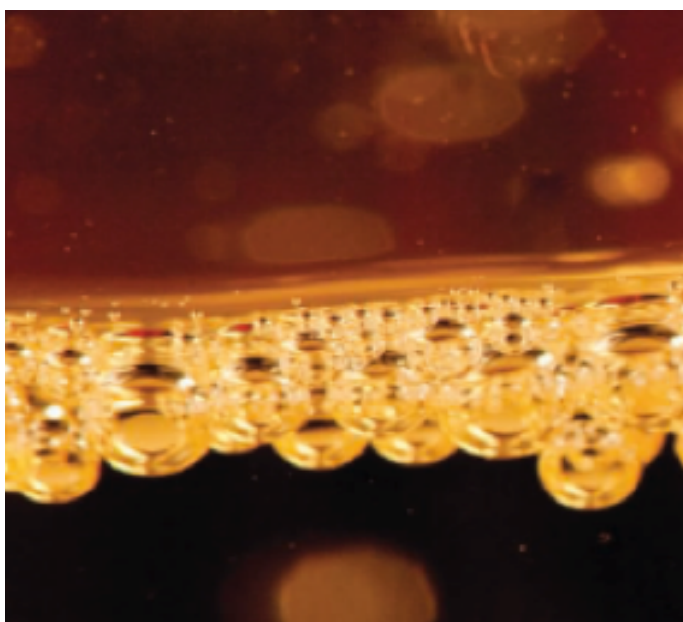


Les Eminents de Bourgogne

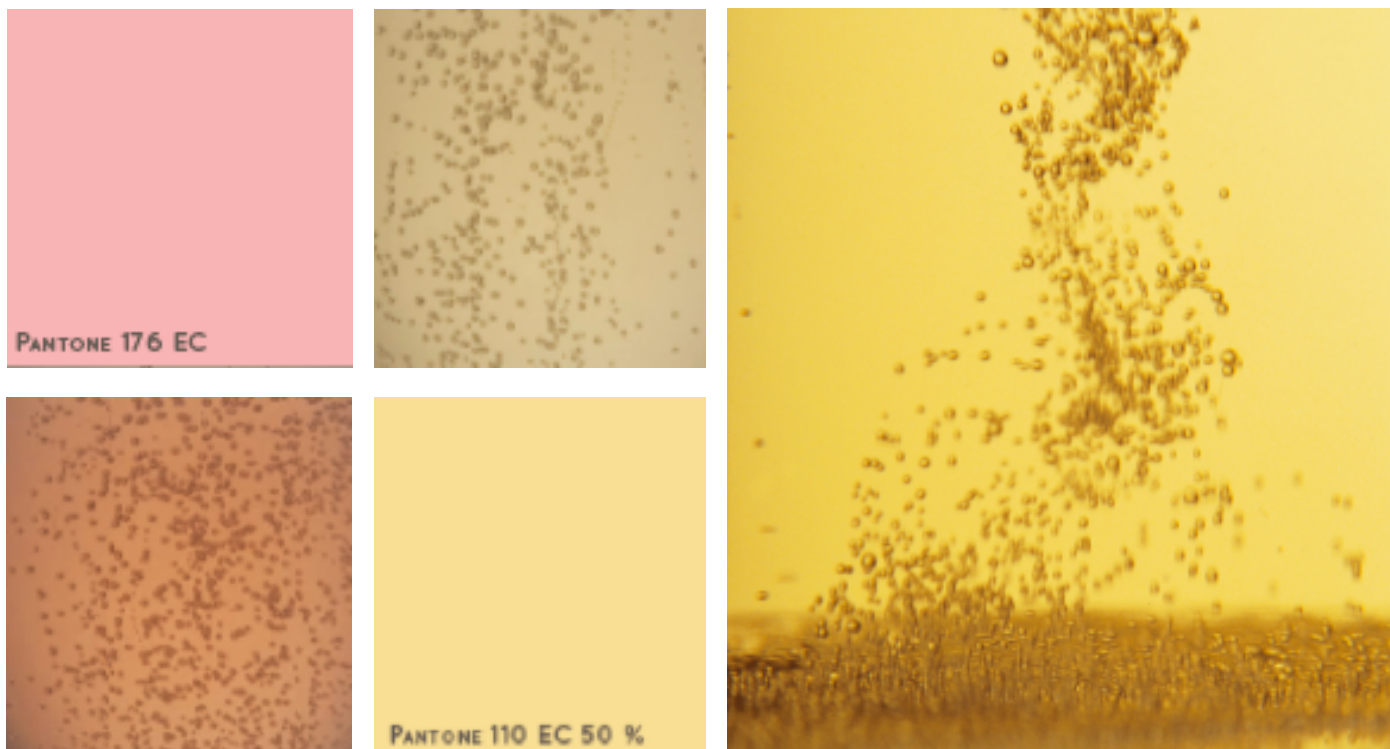


PRESSE KIT



Institut
national
supérieur
des sciences agronomiques
de l'alimentation et de l'environnement





Introduction:

Edouard Cassanet – President of the UPECB

The Union of Crémant de Bourgogne Producers (UPECB) has a duty to set standards, take a lead, and drive the industry forward. As such, in 2014, we embarked upon a project to redesign the segmentation of our offer. The result was the creation of two new segments, “Crémant de Bourgogne Eminent” and “Crémant de Bourgogne Grand Eminent”, launched in the spring of 2016.

The “Eminent” and “Grand Eminent” segments are the two top levels of a new hierarchy founded upon the internationally recognized appellation of Crémant de Bourgogne, which provides the basis of the pyramid.

An “Eminent” wine must have been aged for at least 24 months on laths, thus leaving each producer to bring all their skills and technique to producing their wine, as they always have done. The “Grand Eminent”

segment has a more restrictive definition that encourages the production of some unique Crémant de Bourgognes. It will only be applied to limited volumes, and will help boost the image of our appellation by providing a channel through which we can demonstrate our expertise with a wine that is perfect for extra special occasions.

It is not the aim of the Burgundy region to produce enormous quantities of single appellations, contrary to some other winegrowing regions. Burgundy, land of excellence, knows that its strength lies in an authentic yet limited offer, due to its history, its varietals, and its *terroir*.

This proposal to adopt this new segmentation is not compulsory, but it is the commitment of an entire industry that will ensure Burgundy’s success.

Edouard Cassanet, President

Presentation

