

Discovering Bourgogne wines

Date :

Place :



Today's program



Welcome to the world of Bourgogne wines

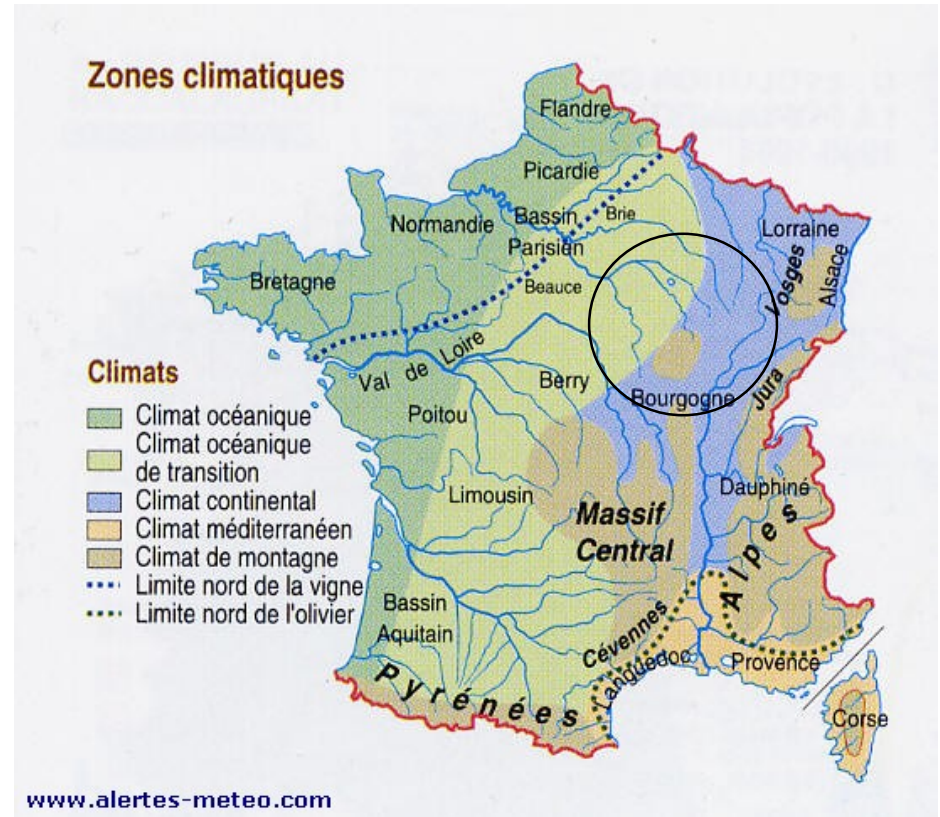
- ◆ During this session, we are going to discover what makes Bourgogne wines so exceptional; wines that have been recognized with the inscription of their *Climats* on the UNESCO World Heritage List
- ◆ You will be given the opportunity to taste red and white wines, from *Régionale* level up to *Grand Cru*, that are representative of the diversity of Bourgogne wines

Bourgogne wines

1. Key points

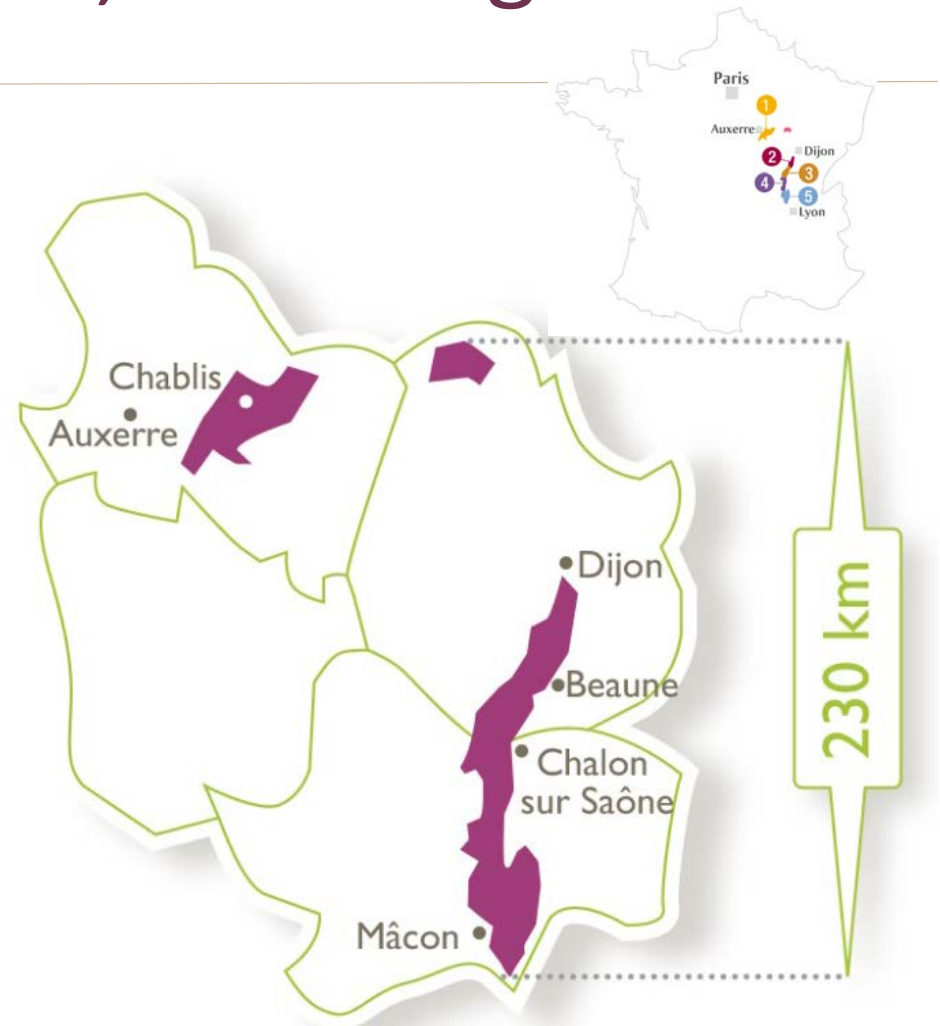
Bourgogne: A unique location

- ◆ 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 varietals**.



Bourgogne: Great wines, small region

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

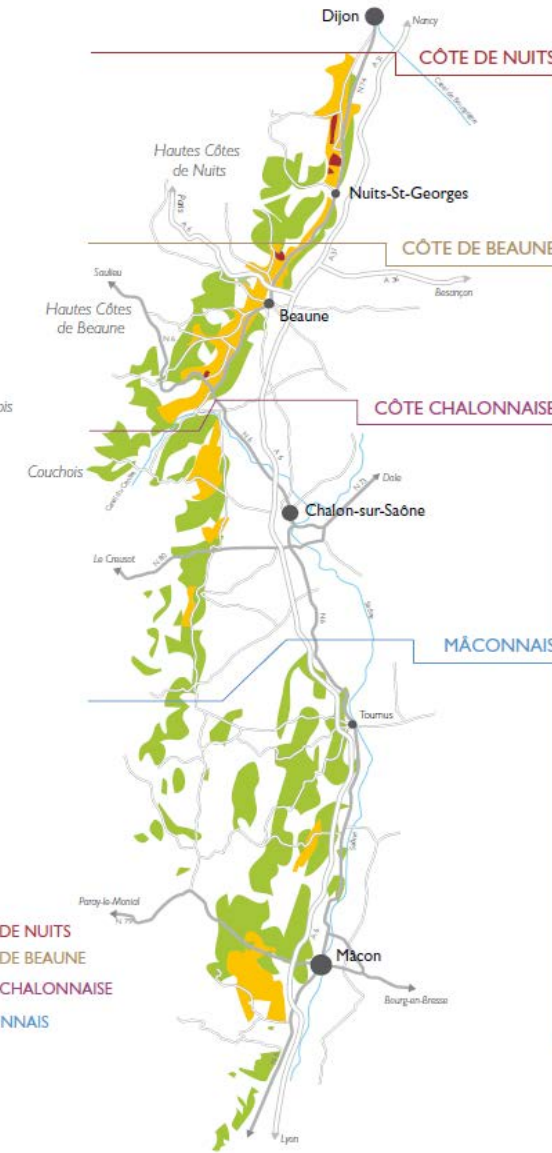


October 2020 (Sources : Customs IR/BIVB/DRAF/CAVB/DGDDI) Average of 5 years : 2015-2019

