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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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The 2020 vintage

A great classic, the result of a unique year

Bourgogne, 9 November 2020



According to many wine professionals in Bourgogne, the 2020 vintage is quite unique. To begin with, the conditions and context surrounding its production were relatively complicated for everyone. In addition, this year was a historically precocious one, from budburst to harvest. In the end, for many winegrowers, the results have been absolutely exceptional, and remarkably classic!

When the lockdown began in mid-March, the weather was beautiful in France. It lasted until mid-September. The vines took advantage of this to get a 3-week head start at budburst. They were able to maintain their advance until harvest, which began on August 12 in the Mâconnais.

Very early flowering raised hopes for an abundant harvest. High summer temperatures, coupled with the lack of rainfall, caused a significant water deficit, albeit unevenly from one area to another. These shortages created a few occurrences of very concentrated grapes and even slight scorching on bunches facing the sun. This vintage is, more than ever, a mirror of Bourgogne's diversity. Within different appellations, or sometimes even within the same appellation, the maturities were occasionally staggered, as was the case with the flowering and depending on whether or not rainfall was present. Winegrowers thus needed to keep a cool head, and exercise patience when choosing the harvest date.

Vinification was easy, thanks to the extremely healthy condition of the grapes. There was practically no disease or rot due to the absence of rain. Sorting tables were only used to pick out a few scorched grapes.

Wine professionals have been enthusiastic by initial tastings: the particular conditions of this vintage have created unprecedented and unique balances. Of course, there is a subtle richness, but at the same time a pleasant tension, especially for the reds. Many are already anticipating 2020 as a vintage that will age exceptionally well, for both white and red wines. To be confirmed after the barrel ageing!

White wines

The white wines are fruity and express a beautiful aromatic complexity, with very good acidity. In spite of the summer heat, they are well balanced, with a classic freshness that meets the expectations of a typical bourguignon vintage.

Red wines

The red wines stand out with their incredible colors! They have beautiful sustained colors, a sign of abundant anthocyanins. The ideal conditions of sunshine and heat during ripening have led to concentrated wines, with lots of character, but without being heavy. Like the white wines, they have kept their freshness and offer luscious black fruit notes such as blackberry, blueberry, black cherry...

Crémant de Bourgogne

This will not be a “solar” vintage, although the base wines are offering some intense aromatic expression. These are rich, complex, and indulgent wines, with a surprisingly high level of acidity and low pH resulting in perfect balance.

The Pinot Noirs reveal delicious and very expressive aromas of red fruit such as cherry and raspberry, underscored by wonderful vigor.

The Chardonnays are also very aromatic, with good tension resulting from a marked acidity. One typically enjoys aromas of citrus and sometimes tropical fruit like pineapple.

The Gamays are marked by crisp and tart red berry flavors with aromas of strawberry and grapefruit.

The Aligoté varietal, which was more generous this year, is revealing fine volumes in the mouth, with wines that preserve all their vigor with lovely acidity.

Discover the video of the 2020 vintage



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.

2020 Weather conditions



"Surprising", "Astonishing"! This is how this vintage, like the year 2020, is characterized by many professionals in Bourgogne. This vintage promises to be remarkable with some exceptional results in certain areas. This can be explained by the weather, which allowed, in spring, a flowering in ideal conditions, followed by warm temperatures during the summer. The combination of warm temperatures and dry weather, have nevertheless contributed in obtaining an attractive vintage with beautiful balance and freshness.

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A very mild start to the year with a summer-like spring

The very mild winter, with temperatures above seasonal averages, led to early budburst throughout the vineyards. Plenty of rainfall enabled the vines to replenish their water reserves. The early budburst confirmed that the vines were ahead of schedule. **Estimated dates for the mid-budding stage (50% green tips) place 2020 among the earliest starting vintages.** It was even a week earlier than in 2019, regardless of the grape variety, thus placing it in the top three earliest vintages!

April prolonged the trend, averaging +3.6°C above normal! In mid-May, during the "Saints de Glace" period, there were some morning frosts, but fortunately without any serious consequences, thanks to the low humidity.

Beginning on May 14, the temperatures started to soar. The heat persisted well above normal until May 23. That encouraged **rapid progression of the flowering in certain areas and for certain grape varieties.** The first flowers appeared very early, taking the winegrowers by surprise, and at a time when they hadn't even finished raising their trellising wires.

Flowering was frankly magnificent. Flowers were well formed and plentiful, which implied a voluminous harvest. Nevertheless, the blossoming unfolded over a certain period of time. For the very first vines, fruit-set occurred around the 23rd of June. The latest vineyards saw this happen during the first week of July. It is at this moment that differences were apparent from one parcel to the next.

