



**BOURGOGNE
WINES
Press Kit**

Released for
the Hospices de Beaune
Wine Auction 2019

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***Bourgogne vs. Burgundy:** To re-affirm its identity as one of the most iconic vineyard of France,
the region and its producers are reverting back to
the **original French iteration of its name - Bourgogne.***

*By maintaining this one true identity, Bourgogne returns to its historical roots
as the consummate brand treasured by consumers the world over.*

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BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

The 2019 vintage

The magic of years ending with a “9”

Bourgogne, 17 November 2019

2019 was a unique and very changeable year. It brought its own stresses for a great many producers, while harvesting passed without a hitch. The end result has inspired enthusiasm amongst winemakers, surpassing expectations. The weather was hot and dry, but the wines are promising a freshness that will delight fans of Bourgogne wines, with an indulgent side to boot.

Since the start of the 20th century, every vintage that has ended with a “9” has been wonderful. The only downside to this one is below-average volumes.

A spring-like start to the year

Winter was mild with temperatures higher than average in December, and again in February, when it was 2.2°C warmer than the norm⁽¹⁾. Rain was variable with a very wet December and much less precipitation in February. As such, the growth cycle started much earlier, with budburst slightly ahead of average in some areas.

An autumnal spring

Clement temperatures in March, up 1.1°C on seasonal norms⁽¹⁾ across the region, allowed the vines to spring back to life. More advanced plots reached the mid-budburst stage in the first days of April.

But cold weather then arrived and frost on the morning of 5 April in particular left its mark that was more or less pronounced from sector to sector, depending on how low the temperature fell and which stage the vines had reached. This had an impact on yields, particularly in the Mâconnais. Temperatures remained low and the frost returned on 12 and 15 April, but the damage was much less significant. The vines didn't return to growth until mid-April, when temperatures rose once again and the mid-budburst stage was reached in later plots.

In May, the vines enjoyed good growth as a wave of heat settled in the region and remained until early June when high winds and plunging temperatures were felt countrywide. This partially hindered flowering, which fell behind with fairly frequent episodes of shatter and *millerandage*.



A hot summer



Heat and a lack of rain were then the norm, with temperatures up 2.2°C on average across the region and rainfall down by 50% in the Yonne for example⁽¹⁾.

In the majority of cases, the vines were in excellent health right through to harvest. Any occasional local issues with powdery mildew were quickly dealt with.

The little rain that fell in August helped the vines develop and triggered *véraison*. It varied a great deal across the region, resulting in significant differences in terms of the development of the vines from one plot to another, and

sometimes even within the same plot. This continued through to the harvest.

Overall, the vines stood up to this lack of rainfall pretty well, and showed good vigor through to picking. However, some places did suffer towards the end of the season, especially where the plants were younger, with the grapes suffering some scorching.

The fine weather continued through the end of August and into September, and ripening happened at a good pace. Concentration was an issue in a few spots in September, but *millerandage* ensured the grapes retained their acidity through to the end.

Harvesting for the grapes used to make Crémant de Bourgogne began on 30 August, while that for grapes for still wines began a week later, and picking continued through to mid-October. This unusually long harvest was possible thanks to the excellent health of the grapes along with good weather. Given the differences in ripening from plot to plot, winegrowers were able to adapt to the pace the grapes matured. Location was not an issue - analysis of the maturity of the grapes and regular sampling of the berries were all that counted.

White wines

Fermentation started very easily and finished gently for those *cuvées* that ripened slowest.

This forthright vintage is characterized by wonderful aromatic purity and fantastic balance. The vigor underpins a fine richness in the mouth.



Red wines

Fermentation passed without a hitch, although the pace varied radically, depending on the plot. It takes longer when there is a lot of *millerandage*.

With a light ruby color, the wines are looking truly elegant, with smooth tannins and lovely vigor. Distinctly fruity flavors bring a certain indulgence.

The 2019 vintage is coming into being and promising a wonderful harmony.

⁽¹⁾ Average two years from 1980 to 2010

Crémant de Bourgogne

This year produced very characteristic wines, with high levels of acidity combined with great sugars, resulting in perfect balance. The wines promise an intense aromatic maturity that will allow for extended ageing in the cellar. The Chardonnays have indulgent aromas of citrus and delicious juice, preserving a lovely dynamic thanks to their acidulated framework. The Pinot Noirs are sophisticated, with delectable aromas of red fruit like cherry, underpinned by great vigor. They are already leaving a very pleasant and intense impression in the mouth. The Gamays are lighter with dominant notes of strawberry and grapefruit and they bring a refreshing fruity touch. The Aligotés are yet to open up, but are showing lovely richness. They are demonstrating fine volume in the mouth, while preserving some mouthwatering acidity.

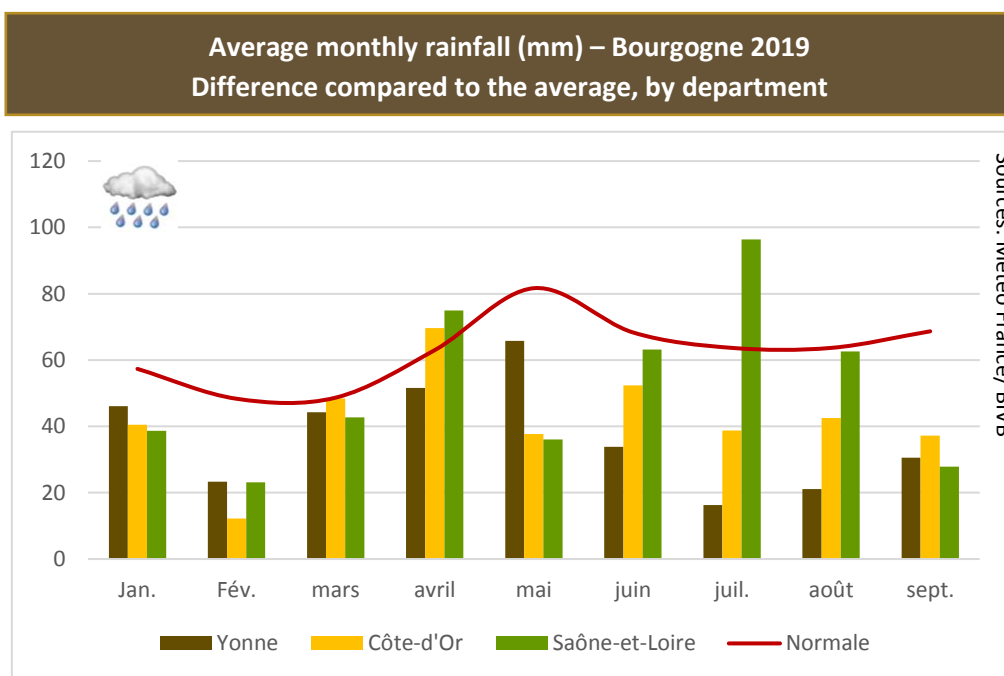
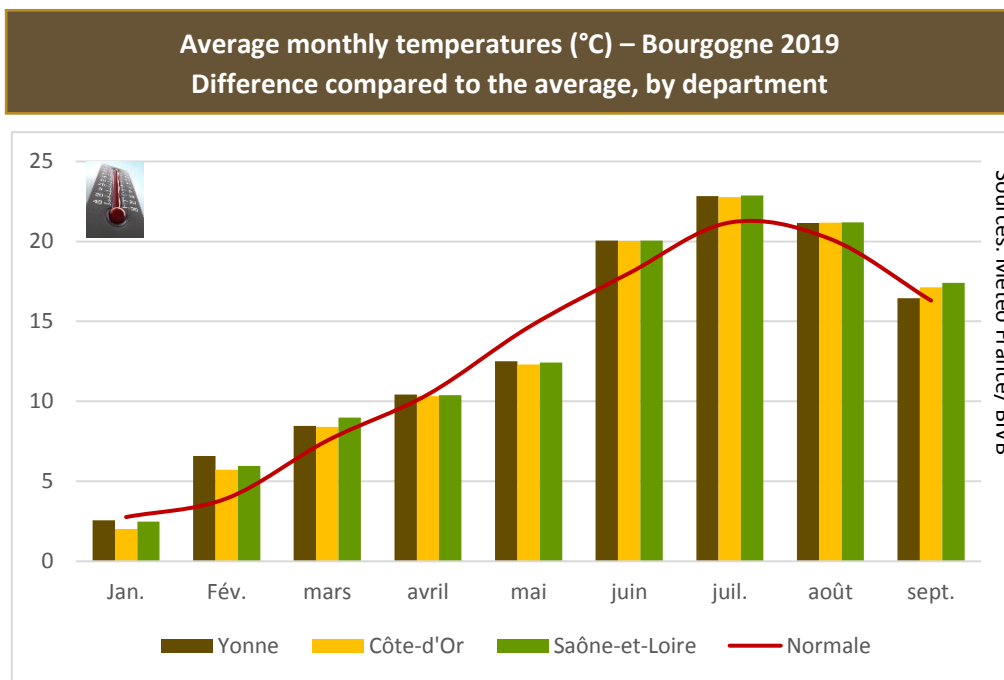
[Discover the video of the 2019 vintage on the website of the Bourgogne wines, www.bourgogne-wines.com](http://www.bourgogne-wines.com)