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



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

October 2020 (Sources : Customs IR/BIVB/DRAF/CAVB/DGDDI) Average of 5 years : 2015-2019

Bourgogne: High-value production

Share of Bourgogne wines on the export market

of revenue for still French AOC wines
on the export market
(for 4.5 % of production)

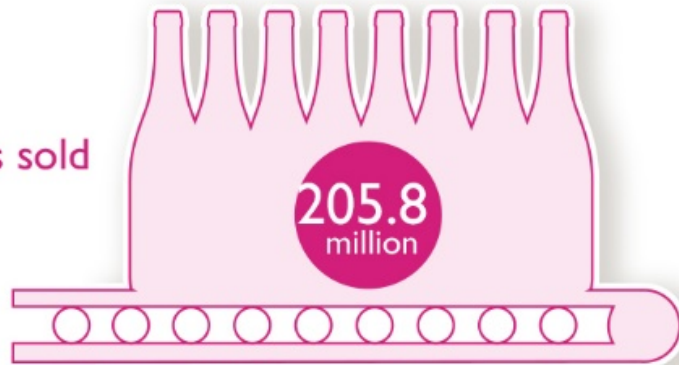
21%



2.9%

of the global wine trade, in terms of value
(for 0.5 % of production)

Bottles sold



205.8
million

2
billion

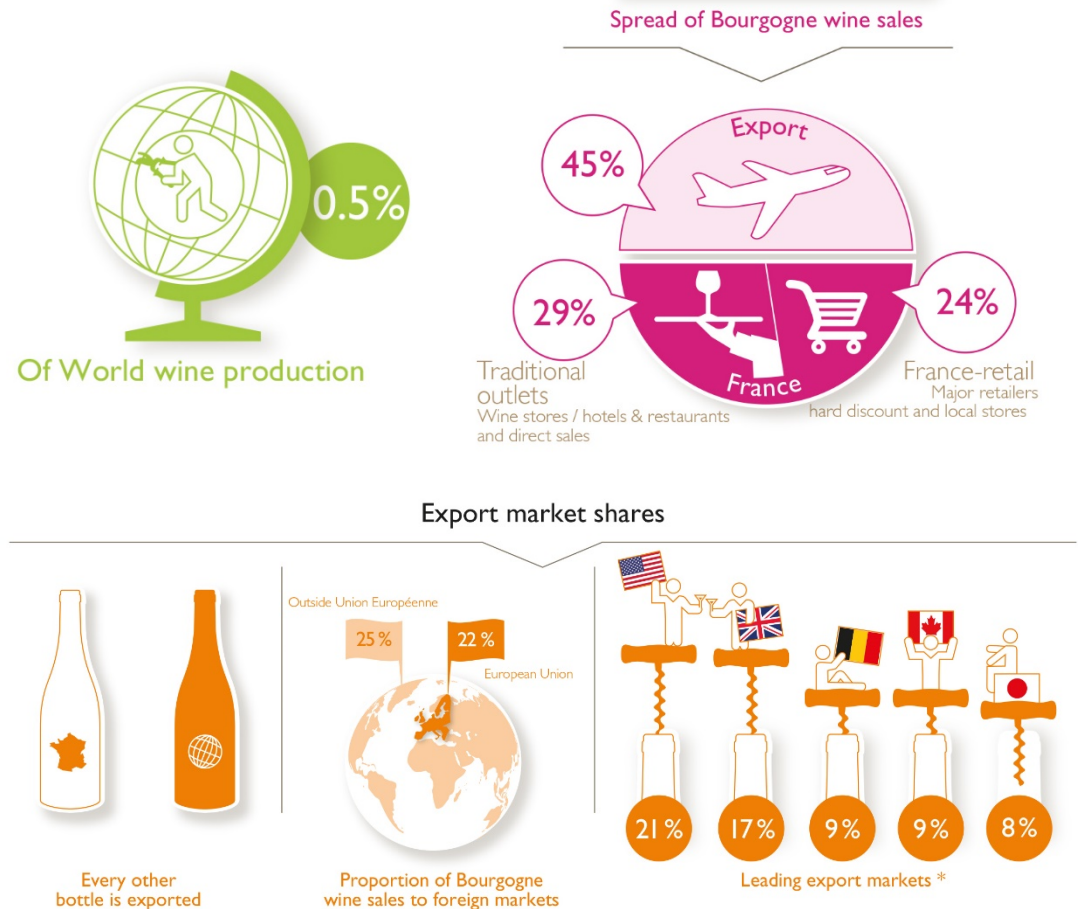


Estimated revenue

October 2020 (Sources : Customs IR/BIVB/DRAF/CAVB/DGDDI) Average of 5 years : 2015-2019

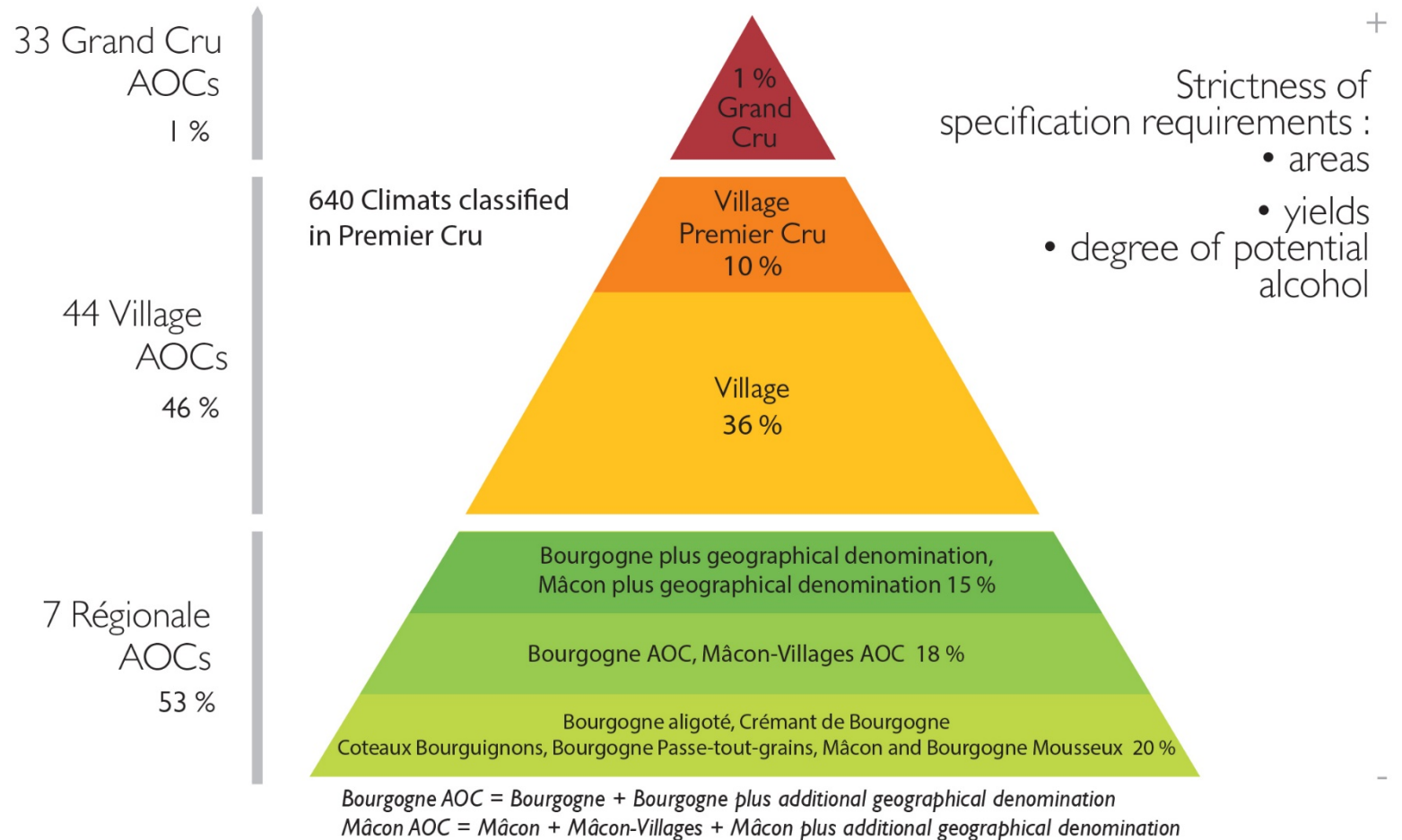
Bourgogne wines: Enjoyed across the world