A summer marked by the lack of water

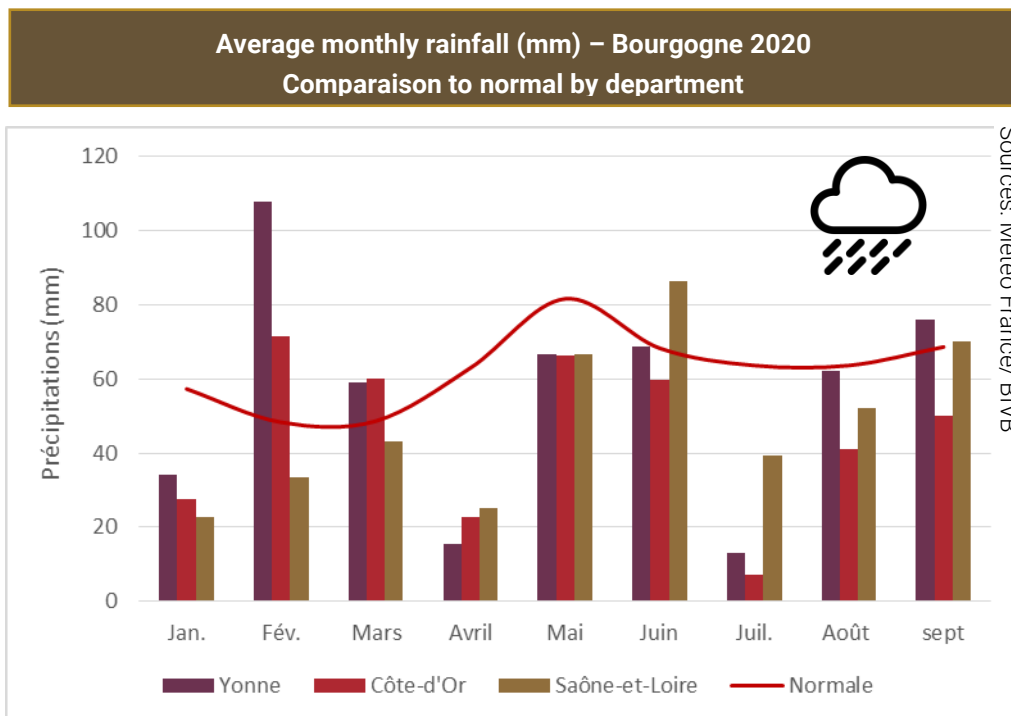
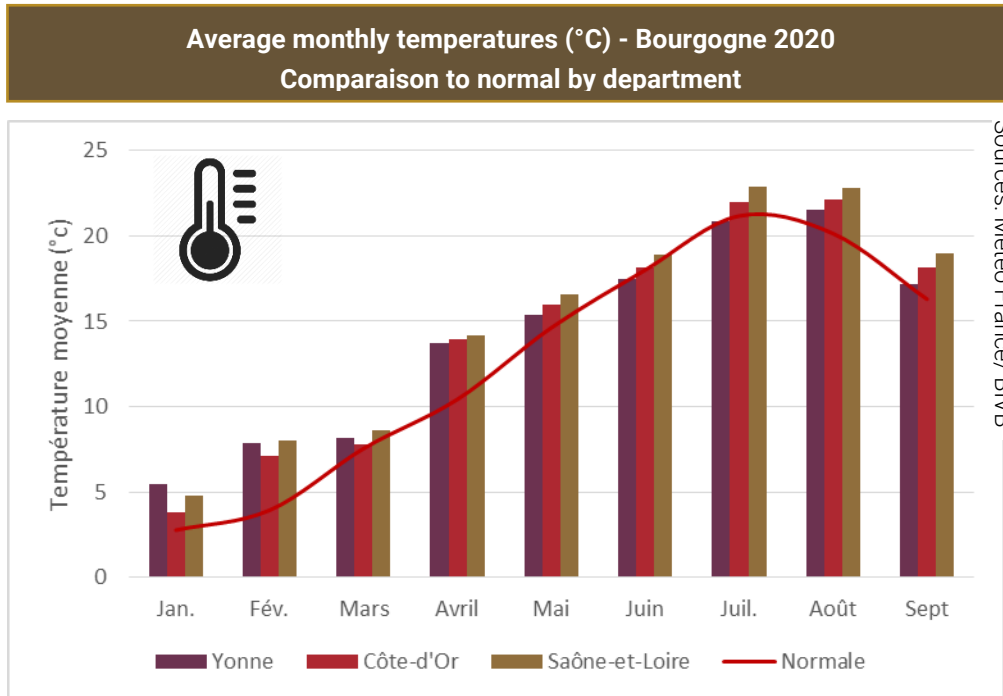
Summer weather barely slowed down the vine. Temperatures remained high and rainfall low, even very low, with disparities by location. In July, **rainfall was rare and inconsistent** throughout Bourgogne. Deficits ranged from 77 to 87% compared to a normal year, while temperatures were higher than normal (+1°C on average).

August provided some extremely localized tempestuous downpours. This mainly happened in the Chablis / Grand Auxerrois and Mâconnais areas.

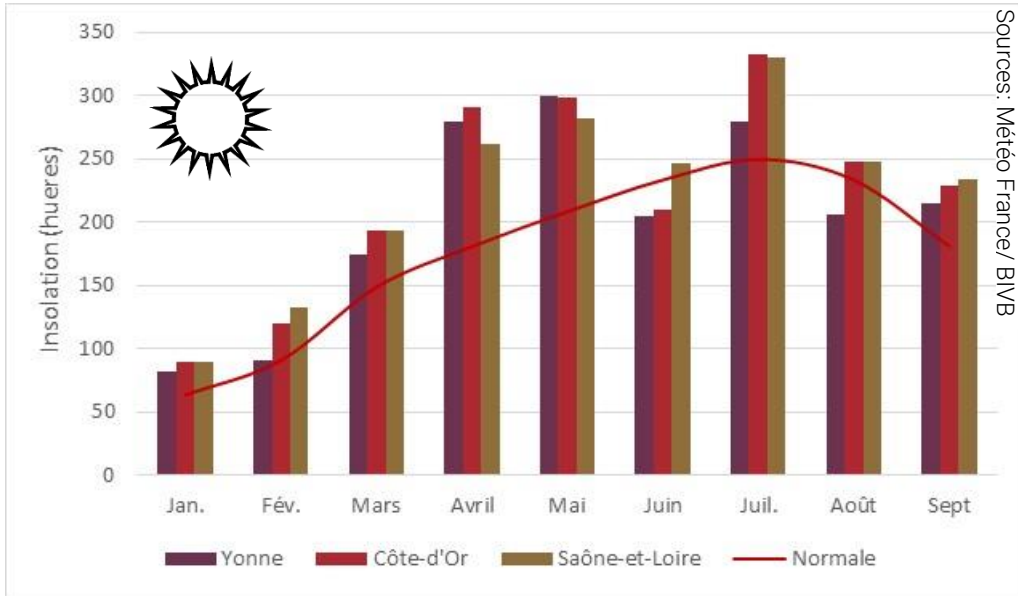
These conditions led to slowing and sometimes even blocking veraison in some areas or plots. As a result, ripening was uneven, and the mosaic of Bourgogne's terroirs was more evident than ever!

When harvest time came, all these differences had to be taken into account. While some plots were very early, mainly for Pinot Noir, others required more time to reach their optimal maturity. This was especially the case for Chardonnay.

Nevertheless, for many people, and for the first time in the history of Bourgogne, the harvest began and ended in August! In the Hautes Côtes, the last grapes were harvested before mid-September.



Average monthly sunshine (hours) – Bourgogne 2020
Comparaison à normale par département





BOURGOGNE
Bourgogne Wine Board

The 2019 vintage: The magic of years ending in a “9”

Bourgogne, November 2020

2019 was a year of great contrasts in terms of the weather (see our press release from November 2019). It brought plenty of stress, with some tense moments for many producers, yet the harvest went smoothly and the end results were fabulous. It was hot and dry, but the wines nonetheless reveal a vigor that is already delighting fans of Bourgogne wines. The magic of years ending in a “9” happens once again.

The only disappointment was the volume: 1.23 million hectoliters (excluding VCI) is less than the 10-year average of 1.44 million hectoliters (2010-2019).

White wines

■ Chablisien and the Grand Auxerrois

2019 is already emerging as an exceptional vintage. The grapes were beautifully ripe whilst maintaining excellent vigor. The wines are perfectly balanced, their nose offers pleasant aromas of ripe citrus with subtle floral hints. In the mouth, they are ample and generous, with remarkable flesh and texture and very pleasant tension on the finish.

■ Côte de Beaune

This is an extremely promising vintage. This was a particularly hot year and the wines are of astonishing quality. They have a very rich aromatic range with aromas of ripe fruit like apricot, peach, and quince, mingled with touches of orange and candied lemon and delicate vanilla and floral hints.

In the mouth, they are indulgent with exemplary balance, characterized by unusual concentration and body. Their length on the tongue and aromatic persistence is quite simply impressive.

■ Côte Chalonnaise

Here, too, the summer heat allowed the grapes to reach a high level of maturity. Indeed, balance and harmony are the buzz words for this vintage. The aromatic palette is admirable: Alongside deliciously fruity notes of peach, pear, and apricot, these wines offer subtle notes of lime and acacia blossom, honey, and sweet spice. In the mouth, they are fleshy, rounded, and vigorous, with a delicious finish and wonderful length. Exquisitely indulgent, these wines can be enjoyed in their youth, whilst offering good keeping potential.



