Bourgogne Wines
Press Kit

Hospices de Beaune Wine Auction 2017

BOURGOGNES
Bureau Interprofessionnel
des Vins de Bourgogne

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Contents

Annexes:

The 2017 vintage,
The epitome of Bourgogne elegance


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In 2017, everything came good for the Bourgogne winegrowing region in terms of both quality and quantity. And after several years of harvests that suffered the whims of the weather, 2017 has provided volumes set to satisfy the market, with wines that are already promising great things to come from this elegant vintage.

After spending the winter building up their strength, the vines profited fully from a very warm spring, with budburst in early April ensuring a head start in terms of the growth cycle that was maintained right up to the harvest. The plants progressed from stage to stage free from hindrance, and by mid-June, were flowering before rapid fruit set. An early vintage was confirmed.

During the summer, a few spells of heatwave alternated with more mixed weather. However, ripening continued at a good pace and by the end of August, the first grapes were being picked, two weeks ahead of average. Harvesting continued until mid-September as each plot reached peak maturity. The grapes were in exceptional health and required virtually no sorting. Everyone was very enthusiastic about this fabulous fruit, its peak ripeness, and the volumes produced. The only downside were a few areas hit by spring frosts, where yields were below norms.

Vinification went without a hitch and the mood was one of serenity for this vintage when the Bourgogne winegrowing region returned to more habitual levels of quality and quantity.

White wines

From the north to the south of the Bourgogne winegrowing region, opinion is unanimous: The 2017 vintage is one of the most elegant expressions of the Chardonnay grape, with perfectly balanced wines and a wonderful aromatic profile. They are crisp, with notes of citrus and white-fleshed fruit. Aeration triggers the release of hints of peach and apricot, while in the mouth, minerality and tension balance out this rich, fruit-filled palette. A very fine vintage indeed!

Red wines

Intense, dazzling colors ranging from ruby to garnet. From first glance, these wines simply invite one to taste them. Notes of red and black berries in these extremely expressive wines are another sign of indulgence, while perfect balance in the mouth combined with silky tannins results in a very harmonious ensemble that is subtle and without opulence.

Crémant de Bourgogne

The Chardonnay offer good balance, combining freshness with aromatic depth over notes of peach, quince, and tropical fruit. The acidity is present, but without excess, resulting in a light finish. The Pinot Noir are fruity, with touches of cherry and raspberry. In the mouth, they bring structure and a long finish. The Aligotés ensure a perfect blend, and bring good ageing potential. Lastly, the Gamay are indulgent, fruity, and expressive, and are the perfect partner, in the production of Crémant de Bourgogne rosés.

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 Bourgogne winegrowing region: contrasting weather in 2017

In 2017, the weather varied widely, from month to month and from sector to sector, in particular in terms of precipitation. Right from the start of the growth cycle, it was hot with excessive sunshine. This meant the vines grew very fast indeed. The rain was absent for long spells, before returning in excess quantities with stormy downpours. The hot, sunny, and dry weather during the first half of the year held disease at bay, and ensured the grapes were perfectly healthy and ripe upon harvest.

Bright, dry, and cold early on, before things began to warm up

January left no doubt as to the presence of winter, with bright, dry, and cold weather. Temperatures were lower than average, lingering at around freezing point, and even lower in some places. Precipitation was very low, down 60% compared to the average, with slightly more sunshine than normal. Coming after an equally cold December, this early cold snap allowed the vines to build up their strength.

In February, the rain continued to stay away, down 20% on average in general, but with some local exceptions. For example, in Beaune and Rully, rainfall was up 12 and 29% respectively. Average temperatures were up slightly, while sunshine stayed within the usual parameters.

In March, rainfall varied from department to department. In the Saône-et-Loire and the Yonne, precipitation was up around 50% over the average, while in the Côte-d'Or, rainfall was down. The warm weather persisted, with temperatures up slightly on average. At the end of March, things really took off, with fast and early budburst. Sunshine was average for the Yonne, whilst up a few hours elsewhere.

Springtime blowing hot and cold

Between April and June, the sun shone more than usual in all three departments as temperatures gradually rose. However, at the end of April, several days of cold brought morning frosts during this key period for vine development, when the young leaves and future fruit are at their most sensitive. Only part of the region was affected, mainly the northerly areas of the Grand Auxerrois, Chablisien, and Châtillonnais, as well as a few odd places on the Mâconnais and Côte Chalonnaise, but there was no comparison with 2016.

By early May, temperatures were slightly higher than normal. And from 23 May onwards into June, they really shot up, on average 6°C higher than normal. Flowering began in early May, a few days ahead of the 10-year average, and was over very quickly. By the end of June, records were being broken with the mercury hitting 33.5°C in Mâcon on 20 June and 36.4°C in Dijon on 22 June.

Rainfall varied. It lacked greatly in April in all three departments, down by as much as two-thirds. In the Yonne, low rainfall in May was in part compensated by an excess in June. In the Saône-et-Loire, levels were very low by June, but almost normal in the Côte-d'Or. But whatever the department, the average rainfall masks some very disparate local situations, mainly explained by sporadic storms.

These conditions are very favorable for vine growth, but fast-growing plants require a great deal of attention from winemakers.

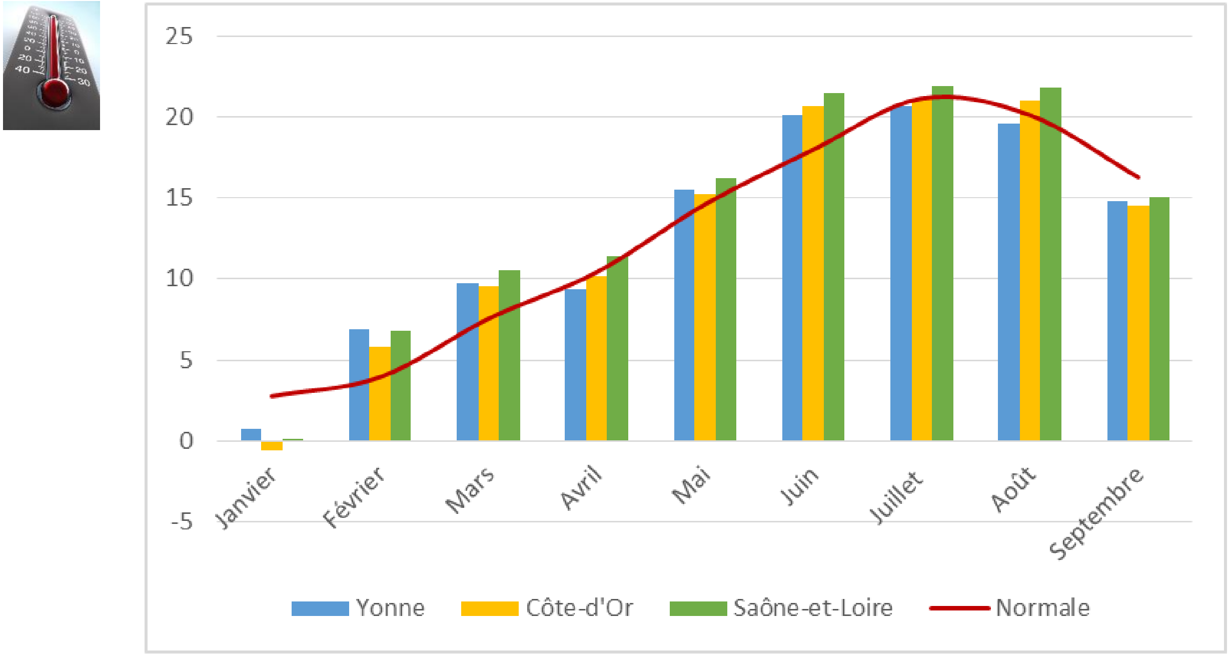
Hot and dry for July and August, then fall arriving early September

In July and August, temperatures were average for the season, before suddenly cooling with the arrival of September. But in reality, the two summer months offered periods of extreme heat, particularly towards the end of August in the southern Bourgogne region, alternating with cooler spells

Rainfall varied, depending on the sector, with most of the volume falling in sudden stormy bursts. The Saône-et-Loire and the Yonne were subject to excess rainfall in July, while levels in the Côte-d'Or were average. The Mâconnais was hit by hail on 10 July, which had a big impact locally on yields. In August, water was lacking in the Côte-d'Or and the Yonne. Rainfall in the Saône-et-Loire was above average, mainly linked to storms at the end of the month after a long period of drought. In certain areas, ripening was halted by hydric stress after a long period of drought, but rain at the end of August got things moving again.

