



**BOURGOGNES**  
Bureau Interprofessionnel des Vins de Bourgogne



## *Your rendezvous with Bourgogne wines in the heart of the terroir*



12-16 mars 2018

Bourgogne, November 2017

**Save the date! From 12-16 March 2018, the winemakers and négociants of the Bourgogne winegrowing region will be welcoming market influencers and journalists from the world over to sample the 2016 vintage and those that came before it.**

**Come and join us for the 14<sup>th</sup> edition of Les Grands Jours de Bourgogne, for some wonderful discoveries and great opportunities with prime opportunities for networking. Our producers will be on hand over the course of five days, with 14 tastings in 10 locations, from Chablis in the north to Mercurey in the south.**

**Optimize your time and networking opportunities - there are plenty of delights in store!**

### **An international networking event**

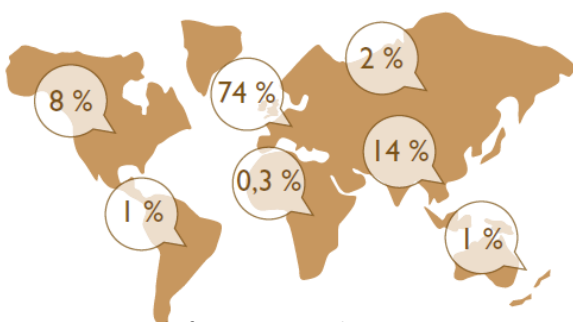
Every two years since 1992, Les Grands Jours de Bourgogne has been bringing together professionals from the world of wine with key players in the wine market in the heart of the Bourgogne winegrowing region.

From Chablis to the Côte Chalonnaise (for practical reasons, the wines of the Mâconnais are available for tasting in Beaune), and via the Côte de Nuits and Côte de Beaune, visitors can explore the *terroir* over **10 temporary tasting sites**.

This unique event is now a key date in the industry calendar. It brings together **more than 1,000 winegrowers** and allows visitors to discover around **10,000 wines in five days**.



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Spread of visitor nationalities in 2016

**In 2016, 2,322 visitors from 54 territories made the trip, and the event's popularity is growing, with 36% more first-time visitors in 2016 than in 2014.**

## New for 2018

- ▶ **A space dedicated to exhibitors and visitors on the [www.grands-jours-bourgogne.com](http://www.grands-jours-bourgogne.com) website**

Thanks to this new user space, visitors can access their own unique program with a list of the tastings they are registered for, a personalized QR code, and lots of practical information covering accommodation and refreshment options. They can also use it to contact exhibitors directly.

Exhibitors also have a dedicated space packed with practical information and advice.



- ▶ **Simplified access to tastings**

To speed up access to tastings, readers will be in place at the entrance to each tasting, allowing visitors to print their own badges using their unique QR code.

- ▶ **New tasting locations close by the vineyards**

The recently-renovated **Léproserie de Meursault**, will host the “Trinquée de Meursault” tasting. The **Château de Gilly-les-Cîteaux**, will be home to the “Quatuor en Harmonie” tasting of wines from the Nuits-Saint-Georges, Chambolle-Musigny, Morey-Saint-Denis, and Vougeot appellations. A tasting of organic wines will be on offer in **Rully**.



Léproserie de Meursault

- ▶ **A new and improved shuttle service**

A shuttle service will be available to visitors from Tuesday to Friday, and will provide a speedy way to reach the different tasting locations from Beaune.



On Monday, the “**Les Portes d’Or de la Bourgogne**” tasting of wines from Chablis and the Grand Auxerrois will also be served by a shuttle service.

**The aim** is to grow the number of visitors who can benefit from the event, whilst limiting its environmental impact.

## Tools available

**A new, more practical [www.grands-jours-bourgogne.com](http://www.grands-jours-bourgogne.com) website in both French and English offers a more user-friendly way to prepare your trip**

Relive the Grands Jours de Bourgogne experience through the presentation video available on the homepage.

Between now and the end of November, all the sections will be coming online to prepare your visit.

In January 2018, pre-registration opens for all the tastings.

In February 2018, a list of all the exhibitors and shuttle routes will be available so you can finalize your stay.

### The Roadbook: Your made-to-measure guide

For those who prefer paper, this pocket-sized notebook in French and English is available at the entrance to each tasting. It contains all the information you need for the week.

*For each day of the event, it contains details of:*

- Shuttle departure times and routes
- Maps of the tasting locations with GPS coordinates
- The number of exhibitors and wines presented
- Locations of the press rooms
- A detailed program of all the tastings



### A tasting booklet for each day - to make your life simpler...



...and lighten your load! These pocket-sized booklets contain lists of all exhibitors, their contact details, and the wines being presented at each tasting.

### The press room: Open daily from 9:00am to 5:00pm

The press room moves around with you every day, and provides an agreeable location with a wide range of services. These include internet access, computers, local and national press, and refreshments.

The BIVB's press attachés will be available to answer your questions and help you set up meetings with winegrowing professionals.



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