■ Mâconnais

Although the weather during this vintage – with spring frost, and a hot and dry summer – prevented even ripening across the board, it didn't affect the quality of the grapes, no doubt due to the small volumes harvested. The wines are characterized by wonderful aromatic richness and excellent balance.

The nose is marked by intense notes of ripe fruit like citrus, pineapple, apricot, pear, and flowers like honeysuckle and linden. In the mouth, they are fleshy and rounded with excellent length, underscored by a pleasantly citrusy finish.

Red wines

■ Grand Auxerrois

The 2019 vintage is a second exceptional year for wines from the Grand Auxerrois. The grapes reached optimum ripeness and resulted in very high-quality wines. On the nose, they offer a concentration of magnificent aromas of red and black fruit like cherry, blackcurrant, and blackberry, with spicy and licorice notes.

In the mouth, they are voluminous and chewy, with a remarkable tannic structure. Although they can be enjoyed in their early youth, these wines offer real keeping potential.



■ Côte de Nuits

The reds from the Côte de Nuits have an impressively expressive nose and offer real harmony in the mouth. Their aromatic range is extremely rich and varied, with intense notes of red and black fruit mingling with delicate floral aromas, the whole wrapped up in subtle spicy notes with raspberry, morello cherry, blueberry, blackcurrant, rose, peony, and violet.

In the mouth, they are no less impressive: Concentrated and beautifully structured, they are simply dazzling. With smooth and yielding tannins, their silky finish is already very pleasant. We expect them to evolve very well over the next few years.

■ Côte de Beaune

On the Côte de Beaune as on the Côte de Nuits, 2019 is a vintage that will leave a lasting impression. Packed with red berries, dried fruits, spices and floral scents, the nose is simply dazzling.

The palate is all about balance and harmony. The corpulent, fleshy roundness of these wines, underlined by velvety tannins, make them particularly indulgent. And although they are very enjoyable right now, they also offer excellent keeping potential.

■ Côte Chalonnaise

Here too, 2019 was an outstanding vintage. The wines are of an unusual elegance and power. The nose is marked by very pleasant floral and fruity scents, with notes of violet and elderflower mingling with blackberry, blueberry and blackcurrant.

On the palate, these wines are both smooth and concentrated, with magnificent substance and aromas of dried fruit like fig and raisin, with touches of spice and licorice. The finish and length also live up to expectations.

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.



BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

Bourgogne wines holding up well despite the pandemic

Bourgogne, 15 November 2020

In 2020, growth prospects in global wine markets have been subject to the multiple measures taken to halt the spread of COVID-19. Bourgogne, for which exports account for nearly 50% of wine sales, has thus seen some ups and downs in terms of volumes sold, both in France and abroad, depending on the duration and geographical extent of lockdowns and other restrictive measures.

- ▶ *Over the first two months of the 2020-2021 campaign, sales from the winery were up 5% on the average for the past five campaigns. They nonetheless remained 8% down on the previous campaign..*
- ▶ *The 2020 harvest is estimated at 1.55 million hectoliters, slightly higher than the average, but notable for lower yields.*
- ▶ *Over the first nine months of 2020, exports of Bourgogne wines were greatly impacted by lockdowns and restrictive measures in foreign markets (down 3.9% by volume compared to the first nine months of 2019). Despite this, the months of January and February, and June and July recorded growth by volume.*
- ▶ *In France, Bourgogne wines held up well on retail circuits (up 4.8% by volume compared to the first eight months of 2019), notably thanks to strong sales in local stores and click-and-collect.*



© BIVB / Jessica VUILLAUME

Against this uncertain economic backdrop, one can also observe a major shift in the dominance of various distribution channels, both in France and abroad:

- ▶ eCommerce, which until now has remained marginal, beat all growth records worldwide and has called into question export development strategies.
- ▶ Hugely impacted by anti-COVID measures, restaurants have to reinvent themselves to preserve their economic model.
- ▶ Wine stores and sales at the winery are seeking a fresh balance between in-store and online sales.

Bourgogne wines resisting a dip in activity

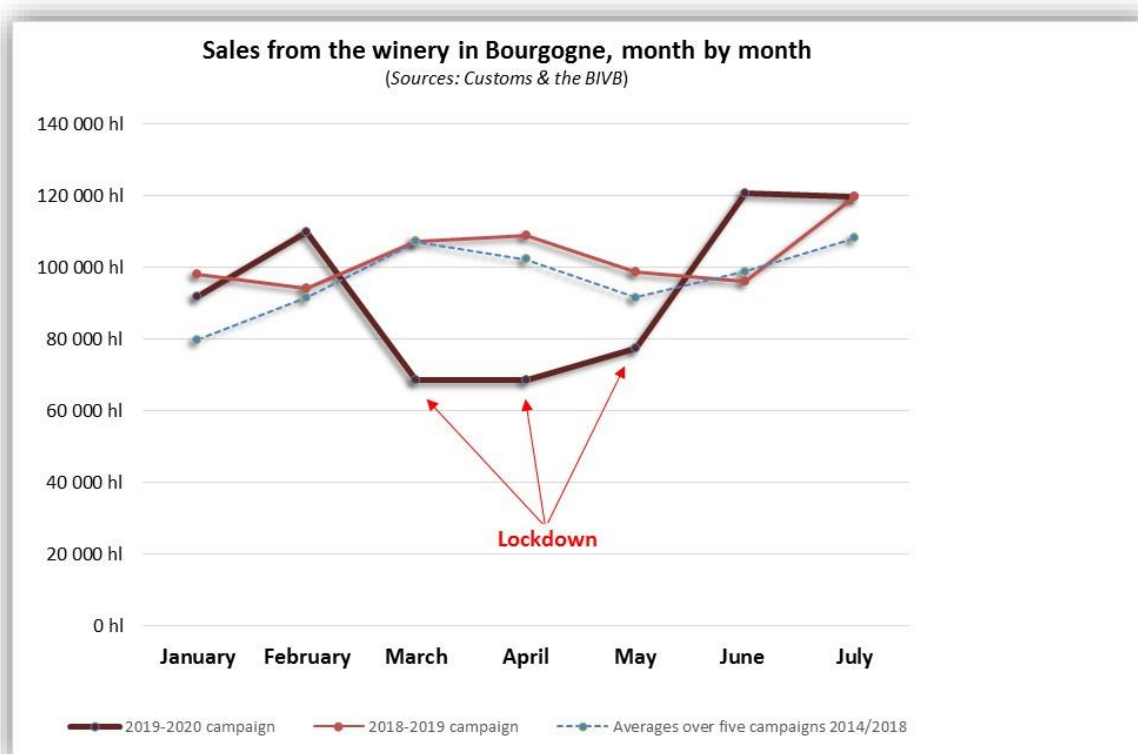
In the difficult conditions caused by the pandemic and the resulting economic slowdown, the effects on growth that is likely to be slowed for many months have been limited until now:

- ▶ Sales from the winery during the 2019-2020 campaign to end-July were down 11% on the previous year. This was mainly due to the low 2019 harvest (down 31% on 2018 and down 18% on the five-year average). This drop was, however, offset by continuing sales from the more-abundant 2018 vintage.
- ▶ Stocks at the winery at the end of the 2019-2020 campaign were inevitably down by around 15% on the previous campaign (down around 4% on the average of previous five campaigns).
- ▶ Advance trade transactions of Bourgogne wine in the first quarter of the 2020-2021 campaign (August to October 2020) remained buoyant, up 27.8% on the same period in 2019-2020, and 24.9% on the average of the previous five campaigns.

