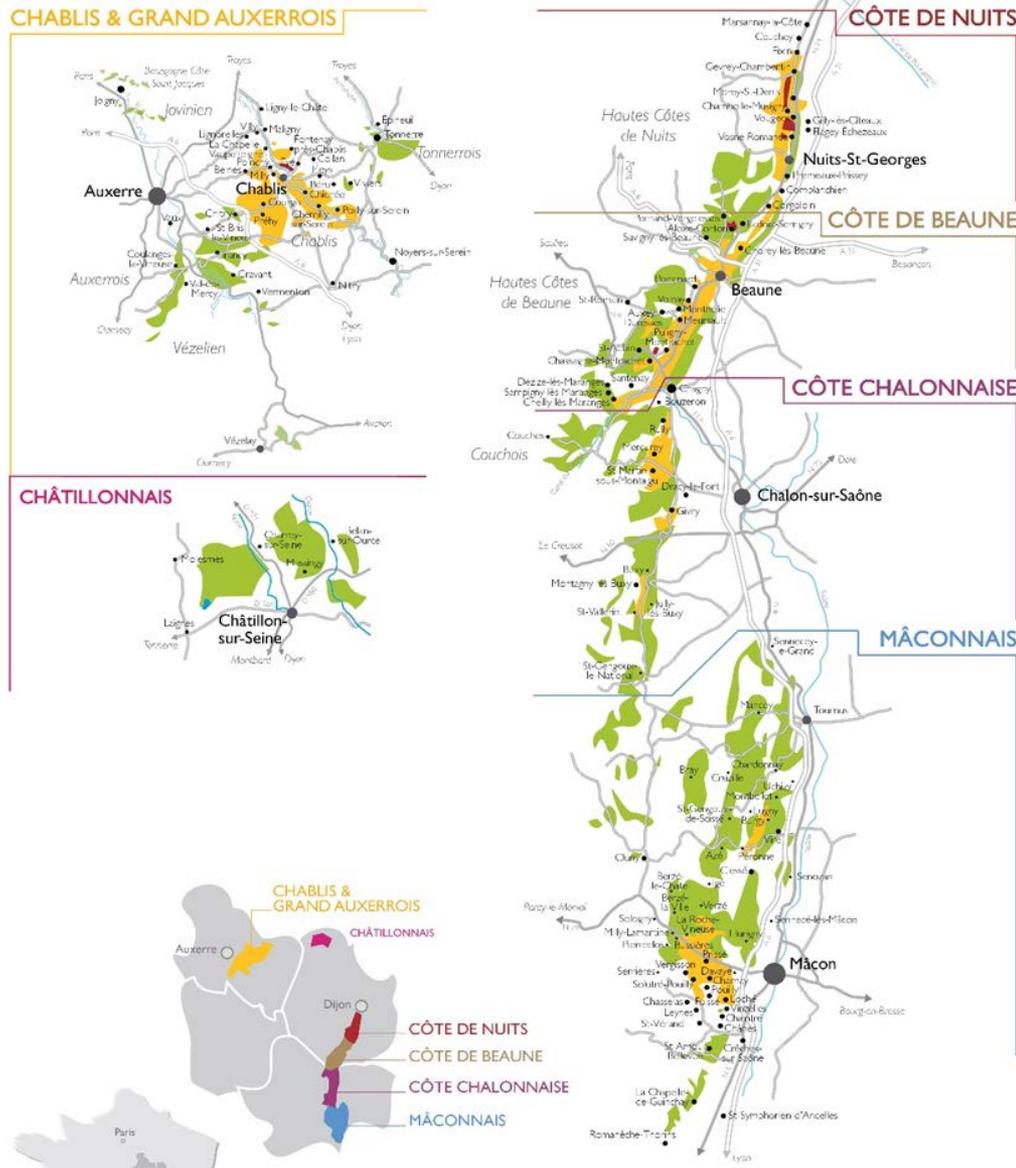


> Bourgogne : Great wines, small region

- › Approximately **230km** from north to south
- › Fewer than **30,000 hectares under vine**, accounting for just 7% of all French AOCs
- › **Five winegrowing areas:**
 - Chablis & Grand Auxerrois ①
 - Côte de Nuits & Hautes Côtes de Nuits ②
 - Côte de Beaune & Hautes Côtes de Beaune ③
 - Côte Chalonnaise & Couchois ④
 - Mâconnais ⑤



➤ Bourgogne : A multitude of appellations



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

> Bourgogne : Diversified production



- › While it is often thought to produce mainly red wines, the Bourgogne winegrowing region in fact produces a majority of white wines
- › Crémant de Bourgogne wines have been enjoying continued growth for the past 30 years.
- › Rosé wines represent just one percent of all wines produced.