A new segmentation



Every bottle in this new segmentation responds to the criteria already required by the Crémant de Bourgogne *appellation d'origine contrôlée*. The "Eminent" and "Grand Eminent" classifications are then subject to their own regulations, and the names "Eminent" and "Grand Eminent" have been registered as trade marks in the European Union and internationally in some 40 countries.

Regulations

The regulations have been registered with the European Union Intellectual Property Office (EUIPO), which specifies the conditions for using registered European trade marks. The UPECB owns these trade marks, and any producer that is a member of the UPECB may use them as long as they respect the regulations governing their use. The regulations are freely available to all UPECB members.

The names

Choosing names is complex, and the UPECB worked on this for several months with a specialist agency. The names were tested with consumer panels in the Paris region, and then with market influencers in France and abroad (UK, USA, Sweden, and Belgium). It was also necessary to examine the legal issues surrounding their registration as trade marks. Finally, the process for registration

could begin. The UPECB was able to reveal the names in advance to the members so they could integrate these new denominations into their packaging.

Any members wishing to use this new segmentation must use these new names according to the regulations.

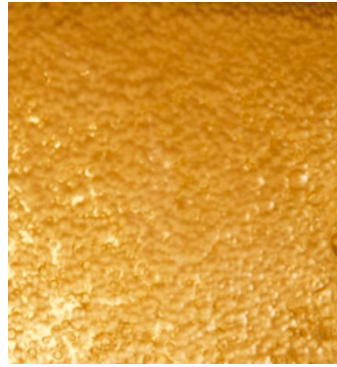
The logos

The segment names each have a logo. These images can be also freely used on packaging. The idea is to have an image that identifies the wines as belonging to a group or community. They are a sign of quality and act as a guarantee for consumers. They should evoke how the names "Eminent" and "Grand Eminent" belong to Burgundy and everything that comprises the identity of our AOC.