But this situation is very fragile, and the effects of renewed or repeated lockdowns due to COVID-19 could impact the sector further, despite all efforts to the contrary.

■ Months of lockdown impact Bourgogne wine sales.

The lockdowns imposed in France and certain export markets for Bourgogne wines brought growth to an abrupt halt. During the 2019-2020 campaign, the period from February to July 2020 bore the brunt (see *graphic below*):



- ▶ Sales from the winery in March were down 36% on 2019 (down 36% on the March average over the previous five campaigns).
- ▶ Sales from the winery in April were down 37% on 2019 (down 33% on the April average over the previous five campaigns).
- ▶ Sales from the winery in May were down 22% on 2019 (down 16% on the May average over the previous five campaigns).

However, June 2020, when lockdowns were widely lifted, saw a surge in social interactions, which resulted in a 26% increase compared to the same month the prior year (and up 22% on the June average over the previous five years). This upsurge is like a spring that was kept compressed during lockdown, and which expanded as soon as the lockdown was released.

But springs always return to their original shape and in July 2020, sales returned to exactly the same level as in July 2019, and was better than the July average over the previous five campaigns.



During the first two months of the 2020-2021 campaign, wine sales from estates (excluding the 2020 vintage) were also up 5% compared to the average over the past five campaigns. They were nonetheless down 8% on the first two months of the 2019-2020 campaign.

The arrival of the 2020 harvest, estimated at 1.55 million hectoliters, will allow stocks on estates and wine merchants. After a low harvest, a generous vintage is always good news for a sector that is highly dependent on weather conditions and may perhaps herald a new cycle for the Bourgogne region (see *below*).

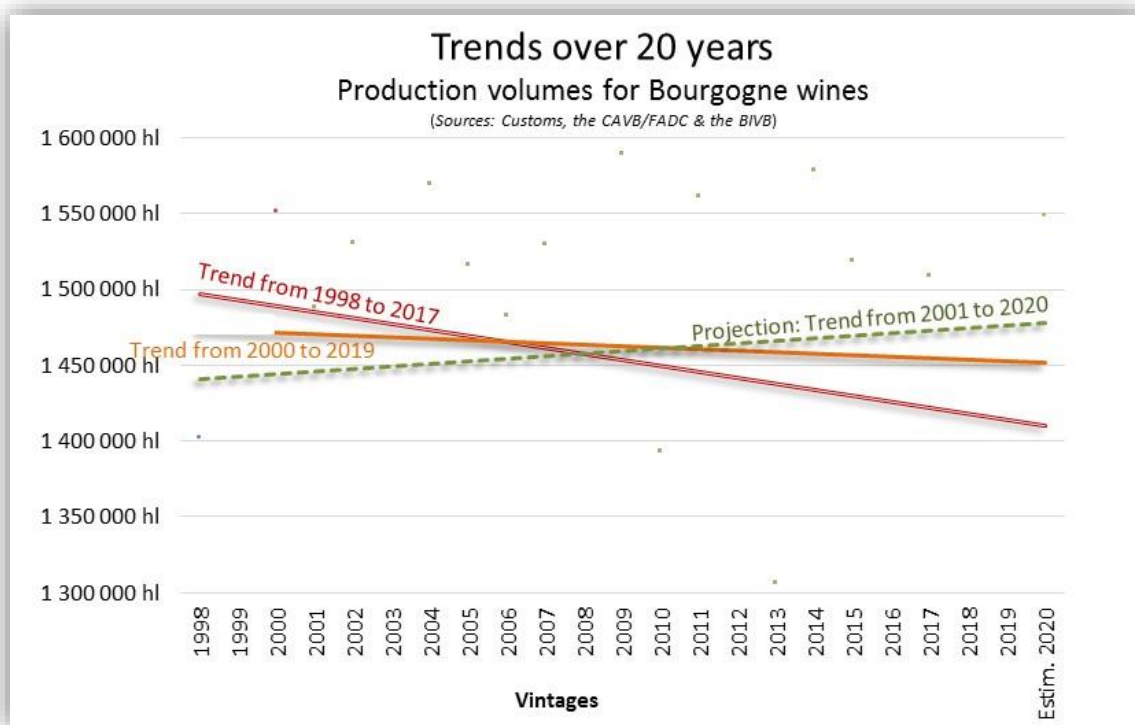
■ **A production cycle slightly up in the long term**

Bourgogne seems to follow a three-year production cycle that breaks down as follows: Two vintages above the six-year average, and a smaller harvest. The 2019 vintage just confirmed this, the second time this has occurred in six years:

- ▶ 1st cycle: 2014 to 2016
 - two harvests (2014 and 2015) above the average for 2011-2016 (1.382 million hectoliters)
 - then a small harvest in 2016 (1.223 million hectoliters)
- ▶ 2nd cycle: 2017 to 2019
 - two harvests (2017 and 2018) above the average for 2013-2018 (1.480 million hectoliters)
 - then a small harvest in 2019 (1.252 million hectoliters)

The 2020 harvest, estimated at 1.55 million hectoliters, could signal the start of a fresh three-year cycle. This theory can be tested once the volumes in 2021 and 2022 are known.

Based on this, the Bourgogne wine sector established projections for the two decades up to 2020 (see graph below), which will be confirmed with the 2021 harvest. It seems, then, that in the long term, production volumes are slightly up, contrary to expectations at the start of the 2000s.



Bourgogne producers and some appellations can thus establish a management model for production volumes adapted according to the potential to be brought to market.

This strategy has already been collectively adopted by producers of Crémant de Bourgogne for a number of years. The model includes the conditions of production, planting, and the industry reserve scheme, which allows for adjustments between volumes produced and stocks to better meet market needs.

Today, the collective demand for accurate predictive mechanisms is no longer in question; indeed, it is key to the economic stability of the sector. The Bourgogne wine region has made this part of its five-year strategic plan, which will be put to a vote at the Bourgogne Wine Board (BIVB) annual general meeting in December.

Exports: Bourgogne wine sales dance to the pandemic's tune

- ▶ The COVID-19 pandemic put paid to a long period in growth of Bourgogne wine exports. Over the first nine months of 2020, the drop remained limited but real: Down 3.9% by volume and 9.3% in terms of revenue compared to the first nine months of 2019.

The year 2020 will long stick in the memory. The periods of lockdown due to COVID-19, which began in China in February, were unprecedented in modern history and played out across the globe, slowing or even stopping much international trade.