- ◆ Around **205.8 million bottles** are produced annually, some **0.5%** of world wine production
- ◆ Bourgogne wines account for **2.9%** of global wine transactions in terms of revenue
- ◆ **Half of all bottles of Bourgogne wine** are exported
- ◆ In 2019, the **three leading export markets** in terms of value for Bourgogne wines were the USA, the UK, and Belgium.



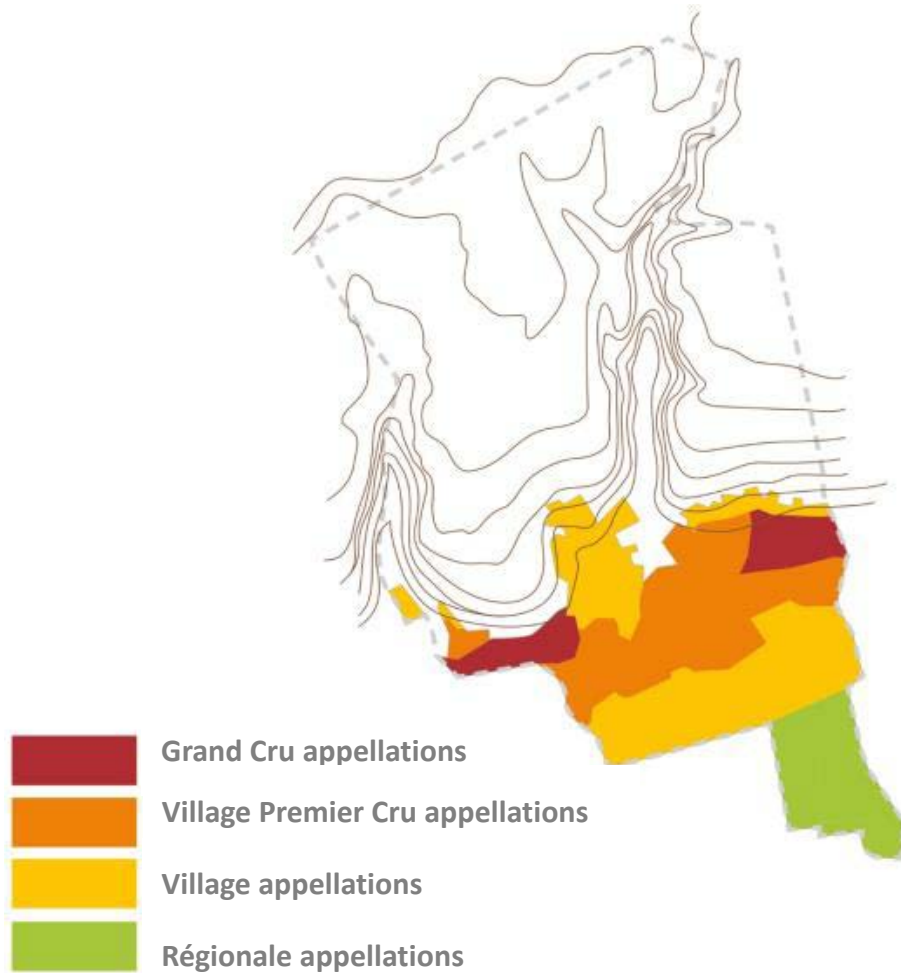
October 2020 (Sources : Customs IR/BIVB/DRAF/CAVB/DGDDI) Average of 5 years : 2015-2019

Understanding the classification of Bourgogne appellations



Sources : Harvest of Bourgogne Wines - average 2013-2017, BIVB / Douanes / CAVB

Understanding the classification of Bourgogne appellations



- ◆ Different appellation areas, ex.: Chambolle-Musigny
- ◆ The different categories of wine are spread from top to bottom of the slope in each village.