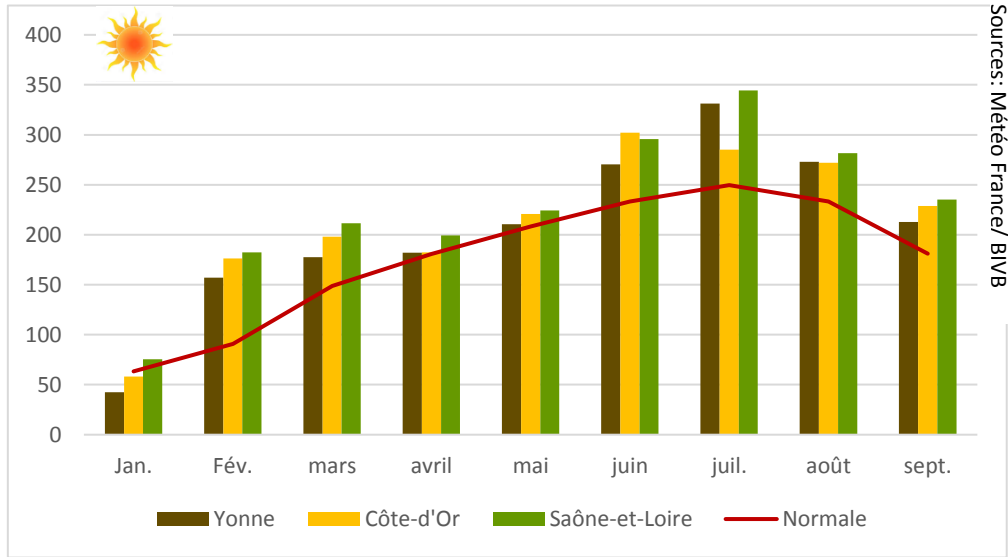
© BIVB / Aurélien Ibanez

*This press release only offers a general snapshot.
Because each wine and each winemaker is unique, wines need to be tasted individually
before being characterized.*

The weather for the 2019 vintage



**Average monthly sunshine (hours) – Bourgogne 2019
Difference compared to the average, by department**



Bourgogne 2018: An ideal vintage

Bourgogne, 17 November 2019

2018 was a dream vintage, providing generous volumes and superb quality.

Rain was a key player in shaping the 2018 vintage. It was very present in winter, allowing the vines to establish some reserves before a particularly hot and dry summer. The plants were in great shape, helped by clement weather in springtime, and flowering went without a hitch, resulting in abundant, generous bunches. No major weather events upset the growth cycle and the harvest began during the last 10 days of August, continuing until the end of September with a lovely, healthy crop.

Everything went smoothly in 2018, even if vinifying the reds required a little more vigilance due to potential degrees of alcohol a little higher than average. The general opinion is that 2018 was a rare phenomenon, one that a winegrower is only likely to see once or twice in their life!

White wines

- **Chablisien and Grand Auxerrois**

2018 was a vintage that will go down in history. For many, it is one of the best vintages of the last two decades. The wines offer exceptional aromatic richness, with notes of citrus and white blossom mingling pleasantly with hints of almond, acacia, and hawthorn.

In the mouth, they are broad and generous, perfectly balanced, and endowed with delicious freshness. These are wines with exemplary precision and minerality.



Chardonnay - © BIVB / Aurélien Ibanez

- **Côte de Beaune**

It is difficult to imagine a better vintage - 2018 is one of superlatives. Whether on the nose or in the mouth, the whites from the Côte de Beaune are simply dazzling. An explosion of fruity and floral fragrances that are both subtle and powerful, with pear, apricot, quince, peach, and mango, combined with acacia and even orange blossom, not forgetting hints of almond.

In the mouth, they are dense, rounded, and smooth, with magnificent structure and balance. The finish is marked by good acidity that provides the freshness required for excellent keeping potential.

- Côte Chalonnaise

The 2018 vintage is all about richness, complexity, and elegance. The quality of the wines is impressive. They are extremely expressive in aromatic terms, dominated by notes of ripe fruit and nuts, making them particularly harmonious in the mouth.

They are marked by a very enjoyable sophistication, excellent body, and lovely tension on the finish. They offer clear keeping potential.

- Mâconnais

2018 was a vintage of exceptional quality in the Mâconnais. The wines offer some remarkable aromatic intensity. Aromas of ripe citrus combine with delicious hints of white- and yellow-fleshed fruit, like pear, peach, quince, and apricot. These combine with subtle notes of tropical fruit.

In the mouth, they are balanced, indulgent and supple, characterized by some impressive structure. Perfect for the most demanding wine lover.

Red wines

- Grand Auxerrois

There is no doubt that 2018 was an incomparable vintage for the Grand Auxerrois region. The excellent maturity of the Pinot Noir and César grapes ensured some very fine wines were produced. They are rich ruby red in color and on the nose recall ripe berries with a sweet touch of spice.

In the mouth, they are fresh with good acidity, promising excellent keeping potential. Pleasing in their youth, they will also be a treat to enjoy after a few years.

- Côte de Nuits

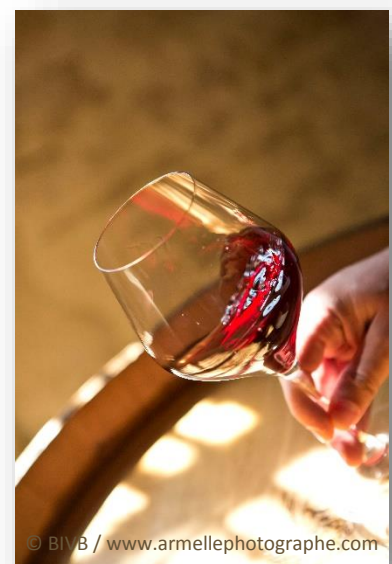
Here, too, the 2018 vintage will be a reference and can be considered as one of the best from the last 30 years. Whether in terms of aroma or taste, they are very close to perfection. The wines are marked with intense fruity and spicy flavors that mingle with delicate floral aromas.

In the mouth, they are balanced and corpulent, structured perfectly around powerful yet silky tannins. With a delicious finish and exemplary length, they will improve with keeping.

- Côte de Beaune

Just like its more northerly neighbor, the 2018 vintage on the Côte de Beaune was exemplary in terms of quality. The wines are dazzling, with phenomenal aromatic richness where subtle spicy notes combine with aromas of ripe stone fruits like plum and cherry.

They explode in the mouth thanks to a wonderful tannic structure, whilst maintaining undeniable freshness. These wines, which are already tasting wonderfully, nonetheless demand a few years before they are at their very best.



- Côte Chalonnaise

The Côte Chalonnaise conforms to the general trend: 2018 is one of the very best vintages in recent years. Here, too, the Pinot Noir grape reached perfect maturity. This has resulted in wines that are at once aromatic, rich, and complex, with wonderful balance in the mouth. Their tannins are firm with lovely quality, allowing the wines to evolve favorably over the next few years and they have real keeping potential.



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BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

Bourgogne wines continue to show dynamic growth

Bourgogne, le 17 novembre 2019



Cave bourguignonne - © BIVB / Aurélien Ibanez

The record harvest in 2018 meant the dynamic that began the previous year has been maintained, while at the same time allowing stocks with producers to be replenished. The restraint in terms of pricing had a definite effect on the domestic market, which remains buoyant for Bourgogne wines despite a backdrop of falling consumption of AOC wines in France.

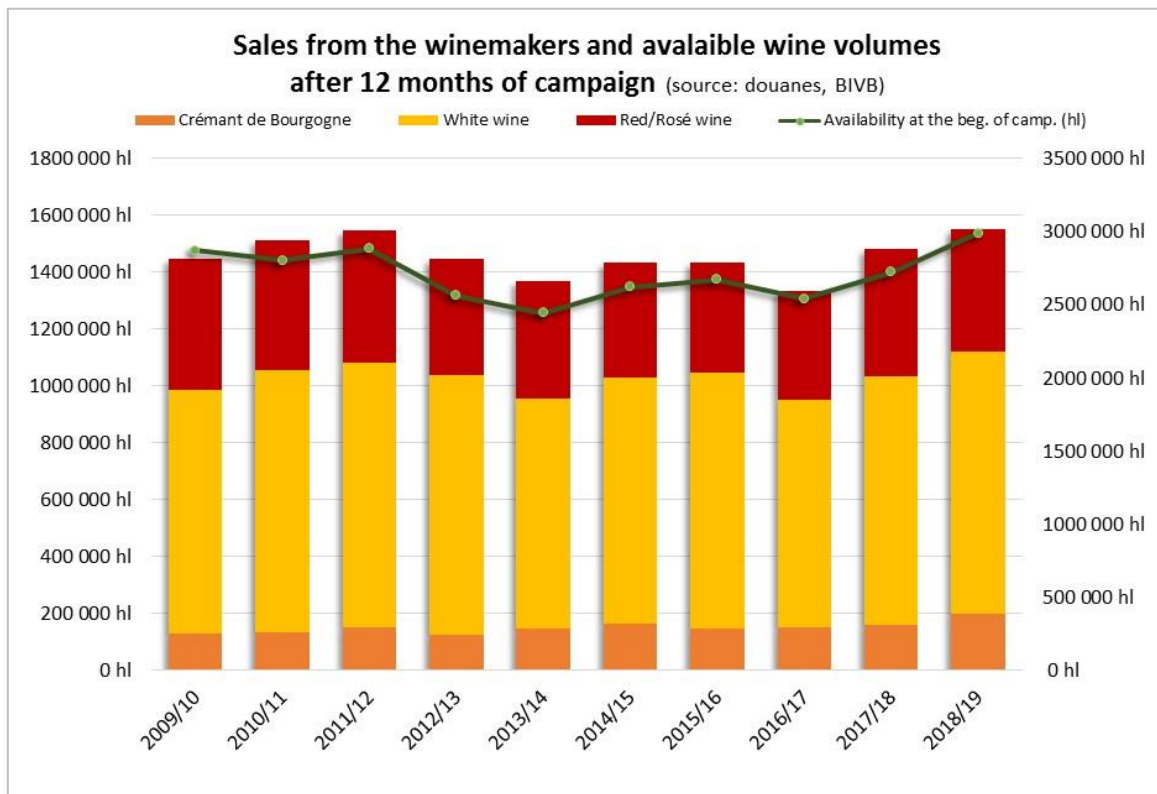
On the export market, North America confirmed its place as the leading destination, with sustained activity.