In parallel, access to some major markets was also turbulent.

- The USA is continuing to impede imports of French wine through a 25% levy imposed as part of the Airbus/Boeing dispute.
- The UK is currently redefining rules for imports and for trade with overseas markets (re-exports).

Nonetheless, Bourgogne wine professionals remain confident and have faith in their markets.

Exports of Bourgogne wines were excellent in 2019: Up 9% by volume and 10.4% in terms of revenue compared to 2018. Bourgogne wines even crossed the symbolic threshold of one billion euros in total revenue (1.039 billion euros).

Despite starting well, 2020 is progressing in time with the pandemic:

- The healthy growth seen in 2019 was maintained over the first two months of 2020: Up 2.9% by volume compared to the first two months of 2019, despite dips in terms of both volume and revenue in the two biggest markets for Bourgogne wines (USA and UK).
- Between March and May, exports of Bourgogne wines were down 11.8% by volume and 21% in terms of revenue compared to the same period in 2019.
- In June and July, Bourgogne wine exports bounced back, up 7.5% by volume and 6.8% in terms of revenue on the same two months in 2019.
- But this resumption in exports did not last: Figures for August showed another drop by volume (down 12.8% year-on-year) and in terms of revenue (down 13.1%). The downward trend begins to intensify in September, but not in all markets: Sweden and Canada continued to make good progress.



Broken down by groups of appellation, over the first nine months of 2020:

- *Régionale* Mâcon white appellations, as well as Chablis and Petit Chablis sustained the rebound seen in June-July into August and September. They were the only white Bourgogne AOCs to experience dual growth:
 - The white Mâcon *Régionale* AOCs: Up 9.1% by volume and 1% in terms of revenue on the first nine months of 2019
 - Chablis and Petit Chablis AOCs: Up 4% by volume and 1.1% in terms of revenue on the first nine months of 2019
- In terms of reds, *Village* and *Village Premier Cru* AOCs from the Côte Chalonnaise, and Irancy wines also posted growth, albeit on their own scale:
 - The Irancy AOC: Up 141% by volume and 31.5% in terms of revenue compared to the first nine months of 2019
 - *Village* and *Village Premier Cru* AOCs from the Côte Chalonnaise: Down 12.3% by volume, but up 43.4% in term of revenue compared to the first nine months of 2019

■ **Bourgogne wine exports holding up thanks to four new leading markets**

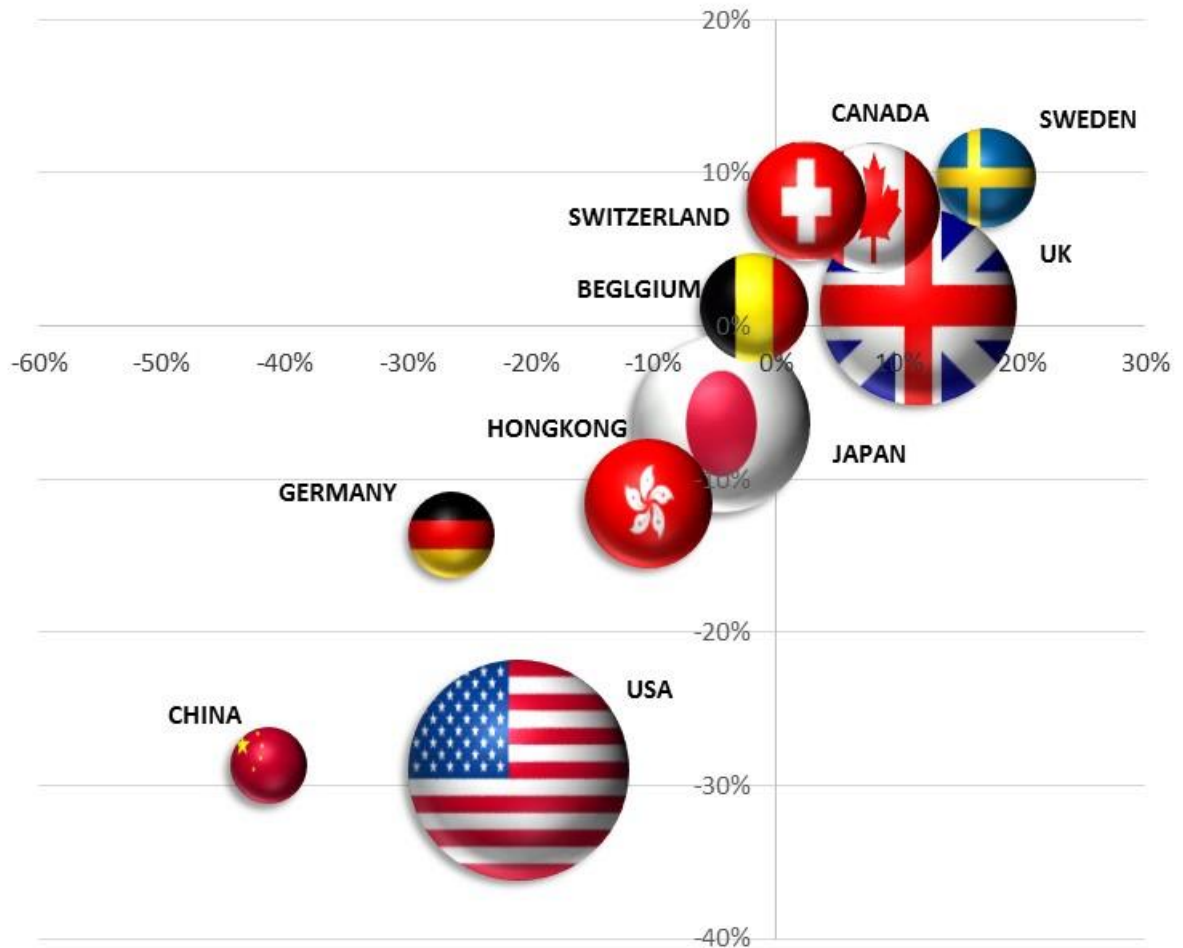
Export markets for Bourgogne wines have reacted very differently to the socio-economic situation, at times quite unlike what might have been expected. Certain pleasant surprises (UK, Switzerland) compensated for the sharp drop in the USA, impacted by an unfair tax.

In the top 10, the UK, Canada, Switzerland, and Sweden continued to show growth, in part making up for the lost ground in the USA.

➔ *See the graph below*

Change in the export of Bourgogne wines

(source - Customs: DEB+DAU, BIVB - 9 first month 2020)



Reading this chart:

Bubble size is proportional to market size in terms of revenue from exports of Bourgogne wines during the period

- Horizontal axis: Change by volume compared to the same period in 2019
- Vertical axis: Change in terms of revenue compared to the same period in 2019



► **THE UNITED KINGDOM**

The UK market went into a downward slide following the financial crisis of 2008, and some thought it would be lost with Brexit, but the country has resumed imports of Bourgogne wines.

In the first nine months of 2020, sales there were up 11.6% by volume and up 1.3% in terms of revenue compared to the same period in 2019. The UK even temporarily became the leading market for Bourgogne wine exports in May and June, ahead of the USA.