Bourgogne wines

2. *2,000 years of* terroir

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

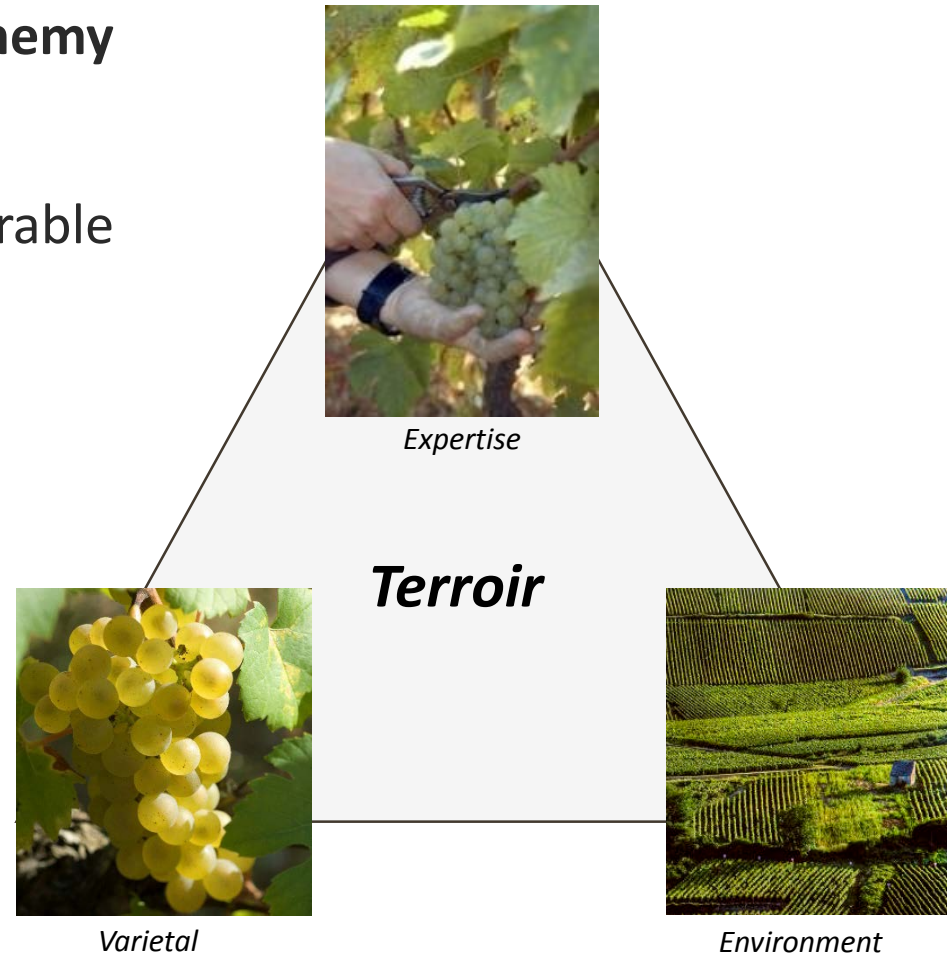
Global recognition

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

Bourgogne: The alchemy of terroir

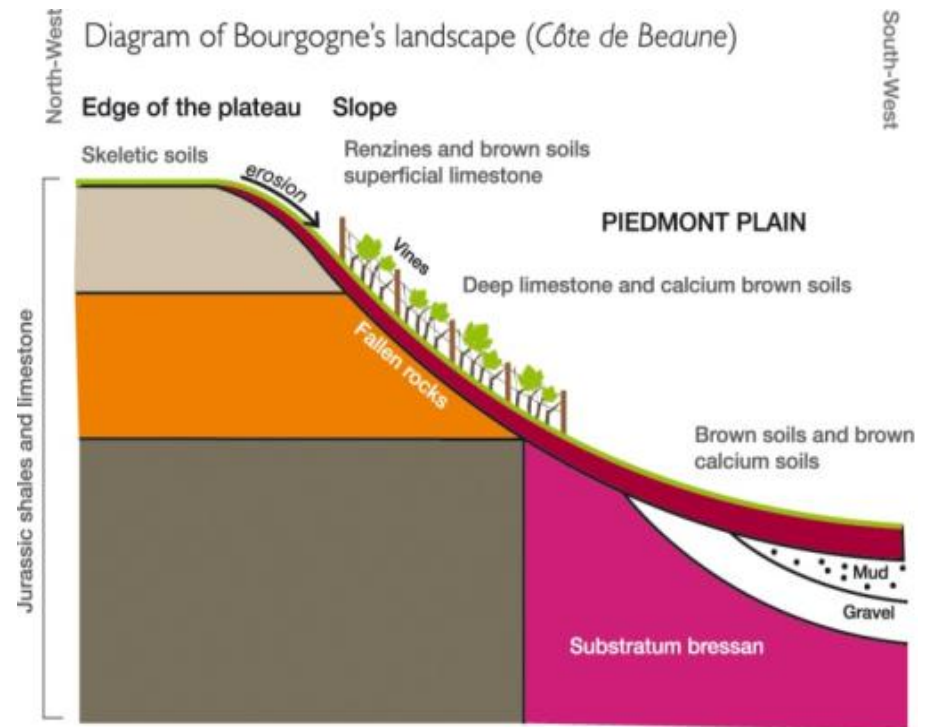
Terroir in Bourgogne is the subtle alchemy between:

- ◆ 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



Côte de Beaune



Chablis



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.
- ◆ 2,000 hours of sunshine annually, one third of which occurs between April and September.
- ◆ 700mm of precipitation annually on the vines, with more than 1,100mm annually in the Morvan.



Côte de Beaune



Château du Clos de Vougeot

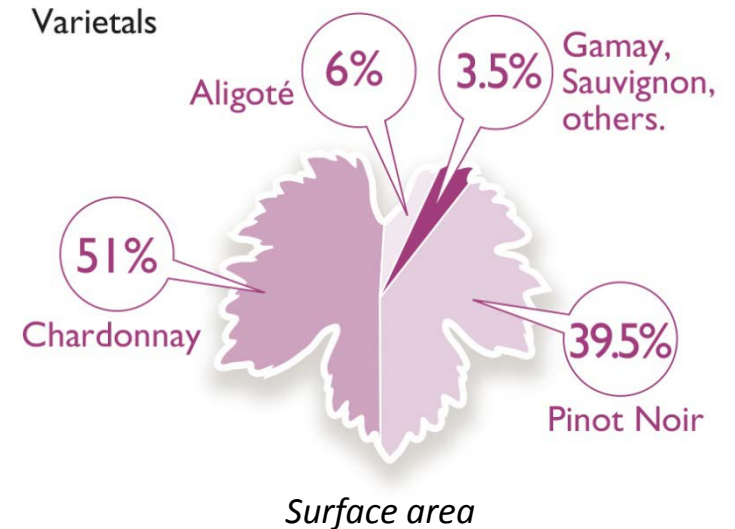
Bourgogne : A natural home Pinot Noir and Chardonnay



Pinot Noir grapes



Chardonnay grapes



◆ 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 varietals fits perfectly with the **climate of the region**.
- ▶ Other varietals are grown in Bourgogne but in smaller quantities.

October 2020 (Sources : Customs IR/BIVB/DRAF/CAVB/DGDDI) Average of 5 years : 2015-2019

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.

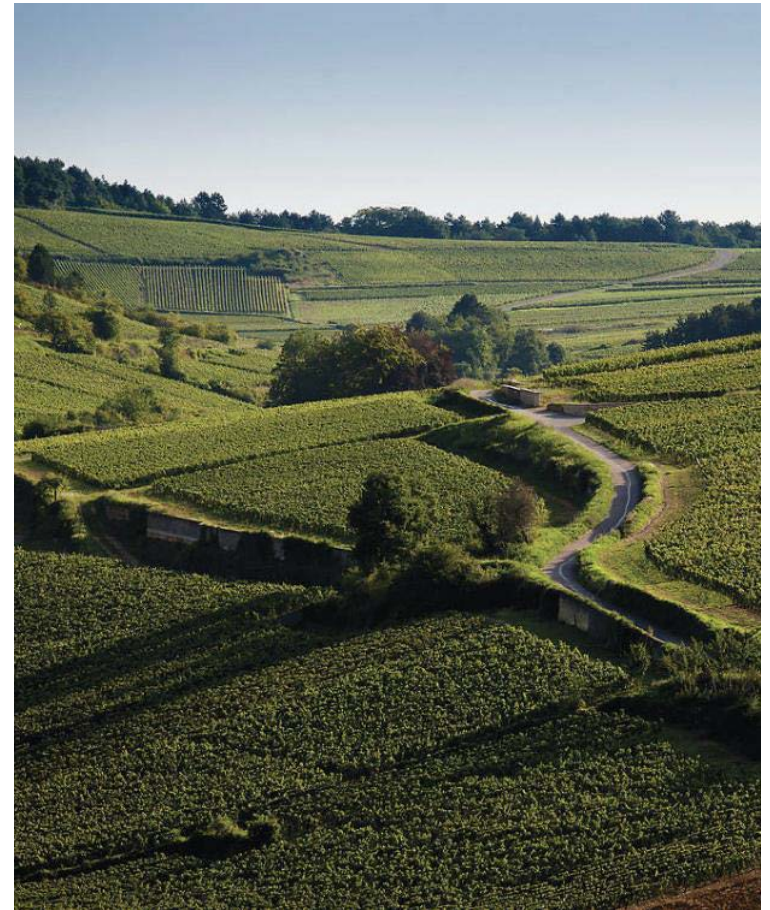
An industry-wide commitment to an eco-responsible approach



- ◆ The winegrowers of Bourgogne are committed through a Charter to a program for **improving the use of vine treatments**, the key thrusts of which are as follows:
 - ▶ Helping people better understand the work of winegrowers
 - ▶ Using the right materials to better protect the environment
 - ▶ Improving how winegrowers are informed about best treatment practices
 - ▶ Supporting research to reduce the use of vine treatment products

The Climats: A global heritage

- ◆ The Bourgogne winegrowing region is a patchwork of precisely delimited plots.
- ◆ Each Climat has unique relief, a unique aspect, specific geological and weather conditions, and is worked using traditional local practices
- ◆ The Climats are the source of the rich palette of aromas, styles, and flavors found in Bourgogne wines.
- ◆ Their construction, over more than two millennia, has resulted in a unique cultural site that was inscribed on the UNESCO World Heritage List on 4 July 2015.