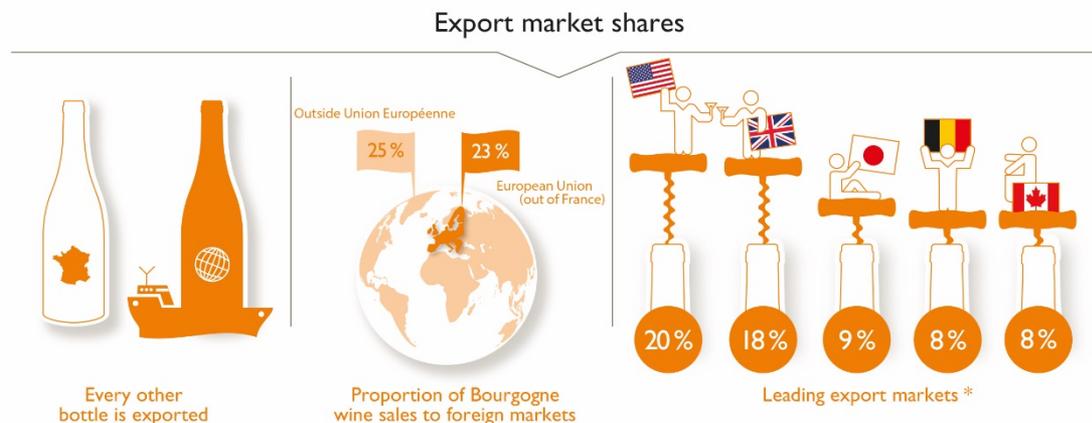
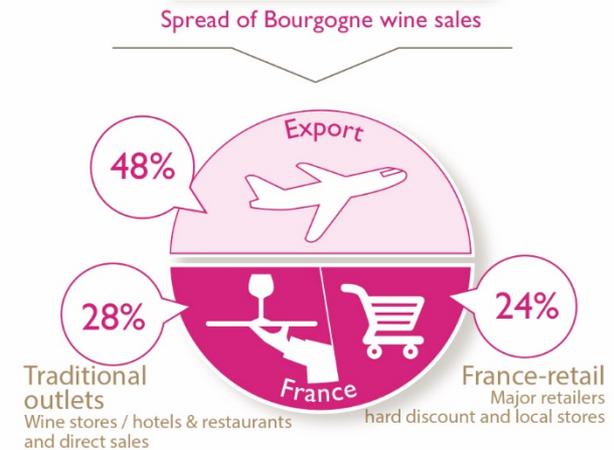
> Bourgogne: High value production