- ▶ *Wine leaving estates reached record levels, driven by Crémant de Bourgogne and white wines. There was also an increase in stocks held on estates.*
- ▶ *During the first eight months of 2019, exports continued their strong performance both by volume and in terms of revenue, but a drop in sales to the USA is anticipated now 25% levy has been imposed.*
- ▶ *Bourgogne wines defended their position well on the domestic supermarket circuits, at a time when wine consumption in France is undergoing profound change, with a shift away from this circuit and a sharp drop in red wine sales.*
- ▶ *The 2019 harvest, estimated at 1.2 million hectoliters, will have limited impact on the market. This top-quality comes at a time when companies have decent stock levels thanks to the 2018 vintage. Chablis producers have been able to reserve some volume under the Volume Compensatoire Individuel scheme (VCI). The rest of the Bourgogne winegrowing region – with the exception of the Mâconnais, which was down 40% on average – will have sufficient stock to meet customer demand.*

The exceptional 2018 harvest set new transaction records

In 2018, the harvest was very good for everyone, and exceptional for white wines. This abundant harvest logically led to a significant increase in transactions:

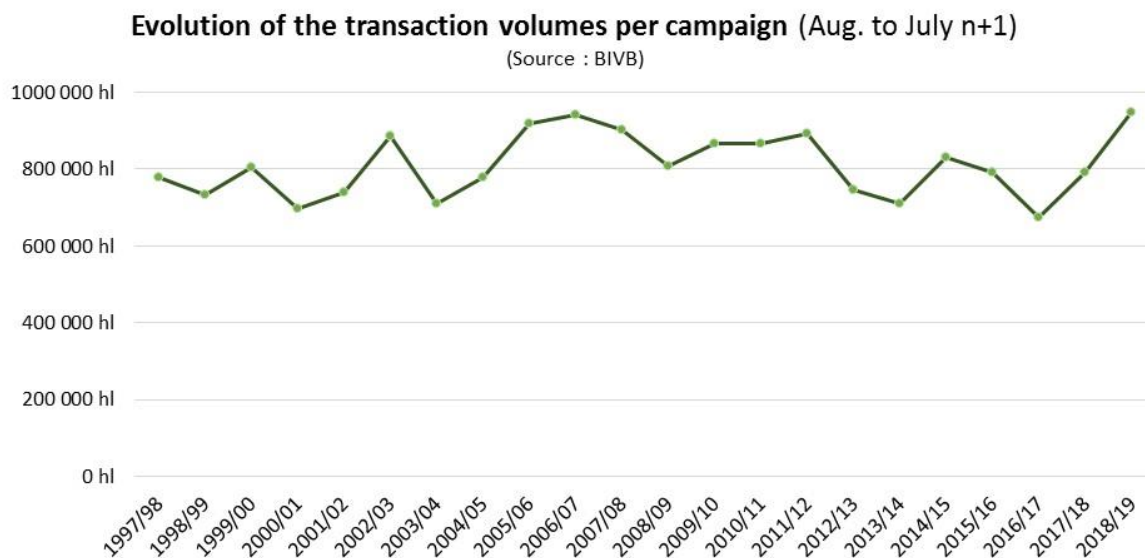
- Overall, **wine leaving estates over the 12 months of the 2018-2019 campaign was up by 4.9%**, with strong growth for Crémant de Bourgogne (up 25%). White wine leaving estates was up 4.9% (up 4.6% on the 10-year average), while red wines were down by 2.3% compared to 2017, but still up compared to the 10-year average (up 2.1%).
- The **volume of transactions in 2018-2019 reached an all-time record with 947,834 hectoliters, up 16.7%** compared to the 10-year average.



Estimated **stock on estates has returned to almost a year's average releases**, up more than 150,000 hectoliters compared to the stock calculated last year.

These figures allow a certain confidence in the Bourgogne wine sector's capacity to supply its markets.

Although the estimated volume of the harvest is close to that of 2016 (around 1.2 million hectoliters), the situation is entirely different. Chablis replenished its stocks in 2018 and now has healthy volumes ready for market thanks to the VCI. The shortfall mainly concerns the Mâconnais, which was spared in 2016 and 2017. The rest of the Bourgogne region has recorded only moderate falls (*source: BIVB survey of 503 companies representing 42% of the volume harvested in 2018*).



- **All-time record for transactions in 2018**

Besides the record volume of transactions, the 2018-2019 campaign was notable for the high proportion of contracts involving must and grapes within the overall volume. They accounted for **more than half of the total volume (51.3%)**, confirming a **clear trend towards the bulk market in Bourgogne**. Industry professionals are thus trying to secure supplies early in the value chain.

Export: The powerful dynamic continues in 2019, despite clouds looming

- ▶ **Exports of Bourgogne wines were up 6.9% by volume and 9.3% in terms of revenue (first eight months of 2019 over the same period in 2018).**
- ▶ **In terms of revenue, Bourgogne wines set a new record, reaching 650 million euros (first eight months of 2019).**

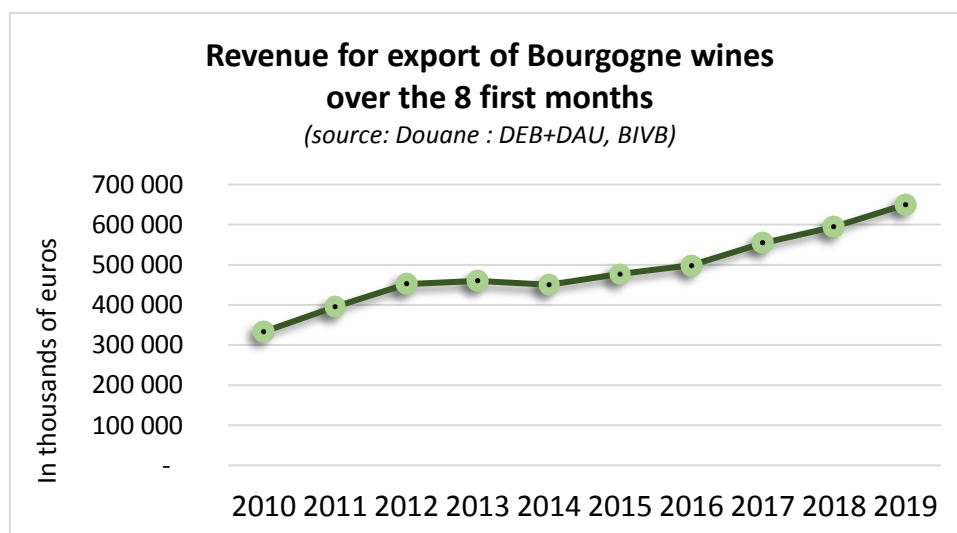
As in 2018, the first eight months revenue broke down as follows: 50% for white wines, 46% for red wines (+ rosé), and 4% for Crémant de Bourgogne. Taking account of the production of Bourgogne wines, this spread reveals a **strong appetite among external markets for Village, Village Premier Cru and Grand Cru** wines (excluding Chablis). This group of appellations accounted for 47% of export revenue and 18% of volumes sold abroad.

Chablis, across the whole range, returned to more normal export levels, accounting for 16% of revenues and 23% of volumes, after several years of low production due to frost.

Régionale Bourgogne appellations (all colors) **were mainly up**, accounting for 37% of volume sales for 28% of the revenue.