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

To sum up: Terroir honed over 2,000 years



- ◆ In Bourgogne, the word “*terroir*” refers to the **unique** and **authentic interaction** between the vines, 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**, individually specific plots that form a unique patchwork of vineyards.
- ◆ The *Climats* are the ultimate expression of *terroir* in Bourgogne.

Bourgogne wines

3. For all tastes and all occasions

A Bourgogne wine for every occasion

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



A business dinner



A gift for friends

An impromptu visit



A wedding or a birthday

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**.

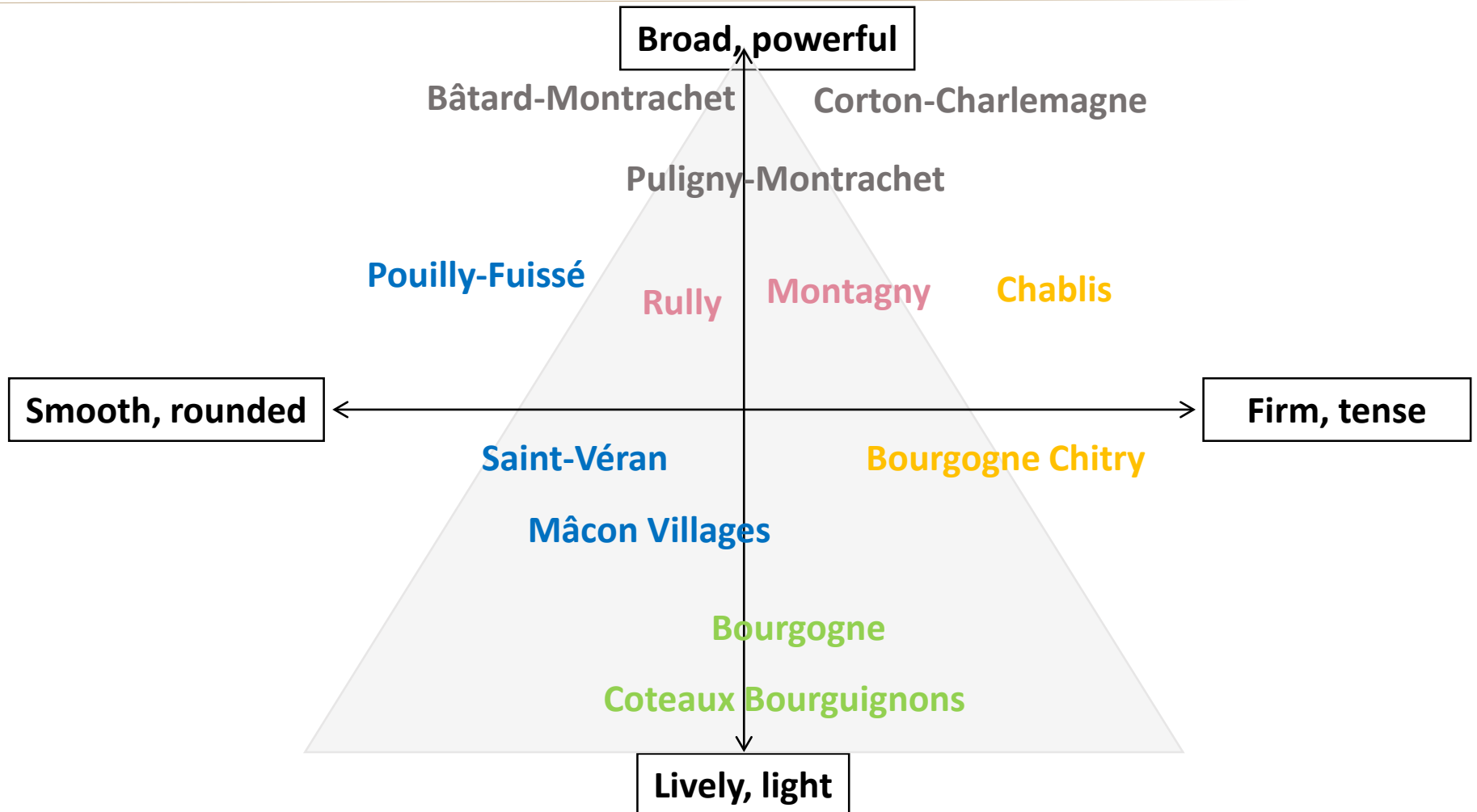


The color and aroma of white Bourgogne wines

- ◆ The color of white Bourgogne wines ranges from pale 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** and even with **touches of spice** for older wines
 - ▶ 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

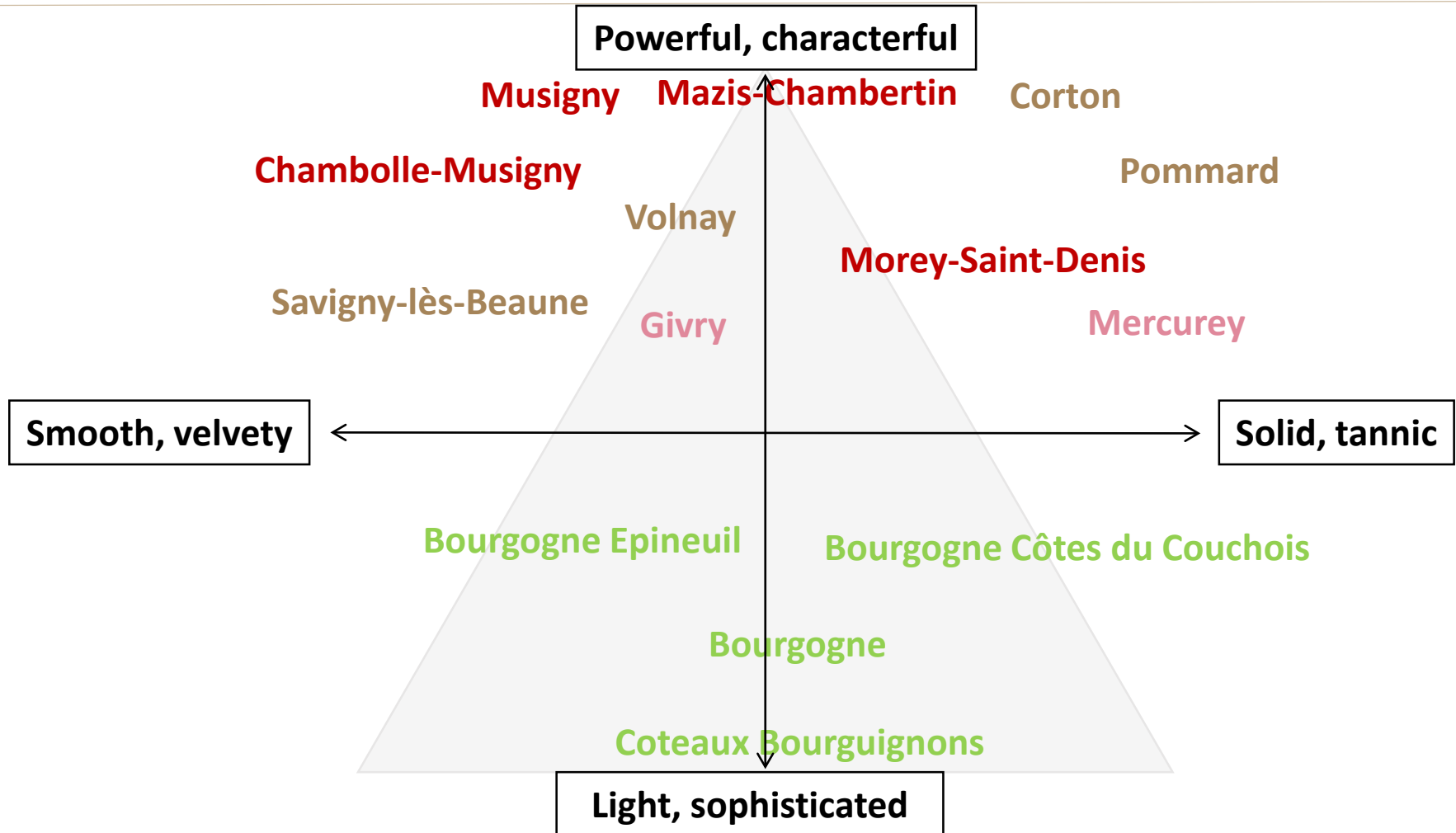


The color and aroma of red Bourgogne wines

- ◆ **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: The Bourgogne region's third 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 130kg)
- ◆ Obligatory control tasting of base wines
- ◆ Ageing on laths for at least 12 months
- ◆ Second approval tasting obligatory