September 2018 (Sources: Customs /IRI/BIVB/DRAF) Five year average 2013-2017

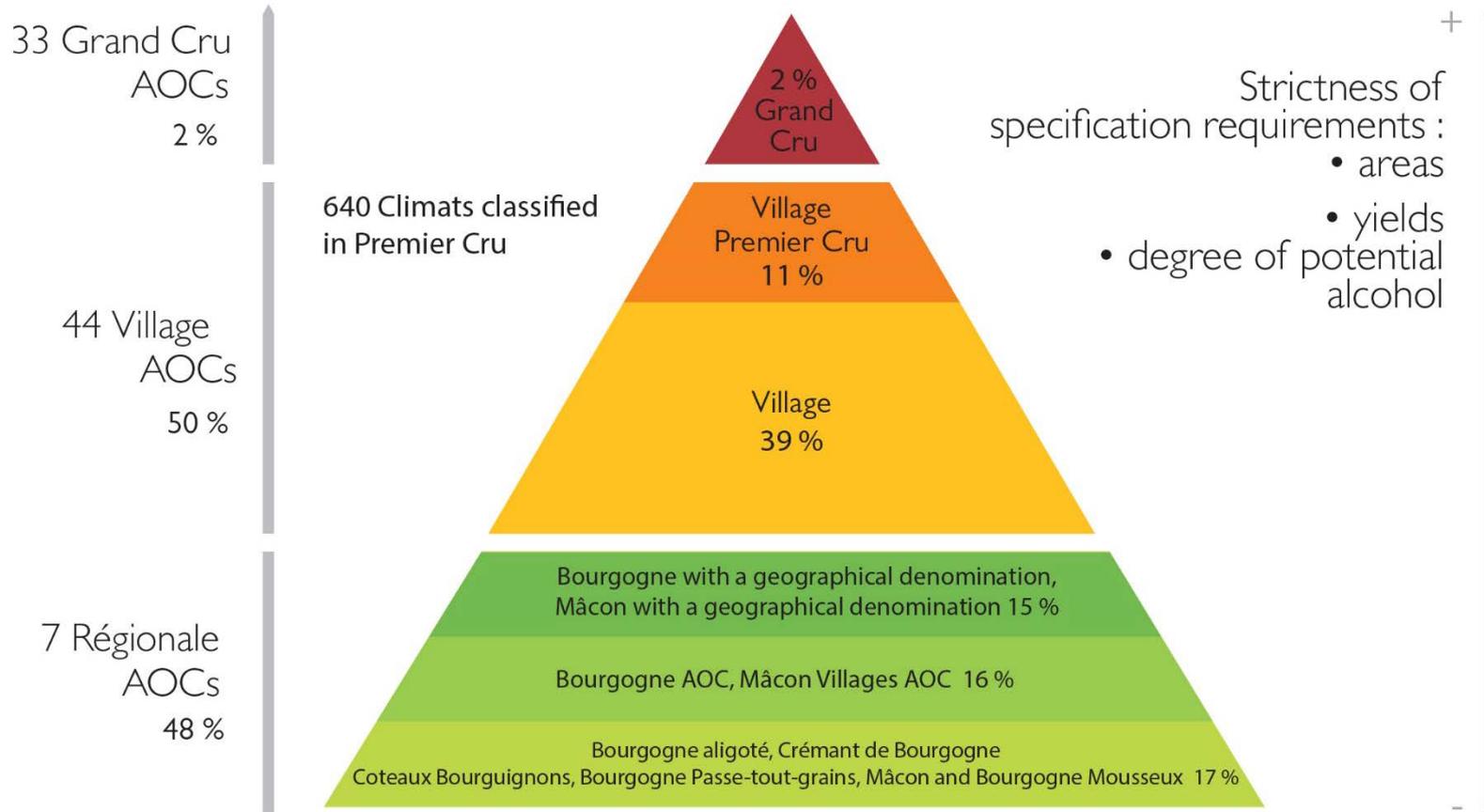
➤ Bourgogne wines are enjoyed across the world

- Around **186,5 million bottles** are produced annually, some **0.6%** of world wine production
- Bourgogne wines account for **2.8%** of global wine transactions in terms of revenue
- **Half of all bottles of Bourgogne wine** are exported
- In 2017, the **three leading export markets (in terms of value)** for Bourgogne wines were the USA, the UK, and Japan



Sources: IRI/BIVB/DRAF, five-year average, 2013-2017

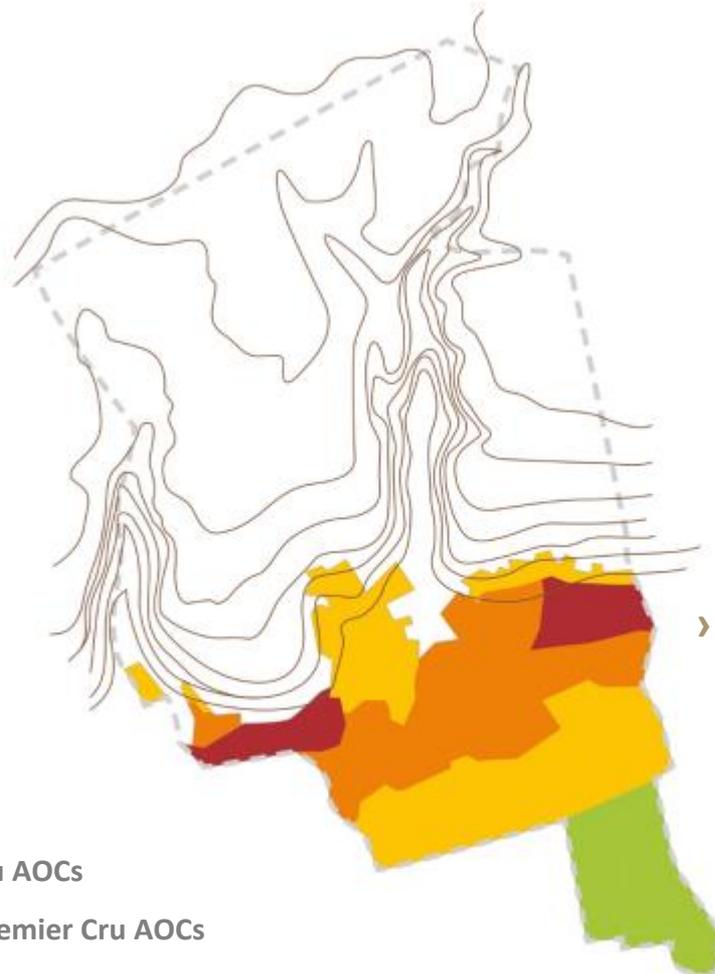
Understanding the classification of Bourgogne appellations