A guarantee

The entire strategy must be a guarantee. Remember, "Eminent" and "Grand Eminent" Crémant de Bourgogne wines conform to the specifications of the appellation and are overseen by the monitoring plan. The specific points included in the definitions are also subject to our own checks. We are also planning final tastings of each wine after the required ageing period but before they go to market. All this information is included in the regulations.





Definitions

An “Eminent” Crémant de Bourgogne is an AOC Crémant de Bourgogne that has been aged for a minimum of 24 months on laths. The date of *tirage* (the addition of sugars and yeast to induce secondary fermentation) is no earlier than 1 March in the year following the year of harvest.

A “Grand Eminent” Crémant de Bourgogne is an AOC Crémant de Bourgogne that is governed by the following rules:

- The wine can be white or rosé, made from Pinot Noir and/or Chardonnay grapes (The Gamay varietal is also permitted but may not account for more than 20% of a rosé blend)
- The minimum alcohol content is 10°
- Only the first 75% of extracted juice may be used. However, the remaining

25% of juice may still be used in the production of regular AOC Crémant de Bourgogne

- Declaring a vintage is optional
- Ageing on laths is for a minimum of 36 months
- The date of *tirage* is no earlier than 1 March in the year following the year of harvest. Wines that do not undergo *tirage* are automatically kept in reserve
- The ageing period, after disgorging and before going to market, must be for a minimum of three months
- All “Grand Eminent” wines are *brut*, that is to say with a dosage of less than 15g of sugar per liter

A unique
event:

The Eminents Tasting

As part of this new segmentation, we have created an original and unique event for tasting "Eminent" and "Grand Eminent" wines that focuses on sensorial evaluation, and which was designed in partnership with the AgroSup engineering school in Dijon.

This fresh approach to tasting is not a competition, rather an annual evaluation of wines, and the first event ran in Dijon in April 2016. It is based on an innovative strategy of value creation, and AgroSup, or the National Higher Institute for Agronomic Food and Environmental Sciences to give its full name, has brought more than half a century of experience to the project.

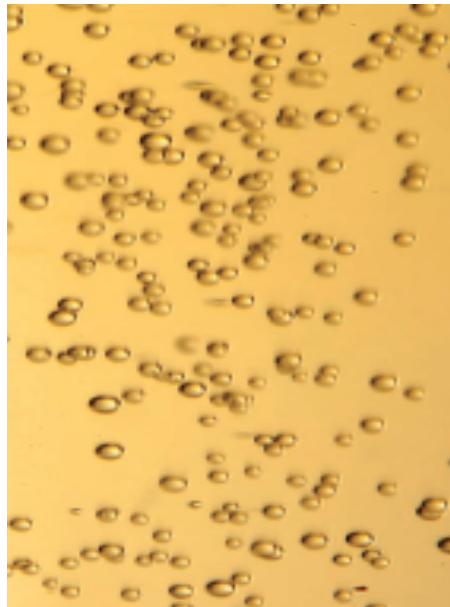
Two tasting panels, comprising 50 industry professionals and 100 consumers means that each wine is tasted a minimum of 24 times in order to be evaluated. Each taster must also fill in to a questionnaire about themselves and their drinking habits.

This tasting is completely separate to the systematic checks carried out within the framework of wine monitoring programs.



Organization:

Three stages:



Blind tasting

In order to ensure an objective tasting, certain simple rules must be followed. In this first stage, the wines are served to each taster (professionals and consumers), in a random order and with no identification. Each taster is alone at their tasting table. They are thus able to judge each wine in a completely impartial way. Each wine is served in a clean glass to optimize visual appreciation, and in particular, the effervescence. Professionals each taste 12 samples, while consumers evaluate only six wines.

Subjective appreciation

If wine-making is an art form, then its appreciation also involves how it is presented. As the artist Fernand Léger said:

“Art is subjective, of course, but a controlled subjectivity, that is based on an ‘objective’ raw material.”