A wide range of potential pairings



- ◆ We have shown that the word “**diversity**” is very important in the Bourgogne region. 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: Boosting your business



- ◆ Unique wines that are the fruit of 2,000 years spent constructing the terroir
- ◆ A complete 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
 - ▶ **A rich and diverse palette of appellations and *Climats*** means that there is a Bourgogne wine for every meal and every occasion
- ◆ An international reputation and a brand built over time to help you stand out from the crowd

Bourgogne wines

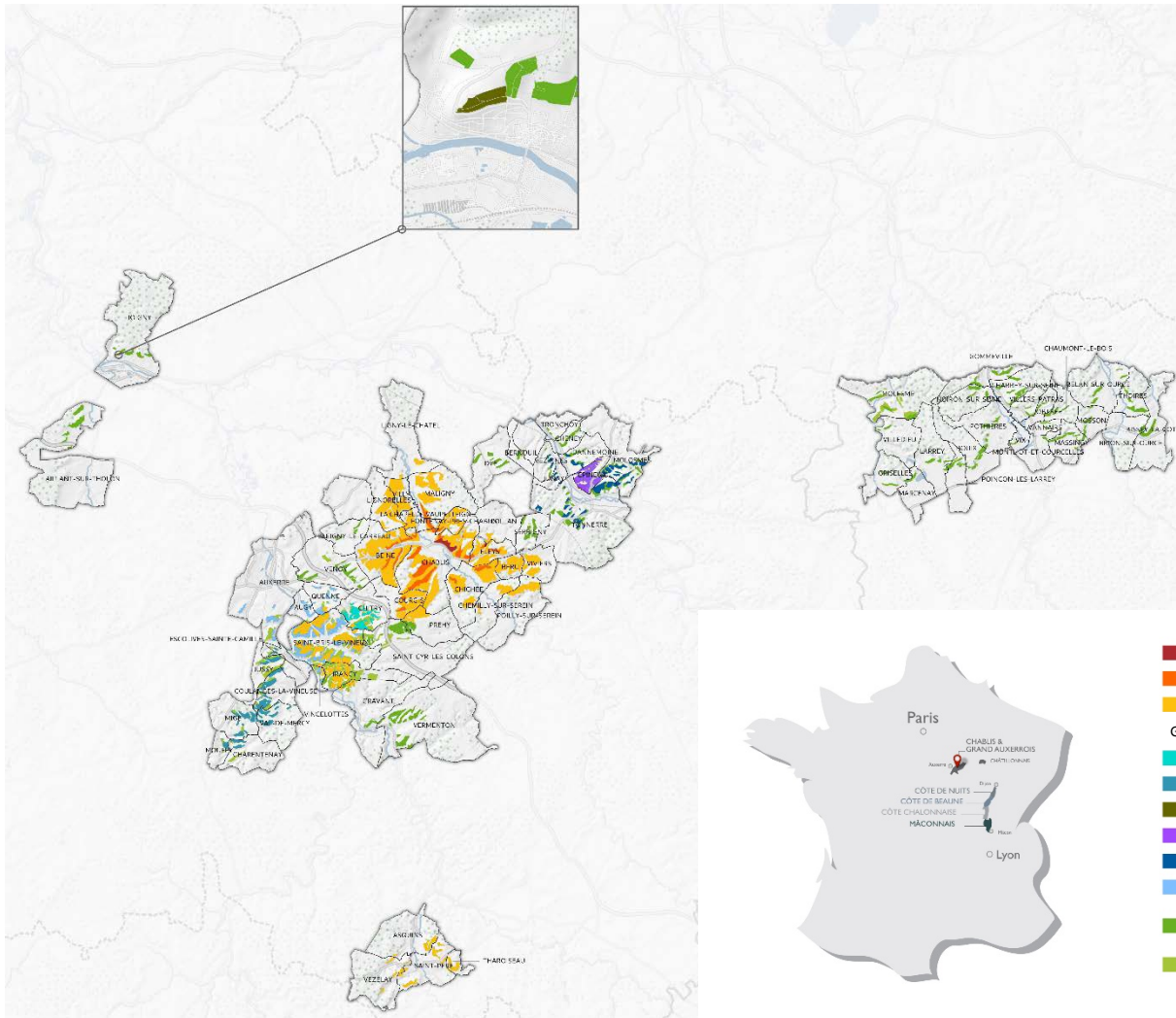
5. A presentation of your region

Choose the winegrowing region(s) where your wines are produced

Each winegrowing region is presented over two slides :

- ◆ A map (see notes under the slides)
 - ◆ Key indicators with figures

Chablis, Grand Auxerrois & Châtillonnais



- Grands Crus appellations
 - Villages Premiers Crus appellations
 - Villages appellations
- Geographical denominations that can be added to the Bourgogne Régionale Appellation
- Chitry
 - Coulanges-la-Vineuse
 - Côte Saint-Jacques
 - Epineuil
 - Tonnerre
 - Côtes d'Auxerre
 - Bourgogne Régionale appellation
 - Régionale appellations : Coteaux Bourguignons, Bourgogne Aligoté, Bourgogne Passe-tout-grains, Bourgogne mousseux, Crémant de Bourgogne

Chablis, the Grand Auxerrois, and the Châtillonnais region

Surface area: 7,876 hectares (estimate)

Production: 46.6 million bottles

◆ **1 Grand Cru appellation covering 101 hectares:**

Chablis *Grand Cru*, comprising the seven *Climats* of : Blanchot, Bougros, Les Clos, Grenouilles, Preuses, Valmur, and Vaudésir.