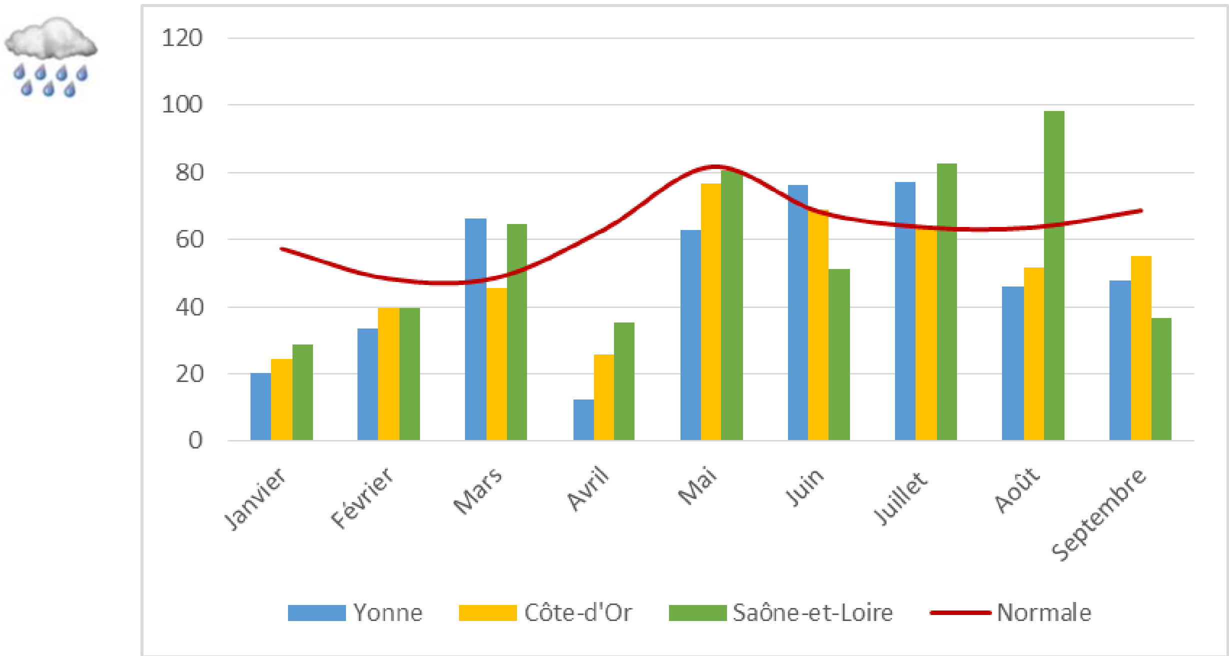
Average sunshine hours in these months were down on the first half of the year. It was between normal and just above average in the Saône-et-Loire; in the Côte-d'Or, it was below average in July, and just within the normal range in August; while in the Yonne, it was significantly down during July and August. Then in September, the weather suddenly changed, with sunshine levels well below average. But this shift slowed the pace and ripening, which was well underway, was able to conclude in a calmer fashion until the grapes reached optimum maturity. Picking was undertaken in ideal weather conditions for both harvesters and grapes: Not too hot, not too sunny, and not too wet.

Average monthly temperatures - Bourgogne 2017
Difference compared to the average (%) by department



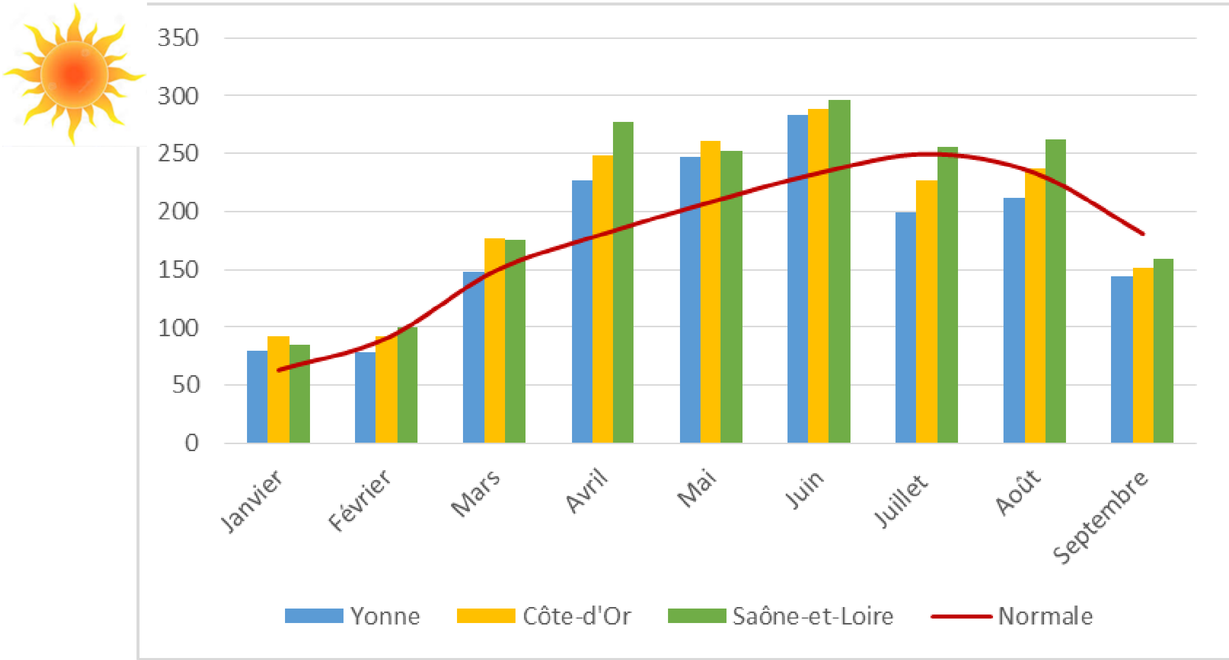
Source: Météo France

Average monthly rainfall - Bourgogne 2017
Difference compared to the average (%) by department



Source: Météo France

Average monthly sunshine - Bourgogne 2017
Difference compared to the average (%) by department



Source: Météo France

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The 2016 vintage in the Bourgogne winegrowing region, a wonderful surprise!

The people of the Bourgogne region love a story with a happy end. And the story of 2016 will linger in the memory. The wines of this vintage have proved to be excellent, despite the whims of the weather that tormented vines and winegrowers throughout the year. But one year on from the harvest, there is no doubt – 2016 was small in terms of quantity, but great in terms of quality.

After a mild winter, nobody suspected that the spring would bring a polar spell hitting a record area of vines at the end of April with a devastating frost. The episodes of hail that followed on the Mâconnais and the northern parts of the Bourgogne region once again reduced the harvest, while exceptional rainfall also made things difficult in the vines.

Fortunately, June marked the start of a hot, sunny spell, and the vines started to get back on track. Flowering, budburst, and ripening happened undisturbed, and the weather at the end of the season was fine. Harvesting began on 20 September and continued through to mid-October.

Despite being reassured about the quality of their wines, winemakers must nonetheless make do with some historically low quantities – with 1.223 million hectoliters, or just over 163 million bottles, some 20% below the 10-year average.

White Wines

Chablisien and Grand Auxerrois

The vintage has quality in spades. These wines offer lovely aromatic expression with notes of citrus and white-fleshed fruit like peach, apple, and pear, mingling with floral aromas. On the mouth, the wines are smooth and harmonious, but still maintain excellent vigor and a very pleasant minerality, making 2016 a high-quality vintage.

Côte de Beaune

The wines produced in 2016 are remarkable, characterized by excellent balance. Late ripening had a positive effect in terms of freshness, which is one of the key elements of this vintage. On the nose, they offer aromas of fresh fruit, flowers, and spice, and are very elegant and intense. In the mouth, they are broad, harmonious, and fleshy. They are perfectly structured and stand out with their impressive length and deeply pleasing finish.