The good performance in the first nine months of 2020 was driven by the full range of Bourgogne wines:

- Whites: Up 11.4% by volume, for 84% of volumes exported
- Reds: Up 5.7% by volume, for 13% of volumes exported
- Crémant de Bourgogne: Up 54% by volume, for 3% of volumes exported

It is now clear that Brexit will happen, but the UK is still in the process of setting trade rules with the EU. In the meantime, exports to the UK have not been impacted by any new taxes or administrative measures, which may explain the strong growth.

However, the measures taken in October and the latest lockdown imposed by the Johnson government in an effort to halt the spread of the virus could spell an end to this resurgence.



► **THE UNITED STATES OF AMERICA**

Imports of French wines are still being slowed by the 25% levy on still wine of less than 14% alcohol, imposed as part of the ongoing Airbus/Boeing dispute. The WTO has just allowed Europe, in turn, to apply an additional tax on certain American products entering the euro zone, worth almost 4 billion euros. The EU announced potential sanctions on 10 November, whilst affirming its desire to find an amicable solution to this dispute.

Meanwhile, Bourgogne still wines are nearly all subject to this tax, although it does not apply to Crémant de Bourgogne.

The state of the US economy is also a concern a situation.

After the first and second waves of COVID-19, a third wave appears to be sweeping the USA. From May to August 2020, the country even became the epicenter of the pandemic and, according to the WHO, the territory where it has spread the fastest.

The economic situation was such that the two candidates in the recent presidential race agreed during their campaigns that it was urgent to get the economy back on track. In May 2020, historian and USA specialist, Nicole Bacharane, announced that 22 million had lost their jobs in a single month. She said this was "the equivalent of all the jobs created in 10 years destroyed in a few weeks".

This context has proved very trying for wine importers, restaurants, liquor stores, and other outlets for Bourgogne wines in the country.

- Figures for the first nine months of 2020 were poor, doubly impacted by the Trump tax and the current economic woes.
Exports of Bourgogne wines to the USA fell 21% by volume (down 3 million bottles compared to the first nine months of 2019) and 29% in terms of revenue (down 52 million euros on 2019).

Bourgogne wines were affected across the board. Only the Irancy AOC (red) continued to show growth by volume (up 91% over the first nine months of 2019), but the volumes themselves were low, with just 52,000 bottles.

- For all French AOC wines, sales fell by some 20.8 million bottles (down 16.9% on 2019), with revenue down €401.8 million (down 31.4% compared to the same period in 2019).

► **CANADA**



Another robust market, Canada remained easily in third place by volume over the first nine months of 2020, with healthy growth of 8% by volume and 7.7% in terms of revenue compared to the first nine months of 2019.

Bourgogne white wines drove this good performance, accounting for 70% of volumes exported:

- Chablis and Petit Chablis: Up 52.1% by volume and 45.6% in terms of revenue compared to the first nine months of 2019
- Mâcon, Mâcon-Villages and Mâcon plus a geographical denomination wines: Up 22.7% by volume and 36.5% in terms of revenue
- *Régionale* Bourgogne wines: Up 10.1% by volume and 9.8% in terms of revenue

However, Quebec, the main market for Bourgogne wines in Canada (accounting for 70% of Bourgogne wine sales) has had to take fresh measures to stem the coronavirus. These could have a greater impact than during the first wave, because bars and restaurants have been shut since early October and people can no longer receive guests in their homes.

► **JAPAN**



Bourgogne wines held up on this market during the first part of the year, posting a dip by volume at the end of the first nine months, down 4.5% compared to the first nine months of 2019. It was the same story for revenue, down 6.4% on 2019. Japan did not opt for a total lockdown, yet its economy remains fragile, since it is highly dependent on exports, which have been hit by a slowdown in global trade.

If since the start of 2020, red Bourgogne wines registered good growth (Up 11.4% by volume and 0.4% in terms of revenue compared to the first eight months of 2019), the trend was inversed in September, down 2.3% by volume and 8.7% in terms of revenue. However, two segments continued to show steady progress:

- *Régionale* Bourgogne reds: Up 8.2% by volume and 5.5% in terms of revenue compared to the first nine months of 2019
- *Grand Cru* AOCs, from Côte de Beaune and Côte de Nuits: Up 28.6% by volume and down 3.6% in terms of revenue compared to the first nine months of 2019

For whites, strong growth enjoyed by the Chablis and Petit Chablis AOCs (up 16.6% by volume and 29.4% in terms of revenue compared to the first 9 months of 2019, for 44% of volumes of white Bourgogne wines), did not compensate for the slowdowns experienced by other AOCs. *Grands Crus* from the Côte de Beaune and Côte de Nuits also showed strong growth by volume (up 65% compared to the first nine months of 2019), but revenue was down 13%. Overall, exports of white wines finished down 4.7% by volume and down 3.5% in terms of revenue over the first nine months of 2019.

► **BELGIUM**



Belgium returned to its top-five place in terms of export destinations for Bourgogne wines over the first nine months of 2020, thanks to a limited dip by volume (down 1.8% over the previous year), but nonetheless showed limited growth in terms of revenue, up 1.2%.

Red Bourgogne wines continued to show growth by volume, which began in 2019: up 3.5% by volume over the first nine months of 2019. All categories of AOC were up, except for *Village* and *Village Premier Cru* AOCs from the Côte de Beaune, which were down 26% by volume and *Régionale* Bourgogne AOCs, which fell by 2.6%. The *Grand Cru* AOCs from the Côte de Beaune and Côte de Nuits were up 216% by volume over the period.

White wines saw growth over the first nine months of 2020 compared to the same period in 2019, up 1.2% by volume and 4.8% in terms of revenue. Falls seen by some AOCs were widely compensated by strong growth by volume for many other categories of AOC:

- Chablis Grand Cru et Premier Cru : + 21 % en volume / 9 mois 2019
- Chablis *Premier* and *Grand Cru* up 21%
- *Régionale* Mâcon AOCs up 13.1%
- *Village* and *Village Premier Cru* AOCs from the Côte de Beaune and Côte de Nuits up 12.4%
- Chablis and Petit Chablis up 10.7%
- *Village* AOCs from the Grand Auxerrois (Vézelay, Saint-Bris) up 14.6%

Wine tourism was very popular this summer, with a strong presence of Belgian customers. However, these good results do not take into account any winery purchases by Belgian tourists. The country remains a strong market for Bourgogne wines.

► **SWEDEN, SWITZERLAND, AND GERMANY**



These markets stabilized at 7.85 million bottles for revenue of some €81.9 million in the first nine months of 2020. Although volumes were stable, revenue grew 2.5% over the first nine months of 2019, mainly thanks to Sweden.

Despite the pandemic affecting both Sweden and Switzerland, the two countries remained on the growth trajectory started in 2019, and were respectively up 17.1% and 2.5% by volume during the first nine months of 2020 compared to 2019. Revenue was also good, up 9.7% for Sweden and 8.2% for Switzerland compared to the first nine months of 2019.