◆ **5 Village appellations covering 5,906 hectares:**

Chablis, Petit Chablis, Saint-Bris, Irancy and Vézelay

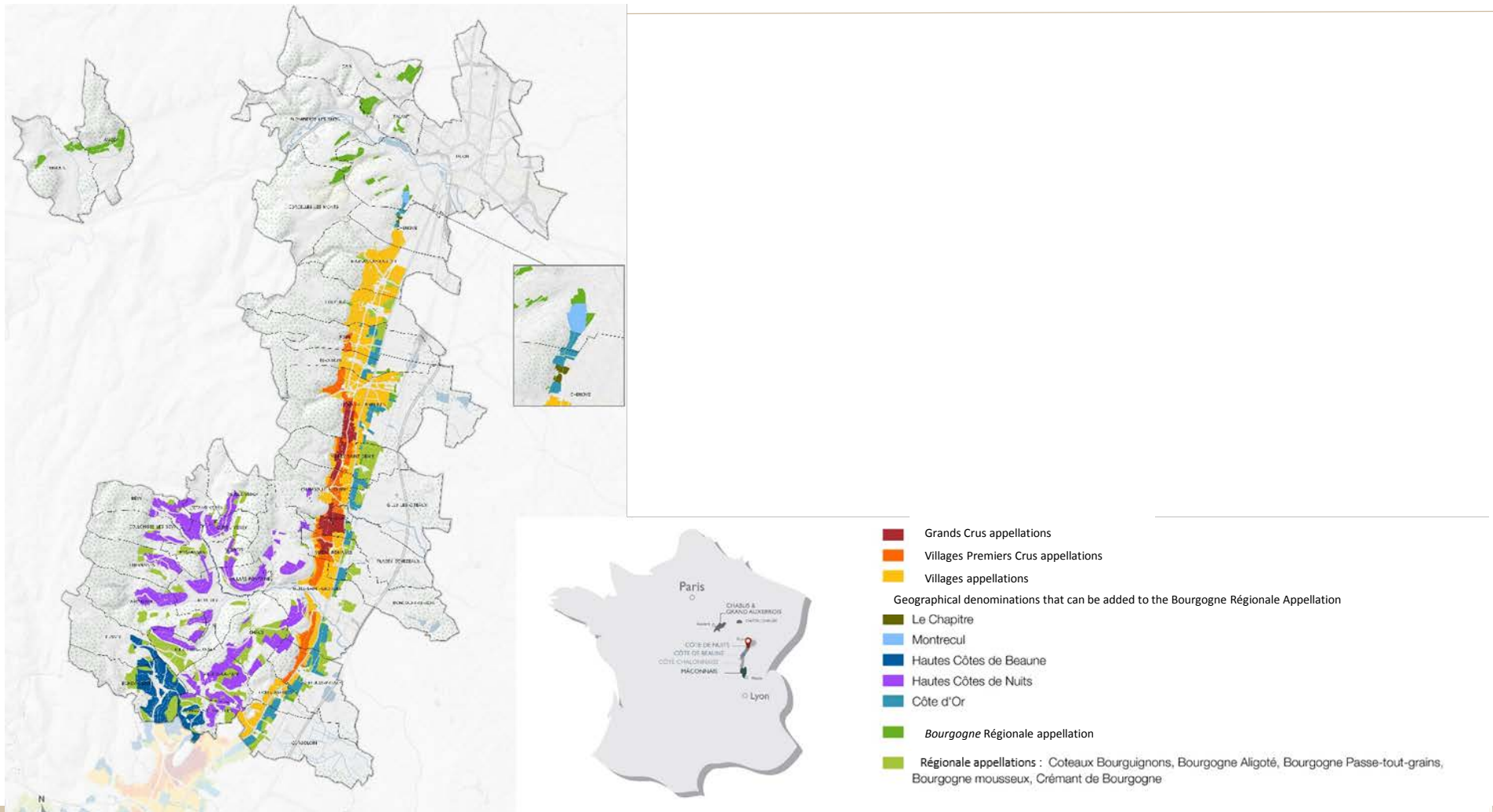
◆ **5 Régionale appellations :**

- ▶ Bourgogne
 - including 6 Bourgogne plus a geographical denomination (Bourgogne Chitry, Bourgogne Côte d'Auxerre, Bourgogne, Coulanges-la-Vineuse, Bourgogne Épineuil, Bourgogne Tonnerre, Bourgogne Côte Saint Jacques)
- ▶ Bourgogne aligoté
- ▶ Coteaux Bourguignons
- ▶ Bourgogne Passe-Tout-Grains
- ▶ Crémant de Bourgogne

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The Côte de Nuits and the Hautes Côtes de Nuits region



The Côte de Nuits and the Hautes Côtes de Nuits region

Surface area: 2,659 hectares (estimate)

Production: 13.5 million bottles

◆ **24 Grand Cru appellations covering 271 hectares:**

Chambertin, Chambertin-Clos de Bèze, Chapelle- Chambertin, Charmes Chambertin, Mazoyères-Chambertin, Griotte-Chambertin, Latricières-Chambertin, Mazis-Chambertin, Ruchottes-Chambertin, Clos Saint-Denis, Clos de la Roche, Clos des Lambrays, Clos de Tart, Bonnes Mares Musigny, Clos de Vougeot, Echezeaux, Grands Echezeaux, Romanée-Conti, La Romanée, Romanée-Saint-Vivant, Richebourg, La Tâche, and La Grande Rue

◆ **9 Village appellations covering 1,650 hectares:**

Marsannay, Fixin, Gevrey-Chambertin, Morey-Saint-Denis, Chambolle-Musigny, Vougeot, Vosne-Romanée, Nuits-Saint- Georges, and Côte de Nuits-Villages.

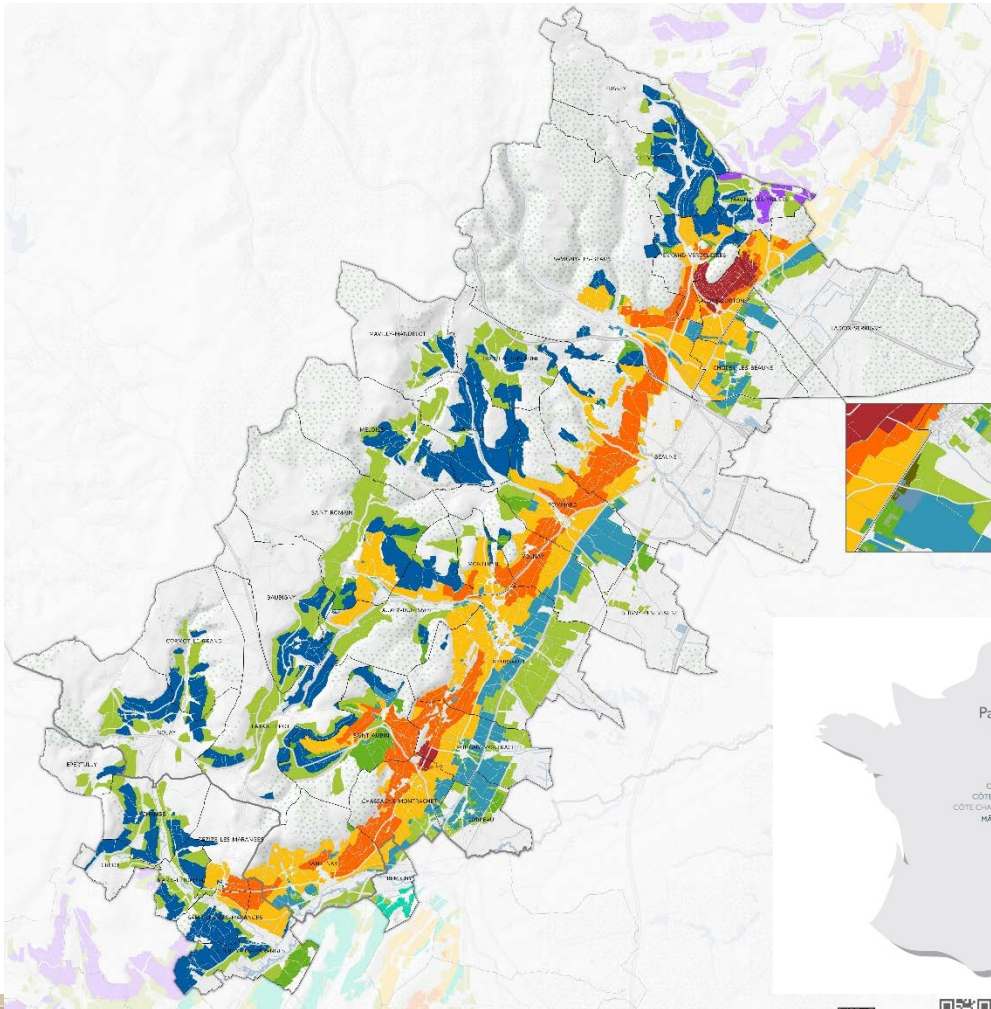
◆ **5 Régionale appellations:**

- ▶ Bourgogne
 - including 3 Bourgogne plus a geographical denomination (Bourgogne Hautes Côtes De Nuits, Bourgogne Montre Cul and Bourgogne Côte d'Or)
- ▶ Bourgogne aligoté
- ▶ Coteaux Bourguignons
- ▶ Bourgogne Passe-Tout-Grains
- ▶ Crémant de Bourgogne



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The Côte de Beaune and Hautes Côtes de Beaune region



- Grands Crus appellations
- Villages Premiers Crus appellations
- Villages appellations
- Geographical denominations that can be added to the Bourgogne Régionale Appellation
- Côte Chalonnaise
- Hautes Côtes de Beaune
- Hautes Côtes de Nuits
- Côte d'Or
- La Chapelle Notre-Dame
- Bourgogne Régionale appellation
- Régionale appellations : Coteaux Bourguignons, Bourgogne Aligoté, Bourgogne Passe-tout-grains, Bourgogne mousseux, Crémant de Bourgogne

The Côte de Beaune and the Hautes Côtes de Beaune region

Surface area: 4,815 hectares (estimate)

Production: 26.1 million bottles

◆ **8 Grand Cru appellations covering 182 hectares:**

Corton, Corton Charlemagne, Charlemagne, Montrachet, Chevalier-Montrachet, Bâtard-Montrachet, Bienvenues-Bâtard-Montrachet, and Criots-Bâtard-Montrachet.