Côte Chalonnaise

Winemakers on the Côte Chalonnaise really played their cards right this year. The wines from the northerly part offer aromas of ripe fruit and nuts, with hints of apricot, citrus, and almond. In the mouth, they are dense and fleshy, with impressive tenacity and length. As for the more southerly wines, these are fresh and tense, marked by pleasant floral and fruity notes. They are very indulgent on the finish.

Mâconnais

In the Mâconnais, the 2016 vintage was a late one, with harvesting carried out in mid-September, which explains the vigor of the resulting wines. The grapes were perfectly ripe, making for very aromatic wines, expressing floral notes of acacia and fruity touches of pear and quince. In the mouth, pleasant aromas of yellow-fleshed fruit and honey emerge. These are broad, well-structured wines that are perfectly balanced and ideal for enjoying in their youth.

Red Wines


© BIVB_Aurélien Ibanez

Grand Auxerrois

The grapes ripened in good condition. Although the quantity was lower than average, the quality was anything but lacking. Marked by fruity notes with a touch of spice and berry flavors, the wines are balanced, with a smooth and silky tannic structure. They have excellent length in the mouth with a very pleasant finish.

Côte de Nuits

The results were what winemakers had hoped for; elegant wines with a rich aromatic profile. Subtle floral notes of rose and peony mingle with intense flavors of red and black berries along with a touch of spice. In the mouth, they are fresh, yet rounded and fleshy. The tannins are tightly structured, smooth and yielding, with an excellent and promising length.

Côte de Beaune

The red wines produced on the Côte de Beaune offer all the characteristic signs of excellent years: Lots of aromatic intensity and lovely purity. Floral and fruity notes mingle with spicy and mentholated touches. In the mouth, they are perfectly balanced and elegantly structured, with great freshness and impressive length.

Côte Chalonnaise

A hot and dry summer allowed the grapes to reach optimum ripeness. Although there were a few differences between the north and south, overall, 2016 on the Côte Chalonnaise was a great vintage. The wines are richly aromatic, with notes of cherry and plum along with a touch of spice mingling with aromas of red and black summer fruits. In the mouth, they are corpulent and dense, with ripe and silky tannins over a lovely fresh acidity. Their length in the mouth is remarkable.

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The Bourgogne wine sector *well placed to satisfy demand*

- ***The 2017 harvests had both quality and quantity, and have given a boost to recent wine transactions. The first three months of the 2017/2018 campaign recorded strong volumes traded, equivalent to figures for 2014, which was a record for the past 20 years. This has brought some fresh color back into the market.***
- ***For the 2016/2017 campaign, the low volumes in 2016 (down 18% on 2015, with 1.223 million hectoliters) temporarily slowed volumes leaving sales from estates and transactions for those appellations most affected by losses.***
- ***The appellations which fared well in 2016 continued their growth on the export market (United States, United Kingdom, Canada) and on French distribution circuits.***
- ***The arrival of the 2017 vintage, estimated at around 1.45 million hectoliters, should help stimulate markets in 2018.***

Advance trade transactions very disparate depending on the appellation

The 2014 and 2015 harvests allowed wine stocks to be partially replenished, although certain appellations saw stocks once again reduced due to the low 2016 yield. At the end of July 2017, stocks were estimated at 9-10 months (2016-2017 campaign), or a little over 1.1 million hectoliters, down 10.4% compared to the 2015/2016 campaign. However, this wasn't the case across the board, since those appellations that were unaffected by frost or hail benefited from higher stock levels.
The 2017 harvest, which was overall more generous than in 2016, should have a positive impact on this situation. With total volumes estimated at 1.45 million hl, it is slightly above the average of the previous 10 years (2007-2016), yet below the maximum permitted under appellation regulations.

Wine leaving estates has been barely slowed by the 2016 harvest (2016/2017 campaign)

For the 2016-2017 campaign, **overall shipments from winemakers' premises exceeded the volume of the 2016 harvest:** They totaled **1.322 million hectoliters** (compared to 1.223 million hl harvested in 2016). Stocks have therefore not been replenished, since they were eaten into in order to supply the market as far as possible.

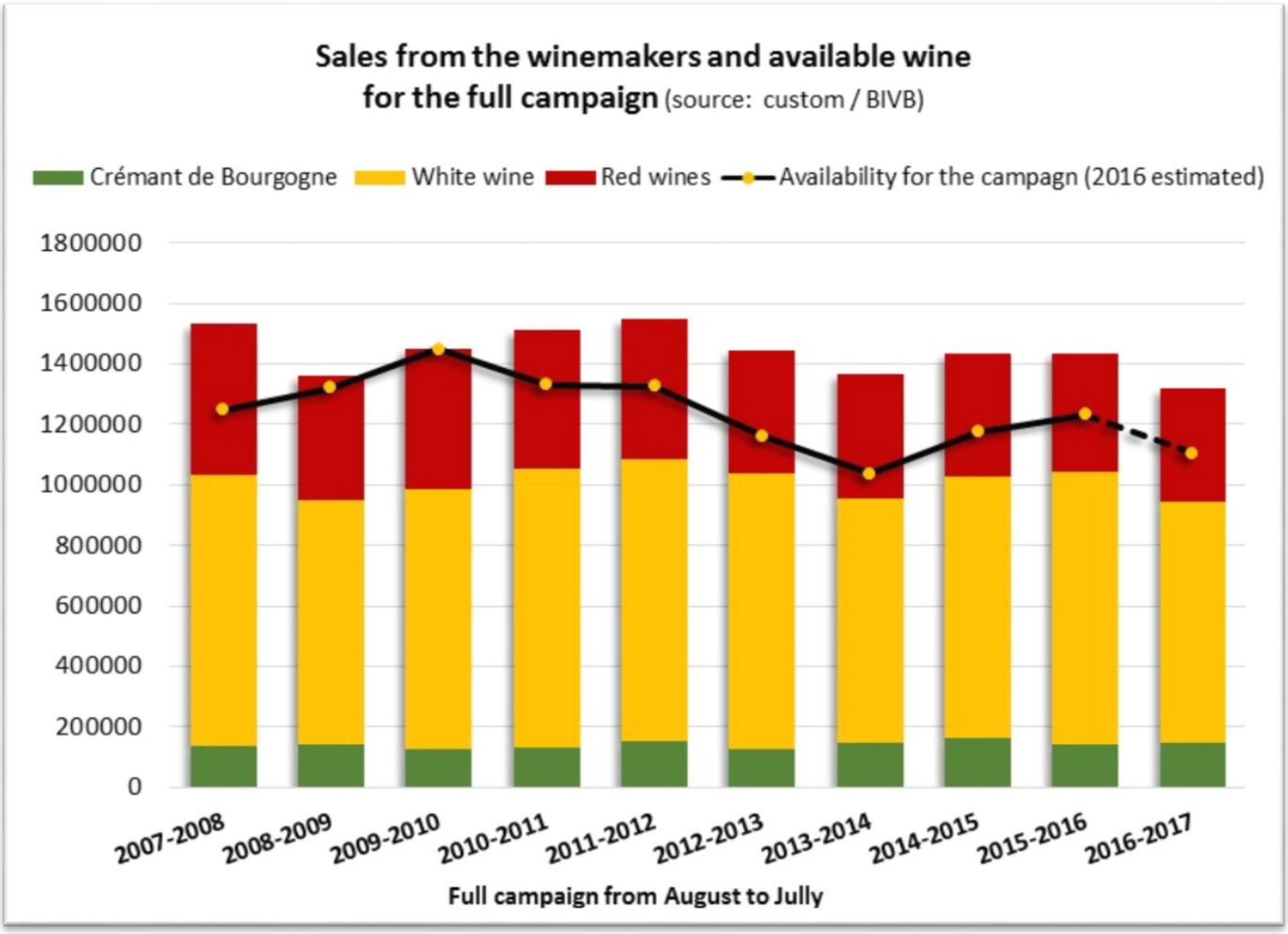
<u>Overall shipments of white wines</u> (796,365 hectoliters for the 2016-2017 campaign) **fell 11.5%** (compared to the campaign from 1 August 2015 to 31 July 2016), with major differences depending on whether appellations were affected by spring frosts:

- ***Régionale*** **white appellations from the Mâconnais were up 7.7%** (24% of white volumes)
- Shipments of appellations from the **Chablis** region (30% of all white volumes) **fell 23.3%** compared to the 2015/2016 campaign

<u>Overall shipments for red wines</u> (378,178 hectoliters for the 2016-2017 campaign) **fell 2.7%** (down 8.8% on the average of the past five campaigns), again with disparities depending on sector:

- ***Régionale*** **Bourgogne** ***AOCs*** (177,497hl, 47% of red volumes) **were stable, rising 0.4%** on the 2015-16 campaign
- **Mercurey reds (incl.** ***Premier Crus*****) were up 5%**
- The **Bourgogne Hautes Côtes de Nuits and Bourgogne Hautes Côte de Beaune** red appellations dropped by 15.9% (10% of red volumes)

<u>Overall shipments Crémant de Bourgogne</u> **(147,331** hectoliters for the 2016-2017 campaign): Volumes leaving estates **increased 2%** (147,320hl) over the same period.