Exports of Bourgogne wines to Germany showed strong growth in 2019, but slowed over the first nine months of 2020, down 26.4% by volume and 13.6% in terms of revenue. This flip-flopping is identical to the pattern for Bourgogne exports in 2014 and 2015, but the results have been amplified by the health crisis.

► **CHINA and HONG KONG**



In Asia, both China and Hong Kong have taken a bigger slice of exports of Bourgogne wines since the financial crisis of 2008. They have risen from 2% of Bourgogne exports in 2009 to 9% in 2019 (by revenue).

Since the start of 2020, these two territories have been hit by the start of an economic slowdown, political crises, and the COVID-19 pandemic. One should however note that China is one of the few countries expected to show growth for the full year in 2020 (up 2% according to the IMF, up 4.9% according to the Chinese authorities). The country also seems to have controlled any subsequent waves of the pandemic..

Export figures for Bourgogne wines show a sharp drop: Down 30.6% by volume and down 16.8% in terms of revenue (first nine months of 2020 compared to first nine months of 2019). Both red and white were affected, but some groups of appellations still grew sales.

White wines were down 11.6% by volume, while growth amongst the following AOC categories did not compensate for losses seen by other appellations:

- *Village* and *Village Premier Cru* AOCs from the Côte Chalonnaise: Up 60% by volume and 20% in terms of revenue
- *Chablis Premier* and *Grand Cru*: Up 5.9% by volume
- *Village* AOCs from the Grand Auxerrois (Saint-Bris, Vézelay): Up 273 % by volume (under 10,000 bottles)

Red wines, which were harder hit with a fall in exports of 39% compared to the first nine months of 2019. The Irancy AOC did show some spectacular growth of 145% in terms of revenue, but this was in relation to a very limited 11,000 bottles.

Export figures for Bourgogne wines

(First nine months of 2020 / first nine months of 2019 - Source: Customs DEB+DAU/ BIVB)

	In thousands of 75cl bottles			In thousands of euros		
	Total January 2020 to Sept. 2020	Total January 2019 to Sept. 2019	Variation in volume - over previous year	Total January 2020 to Sept. 2020	Total January 2019 to Sept. 2019	Variation in value - over previous year
Global results:	62 380	64 923	-3,9%	687 075	757 333	-9,3%
USA	11 229	14 209	-21,0%	128 548	180 758	-28,9%
UK	11 128	9 972	11,6%	101 832	100 512	1,3%
CANADA	6 214	5 752	8,0%	45 581	42 319	7,7%
JAPAN	5 613	5 874	-4,5%	82 573	88 238	-6,4%
BELGIUM	5 213	5 306	-1,8%	30 015	29 655	1,2%
SWEDEN	4 652	3 974	17,1%	25 171	22 950	9,7%
NETHERLANDS	3 009	2 346	28,3%	17 876	14 700	21,6%
DENMARK	1 993	1 722	15,7%	21 499	17 753	21,1%
GERMANY	1 965	2 671	-26,4%	19 208	22 228	-13,6%
SWITZERLAND	1 232	1 202	2,5%	37 475	34 647	8,2%
CHINA	965	1 645	-41,3%	15 286	21 429	-28,7%
AUSTRALIA	927	1 331	-30,4%	11 693	14 819	-21,1%
HONG KONG	786	878	-10,4%	42 898	48 509	-11,6%
IRELAND	675	513	31,6%	3 915	3 373	16,1%
SOUTH KOREA	650	540	20,3%	10 591	8 553	23,8%
ISRAEL	481	355	35,3%	4 253	2 839	49,8%
ITALIA	460	518	-11,2%	7 868	8 549	-8,0%
TAIWAN	459	490	-6,3%	19 202	18 003	6,7%
SINGAPORE	308	382	-19,4%	11 123	12 440	-10,6%
BRASIL	304	287	6,1%	2 760	2 602	6,1%
LITHUANIA	293	203	44,5%	2 038	1 612	26,4%
SPAIN	250	354	-29,4%	4 075	5 726	-28,8%
FINLAND	244	174	40,0%	1 559	1 335	16,8%
LETVA	238	182	30,5%	2 086	1 528	36,5%
UNITED ARAB EMIRATES	228	402	-43,4%	2 728	6 118	-55,4%
POLAND	219	194	12,9%	1 877	1 291	45,4%
LUXEMBOURG	207	188	9,9%	3 483	2 917	19,4%
MAROCO	191	95	100,7%	1 130	783	44,4%
CZECH REPUBLIC	190	117	62,7%	1 483	1 316	12,7%

France: Bourgogne wines remain strong, despite the crisis

On the French market, sales of Bourgogne wines have fluctuated from month to month, depending on the measures taken against the pandemic. Sales were greatly impacted at the start of the lockdown in March-April, but then picked up, especially in specialist stores and supermarkets, and direct from estates over the summer. The renewed lockdown and sudden closure of all restaurants at the end of October will have a major impact on annual figures.



■ Supermarkets: Good performance despite the context

The COVID-19 crisis has prompted a major shake-up of the retail sector. Smaller local stores and click-and-collect outlets have been in strong demand since March 2020.

Nonetheless, figures for still Bourgogne wine in the supermarket sector remained positive over the first eight months of 2020: Up 4.8% by volume and 5.5% in terms of revenue on 2019.

Bourgogne was practically the only French wine region to show growth on this circuit up until February 2020. The months of lockdown (March-April) were down 7.5% by volume on the same period in 2019). Fortunately, all wines sales benefitted from a significant post-lockdown rebound (up 14.5% year-on-year in May and June).

The fall in sales in hypermarkets (down 1.5%) and in discount stores (down 8.6%) was thus more than compensated by the rise in sales in supermarkets (up 7.8%), local stores (up 10%), and click-and-collect (up 77.3%).

- White wines performed best, up 6.9% by volume, driven by Bourgogne Aligoté and *Régionale* Bourgogne, and the *Village* appellations Saint-Véran, Chablis and Petit Chablis.



- Sales of Bourgogne red wines remained stable: Up 0.8%. The increase in *Régionale* Bourgogne wines (up 3%) made up for the fall in sales of the AOC Coteaux Bourguignons and certain *Village* and *Village Premier Cru* wines.

- Crémant de Bourgogne was hit harder, down 9.2% year-on-year over the first nine months 2020, with a drop of 10.8% in hypermarkets-supermarkets and 20.9% in discount stores. Sales were stable in local stores and were up 41% in click-and-collect, although this segment only accounts for 4% of total volumes.

■ Home consumption of still wines: Bourgogne wines remain popular

In recent years, the French market for wine in general has been declining. According to the latest available figures (2019), purchases of still wine were down year-on-year 5% by volume and 3.3% in terms of revenue.