◆ **20 Village appellations covering 3,815.36 hectares:**

Ladoix, Aloxe-Corton, Pernand-Vergelesses, Savigny-lès-Beaune, Chorey-lès-Beaune, Beaune, Pommard, Volnay, Monthélie, Auxey-Duresses, Saint-Romain, Meursault, Blagny, Puligny-Montrachet, Chassagne-Montrachet, Saint-Aubin, Santenay, Maranges, Côte de Beaune, and Côte de Beaune-Villages.

◆ **5 Régionale appellations:**

- ▶ Bourgogne
 - including 3 Bourgogne plus a geographical denomination (Bourgogne Hautes Côtes De Beaune, Bourgogne Côte d'Or, Bourgogne La Chapelle Notre Dame)
- ▶ Bourgogne aligoté
- ▶ Coteaux Bourguignons
- ▶ Bourgogne Passe-Tout-Grains
- ▶ Crémant de Bourgogne



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The Côte Chalonnaise and the Couchois region

Surface area: 2,238 hectares (estimate)

Production: 13.9 million bottles

◆ **5 Village appellations covering 1,712 hectares:**

Bouzeron, Rully, Mercurey, Givry, and Montagny

◆ **5 Régionale appellations:**

▶ Bourgogne

■ including 2 Bourgogne plus a geographical denomination (Bourgogne Côte Chalonnaise, Bourgogne Côte du Couchois)

▶ Bourgogne aligoté

▶ Coteaux Bourguignons

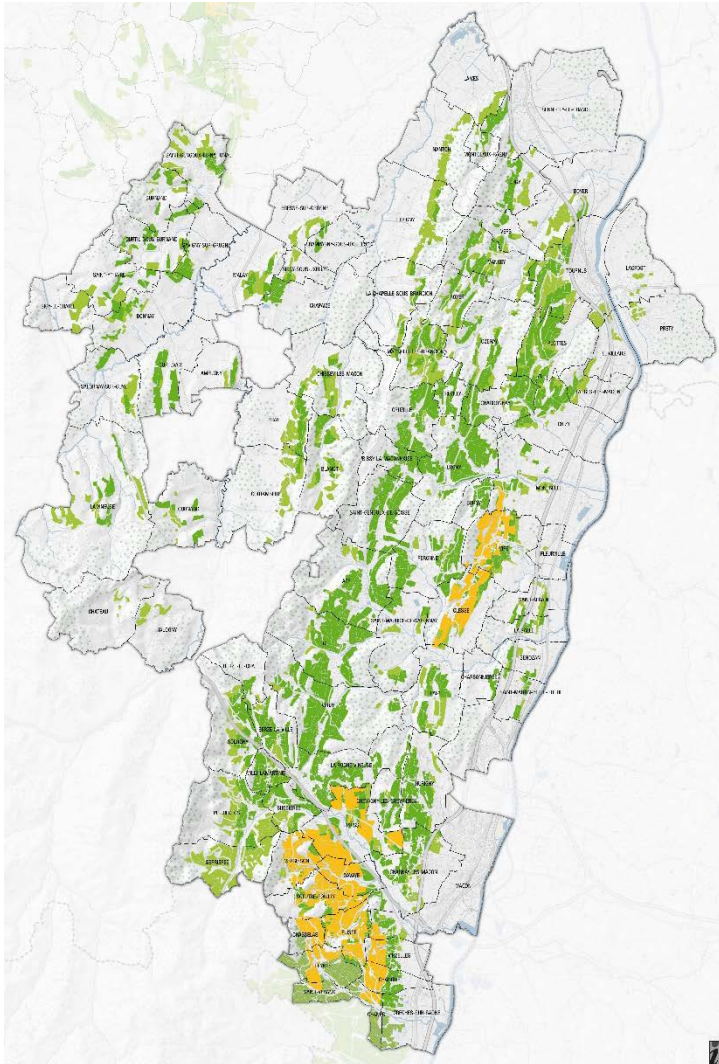
▶ Bourgogne Passe-Tout-Grains

▶ Crémant de Bourgogne



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The Mâconnais region



- Villages appellations
- Bourgogne Régionale appellation
Mâcon Régionale appellation *plus a geographical denomination*
Mâcon Régionale appellation that can be followed by the mention *Villages* for white wines
- Régionale appellations : ■ Coteaux Bourguignons, Bourgogne Aligoté, Mâcon, Bourgogne Passe-tout-grains, Bourgogne mousseux, Crémant de Bourgogne
- Régionale appellations : Crémant de Bourgogne
Villages also included in the geographical area of the Beaujolais appellations

The Mâconnais region

Surface area: 6,117 hectares (estimate)

Production: 45.6 million bottles

◆ **5 Village appellations covering 2,126 hectares:**

Pouilly-Fuissé, Pouilly-Loché, Pouilly-Vinzelles, Saint-Véran and Viré-Clessé.

◆ **1 Régionale appellation Mâcon which is divided into:**

- ▶ Mâcon: covering **307 ha**
- ▶ Mâcon Villages: covering **2,021 ha**
- ▶ Mâcon plus 27 geographical denominations: covering **1,771 ha**
 - Mâcon-Lugny, Mâcon-Chardonnay, Mâcon-Péronne, Mâcon-La Roche Vineuse, Mâcon- Azé, Mâcon-Igé, Mâcon-Charnay-lès-Mâcon, Mâcon-Pierreclos, Mâcon-Chaintré, Mâcon-Verzé, Mâcon-Milly-Lamartine, Mâcon-Fuissé, Mâcon-Uchizy, Mâcon-Cruzille, Mâcon-Solutré-Pouilly, Mâcon-Bussièrès, Mâcon-Vinzelles, Mâcon-Prissé, Mâcon-Serrières, Mâcon-Mancey, Mâcon-Loché, Mâcon-Davayé, Mâcon-Vergisson, Mâcon-Bray, Mâcon-Burgy, Mâcon-Saint Gengoux-le-National, and Mâcon-Montbellet.

◆ **5 Régionale appellations :**

- ▶ Bourgogne,
- ▶ Bourgogne Aligoté,
- ▶ Coteaux Bourguignons,
- ▶ Bourgogne Passe-Tout-Grains
- ▶ Crémant de Bourgogne.

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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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L'École des Vins de Bourgogne

Unlock the secrets of Bourgogne



Whether you're a newcomer, a wine lover, or confirmed expert, the École des Vins has something for you!

- ◆ Explore the rich diversity of Bourgogne terroir
- ◆ Meet with winemakers in their cellars
- ◆ Learn how to taste Bourgogne wines
- ◆ Get to grips with sensorial analysis
- ◆ Savor some exquisite food and wine combinations

Tasting lessons

Made-to-measure trips

Enology courses

Gift vouchers

Check out the full program at www.ecoledesvins-bourgogne.com

For more info and for individual registrations, call +33 3 80 20 35 10 or mail ecoledesvins@bivb.com

Bibliography

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