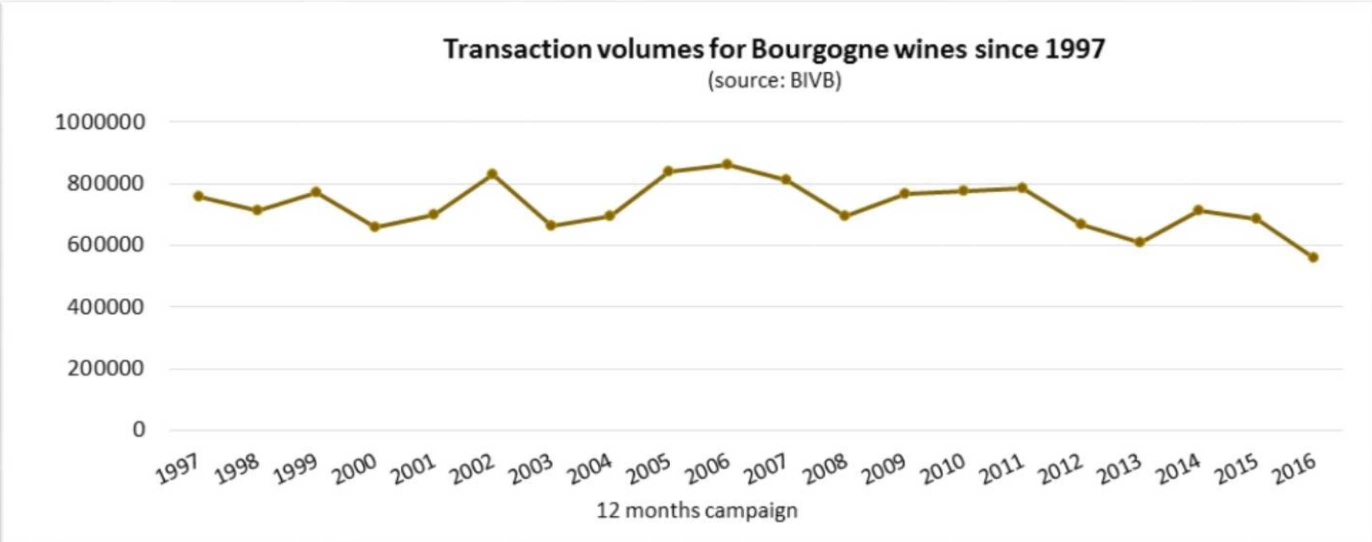
Transactions off to a strong start for the 2017-2018 campaign

The start of the 2017-2018 campaign (August 2017 to October 2017) **has been very dynamic** in terms of transactions between producers and distributors. These were up **18.5% compared to the average for the first three months of the past five campaigns** (376,063hl).
This is one of the strongest starts for the commercialization of a vintage in the past 20 years, with 384,330hl traded.

That said, over the past 20 years, the Bourgogne wine region has never experienced such low volumes of transactions for still wines as during the 2016-2017 campaign (675,803hl). These volumes fell by **18.9%** (2016-2017 campaign over the 2015-2016 campaign), down 19.4% on the average for the past five campaigns, and down 24.3% on the average for the past 10 campaigns.

However, volumes of Crémant de Bourgogne were up by 13% (2016-2017 campaign over 2015-2015 campaign), a rise of 15.4% on the average of the last five campaigns, and 20.2% up on the average for the past 10 campaigns.

Volumes bought by *négociants* for the 2016 vintage accounted for 85.5% of transaction volumes for this campaign, accounting for 577,884hl of 2016 wine out of the 675,803hl involved in transactions.



As with the volumes leaving estates, volumes of transactions varied widely by appellation:

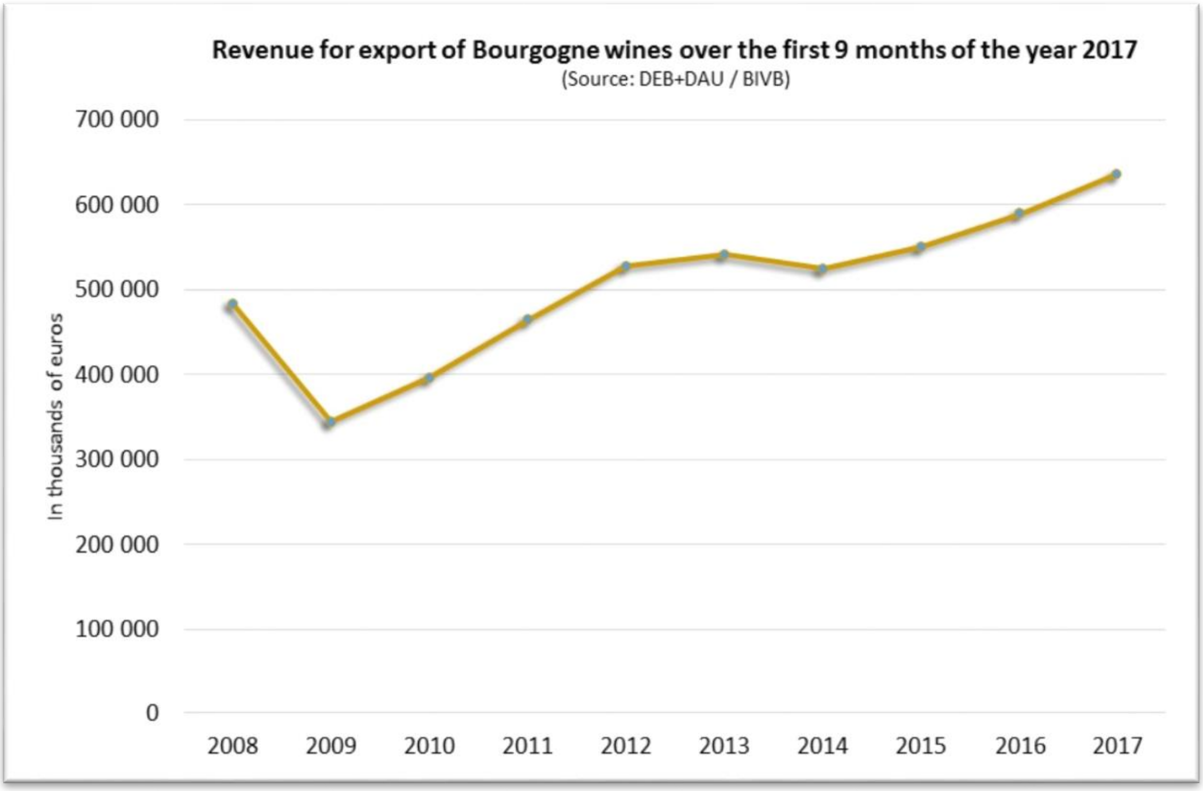
- The *Régionale* Mâcon white *AOC* bearing the name of the *commune* grew 5% (2016-2017 campaign over the 2015-2016 campaign)
- The Montagny *AOC* (including Montagny Premier Cru) soared by 68%
- The *Régionale* Bourgogne red *AOC* saw transaction volumes increase 11% (33% of the volumes of red wine from the region)
- The Coteaux Bourguignon red *AOC* rose 31%
- The Mercurey red *AOC* was up 9.4%
- The Chablis *AOCs* fell 36.6% in total transactions, mainly involving the 2016 vintage (down 49.7% when taken alone)