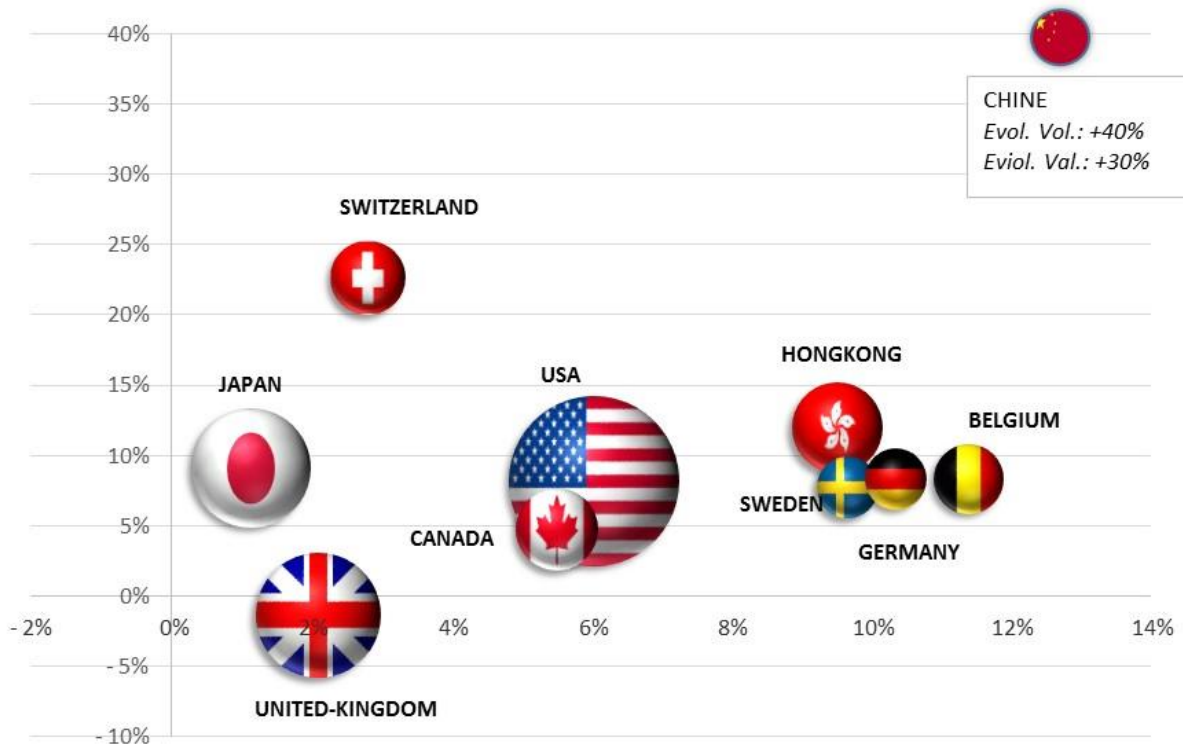
Only the **Régionale Mâcon AOCs were stable** between 2018 and 2019 (8 first months). They accounted for 13.2% of exports by volume and 5.2% in terms of revenue.

The growth in terms of volume came from the USA (up 6.1%), the leading export market; from Canada (up 5.5%); and from a resurgence in Belgium (up 11.4%). China confirmed its place in the top 10, with a hike of 40.2% by volume. Hong Kong retained its special place as a high-value market, accounting for 1.4% of exports by volume, but for 6.6% in terms of revenue, putting it in fourth place by value.



Change in the export of Bourgogne wines

(source: Douane : DEB+DAU, BIVB - 8 first months of 2019)



How to read the graph:

The size of the bubbles is proportional to the market's share of export revenue for Bourgogne wines over the period

- Horizontal axis: Change in volume compared to the same period in 2018
- Vertical axis: Change in revenue compared to the same period in 2018

▪ North America cements its position as leader

USA and Canada between them accounted for 31% of export volumes for Bourgogne wines and 29% of the revenue (first eight months of 2019/2018). The USA accounted for more than two thirds of this, with significant growth in the first eight months of 2019, up 6.1% by volume and 8.2% in terms of revenue.

► USA: The leading export market for Bourgogne wines confirms its position



Over the first eight months of 2019, the USA's share of export revenue from Bourgogne wines remained **constant (24%)**.

On average, **Bourgogne exports 9% of its total production** to this essential market (average 5 years). However, the trade dispute involving the aeronautics sector which was the subject of a World Trade Organization (WTO) ruling on 2 October, will bring a halt to this healthy growth.

The WTO authorized the USA to tax European products for the sum of 7.5 billion dollars. The US administration subsequently published a list of wide-ranging products to which *ad valorem* taxes will be applied. This will affect the whole of the European Union, especially its food produce, which makes up much of the list and now faces an additional 25% tax.

This applies to still wines from France with alcohol of less than 14% by volume and sold in containers smaller than 2 liters. Bourgogne wines, aside from Crémant de Bourgogne, will be right in the line of fire, and comes as a tough blow for wine professionals who export to the USA. The consequences will undoubtedly be a significant fall in exports, which are not yet reflected by the statistics.

In the meantime, US exports have been notable for a **significant upturn in Chablis sales by revenue (up 13%)**, with a more modest increase by volume (1.5%).

Régionale Mâcon appellations fell by 6.8% in terms of revenue, whereas ***Régionale Bourgogne AOCs* showed strong growth, up 17% in terms of revenue and 19.4% by volume. Crémant de Bourgogne fared even better, with a remarkable increase of 21.2% by volume** (18.1% in terms of revenue).

The other *Village*, *Village Premier Cru*, and *Grand Cru* wines were at a mature phase in this marketplace, with growth in terms of revenue of 3.4% and a very slight drop in volumes of 0.7%. This segment accounted for 55% of export revenue from Bourgogne wines in this country (first eight months).

► **CANADA: Strong growth by volume**



Canada continued to show good growth, up 5.5% by volume and 4.7% in terms of revenue over the first eight months of 2019.

In 2018, red wine sales showed healthy growth, but 2019 so far has shown a certain dip in volumes and revenue (down 6.7% for the first eight months of 2019 compared to a rise of 28.6% for the same period in 2018). Over the first eight months of 2019, **red wine accounted for 36% Bourgogne export revenue** from Canada.

By contrast, white wines posted good growth (up 10.7% by volume and 8% in terms of revenue). They accounted for 59% of all export revenues. **Crémant de Bourgogne also performed well** (up 17.4% by volume and 24.3% in terms of revenue), accounting for 5% of Bourgogne wine export revenues.

The big drop in *Régionale* Mâcon sales (down 20.3% in terms of revenue) did not have a major impact overall, since this segment only accounts for a very small share of Bourgogne wine exports (around 3%). Despite this drop, the revenue figure was nonetheless the second highest in the past 10 years.

The good news came from *Régionale Bourgogne* appellations, with an exceptional 38.8% increase by volume and 39.5% in terms of revenue. Now accounting for 40% of all Bourgogne wine exports to Canada, they confirmed their strong foothold.

The Chablis appellations were stable (down 7.7% by volume but up 1.7% in terms of revenue). Other *Village* and *Village Premier Cru* wines fell back, after a strong increase in 2018. Sales remained higher than they were for 2017.



▪ **Southeast Asia maintains its place**

Revenue from this region continued to grow, despite the various markets all being quite different. Japan remained the third-biggest export market for Bourgogne wines and closed in on the UK for second spot. Hong Kong retained its special place as a high-value market. China jumped 40.2% by volume and 29.6% in terms of revenue. Taiwan, another high-value market, recorded strong growth of 10% by volume and 30.3% in terms of revenue.

The China / Hong Kong / Taiwan bloc accounted for almost 12% of exports of Bourgogne wines in terms of revenue, for 5% of the volume.



► **CHINA: Return to growth in volume after treading water in 2018**



With an impressive 40.2% increase in sales by volume and 29.6% in terms of revenue over the first eight months of 2019 compared to the same period the previous year, China embraced a wider range of Bourgogne wines. The country still only accounts for barely 3% of total exports (in both volume and revenue), but this growth confirms its place among the 10 leading export markets.

Village, Village Premier Cru and Grand Cru appellations (excluding Chablis) were up 2.4% by volume and 18.2% in terms of revenue. China was in eighth place in terms of revenue for these appellations.

Régionale Bourgogne wines (all colors) showed strong growth, up 56.2% by volume and 41.2% in terms of revenue, putting the country in fourth place in terms of revenue for these appellations, ahead of the UK.

This strong performance is explained by Chinese consumers' preference for red wines, which **accounted for 79% of export volumes over the period.**

Nonetheless, the **four Chablis appellations and Régionale Mâcon appellations also posted strong growth** (up 26.3% and 93% respectively in terms of revenue). These two major groups of appellations made up 36% of exports of Bourgogne white wines.

► **JAPAN: Solid performance for third export market**



Exports to Japan since the start of the year have shown mixed fortunes. Overall, **volumes were stable (up 1.1%) while revenue showed significant growth (up 9.1%)**, closing the gap on the UK for second place in the export market. But this overall performance masked two contradictory trends:

- **A fall in volumes of red wines** (down 16.5% by volume, but up 9.1% in terms of revenue), although they still accounted for one third of volumes.
- **A rise in exports of white wines** (up 12.1% by volume and 18% in terms of revenue) and of Crémant de Bourgogne, up 31.5% by volume and 15.2% in terms of revenue, taking its share of all Bourgogne exports to this market to 5%.

This shift to white overshadowed the growth in red wines in recent years. For whites, Japan remains the second export market for Bourgogne wines, behind the USA.

In descending order of market segment for all colors of wine, by volume:

- *Régionale* Bourgogne AOCs (46.2% of exports) were stable by volume (down 0.5%) and grew in terms of revenue (up 15.9%).
- Chablis AOCs (28.6% of exports) grew 4.3% by volume and 2.6% in terms of revenue.
- *Village*, *Village Premier Cru*, and *Grand Cru* AOCs (14.4% of exports by volume) showed significant growth (up 4.7% by volume and 12.2% in terms of revenue).