*Bourgogne AOC = Bourgogne + Bourgogne with an additional geographical denomination
 Mâcon AOC = Mâcon + Mâcon-Villages + Mâcon with an additional geographical denomination*



> Understanding the classification of Bourgogne appellations



Different appellation areas,
e.g. Chambolle-Musigny

> The different categories of wine are spread from top to bottom of the slope in each village.





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BOURGOGNE WINES, 2,000 years of construction of *Climats* and *terroir*



> Bourgogne wines: The 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: The 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

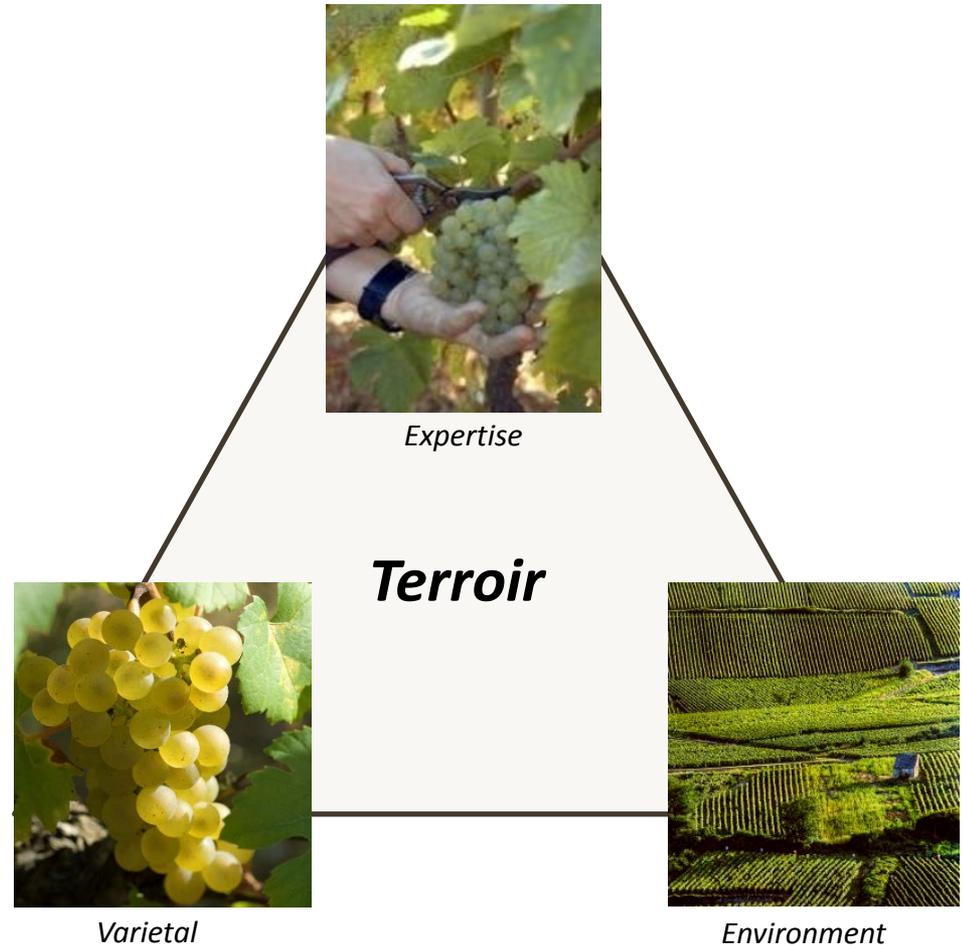
Global recognition

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

> Bourgogne : The alchemy of *terroir*

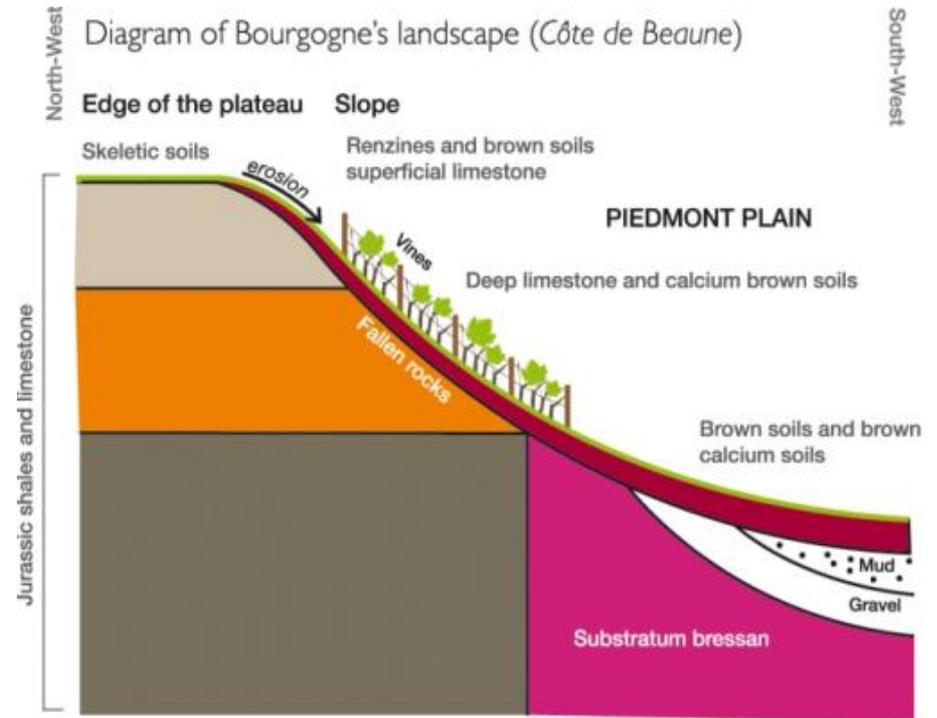
The *terroir* of Bourgogne is a subtle alchemy of:

- › An ensemble of **natural elements** that encourage vine growth:
 - Climate
 - Soil and subsoil
 - The aspect of the slope
- › A single **varietal**: **Pinot Noir** or **Chardonnay**
- › Local **expertise**



› Natural elements: Soil and sub-soil, a unique combination

- › The Bourgogne region's sub-soil 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



*Landscape on the
Côte de Beaune*



*Landscape in
Chablis*



*Landscape in
the Mâconnais*

> 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.
- › 2,000 hours of sunshine annually, one third of which occurs between April and September.



Landscape on the Côte de Beaune



Château du Clos de Vougeot

- › 700mm of precipitation annually on the vines, with more than 1,100mm annually in the Morvan.

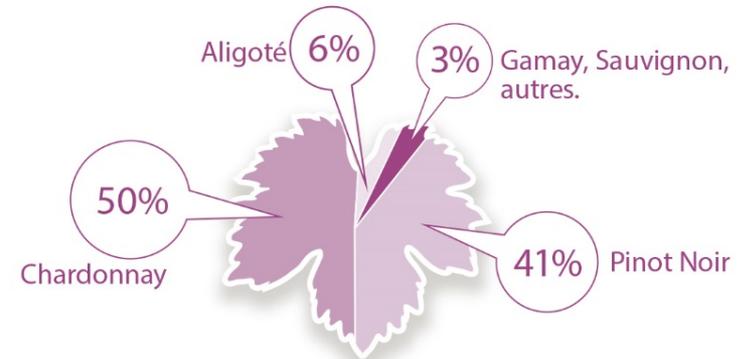
› Bourgogne: A natural home for the Pinot Noir and Chardonnay grapes