Export: Bourgogne wines recover market share for certain appellations

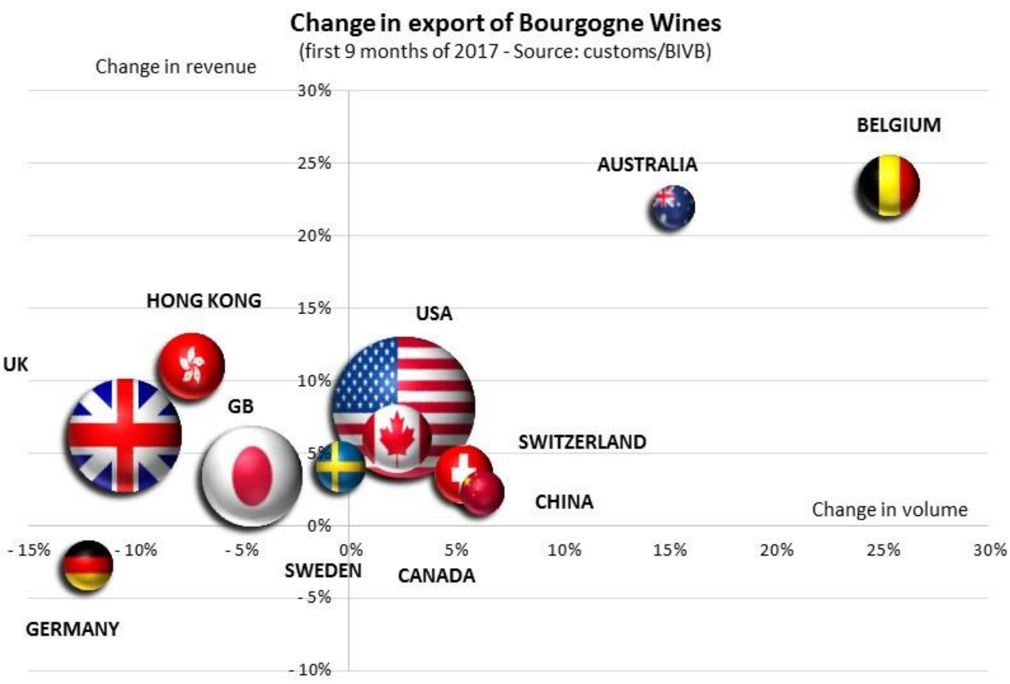
Bourgogne wines maintained a strong presence on the export market, despite the deficit in volumes of 2016 wines for certain appellations.

For the first nine months of 2017, Bourgogne wine exports were stable at the equivalent of 58.36 million bottles (down 1% by volume compared to the same period in 2016). This figure hides some wide disparities.
Chablis wines (36% of Bourgogne white wine exports) were heavily affected by weather incidents in 2016, resulting in a drop of 14.4% by volume, which translates to a short-term loss of almost 2.3 million bottles on the export market for the first nine months of 2017. Excluding Chablis, the number of bottles of Bourgogne wine exported was up by almost 2 million bottles (up 4.1% for the first nine months of 2017).

Revenue continued to grow, reaching 636.1 million euros for the first nine months of 2017 (up 7.9%). This was a new record, comprised 50% by white wines, 46% by red wines, and 4% by Crémant de Bourgogne.



The main markets of North America, Europe and Asia all showed strong performance in terms of revenue. Nonetheless, growth in export volumes were a reflection of the 2016 vintage as a whole, with wide variations according to appellation and market.



__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 2016*
- *Vertical axis: Change in revenue compared to the same period in 2016*

North America confirms its position as leader

Exports of Bourgogne wines to North America continued to grow by volume, up 2.5% for the first nine months of 2017. This was accompanied by a fresh increase in revenue (up 7.7%), a gain of 13.5 million euros.

The United States, the leading export market for Bourgogne wines

The United States confirmed its place as the leading foreign market, accounting for 24% of total export revenue from Bourgogne wines for the first nine months of 2017 (compared to 20% for the same period in 2009).
This strong performance was in part due to a favorable exchange rate.
Looking ahead, the Bourgogne wine sector remains attentive to changes in tariffs on alcoholic drinks and customs barriers. The protectionist approach of the Trump administration could lead to stricter customs and food regulations, whereas a proposed reform could see a reduction of taxes on both local and imported alcoholic drinks from the end of 2018.

With a 2.6% rise in sales by volume, the healthy demand for Bourgogne wines on the American market was confirmed over the period. The Bourgogne wine sector sold a record 22% of its total export volume to the United States, or 12.6 million bottles in nine months. In 10 years, sales of Bourgogne wines to the United States have risen by 1.736 million bottles (first nine months of 2017 over the same period in 2008).

Bourgogne wines accounted for 33% of the volumes of French white *AOC* wines exported to that country, and 47% of the revenue (first nine months of 2017). *Régionale* Mâcon white appellations fared best, up 7.5% by volume and 13.8% in terms of revenue. Crémant de Bourgogne continued to grow market share, posting a 23.5% rise by volume and 21.3% increase in terms of revenue. *Régionale* Bourgogne red appellations were also up 13.2% by volume.

Canada, 5th biggest market by volume and 4th in terms of revenue

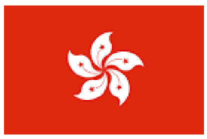
Revenue from Bourgogne wines in Canada showed significant growth. Over the first nine months of 2017, it increased by 2.3%, driven by white wines (up 6.8% over the period).
The Chablis appellations surpassed their record set in 2016, with 1.072 million bottles exported, worth 9 million euros, in the first nine months of 2017.
***Régionale* Bourgogne white appellations** were the best sellers, continuing to hold a major place: Up 1.2% by volume, having shown continual growth on this market for more than a decade. Over this period, sales have climbed from 1 million bottles (first nine months of 2005) to more than 1.52 million bottles (first nine months of 2017).
Crémant de Bourgogne wines performed strongly in this market, rising 10.2% by volume and 14% in terms of revenue.

The free-trade agreement (tariff and non-tariff barriers) between the European Union (EU) and Canada (CETA) has been "temporarily" applied since 21 September, awaiting all members of the EU to vote on the issue, which could take several years.
This decision, which abolishes tariff and non-tariff barriers, is of crucial importance for the Bourgogne wine region, which ranks as the second-biggest export region among French *AOC* wines, and the leading one for white French *AOC* wines (2016 figures).

■ Southeast Asia continues to perform well

For the first nine months of 2017, overall revenue from Bourgogne wines in the three main Asian markets of Japan, China and Hong Kong continued to grow (up 5.2%). This strong performance was driven by Hong Kong and Japan.

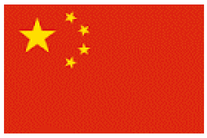
Hong Kong, 14th biggest market by volume and 5th in terms of revenue



Hong Kong confirmed its growth in terms of revenue, rising 11%. Bourgogne white wines are benefiting most from the economic growth in this *territory (2017 GDP estimated to rise by 3.5%*), with a 5.2% rise by volume over the first nine months of 2017.

Village* and *Village Premier Cru* white *AOCs from the Côte de Beaune and Côte de Nuits continued to grow by volume (up 53.3% on the first nine months of 2016). ***Régionale* Mâcon white appellations** surged ahead, up 135% by volume and 137% in terms of revenue.
Taking all colors together, ***Régionale* Bourgogne appellations rose** by 9.5% in terms of revenue (9 million euros for the first nine months of 2017). ***Grand Cru* wines from the Côte de Beaune and Côte de Nuits** fell back by volume for the second consecutive year (down 29.7% for the first nine months of 2017).

China, 11th biggest market by volume and 10th in terms of revenue



Of these three Asian destinations, **China was the market which performed the strongest by volume: Up 6.2% over the first nine months of 2017.** Overall revenue rose by 14.5%, despite red wines and Crémant de Bourgogne revenues dipping.

Red wines (76% of Bourgogne export volumes) were, however, driving growth by volume (up 14.4% for the first nine months of 2017), especially thanks to *Régionale* Bourgogne appellations (up 3.4% and accounting for 72% of red wine exports) and *Grand Cru, Village* and *Village Premier Cru AOCs* from the Côte de Beaune and Côte de Nuits (up 58%). This significant growth suggests that certain wines from both Côtes are now arriving directly in China, without going through Hong Kong.