► HONG KONG and TAIWAN: Two high-value markets



Both these markets are characterized by strong imports of *Village*, *Village Premier Cru*, and *Grand Cru* Bourgogne wines (excluding Chablis), accounting for 79% of volumes in Hong Kong and 75% in Taiwan. The remainder is mainly *Régionale* Bourgogne appellations.

Growth in exports of Bourgogne wines to these two territories (up 12% for Hong Kong and up 30.3% for Taiwan in terms of revenue) was driven by *Village*, *Village Premier Cru*, and *Grand Cru* appellations (not including Chablis AOCs): up 35.2% in terms of revenue in Hong Kong and up 28.1% in Taiwan). There is, however, a notable difference for *Régionale* Bourgogne wines, which fell in Hong Kong by 39% in terms of revenue, but showed a real success in Taiwan (up 64.7% in terms of revenue).

▪ The European market confirms trends seen in 2018

► UNITED KINGDOM: The Brexit effect



In the United Kingdom, Brexit continued to put downward pressure on the pound. The prospect of a no-deal Brexit still hangs over the British wine sector. Nonetheless, **after a dip in 2018, the UK market has seen a return to growth thanks to an upturn in sales of Chablis, along with advanced orders from distributors keen to avoid a shortfall in supply due to Brexit. Overall, sales were up 2.1% by volume, but down 1.4% in terms of revenue for the first eight months of 2019.** The gap with the US market continued to grow.

Red wines fell sharply on this market, down 27.8% by volume and down 9.4% in terms of revenue. Crémant de Bourgogne saw volumes rise (up 8%), while dipping 6% in terms of revenue. Meanwhile, white wines were up in terms of both volume (9.3%) and revenue (4.4%).

The UK was the leading export market for the four Chablis appellations and Mâcon AOCs (Mâcon and Mâcon with an additional geographical denomination). These appellations accounted for 29% and 32% of Bourgogne exports respectively. This helped drive growth for white wines overall, which were up 13.7% by volume and 7.9% in terms of revenue for Chablis wines and 15.5% by volume and 12.9% in terms of revenue for Mâcon wines. After two low harvests in 2016 and 2017, the Chablis appellations have not yet recovered their former market share.

Village, *Village Premier Cru*, and *Grand Cru* appellations, which are popular in the UK, posted a slight dip in revenue (down 0.9%). *Régionale* Bourgogne red appellations slipped back 20.6% by volume and 25.5% in terms of revenue.



► **BELGIUM: Leading market in continental Europe**



Export figures for Belgium only reflect a part of Bourgogne wine purchases, since consumers from this neighboring country often buy directly from the region. A healthy 11.4% increase by volume and 8.3% in terms of revenue underscored the sustained appeal of Bourgogne wines.

This growth put Belgium in top spot among export markets in continental Europe, with an 8.3% share of all exports. This performance was due to both white wines, which make up three quarters of exports (up 11% by volume), and red wines (up 13.8% by volume). Crémant de Bourgogne followed the same trend.

Mâcon appellations (including those with an additional geographical denomination) sold well there, making Belgium the third-biggest export market for these wines. With growth of 13.8% by volume, this position was retained.

The four Chablis appellations regained some of their market share (up 18.6%), while *Régionale Bourgogne*, *Village*, *Village Premier Cru*, and *Grand Cru* appellations all showed modest growth (8.2% by volume, 5.2% in terms of revenue).

► **SWEDEN: Second-biggest export market for Crémant de Bourgogne**



Bourgogne wine sales continued to grow in Sweden over the period (up 9.7% by volume and 7.7% in terms of revenue), making the country the sixth-biggest export market. It is even in second place for Crémant de Bourgogne, accounting for 20% of exports of Crémant de Bourgogne, just behind the USA (21.8%). Sales grew 18.5% by volume in the first eight months of 2019 (up 18.6% in terms of revenue).

Red wines only accounted for 14% of Bourgogne exports by volume, but 18% in terms of revenue, with a 15.7% year-on-year increase.

The four Chablis appellations are stable (up 0.1% by volume and down 4.1% in terms of revenue), whereas *Régionale Bourgogne* wines grew 13.7% by volume and 11.4% in terms of revenue. Crémant de Bourgogne, Chablis, and *Régionale Bourgogne* wines together accounted for 87% of total revenue from this market.

Village, *Village Premier Cru*, and *Grand Cru* appellations only accounted for 3% of volumes, but contributed a healthy 11.2% in terms of revenue.

► **GERMANY: Growth driven by white wines**



Germany, the other major market in continental Europe, recorded healthy growth over the period (up 10.4% by volume and 8.3% in terms of revenue).

White wines were driving growth, up 19% by volume and 13.7% in terms of revenue, whereas red wines dropped 31.5% by volume and 6.8% in terms of revenue. Crémant de Bourgogne was enjoying something of a boom, with sales up 42% by volume and 29% in terms of revenue, making Germany the third-biggest export market for this appellation.

The increase in white wines came largely from the four Chablis appellations (up 23.8% by volume and 16.6% in terms of revenue) and *Régionale Bourgogne* wines, where the overall fall in sales (down 11% by volume and 2.7% in terms of revenue) was due to the drop in red wines.

Village, *Village Premier Cru*, and *Grand Cru* appellations (excluding Chablis) were up by a modest 2.3% by volume and 3.7% in terms of revenue, accounting for 40% of total export revenue.

► **SWITZERLAND: A high-value market increasingly open to Bourgogne white wines**



A loyal market for *Village*, *Village Premier Cru*, and *Grand Cru* wines (excluding Chablis), Switzerland is the fifth-biggest export market for these wines, behind Japan. Sales dipped slightly by 2.5% in terms of volume, although revenue was up by 23.1%. This segment accounted for three quarters of the export revenue for Bourgogne wines from this country.

Régionale Bourgogne appellations (29% of export volume) saw sales of red wines fall, while sales of white wines were up. Overall, this category of wines saw a slight 5.3% dip in volume in Switzerland, but a 27% rise in terms of revenue.

The four Chablis appellations showed a good growth of 16.6% by volume and 10.3% in terms of revenue.



Exportation de vins de Bourgogne - © BIVB / Jessica Vuillaume

Export figures for Bourgogne wines

(Total first eight months of 2019 over 2018 - Source: Customs / BIVB)

Destination	In thousands of 75cl bottles			In thousands of euros		
	Total for the first 8 months of 2019	Total for the first 8 months of 2018	Variation in volume - over previous year	Total for the first 8 months of 2019	Total for the first 8 months of 2018	Variation in value - over previous year
Total	56 149	52 507	6,9%	650 209	594 666	9,3%
USA	12 346	11 641	6,1%	154 748	143 038	8,2%
UNITED-KINGDOM	8 374	8 202	2,1%	82 628	83 806	-1,4%
JAPAN	5 092	5 034	1,1%	76 171	69 808	9,1%
CANADA	4 887	4 631	5,5%	35 871	34 252	4,7%
BELGIUM	4 680	4 201	11,4%	25 787	23 803	8,3%
SWEDEN	3 563	3 248	9,7%	20 357	18 898	7,7%
GERMANY	2 336	2 116	10,4%	19 163	17 693	8,3%
NETHERLANDS	1 871	1 904	-1,7%	12 370	13 119	-5,7%
DENMARK	1 546	1 298	19,1%	15 538	14 099	10,2%
CHINA	1 488	1 061	40,2%	19 368	14 942	29,6%
AUSTRALIA	1 213	968	25,3%	13 151	11 769	11,7%
SWITZERLAND	1 013	985	2,8%	29 240	23 840	22,7%
HONGKONG	800	730	9,5%	43 149	38 537	12,0%
NORWAY	625	732	-14,6%	6 031	6 186	-2,5%
SOUTH KOREA	466	366	27,3%	6 737	5 592	20,5%
IRELAND	436	351	24,3%	2 900	2 244	29,2%
TAÏWAN	428	389	10,1%	15 794	12 123	30,3%
ITALIA	415	383	8,3%	6 747	5 905	14,3%
UNITED ARAB EMIRATES	365	276	32,2%	5 300	4 280	23,8%
SINGAPORE	349	323	8,3%	10 863	7 652	42,0%
ISRAEL	323	274	17,7%	2 619	2 664	-1,7%
SPAIN	322	236	36,8%	5 306	3 512	51,1%
BRAZIL	274	243	12,6%	2 490	2 128	17,0%
LITHUANIA	175	229	-23,4%	1 416	1 987	-28,7%
POLAND	171	115	49,0%	1 119	949	17,9%
LETVA	156	128	22,2%	1 263	1 215	3,9%
LUXEMBOURG	145	122	18,9%	2 017	1 888	6,8%
FINLAND	141	175	-19,5%	1 071	1 155	-7,3%
THAILAND	137	162	-15,2%	2 350	2 603	-9,7%
AUSTRIA	136	95	42,9%	2 340	1 898	23,3%
MEXICO	131	157	-16,4%	1 155	1 526	-24,3%

(*) *Note: The figures for Norway are incomplete, some of the volume sold not being recorded here.*

France: A confirmed appetite for Bourgogne wines

Bourgogne wines continued to show growth, despite an uncertain context in France. Wine consumption in France has been steadily falling for decades. Recent surveys show a distinct shift away from red wines and a fall in the share of supermarket sales, while consumers are making more hedonistic choices, notably seeking premium wines.