This is why each consumer taster must, in this second stage, mark the wine on how it is presented. They must judge the shape and color of the bottle, its look, and its labels, and then must say a few words about the packaging. The bottles are again presented in a random order to avoid any temptation to associate each one with samples that were previously

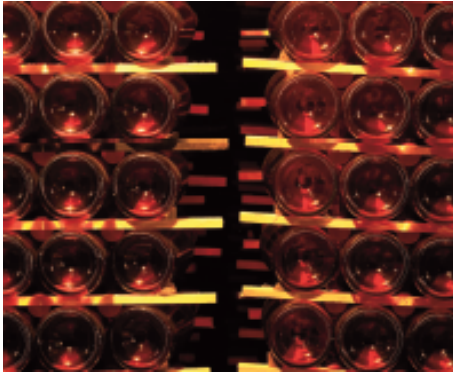
Summary

The third and final step involves presenting each wine for tasting again, only this time in its commercial packaging. This is called tasting with stimuli. The aim is to evaluate the appreciation of the product complete with all its components, both visual and gustatory. These “Eminent” and “Grand Eminent” wines are tasted in this innovative manner to ensure multiple tastings of each sample by a large number of consumer tasters, while integrating subjective elements such as the external perception of the product, with its labels, bottle shape, and packaging.

The score sheet also includes some questions about how much tasters might be prepared to pay for each wine.

The results

Remember, this is not a competition. The results of the tasting are analyzed to help draw up a multi-criteria wine classification.



The perfect setting

The Eminents Tasting will become a key event in the industry calendar, as a unique promotional activity for Crémant de Bourgogne wines. The chosen location (such as the Auditorium in Dijon for the first edition), the way the wines are served, the tasting itself and the tasting glasses selected are all elements that embody the shared ambitions of the UPECB and AgroSup



The results

Each questionnaire, with its sociological data and tasting scores, is methodically analyzed, drawing on the expertise of university lecturers and researchers in mathematics and statistics. The results are used to rank the wines according to quality criteria.



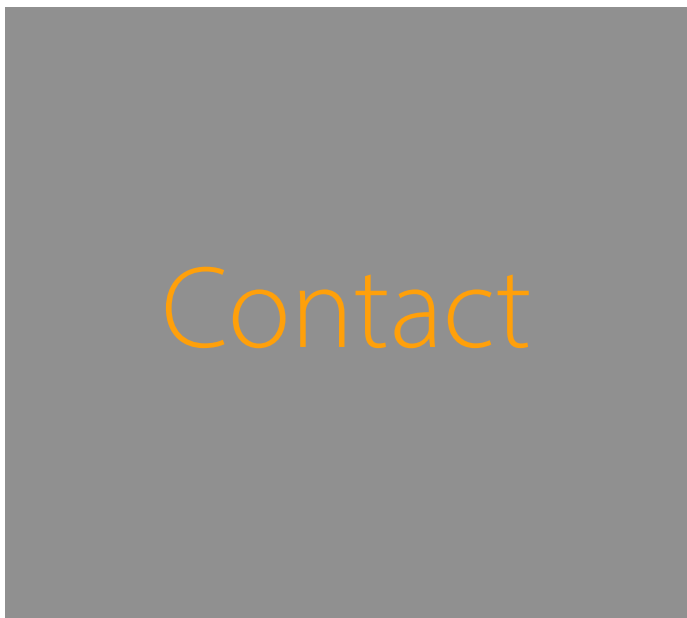
Sharing the results

Every producer who has offered a sample will receive a full breakdown of the results, providing them with a detailed analysis of the perception of their wine in terms of quality, presentation, price, consumption, etc. This data is for their own use. The results will also be aggregated into a ranking of the wines tasted, as previously announced.



Communication

The UPECB is committed to promoting Crémant de Bourgogne wines and this new segmentation. The rankings will also enable producers to promote the highest-scoring wines both in France and at export, with market influencers, the press, and with consumers where required.



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