An historic agreement on the protection of appellations

The European Union and China recently proposed a mutual recognition agreement for a list of appellations of origin, which had been under consideration for many years. This agreement has the firm backing of the BIVB. It is currently under review by the Chinese government, before being ratified.

100 appellations from China and 100 European appellations are being studied by the relevant authorities in view of this recognition. **The Bourgogne wine region is involved with two appellations of controlled origin, "Bourgogne" and "Chablis". The agreement is due to be signed before the end of 2017**.

This move is complemented by a request for the other Bourgogne appellations made on 15 May 2017 by the BIVB to the Chinese authorities (AQSIQ), backed by the French ministry of agriculture.

Japan, 3rd biggest market by volume and value

In Japan, for the first nine months of 2017, revenue from Bourgogne wines rose by 2.56 million euros (up 3.4% on the first nine months of 2016). Red wines benefited most, with a 7.9% rise in revenue.
By volume, the excellent 50% increase in exports of *Village* and *Village Premier Cru AOCs* of the Côte de Beaune, the Côte Chalonnais, and *Régionale* Mâcon reds did not, however, compensate for the drop in *Régionale* Bourgogne reds (down 5%).

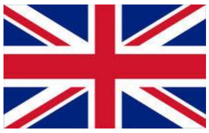
Revenue from Bourgogne white wines was down 1.7%, despite a rise in volumes exported for the Chablis and Petit Chablis appellations, *Village* and *Village Premier Cru* wines from the Côte de Beaune and Côte de Nuits, and

Régionale Mâcon *AOCs* (up 5.6% by volume and 8% in terms of revenue overall for these appellations). This did not make up for the fall in volume of *Régionale* appellations.

In July, the Japanese government approved free-exchange agreements with the European Union, which are expected to come into force in 2019. This decision is of key importance for the Bourgogne wine region, since it is the second-biggest exporting region to Japan among French *AOC* wines, and the leading one for white French *AOCs* (2016 figures).

The European market one of contrasts

The United Kingdom, second-biggest market by volume and revenue



Brexit continues to cast a shadow of uncertainty over the wine market in the United Kingdom, and will do so until the precise terms of the separation from the European Union are known, scheduled for March 2019. Until then, many questions remain, as British MPs continue to debate the details in parliament. Meanwhile, it is prudent to adopt a wait-and-see attitude.

Against this backdrop of uncertainty, exports of Bourgogne wines to the United Kingdom grew 6.2% in terms of revenue (first nine months of 2017). However, export volumes were down by 10.5%, due to a major fall in Chablis sales (down 39.6%), caused by the lack of wine. The Chablis *AOCs* account for 38% of Bourgogne white wines exported to the United Kingdom.

Bourgogne white wines still held an important place in exports to the United Kingdom (81% of total export volumes), despite the country importing a large majority of red wines.

The healthy growth of 6.6% by volume and 8.2% in terms of revenue for *Régionale* white Mâconnais appellations (33% of white Bourgogne wine exports), *Village* Mâconnais appellations (up 11.9% by volume and 6.6% in terms of revenue), and those of *Village* and *Village Premier Cru AOCs* from the Côte Chalonnaise (up 10.9% by volume and 23.4% in terms of revenue) did not, however, compensate for the temporary dip in Chablis exports.

Although Crémant de Bourgogne wines only account for 4% of export volumes, they are playing a dynamic role in the growth of UK sales, with a 170% rise by volume and 161% in terms of revenue compared to the first nine months of 2016.

Belgium, 4th biggest market by volume and 6th in terms of revenue

The performance of Bourgogne wines on the Belgian market over the first nine months of 2017 was very promising: Up 24.5% by volume and up 23.4% in terms of revenue (4.88 million bottles for 28.17 million euros).
This is the first upturn after three years of decline, but does not mean a return to the level of sales seen in 2013. These figures do not take into account Bourgogne wines brought home by Belgian tourists after visiting the Bourgogne region – Belgians are the leading foreign clientele for wine-tourism in the Bourgogne region (*source: Bourgogne Tourisme 2010*) - nor do they include other cross-border purchases.

Sweden, 6th biggest market by volume and 9th in terms of revenue

Sweden also recorded good growth in terms of revenue for the first nine months of 2017 (up 4.1%), due to a recovery in sales of *Régionale* Bourgogne appellations. Red wine sales rose by volume (up 16%), with 431,670 bottles exported for revenue of 2.16 million euros (up 12.5%). White wine sales were also up by volume (22.1%), with 591,940 bottles, and up in terms of revenue (27.1%, for 2.76 million euros).
Crémant de Bourgogne wines continued to win market share (23% of the volume of Bourgogne wines exported to this country for the first nine months of 2017), with a 2% rise by volume (757,280 bottles) for revenue of 3.78 million euros.

Switzerland, 10th biggest market by volume and 7th in terms of revenue

Switzerland posted healthy growth both by volume (5.4%) and revenue (3.6%) for the first nine months of 2017, thanks to an upturn in sales of Bourgogne white wines. This growth was notably driven by *Régionale* Bourgogne white appellations (up 14.6% by volume over the same period in 2016), along with Chablis and Petit Chablis (up 34.6%).

- Australia, emerging as a valuable market

Australia, 12th biggest market by volume and 14th in terms of revenue

For the first nine months of 2017, overall volumes of Bourgogne wines exported to Australia reached 1.04 million bottles (up 15.3% over the first nine months of 2016).

On the face of it, Australia seems a small market, but it has long been a valuable outlet for Bourgogne wines. In 2008, it was just behind China in terms of export volumes and ahead of Hong Kong, with 544,900 bottles. It was also ahead of both these two territories in terms of revenue, with 7.15 million euros.
For the first nine months of 2017, Australia was the leader among these three markets by volume for **Crémant de Bourgogne, Chablis, Petit Chablis, and *Régionale* Mâcon white appellations.**

By volume, white wines were up 16% compared to the first nine months of 2016, or 564,330 bottles, as were red wines (up 15.3%, 264,900 bottles) and Crémant de Bourgogne (up 13.5%).

Revenue from Bourgogne wines in Australia has recorded almost continuous growth over the past 20 years, going from 1.32 million euros in 1998 to 13 million in the first nine months of 2017. For the first nine months of 2017, white wines were up 14% over the same period in 2016, to 5.27 million euros, while red wines surged 29% (6.74 million euros) and Crémant de Bourgogne jumped by 22.6% (1.03 million euros).

France: Bourgogne wines remain well represented on traditional circuits

La Bourgogne wines continued to grow sales with specialist wines stores and restaurants

Sit-down restaurants

The Bourgogne wine region, the leading wine region along with Bordeaux, accounted for 15% of the 72,000 wine references recorded on the wine lists of 1,328 restaurants in the mid-to-high price range (excluding starred restaurants). The region's wines were present in **75% of the restaurants visited, with 8.2 references on average** per restaurant surveyed.


© BIVB / Image&Associés

Some 50% of the offer of Bourgogne wine in bottles was made up of ***Village* and *Grand Cru*** wines from the Côte de Beaune and Côte de Nuits. By contrast, the offer of Bourgogne wine by the glass was mainly ***Régionale* and *Village* whites, Chablis, and Mâcon.**

The Bourgogne offer was mainly made up of white wines (58% of wines sold in bottle and two-thirds of the offer by the glass). Bourgogne white wines were present in 63% of establishments (of which 40% was by the glass). For reds, Bourgogne wines were available in half of those restaurants surveyed, but just 18% of establishments which offered wine by the glass. Apart from the Chablis appellation, available in one-in-three restaurants, no other Bourgogne *AOC* was present in more than 15% of establishments.

Crémant de Bourgogne was available in only 2% of establishments, since Champagne leaves little room for other *AOCs* in the sparkling wine segment.

As in 2015, more than half of restaurateurs observed stability in Bourgogne wine sales across all colors (52.9%, compared to 53.2% in 2015). Some 30% noted a decline in Bourgogne wines sales in 2016 (30.5% in 2015). Among these, 16% considered that the drop was greater than 5%. Meanwhile, 17% reported an increase in Bourgogne wine sales in 2016 (16.3% in 2015). Among them, 6% said the increase was greater than 5% (*source: 2016 survey*).