▪ Home consumption of still wines: Bourgogne on the up

Against a backdrop of falling consumption (*see below*), only Greater Bourgogne¹ is still showing growth.



Bourgogne proper accounted for 7.7% of purchases by volume, a relative increase, and **maintained its penetration rate at 17% of households** (10% for white wines, 9% for red wines). The overall drop in red wine consumption has led to a 1.3% dip in volume sales for Bourgogne wines, although in terms of revenue, sales were up 2.4%.

The bulk of Bourgogne wine purchases were between 5 and 10 euros, with a tendency towards the higher end.

Home wine consumption figures for 2018 in France showed an overall drop of 5% by volume and 2% in terms of revenue. The stand-out statistic is the fall in consumption among those aged 50-64, with a steep drop for red wines (down 8% by volume), leaving white wines out in front. One should also note the growing appetite among under-35s for higher-priced wines. Across all buyers of still wines, the drop is even more marked, down 9% by volume.

▪ E-commerce: Bourgogne wines well represented

The French online wine sites surveyed give pride of place to domestic wines in their offer (94% of all references). Bourgogne wines are well represented, available on 90% of the sites. Significantly, 18% of all the references on offer were Bourgogne wines.

In the red wine segment, Bourgogne wines were present on 86% of those sites surveyed, accounting for 16% of the references sold, making it the second region in terms of presence. In terms of AOCs from the region, Gevrey-Chambertin was the most widely available (presence on 62% of online sellers), ahead of Nuits-Saint-Georges (50%), Mercurey (48%), and the Bourgogne AOC (48%).

In the white wine segment, Bourgogne wines dominate the offer from all regions (presence on 27% of services). Chablis, Chablis Premier Cru, Pouilly-Fuissé, and Saint-Véran were present on more than half of the sites surveyed.

Among sparkling wines, Crémant de Bourgogne (1% of the offer in this category) was present on 36% of the sites surveyed, which is not too bad given the dominance of Champagne in this sector (*survey involving 50 sites with more than 48,000 references in the 75cl format*).

¹ Greater Bourgogne: Beaujolais + Bourgogne

▪ **Supermarket sector: Bourgogne wines increased sales while other AOCs fell**

In the first eight months of 2019, sales of Bourgogne wines in the supermarket sector were in step with the major consumer trends (drop in red wines and increase for rosés and whites). There was, however, one notable feature: **Sales of Bourgogne wines were up 3.9% by volume and 5.1% in terms of revenue.**

White wines increased their share of sales (now 65%), thanks to a **6.1% rise by volume and 7.2% in terms of revenue.**

The four Chablis appellations made a return to growth, up 13.4% by volume and 11.9% in terms of revenue.

Bourgogne Aligotés followed the overall trend. One should also note the strong performance wines from the Grand Auxerrois (up 21.3% by volume) and the Côte Chalonnaise (up 6.5%).

Red wines were stable in terms of volume (down 0.03%), while maintaining revenue (up 1.8%). *Régionale* Bourgogne wines dipped 0.7% by volume, whereas *Village* appellations from the Côte Chalonnaise and the Grand Auxerrois increased their volume sales.

Despite only accounting for a small proportion of Bourgogne wine sales in the supermarket sector (0.5%), rosé wines were up 9.7% by volume and 8.7% in terms of revenue.



For the first 10 months of 2019, Crémant de Bourgogne confirmed its upward trend, with sales rising 3% by volume and 4% in terms of revenue. Sales accounted for 14% of the total volume of AOC sparkling wines sold in the supermarket sector, excluding Champagne.

▪ **Bars/restaurants: Bourgogne wines emerging in theme restaurants**

The hotel/bar/restaurant segment is a **key outlet for Bourgogne wines. Their presence on wine lists remains constant (60%),** with a slight drop in the gastronomic and traditional segment, compensated by an increase in sales in brasserie and themed cuisine. Sales of Bourgogne covered the full range from *Régionale* to *Grand Cru*.

The trend is for shorter wine lists. **Bourgogne wines were in fourth place in terms of presence.** Sales tended to be concentrated in the northeast and Paris region, but Crémant de Bourgogne has made good inroads in the south of France.

Crémant de Bourgogne, Chablis wines, and Bourgogne Aligoté were the top-selling appellations. The more renowned wines like Meursault and Pommard posted good scores, given their total production. The overall Bourgogne range enjoyed high perceived value in restaurants.

In 2018, around **20% of global sales on the French bar/restaurant sector through the nine main wholesalers were Bourgogne wines.** This accounted for some 3% of total sales from the region.

Bourgogne white wines were well represented among sales through these intermediaries (70%), but with a good balance *Régionale* Mâcon, *Régionale* Bourgogne, Chablis and other *Village* wines. **Mâconnais accounted for two out of every five sales through these intermediaries.**

Sales of Bourgogne red wines were mainly made up of *Régionale Bourgogne* wines. One should note the significant proportion of *Village AOCs* from the Côte Chalonnaise (18.4%), notably thanks to the Mercurey appellation.

Champagne accounted for 35% of volume sales of all sparkling wines (excluding indeterminate *mousseux*), **while sales of Crémant de Bourgogne totaled around 346,000 bottles in 2018 (2%).**



Economic report produced by the BIVB's Markets and Development Department - November 2019

(Sources: Customs, CAVB, GTI, MIBD Marché, IRI, CHD Expert, MIBD Market, BIVB)



BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

The Cités des vins et des Climats de Bourgogne, The Beaune project is revealed and the museography is taking shape

Bourgogne, 17 November 2019

The Bourgogne Wine Board (BIVB) is delighted to be working with the Rougeot group, winner of the public call for projects for the Cité des vins et des Climats in Beaune, and with Emmanuelle Andreani, architect and founder of the [siz'-ix] agency. This partnership, under contract with the city of Beaune, will be working closely with the BIVB and the Association for the Climats of Bourgogne.

The project is now taking shape and will be far from a traditional museum concept: The three cités in Beaune, Chablis, and Mâcon will be offering an unforgettable, unique experience. Now it is time to develop the content, themes, key messages, and mood, with the scenographers and museography team.



The Cité des vins et des Climats de Bourgogne in Beaune: The cornerstone of a new neighborhood

The architectural approach to this 3,500m² project:

- ▶ **A building that will be a landscape feature** rising to 21 meters, set in a 10-hectare tree-filled park
- ▶ **An innovative structure**, inspired by a vine tendril
- ▶ **An eco-sustainable commitment** using noble construction materials

The interior will correspond to this architectural ambition, in harmony with an interactive and human experience. Using the real-life testimonies of industry professionals, a narrative thread guided by a winegrower, and hosts on hand to interact with visitors, human exchange will be at the heart of this project. It will be about storytelling and sharing key experiences involving Bourgogne wines and the UNESCO site of the *Climats*, in an environment that will transport the visitor through immersive and sensorial experiences. **The content will embody the global identity of Bourgogne, whilst showcasing the specifics of each winegrowing area within it.**

🌀 The interior:

- ▶ **A fun and original 1,100m² visitor experience** revealing the secrets of Bourgogne through a range of cutting-edge and interactive tools. In particular, it will include some spectacular audiovisual effects and an impressive sound and video installation about the *Climats*, listed on the UNESCO World Heritage List. It will attract the curiosity of visitors, encouraging them to then go and explore the vineyards. They will also be able to find out about other subjects including grape varieties, the work of the winemaker, and the art of vinification. In addition, there will be a special visitor experience for younger audiences. The aim is to propose a living experience that encourages immersion and inspires the emotions.
- ▶ **The École des Vins de Bourgogne** will be at the heart of the training program.
- ▶ **The project will include** an observatory, a panoramic terrace, sensorial tasting areas and tips on wine-related tourism, a bookstore and boutique, a reception room, and temporary cultural events...



This prestige site will be located at the heart of a new district that is being developed between the Palais des Congrès and the freeway exit south of Beaune. Modern, ecological, and designed on a human scale, it will comprise a luxury hotel, two restaurants, a shopping gallery for premium products, a large hall for receptions and concerts, and of course the **Cité des vins et des Climats de Bourgogne**.