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** (soil and climate). The **growth cycle** of the Chardonnay and Pinot Noir grapes fits perfectly with the **climate of the region**.
- Other varietals are grown in Bourgogne but in smaller proportion

➤ Bourgogne: Local expertise and practices



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

An industry-wide commitment to an eco-responsible approach



Societal and environmental issues: A commitment from professionals

One cannot talk about improved cultivation and enological practices without mentioning environmental issues. The winegrowers of Bourgogne are keen to respond to society's demands and have committed to a program to better manage the use of vine treatment for the greater good:

- Helping people better understand the work of winegrowers
- Using the right materials that are correctly set up to avoid any spillage
- Improving information about best practices in terms of vine treatments with winegrowers
- Supporting research to reduce the use of vine treatment products

› The *Climats*: The ultimate expression of *terroir* in Bourgogne

- › The *Climats* are **precisely delimited plots of land** that enjoy specific geological and weather conditions which, when combined with traditional working practices and translated by the two grape varieties of Pinot Noir and Chardonnay, have given rise to an unmatched and exceptional patchwork of wines, following a precise hierarchy.
- › There are 640 *Premier Cru* and 33 *Grand Cru Climats* listed in Bourgogne, but there are thousands of other *Climats* producing *Village* and *Régionale* appellations.
- › The *Climats* are the **ultimate expression of the *terroir*** of the Bourgogne winegrowing region.



The Climat “En Charlemagne”
on the Corton hill

› To sum up this part : Bourgogne represents 2,000 years of *terroir* development



- › In Bourgogne, *terroir* refers to the **unique** and **authentic interaction** between the vine, an ensemble of natural elements, and hard work by winemakers. It is the basis of our entire *AOC* system.
- › Bourgogne is composed of **hundreds of *Climats***, reflecting the characteristics of each plot, and making a unique mosaic of vineyards.
- › The *Climats* are the ultimate expression of *terroir* in Bourgogne.



4 BOURGOGNE WINES, for all tastes and for every occasion



> A Bourgogne wine for every occasion



An impromptu visit



A business dinner



A gift for friends



A wedding
or a birthday

Bourgogne wines are perfect for every festive occasion to be shared with family or friends.

› Diversity: Just one of the benefits offered by Bourgogne wines

- › Bourgogne wines range from **wines for laying down** to **younger wines that are ready to drink**.
- › Because our wines are single-varietal wines, **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 Bourgogne wines to better appreciate them

- › 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**.