Specialist wine store

According to a survey of 704 specialist wine stores (2015-2016), some 643 stores (91%) stocked at least one reference of Bourgogne wines. In the top 10 as a share of the offer from French wine regions, Bourgogne emerged as the leading region (20% of the offer), mainly due to its impressive offer among specialist wine stores in its area of production (62% of the offer in the Bourgogne-Franche-Comté region).


© BIVB_Sébastien Narbeburu

The Bourgogne wine region dominated the white wine sector, present in 91% of specialist wine stores with a much higher number of references than other regions. For red wines, the Bourgogne wine region was the second most widely available after Bordeaux, with 18% of the offer (23.5% for

Bordeaux). In the sparkling wine category, Crémant de Bourgogne was available in 35% of those points of sale surveyed. It dominated the offer in its region of production, and also enjoyed a good place in the Paris region and the Grand East region, which covers Champagne, Alsace and Lorraine.

Of 224,100 references recorded among the 704 specialist wine stores, 15.4% were Bourgogne wines (34,439 references). **For references in 75cl bottles, Bourgogne wines accounted for almost 18% of the offer**.

The most widely available Bourgogne appellations among those specialist wine stores surveyed was Chablis, comfortably out in front, followed by Gevrey-Chambertin, Pommard, Pouilly-Fuissé, and Meursault (*source: 2015 – 2016 survey*).

Supermarket retail sector returns to growth

Over the first eight months of 2017, sales of still Bourgogne wines in French supermarkets and hypermarkets returned to growth, both in terms of volume (up 3%, an increase of 435,000 bottles compared to the first eight months of 2016), and revenue (up 3.4%). Some 14.42 million bottles were sold (excluding drive-thru, discount and convenience stores), for record revenue of almost 111.8 million euros.

The robust harvests of 2014 and 2015 led to a resurgence of Bourgogne wine in this market, but certain appellations which suffered low harvests in 2016 may see a slowdown in growth on this circuit in the months to come.

Sales of Bourgogne red wines grew 1.8% by volume, driven by Coteaux Bourguignons, sales of which soared by 30.9%. Mercurey (up 10.7%) remained the top-selling red *Village AOC.*
White wine sales were up 3.9% by volume, mainly due to Mâconnais appellations: Up 21.3% for Mâcon *Village* wines and up 38.6% for Viré-Clessé. *Régionale* wines also showed good performance during the period: Bourgogne Aligoté sales were up by 97,000 bottles (up 4.2%) and *Régionale* Bourgogne whites sold an extra 120,000 bottles (up 6.4%).

The Bourgogne region, along with the Beaujolais, are the only two French *AOCs* with significant growth, at a time when overall sales of *AOC* wines, both white and red, are tending to drop on the supermarket sector (down 3.2% for white wines and down 4.6% for red wines over the first eight months of 2017). This strong performance is in part explained by the low increase in average prices (less than 1.2%). Total sales of French *AOC* wines (white and red) slipped back by the equivalent of nearly 10.66 million bottles.

Although overall sparkling wine sales were stable (down just 0.3% by volume for the first nine months of 2017), French *AOCs* fared slightly worse (down 3.7% by volume and 1.8% in terms of revenue). **In the category of French *AOC* sparkling wines selling more than 3 million bottles (3.887 million bottles), Crémant de Bourgogne is one of the wines which was holding up best by volume** (down 1.7%). Foreign sparkling wines continued to take market share from their French counterparts, with an increase of more than 1.775 million bottles (first nine months of 2017).

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Table of Bourgogne wine exports

(*Total for first nine months of 2017 over 2016 - Sources: BIVB/Customs*)

	In thousands of 75cl bottles			In thousands of euros		
Destination	Total for first 9 month of 2017	Total for first 9 month of 2017	Variation in volume - over previous year	Total for first 9 month of 2017	Total for first 9 month of 2017	Variation in volume - over previous year
Total	**58 360,04**	**58 925,32**	**-1,0%**	**636 084,13**	**589 264,91**	**7,9%**
USA	12 563,72	12 245,44	2,6%	152 809,80	141 287,09	8,2%
UK	10 082,57	11 266,58	-10,5%	97 149,11	91 467,41	6,2%
JAPAN	5 616,32	5 881,86	-4,5%	77 555,40	74 988,44	3,4%
BELGIUM	4 886,03	3 897,06	25,4%	28 175,82	22 824,44	23,4%
CANADA	4 802,50	4 696,25	2,3%	35 847,21	33 816,93	6,0%
SWEDEN	3 242,19	3 253,69	-0,4%	18 679,43	17 949,79	4,1%
GERMANY	2 328,78	2 652,77	-12,2%	18 837,78	19 362,84	-2,7%
NETHERLANDS	1 994,77	2 584,10	-22,8%	13 887,12	15 615,82	-11,1%
DENMARK	1 439,96	1 540,60	-6,5%	13 821,71	12 252,12	12,8%
SWITZERLAND	1 236,12	1 172,56	5,4%	25 346,01	24 468,00	3,6%
CHINA	1 169,51	1 100,77	6,2%	14 681,37	14 349,46	2,3%
AUSTRALIA	1 040,21	902,51	15,3%	13 054,65	10 702,56	22,0%
NORWAY	894,46	1 054,22	-15,2%	6 895,99	6 943,19	-0,7%
HONG KONG	770,84	831,99	-7,3%	32 653,46	29 415,67	11,0%
IRELAND	544,02	419,41	29,7%	3 341,49	2 370,35	41,0%
UNITED ARAB EMIRATES	391,74	405,10	-3,3%	5 027,29	5 523,96	-9,0%
ITALY	380,16	411,91	-7,7%	5 602,28	5 024,01	11,5%
TAIWAN	344,92	381,86	-9,7%	13 176,27	11 411,29	15,5%
SOUTH KOREA	336,03	272,34	23,4%	5 510,31	4 622,53	19,2%
SINGAPORE	332,94	317,02	5,0%	8 193,59	7 089,30	15,6%
SPAIN	294,63	223,97	31,5%	3 703,50	2 582,66	43,4%
BRASIL	278,47	245,65	13,4%	2 568,80	1 690,19	52,0%
ISRAEL	255,78	202,70	26,2%	2 386,43	1 921,84	24,2%
POLAND	232,08	140,30	65,4%	1 418,54	1 033,23	37,3%
LUXEMBOURG	186,99	175,17	6,8%	2 909,55	2 584,32	12,6%
MEXICO	180,90	182,84	-1,1%	1 523,16	1 584,19	-3,9%
FINLAND	162,46	192,61	-15,7%	1 238,32	1 217,67	1,7%
RUSSIA + LATVIA + LITHUANIA + ESTONIA	469,16	527,84	-11,1%	5 355,08	4 927,78	8,7%
THAILAND	148,88	149,56	-0,5%	2 205,03	1 836,32	20,1%
AUSTRIA	113,89	94,87	20,0%	2 067,03	1 512,52	36,7%

This economic report was produced by the Markets and Development department of the BIVB
November 2017 *(Sources: Customs, CAVB, GTI, MIBD Market, IRI, CHD Expert, BIVB)*

The Cité des Vins et des Climats de Bourgogne,
The countdown has begun

The project for the Cité des Vins et des Climats de Bourgogne network is coming together, with the budget due to be approved on 19 December. This illustrates the commitment of the 15 partners to this joint project to promote the Bourgogne region and its Climats, across three different sites in Beaune, Chablis, and Mâcon. The network will offer an introduction to the wines of the Bourgogne region in general, but each site will reflect the local offer and allow visitors to expand their horizon across the territory.
The next step will happen in 2018, when the selection process for architects and designers begins.

Tuesday 19 December: Signature of the Framework Convention at the Hôtel-Dieu

Marie-Guite Dufay, President of the Bourgogne-Franche-Comté region; Alain Suguenot, Mayor of Beaune; and Louis-Fabrice Latour, President of the Bourgogne Wine Board (BIVB), will be signing the Framework Convention for the Cité network at the Hôtel-Dieu in Beaune, along with financial partners who are investing in the project. They include the State; the Beaune and Mâcon conurbations; the town of Chablis; the three departments of the Côte-d'Or, the Yonne, and the Sâone-et-Loire; the Beaune and Southern Bourgogne urban conglomerations; the Maison Mâconnaise des Vins Cooperative; the Association for the *Climats* of the Bourgogne winegrowing region; and the Federation for the Defense of the Chablis Appellation.