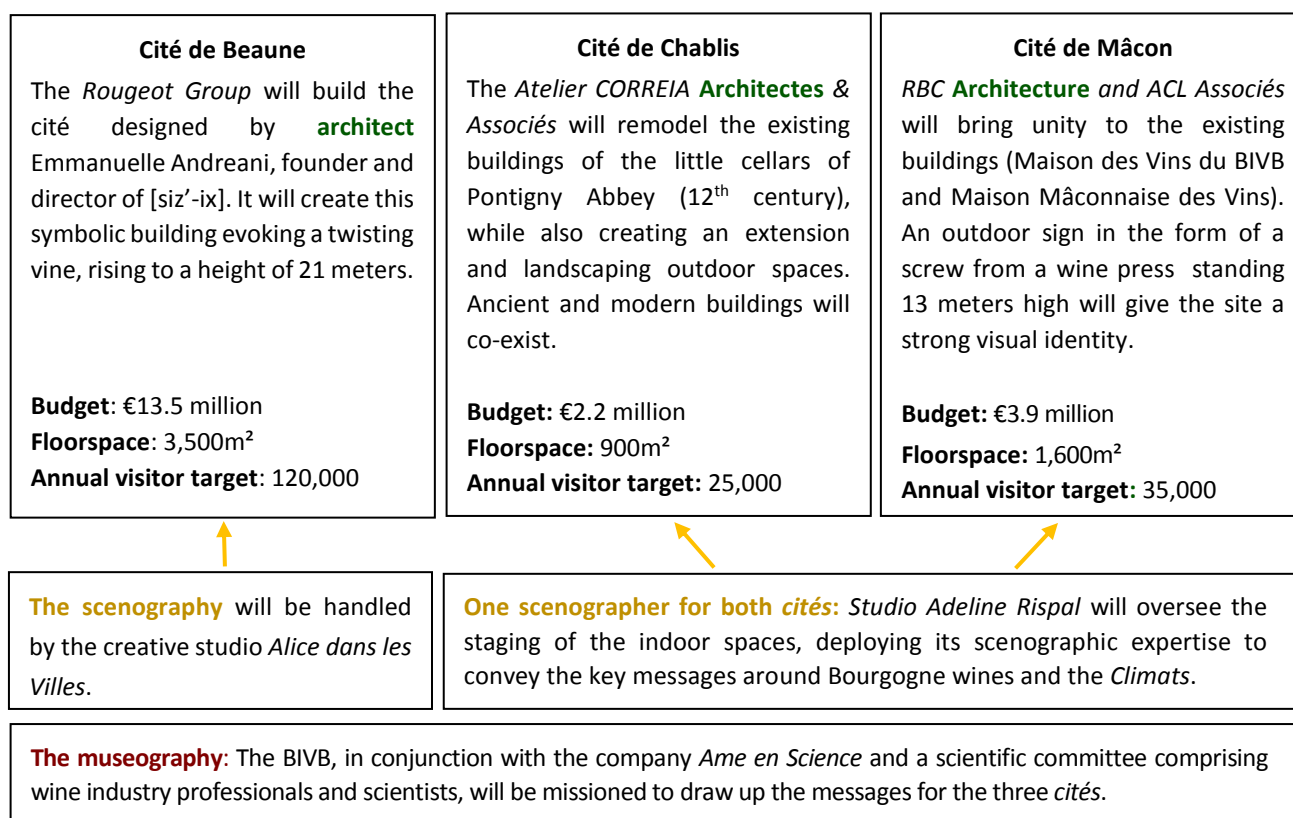
A reminder of the concept: Three architects, two scenographers, one museographer

The Cité des vins et des Climats de Bourgogne is a cultural and tourism-related project that is open to all and dedicated to the discovery of Bourgogne, its wines, its heritage, and its *Climats*. The three sites, in Beaune, Chablis, and Mâcon, will act as gateways to the vines.

Each cité's offer will include:

- ▶ Visitor experiences to explore this patchwork of landscapes and *terroir*, the *Climats*, work in the vines, vinification, and the aromas and diversity of Bourgogne wines
- ▶ Tasting workshops, training sessions, multi-sensorial experiences, and a bar for discovering food and wine combinations
- ▶ Cultural exhibitions and conferences
- ▶ A tourism information area and a boutique with a wide range of books

Who's doing what?



The BIVB: Initiator of the project for the Cité des vins et des Climats de Bourgogne on a regional level, with oversight across the three sites, in association with the Climats du Vignoble de Bourgogne non-profit organization.

- ▶ Commissioning authority for the construction of the Cités in Mâcon and Chablis, and joint commissioner for Beaune
- ▶ Co-financier (investment of €3.5m)
- ▶ Responsible for content at the three Cités
- ▶ In charge of running the three cities through a dedicated structure headed by Olivier Le Roy.

The town of Beaune: Commissioning authority of the new quarter called Cité des vins, the centerpiece of which will be the Cité des vins et des Climats de Bourgogne in Beaune.

Next steps

► **End 2019-2020**

- Development of content and messages
- Development of the visitor offer (boutique, training, food & wine space, etc.)
- Prospection campaign for patronage
- Drawing up plan for commercialization and launch of the Cités

► **Summer 2020**

Start of work on the three sites

► **During 2021**

Commercialization of the three sites

► **End 2021**

First opening to the public

Follow the evolution of the Cités at www.cite-vins-bourgogne.fr



CITÉ DES VINS
ET DES CLIMATS
DE BOURGOGNE



BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

Grands Jours de Bourgogne 2020

The 2018 vintage will be the star of the next edition

Bourgogne, 17 novembre 2019

The next edition of the Grands Jours de Bourgogne will run from 9-13 March 2020. Winegrowers and négociants will be ready to meet market influencers and journalists from around the world to discuss the amazing 2018 vintage. All 84 Bourgogne appellations will be presented.

This 15th edition offers a full immersion through a unique tasting event. Local producers will be welcoming visitors over five days for 12 tastings across nine different locations from Chablis to Mercurey.

Optimize your time and fix up as many meetings as possible while developing your knowledge of Bourgogne wines. There are plenty of surprises in store!



An international industry event with genuine appeal



© BIVB / Aurélien Ibanez

Every two years since 1992, the Grands Jours de Bourgogne have brought together wine industry professionals and key actors from the market in the heart of the Bourgogne vineyards.

From Chablis to the Côte Chalonnaise, and from the Côte de Nuits to the Côte de Beaune, visitors will be able to explore the *terroir* through **nine different tasting sites**. For practical reasons, the wines of the Mâconnais will be offered for tasting in Beaune.

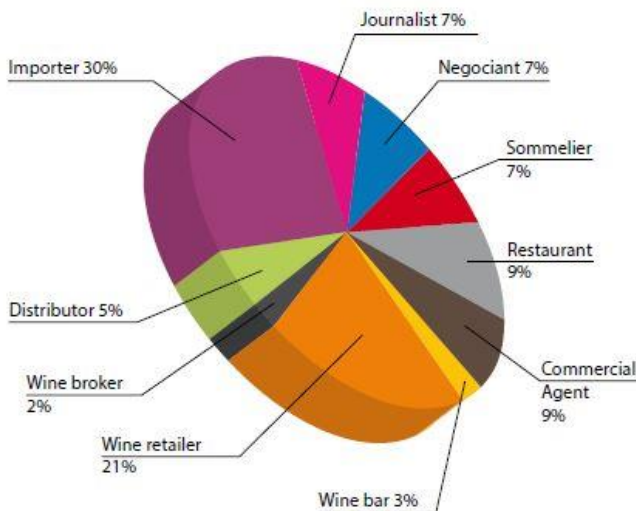
This unique event, which is now a key date on the industry calendar, this event brings together **more than 1,000 winegrowers** offering almost **6,000 wines** over the space of **five days**.

Key figures from the 2018 edition

- 2,311 visitors including 51% first-timers
- More than 10,000 total entries over 14 tasting locations
- 1,088 exhibitors, up 6.6% over 2016
- 93% market influencers and 7% journalists
- 43% French visitors and 57% foreign visitors with 49 different nationalities.



Origins of visitors to the Grands Jours de Bourgogne in 2018



Visitors in 2018 by professional category

The breakdown of visitors by professional category in 2018 was similar to that for the 2016 edition, with a majority of importers (30%) followed by representatives of wine stores and specialist boutiques (21%).

Preparing your trip

You can already start checking out the website at www.grands-jours-bourgogne.com and the site is available in both French and English. It is packed with information to help organize your trip and fix up meetings.

A special visitor space will be online from **early December** where you can sign up for tastings.

Once your registration has been validated, you will have access to your own program with the list of tastings that you have signed up for.

NEW: You'll receive your badge by email. Simply print it off to save time at the entrance to each tasting.

The **Practical Information** section of the website will help you prepare your trip. It includes plenty of useful addresses for finding accommodation, restaurants, and places to discover in the Bourgogne winegrowing region.

NOTE: From **January 2020 onward**, a list of all exhibitors and shuttle bus routes will be available so you can finish planning your trip.



Getting organized at the event

Take advantage of the free shuttle service!



A fleet of shuttle busses will be available for visitors from Tuesday to Friday, providing quick access from Beaune to the different tasting locations.

On the Monday, the *Portes d'Or de la Bourgogne* tasting of Chablis and Grand Auxerrois wines, will also be accessible via shuttle from parking lots outside Chablis.

The aim is to facilitate moving around the region and help more people to get around, whilst limiting the environmental impact of the event.

Faster access to tastings for better networking opportunities

For a more efficient service and to facilitate getting around the event, visitors can now **print their badges in advance** for faster access to tasting. Badges can also be printed off from **terminals** at the entrance of each tasting location to help attendees save as much of their precious time as possible.

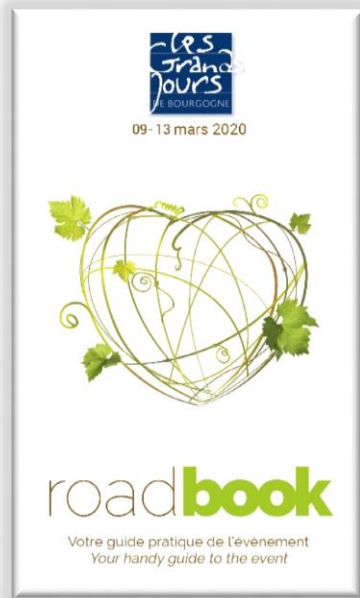
NEW: Digital calling cards

A personalized QR code on your badge will allow you to easily share your contact details. Simply scanning the code with a smartphone instantly downloads your details.