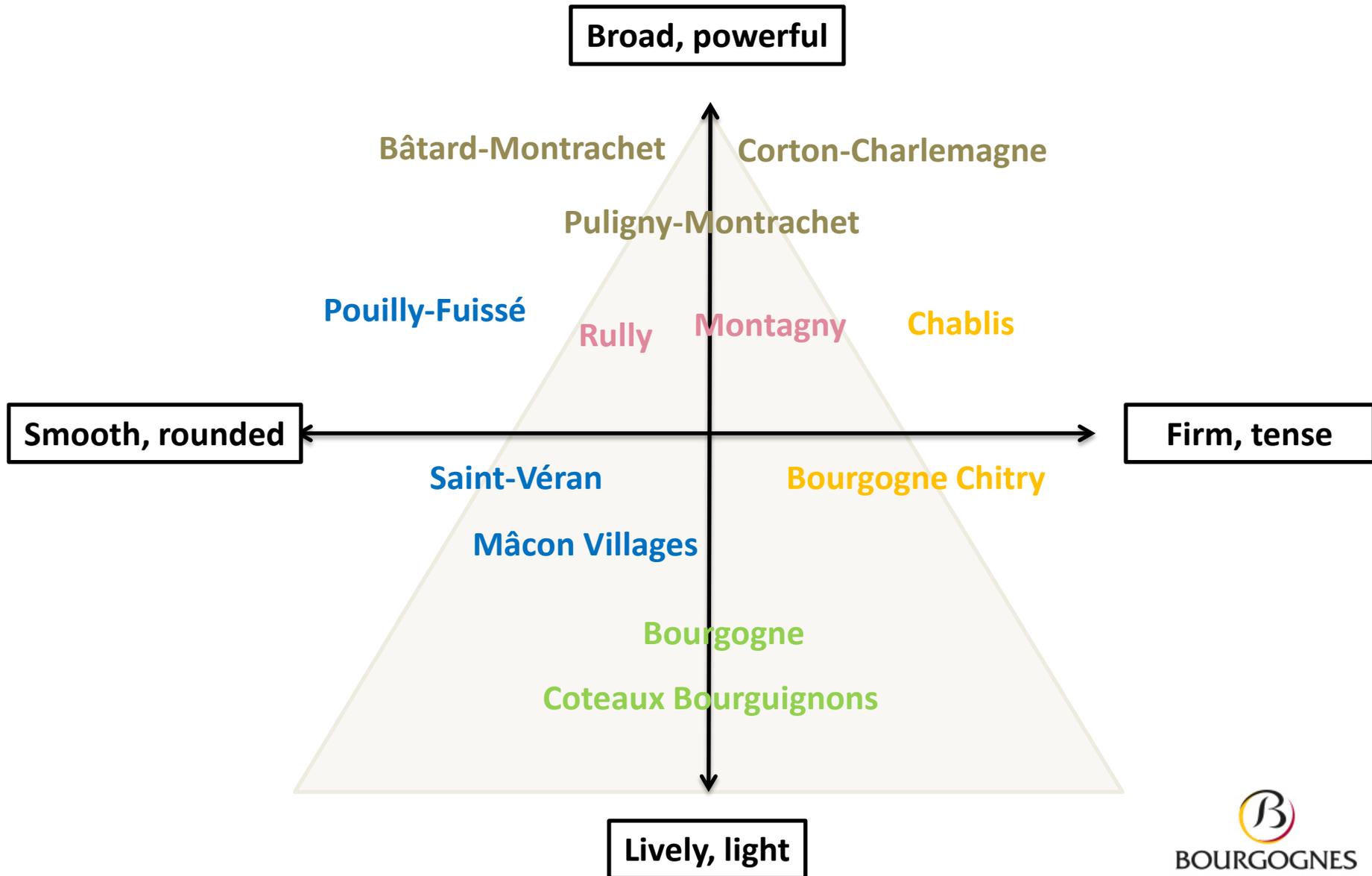


› The color and aroma of white Bourgogne wines

- › The color of white Bourgogne wines ranges from white gold to amber, covering the entire range of yellow and golden hues.
- › In the mouth, they offer an extraordinary variety of flavors:
 - **Vegetable** and **fresh fruit** notes in younger wines
 - **Floral notes** for sophisticated, elegant wines
 - **Minerality**
 - **Nutty** notes and hints of **undergrowth** for older wines, even verging on **spice**
 - When tasting **Crémant de Bourgogne**, one should observe the color, the **consistency and length of the** foam, and the **finesse** of the bubbles