- Still wine was bought by fewer households in France, regardless of age range: 82.9% of French households bought wine in 2019, compared to 88.4% in 2010.
- Gathering pace in the decline in average volume purchased per household and the annual spend on wine. The drop is equivalent to 10 bottles per household per year between 2014 and 2019 (from 52 to 42 bottles). Most of the loss in volume comes from core customers those aged 50-64, which is not being compensated for by younger drinkers. The 35-50 demographic drinks half as much wine as the older age group. There is also a clear trend to direct their spending more towards beer and alcohol-free or low-alcohol drinks.
- The only positive sign is that the under-35s are looking for higher-priced wines than their elders, which is good news for Bourgogne wines. They tend to buy white wines, sold in glass, and favor certain appellations and regions, including Bourgogne. They also buy more wines than average in local stores and via click-and-collect.

In this context, the Bourgogne wine region maintained its buyer base in 2019: One in six households (17%) bought at least one Bourgogne wine for home drinking, with red and white wines on an equal footing, despite red wines slipping back slightly.

The volume of Bourgogne wine sales was up 4% in 2019:

- 35-49s (strong increase in average consumption, but no new households buying). The under-50s (48% of French households) accounted for 30% of Bourgogne wine purchases for home drinking, compared to just 24% for all still AOC wines.
- More affluent households compensated for the dip among lower income households.
- The Paris region accounted for a record 28% of the volume of Bourgogne wines purchased for home drinking. Southeastern France passed the bar of 10% for the first time.



■ **Restaurants: In 2019, the Bourgogne region was top in terms of the share of the offer**

Regarding the market for still wine in 75cl bottles (from a survey of 1,200 mid-to-high-end restaurants in the first six months of 2019), the Bourgogne region remained the leading origin of wine in terms of share of the offer, with 19% of references (Bordeaux 16%; Rhône 13%). It was available in more than 70% of restaurants, with an average of nine references available per establishment.

- For whites, Bourgogne dominated the offer, with 28% of all references. It was also the most widely-available white wine, found in 64% of restaurants. The Chablis appellation was available in more than 30% of restaurants.
- For reds, Bourgogne was in second position, with 17% of all references sold by the bottle. It could be found in 56% of establishments. Mercurey was the most widely available appellation, present on 15% of wine lists.
- The offer by the glass was more generic and more restricted (15 references on average), with Bourgogne wines accounting for 10% of the offer nationwide, but present in less than one establishment out of two, largely due to white wines (Mâcon, Chablis, and Bourgogne Aligoté).

The exceptional situation in 2020 will see these numbers come down. This is a concern for the Bourgogne wine industry, since restaurants account for around 25% of worldwide sales of Bourgogne wines.



Market report drawn up by the Markets and Development arm of the BIVB – November 2020

(Sources: Customs, CAVB/FDAC, IRI, SYMETRIS, KANTAR, BIVB)



CITÉ DES VINS & DES CLIMATS DE BOURGOGNE

CHABLIS • BEAUNE • MÂCON

Destination “Cité” 2022: Presentation of the immersive visitor experience in Beaune

Bourgogne, 15 November 2020

The Cité des vins et des Climats de Bourgogne will be located in the heart of the new, landscaped urban neighborhood, with Biodivercity® certification, just a stone's throw from the Palais des Congrès. It will be modern, ecological, and on a human scale, and will include an upscale hotel, restaurants, and shopping mall with a focus on wine, along with an events hall and a large landscaped park.



Although the site is not scheduled to open until spring 2022, the Cité is coming to life a little more each day, as are the plans for its immersive visitor experience.

A unique way to discover Bourgogne winegrowing culture

An area of 1,100m² on the ground level of the Cité will be dedicated to the discovery of the Bourgogne region's wines and *Climats*.



Visitors will discover 20 exhibition areas organized according to three key themes, with an estimated visit time of 90'.

These will explore:

- ▶ Bourgogne; including its history, its soils, and its different zones ...
- ▶ Vineyards & *Climats*, exploring Bourgogne's unique model of *terroir* winegrowing ...
- ▶ The grapes & the wine: Covering varietal wines, vinification, barrels, aromas, and tasting...

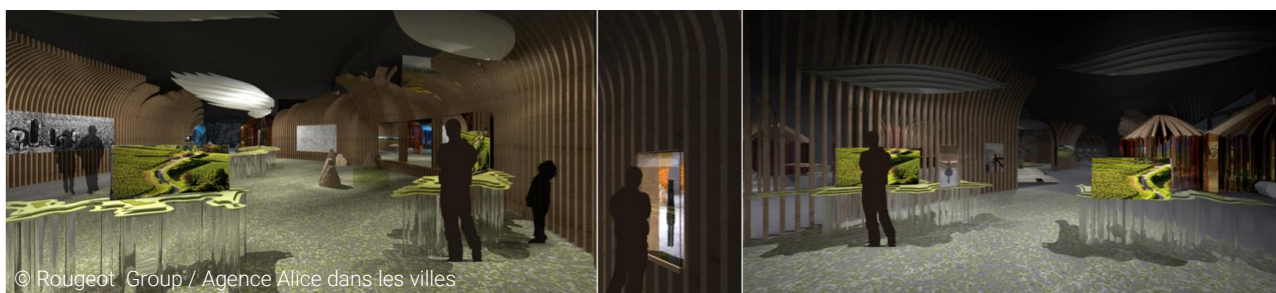


The Cité in Beaune will also showcase the *Climats* of Bourgogne, which are listed as a UNESCO World Heritage Site. It will thus be a center for understanding this unique place, which will enjoy a dedicated space within the visitor experience.

A sensorial immersion into the world of Bourgogne wine

What makes this experience so unique is the optimum balance between scenography and museography, bringing everything together in a single space.

The scenography, created by the “Alice dans les villes” agency, will evoke the inside and outside landscapes of the world of Bourgogne wine, organized around trellising made from light oak to provide the backbone of the experience. This trellising will offer glimpses of the different scenes, giving sneak peaks of what is in store. From the very first seconds, the atmosphere, which plays with light and shadow, and the artistic soundscape and poetic feel, will immerse the visitor into the sensorial world of Bourgogne wine.



All our senses will be invited on this journey alternating contemplative and interactive experiences. Along the way, visitors will be able to listen to stories, interact with the various multimedia devices – such as multitouch tables, animated videos, light projections, and interactive games – and learn about tasting. All one’s senses will be required to encounter, explore, and understand this unique wine culture.

The exhibit will make extensive use of innovative technologies, but human exchanges will be at the heart of the visitor experience with the Burgundian winegrower as the narrative thread. In addition, various objects that are emblematic of the winegrowing culture of the region will be used to embellish the tour, illustrate the various themes, and encourage us to continue our exploration through the region.



Throughout the tour, an integrated experience for younger visitors will shed light on the history of winegrowing in Bourgogne, exploring a range of topics including fossils, the Dukes of Bourgogne, the *cabottes*¹ or small winegrowers’ shelters in the vines, the life cycle of the vine plant, and the grapes themselves. It will be constructed around seven life-size *cabottes* in which younger audiences can have fun through immersive, multi-sensory, and playful experiences.

From newcomers to dedicated wine buffs, every visitor will also find a natural extension to their visit through a wide choice of workshops, training sessions, and services offered by the Cité.



¹ *Cabottes* or *cadoles* are winegrowers’ huts located in the vineyards