A daily tasting notebook to simplify your life.....

...and lighten the load! Every day, a new pocket-sized notebook will be issued containing a list of that day's exhibitors with all their contact details and the wines they will be presenting for tasting.



The Roadbook: Your guide for the week

Ce carnet bilingue au format poche, est disponible à l'entrée des manifestations. Il rassemble toutes les informations indispensables pour la semaine.

It will tell you:

- The times of all the shuttle buses each day
- Access maps for the tasting locations complete with GPS coordinates
- The number of exhibitors and the wines they will be presenting
- The location of all the press rooms
- A detailed program of all the tastings
- Details on "By Night" tastings



The press room: Open from 9am to 5pm

The press room will move around each day, following the location of each tasting. In these pleasant surroundings, you will be able to access the internet, use public computers, read local papers, and enjoy free drinks and pastries.

The BIVB's press attaches will be on hand to answer your questions and organize meetings and interviews with winegrowers and industry professionals.

#grandsjoursdebourgogne
www.grands-jours-bourgogne.com

VITA Bourgogne – Working in the wine industry: Your future! The Bourgogne wine sector is coordinating training and recruitment of future employees

Bourgogne, 17 November 2019

Faced with the chronic shortage in manpower in the area of production, the Bourgogne wine sector has been working to overhaul its approach to recruitment in the region and ensure that training programs respond to companies' needs. The VITA BOURGOGNE program is particularly based on an ambitious communication campaign to attract future candidates towards training and companies looking to hire. The industry has already earmarked 150,000 euros to fund these efforts, and it is hoped that local authorities will come on board with this project which promises an excellent growth opportunity for the region.

Wine houses, cellars, and estates in Bourgogne have in recent years been faced with a **shortfall in recruitment for the vine-growing and wine production sector** (vineyard employees, tractor drivers, cellar managers, operators on bottling and packaging lines, maintenance, etc.). A survey carried out in 2019 revealed that **the sector is currently seeking to fill some 700 posts, including 450 vineyard workers, 150 tractor drivers, and 60 cellar managers.** This structural need is expected to grow.



Plantation - © BIVB / Aurélien Ibanez

In response to an appeal from wine producers, the Confédération des Appellations et Vignerons de Bourgogne (CAVB) and the Union des Maisons de Vins de Grande Bourgogne (UMVGB), with the support of the Bourgogne Wine Board (BIVB), is implementing a plan of action in the area of training and employment. Entitled **Vita Bourgogne / Working in the wine industry: Your future**, it aims to attract candidates, develop training, and foster relationships between employers and potential employees.

Forging a network of key stakeholders in employment and training

The program's first operational step will be to develop a network involving all key stakeholders in training and recruitment in Bourgogne, including winemaking schools, centers for professional training and agricultural promotion, and Maisons Familiales Rurales, along with any other organizations involved in this issue, such as chambers of agriculture, skills bodies like OCAPIAT, VIVEA, and IFRIA, and employment offices.

There are already examples of coordination between certain organizations, but it seems useful to generate a shared dynamic. In the long term, it should then be **easier to adapt training provision** (content, duration, number of people trained) **to the actual needs of the production sector.** Likewise, at the end of training, future interns can connect more easily with the companies that need them. **These links could result in lasting jobs.**

An unprecedented and unique platform to record supply and demand

Scheduled to come online in 2020, the Vita Bourgogne platform will list all job and training offers in the local winemaking industry. It will also contain full details on training programs, job descriptions, and the steps to follow to help candidates in their career development.

A key tool for jobseekers, it will push content to partner sites and social media to reach out to potential candidates wherever they may be.

The promotional program will be complemented by a series of events, including job dating sessions, open days to discover job opportunities and companies, and participation in student fairs. In parallel, a kit will be available containing information on the program for partners dealing with people seeking careers advice (schools, careers advice offices, rehabilitation centers, etc.).

Driven by companies in the sector, the Vita Bourgogne program sets out bring together the many stakeholders in the field of training, whose active support is indispensable for the success of this initiative

Why Vita Bourgogne?

Vita Bourgogne sets out to inspire people to make a life choice, by embracing a career in the Bourgogne wine trade.

Vita evokes vitality. It is a dynamic word that captures the energy the wine industry is putting into rallying various partners into a network to facilitate recruitment.

The main targets of the campaign are young people, seasonal workers, the jobless, those on reinsertion programs, and refugees, and those already in work, but who are considering a career change.

The wine sector in the Bourgogne Franche-Comté region in figures

- ▶ 4,500 estates, 800 wine merchants, 17 cooperative cellars
- ▶ More than 30,000 jobs (including 20,000 directly employed), excluding seasonal workers
- ▶ Relatively small average size of companies: 5 staff for estates, 10 for wine companies, and 20 for cooperative cellars
- ▶ Average area under vine per establishment: 6.5 hectares
- ▶ 186.5 million bottles produced per year (five-year average 2013-2017)
- ▶ 1.74 billion euros in revenue (five-year average 2013-2017)



© BIVB / Aurélien Ibanez / Image & Associés / Jessica Vuillaume



BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

« The People and the Wines in Bourgogne »

The fascinating tale of what happens in the winery

Bourgogne, le 17 novembre 2019

The People and the Wines, the latest episode in the epic series *Winegrowing in Bourgogne, an Artisanal Trade*, recounts the story of winemaking from harvest to bottling, and has already been screened more than 60,000 times across social media in the two months since its release. It follows on from the first chapter, ***The People and the Vines***, both films produced by the Bourgogne Wine Board (BIVB). Take a look at the film and experience winemaking firsthand, from the excitement of picking the grapes to the painstaking vinification process before the wines are finally bottled and dispatched to tables around the world

Bourgogne wines: *Savoir-faire* to share

“The People and the Wines” is the second episode in “Winegrowing in Bourgogne, an artisanal trade” series, coproduced by the BIVB and Bourgogne Live Production. Shot between September 2018 and May 2019 in 11 estates and wine houses, it showcases the work of Bourgogne winemakers throughout the wine-making process. Each step is explained, detailed, and illustrated. This is a full immersion into the cellars and wineries of Bourgogne as we follow the transformation of grapes into wine, through the patient work of the winemaker. This introductory film closes with an introduction to wine tasting.

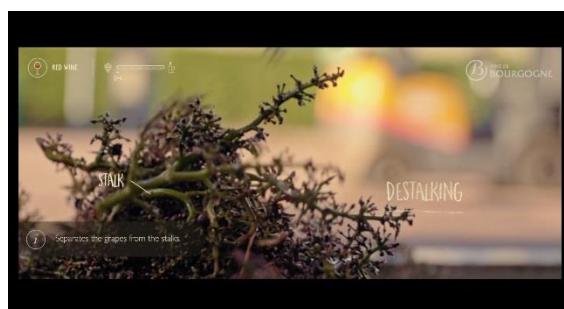
The film lasts 20 minutes, and is available in French and English.



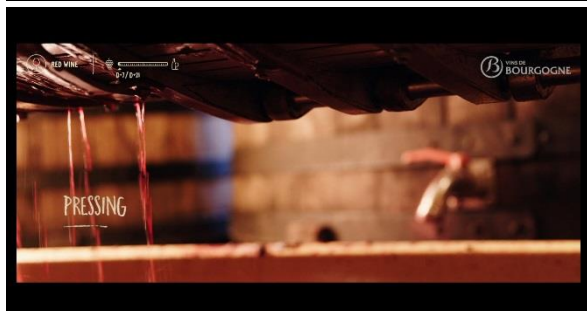
The approach is the same as for **“The People and the Vines”**: There is no voiceover. Instead, **educational information is provided through fixed or dynamic animation**, created by motion designer Ludovic Caillot. The information is rounded out with precise explanations about the different steps in the winemaking process: **Harvesting, vinification, ageing, making Crémant de Bourgogne wines, bottling, and tasting.**

- ▶ A chronological frieze positions the action between the harvest and bottling stages
- ▶ The name of the task is shown, along with the tools used
- ▶ The roles and reasons for each operation are specified
- ▶ Important elements to remember are highlighted

A fun and fluid presentation helps audiences fully grasp the details of each stage.



Uncover the secrets of how Bourgogne wine is made



This film provides a showcase for winemakers and how they work with their grapes using precise techniques combining tradition and modernity.

Pressing, settling, racking off, pumping over, and *pigeage*... Everything is explained to the audience, who are totally immersed in the vines, the wineries, and cellars through this film. They even get to see the yeasts that transform the grape juice into wine.

The method for winemaking has long been mastered, yet each producer has their own style and approach to create their own wines according to family traditions, depending on the specifics of the plot, or indeed on the nature of the vintage.

To watch the film,
visit the BIVB's website
www.bourgogne-wine.com
or
our YouTube channel
Vins de Bourgogne BIVB

(you can find there all our videos, in English and French)

A fascinating exploration of the world of winemaking

In just over half an hour, the two chapters of this film cover the entire wine production process from the start of the vines' growth cycle right through to tasting. Created in partnership with winegrowers and technical experts, the most common practices are revealed, with clear and simple explanations. Both accessible and useful, it is equally suited to curious newcomers to the world of wine and those who would like to make it their living.