> Different styles of white Bourgogne wines

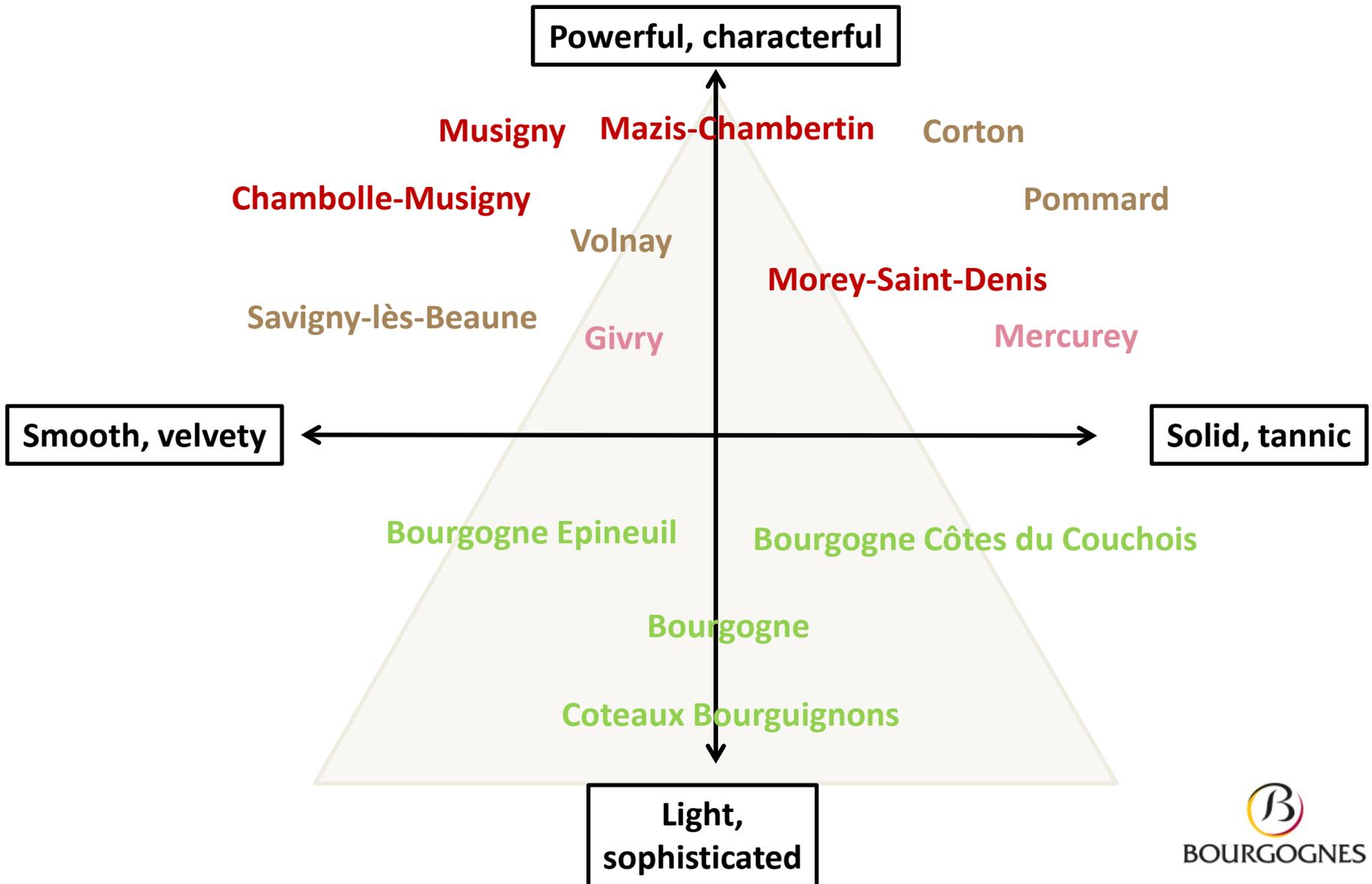


› The color and aroma of red Bourgogne wines

- › **Red Bourgogne wines** offer an almost infinite color palette, ranging from **garnet** to **mahogany** and from **ruby** to **brick red**.
- › Tasting reveals:
 - Notes of **fresh fruit** characteristic of the Pinot Noir grape in its youth
 - Very sophisticated **floral notes**
 - Younger wines reveal **vegetable notes**
 - More **spicy notes** generally develop after a wine spends time in **oak**
 - One may also detect **animal notes**, along with hints of **undergrowth** or particular foods like coffee or licorice



> Different styles of red Bourgogne wines





> Crémant de Bourgogne, a third type of wine



- › Manual harvesting in whole bunches obligatory
- › Obligatory use of perforated crates to eliminate juice produced by crushing during transport of the harvest
- › Limited pressing: 150kg of fruit to produce 100 liters of must (usually 130)
- › Obligatory control tasting of base wines
- › Ageing on laths for at least 12 months
- › Second approval tasting obligatory

The diversity of Bourgogne wines means a wide range of possible food pairings



We have shown that the word “diversity” is very important in Bourgogne. And this variety of flavors means that Bourgogne wines are particularly suited to a wide range of food pairings.

That is why there is so much potential for fun in matching Bourgogne wines with your favorite dishes.

> Bourgogne wines: Some things to take away



A complete range that responds to everybody's tastes and preferences :

- **Red, white, rosé wines and Crémant de Bourgogne**
- **84 appellations**, from *Regionale* 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

> To find out more

> **Bourgogne wines website**

Official Bourgogne wines website: www.bourgogne-wines.com

Go to the Professional access to order objects and documents from the Online Shop

> **Discovering Bourgogne Wines**

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

> **The “Bourgogne International” newsletter** (in English and French)

10 editions per year. Sign up on the Professional access of the web site.

> **To contact the Bourgogne Wine Board (BIVB):** export@bivb.com

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