



BOURGOGNES
Bureau Interprofessionnel des Vins de Bourgogne

#BourgogneWeek *Bursting with events* *across Hong Kong's wine market*

Hong Kong, February 10th, 2017

Week of press, trade and consumer events toasting 2014 and 2015 vintages of Legendary French Wine Region from 27 February to 3 March 2017

The Bourgogne Wine Board (BIVB) happily introduces the second edition of Bourgogne Week with over 20 trade and consumer events aiming to strengthen local knowledge and understanding of the legendary French wine region. Details of tastings, dinners & promotions are published and updated on www.bourgogne-week-hk.com with full information, contacts for registration and the wines showcased, from great *Grands Crus* to *Régionales* appellations.



Events of the Bourgogne Week 2017

The Bourgogne Week is headlined by the annual **One Day for Bourgogne Wines**, a major tasting event for media and sommeliers on 28 February 2017. Over 50 domains and merchants will be showcased by 21 major wine importers from the Hong Kong market, toasting the release of a “fantastic” new 2015 vintage along with the “excellent” 2014 wines.

As part of the Bourgogne Week, the annual **Chablis White Party** will be presenting 7 exceptional Chablis from Petit Chablis to Chablis *Grand Cru* on 1 March 2017 at The Conservatory at Crown Wine Cellars, a UNESCO Asia Pacific Heritage Site and private members club - exclusively for press, trade and partners.



This exclusive party launches a **Chablis promotion** continuing through the entire month of March. Almost 50 wines will be part of the promotion at Hong Kong's wine specialist shops and retail outlets, including Enoteca, ETC. Wine Shop, Rare & Fine Wines, Grand Wine Cellar, Red Wine Village, The Wine Guild and Ocean Three.

Bourgogne Week spreads all over Hong Kong

The Bourgogne Week has been a regular highlight of the UK wine calendar for over a decade and made its debut in Hong Kong last year.

To kick off the week-long celebration of the Bourgogne Wines, key local traders including *Altaya Wines, ASC Fine Wines, AOC Eat & Drink, Burgundy Wine Company, Chateau Burgundy Limited, Connoisseur Wines And Spirits (Hk) Ltd., Continental Wines, Corney & Barrow, Enoteca, Fine Wine Experience, GDV Fine Wines, Ginsberg & Chan, Grand Wine Cellar, Jebesen Fine Wines, Kerry Wines Limited, Le Bistro Winebeast, Links Concepts, Madison Wines, Montrose Fine Wines., Natural Food and Beverage, Onereddot Fine Wines, Syba, Telford Wine and Spirits, The Fine Wine Experience, The Juicy Grape, Vins-Vignerons, Waishing and Winebeast* are organising over 20 events, **retail and online promotions as well as wine dinners and wine tastings**, from 27 February to 3 March 2017.

Mrs Anne Moreau, Member of the Communication Commission of BIVB who will be in Hong Kong for the Bourgogne Week, said, "*Hong Kong is a dynamic, mature wine market with highly sophisticated wine lovers. It was obvious that a Bourgogne Week elsewhere than in the UK had to be in Hong Kong.*"

Bourgogne Week 2017 voices out!

The Bourgogne Week campaign will be supported by an interactive digital and social media campaign, with the latest news, tastings and happenings updated daily on the Bourgogne website www.bourgogne-week-hk.com as well as across social media platforms.

Participants can share their experiences with posts through the following social media platforms using the hashtag **#BourgogneWeek**:



@Bourgogne Wines



@VinsdeBourgogne



@BIVB

Vintages 2015 and 2014 for Bourgogne Wines

The BIVB is delighted with the latest harvest, with spokesperson Mrs Anne Moreau announcing: "***In 2015, the grapes were just perfect. The fruit was in impeccable condition and at optimal ripeness: a winning duo. Unusual conditions resulted in some magnificent grapes, the foundation of a great vintage. Just over a year after the harvest, tasting confirms what everyone anticipated – that the generous wines from this sunny vintage will be noteworthy.***"

2014 was also an "excellent vintage", said Mrs Moreau. "*The whites show beautifully, they are fantastic at their best, combining acidity with concentration, precision with fruit weight. The reds are attractive and full of fruit, likely to afford lots of drinking pleasure. No doubt that 2014 is a vintage that the consumers will love.*"

Bourgogne Wines in Hong Kong

The Bourgogne wine region traditionally has a strong presence on the international marketplace, and its wines are sold in some 178 countries. Volumes exported are evenly spread between the countries of the European Union (50%) and the rest of the world (50%).

Hong Kong is the 5th biggest export market in terms of value for Bourgogne wines. This market is continuously growing, **up 16.3% by volume** and reaching **43 million euros in revenue (+9%) in 2016**, which represents the best sales performance ever recorded in Hong Kong.

For more information about Bourgogne Wines, please visit: www.bourgogne-wines.com.

About the Bourgogne Wine Board (BIVB)

The Bourgogne Wine Board is a professional organization which brings together all winegrowers and wine-merchants from Bourgogne. Its role is to represent and protect the interests of Bourgogne wines and professional winemakers and merchants and to define Bourgogne wines policy in technical, economic and marketing terms and conduct related promotional activities.

Bourgogne today is a 28,841-hectare puzzle, representing only 0.5% of the world wine production, but which still adds up to 180 million bottles. No other French region so neatly sums up one word – “terroir” - all the potential for great quality wines. For what makes Bourgogne wines stand out is the intimate relationship between the soil, the influence of the microclimate, the grape variety, and the work of the man.

For more information or high resolution images, please contact:

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