This key event will confirm the commitment of the 15 partners in this wonderful challenge the Bourgogne-Franche-Compté region is setting itself to become France's leading wine-tourism destination and attract new French and foreign customers who love wine, culture, and French *art de vivre.*

The next step: Early 2018 - the selection process for architects and designers begins

A project management consultant has been selected by the city of Beaune and the BIVB to start preparing the call for tenders in early 2018, in order to select the architects and designers for the Cité in Beaune. The project will be run jointly by the city of Beaune and the BIVB. In parallel, the BIVB is launching a call for tenders from architects for the renovation and extension of the sites in Chablis and Mâcon.

Spotlight on the three Cités

The Cité in Beaune will be an educational and cultural destination, dedicated to the wines and *Climats* of the Bourgogne winegrowing region. It will be ambitious, offering entertainment for all.

The context: The project is being driven by the city of Beaune, which will be managing this environmentally-friendly project, in close cooperation with the BIVB, which will be developing the content for the Cité and site operations. The Cité will be located close by the Palais des Congrès and will be part of a new development including a 5* hotel, two restaurants, a mall, and reception space.

On the program: It will be home to a *Climat* education center, with a 1,500m² visitor space for promoting the Bourgogne winegrowing region, its history, culture, varietals, *Climats*, and wines. It will also host Bourgogne wine training events, a gift shop, spaces for seminars, and an information platform…

Investment: €10.5M (BIVB: €3.5M), for a space covering some 3,500m²

Opening date: End-2020 with a target of 155,000 visitors in the first year.

Chablis will be home to the most northerly Cité, in the Cistercian cellars of the nearby Pontigny Abbey, a real feather in the project's cap.

On the program: A cultural and technical visitor trail with tastings, a boutique, and a wine-tourism platform, tasting workshops hosted by the École des Vins de Bourgogne, and a restaurant to discover some food and wine pairings, along with spaces and equipment for group events such as conferences and seminars.

A focus on wines from Chablis and the Grand Auxerrois: The site will be dedicated more specifically to the discovery of wines from Chablis and the Grand Auxerrois, with tailored content promoting the region and local wine-related tourism activities.

Investment: €2.2M for an area of 900m² (with extension).

Opening date: Summer 2020, with a goal of 40,000 visitors annually, right from the first year.

In Mâcon, the Cité will be hosted in the buildings of the BIVB's Maison des Vins and the Maison Mâconnaise des Vins, offering very good visibility.

On the program: A cultural and technical visitor trail covering 580m², with tastings, a wine-tourism platform, and training workshops on a range of themes hosted by the École des Vins de Bourgogne, with space for seminars.

Focus on the wines of the Mâconnais: Training workshops with 30-minute sessions to introduce visitors to the art of tasting. A bookshop space is planned within a gift shop selling a range of goods including wine-related products and gift selections.

Investment: €3.9M for an area of 1,900m² (with extension)

Opening date: Summer 2020, aiming for 55,000 visitors annually from the first year.

Follow the progress of the Cité des Vins network
at www.cite-vins-bourgogne.fr *(in French only)*

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Double good news for Bourgogne wines

It is with a great deal of pleasure and not without pride that the Burgundian winemakers welcomed on November 9 the official creation of 2 new AOCs: Bourgogne Côte d'Or and Vézelay. The signature of the relevant government ministers brings an end to the administrative procedures, allowing these wines to be brought to market with the 2017 vintage.
As a reminder, in June of this year, the Institut National des Appellations d'Origine (INAO) said 'yes' to the 'cahier des charges' of those 2 AOCs.
Consumers may find the first bottles of those wines as soon as September 2018.

Vézelay becomes a *Village* appellation


© BIVB / Aurélien Ibanez

This is a wonderful promotion for Vézelay, one of the smallest Bourgogne appellations (66 hectares), which this year has been granted a *Village* appellation.

Vines were first grown in Vézelay during the Roman era, but unfortunately, they were almost completely destroyed by phylloxera in 1884. In 1875, they began a gradual comeback, and were granted the Bourgogne appellation in 1985. Then in 1998, the quality and uniqueness of this *terroir* were recognized and given a welcome boost when they were awarded the Bourgogne Vézelay *Régionale* appellation.

There are around 20 winegrowers currently producing the Vézelay appellation, including many newcomers to the industry, following in the footsteps of those who came before and working to translate the unique characteristics of the Vézelay *terroir* into wine. The INAO crowned this combined effort in June 2017, putting its signature on the specifications for this new *Village* appellation, the 44th in the Bourgogne winegrowing region.

These new specifications are rigorous, as they should be for a new *Village* appellation, with yields restricted to a maximum of 55hl/ha. And Vézelay is determined to continue expanding. Although far from the 1,000 hectares under vine in the Napoleonic era, this little winegrowing area, which previously covered 66 hectares, now has an additional 150 hectares of *AOC Village* available for planting, which will certainly delight fans of this 100% Chardonnay white wine with its pale yellow gold color. A smooth ride for this appellation whose name promises some exceptional heritage.

Bourgogne Côte d'Or: A highly-anticipated new member of the Bourgogne family

Industry professionals from the Côte de Beaune and Côte de Nuits are hailing the recognition of this *Régionale* appellation identified some 20 years ago. They were keen to highlight these plots of Bourgogne wine with their unique characteristics, and the INAO has made a favorable judgement in this respect.

To ensure this appellation enjoys the reach it deserves, it was necessary to give it a meaningful name that adds value... The name of Bourgogne Côte d'Or does not refer to the eponymous department, rather the area where the grapes are grown (*see sidebar*). Indeed, the production area extends across all the villages of the Côte de Beaune and Côte de Nuits, from south of Dijon to Maranges. This offers a potential of 1,000 hectares of Pinot Noir for reds and Chardonnay for whites. However, in one of those twists so common in this region, Bourgogne Côte d'Or is not, properly speaking, a new *AOC.* Integrated into the specifications of the *Bourgogne Régionale AOC,* it enjoys a *Désignation Géographique Complémentaire* (*DGC*), similar to Bourgogne Côte Chalonnaise or Bourgogne Côte d'Auxerre for example. There are currently 14 DGCs for the Bourgogne appellation, chiefly allowing for the differentiation of the various wine producing areas within the Bourgogne region, each with their own unique characteristics. This is just one more way to rediscover Bourgogne wines and their many, varied styles.

The creation of the Bourgogne Côte d'Or DGC comes with rigorous production conditions, guaranteeing a certain level of quality:

- As with *Village* appellations, plantation density is set at a minimum of 9,000 plants per hectare compared to a minimum of 5,000 plants per hectare for the Bourgogne appellation
- Target yields are 66 hl/ha for whites and 58 hl/ha for reds
- The minimum alcohol is also the same as for *Village AOCs*, at 11° for whites and 10.5° for reds
- The vines involved are all grown on the Côte, mainly on foothills, on the edge of *Village* appellations

We must be patient for a while longer before we can discover the 2017 vintage of this new classification, which should come to market in the fall of 2018.

Did you know? One name, two uses, and two origins!

Winegrowers called this new classification Bourgogne Côte d'Or in reference to the sloping hillside where the wines grow. The "*Or*" does not mean "gold", rather it's a shortening of "Orient", indicating that it is east-facing. The same on the Côte de Beaune and the Côte de Nuits, this favorable inclination partly explains the excellence of the wines produced here from vines that enjoy the rising sun.

The administrative department of Côte-d'Or (with a hyphen) was named by the French Parliament in the 19th century for a more bucolic reason. Here, it refers to the fabulous golden color the vines take on just after the harvest.

A note on the appellations of the Bourgogne winegrowing region

The diversity of Bourgogne wines is no myth – it's a well-catalogued heritage. Cultivated for two millennia, the vines have revealed their individual characteristics over the centuries. First monks and then winemakers identified the features of the different *terroirs* which resulted in the granting of the first *Appellations d'Origine Contrôlées* or *AOCs* in 1936.

The result is a fascinating patchwork of *Climats,* or individually defined plots, that were included on the UNESCO World Heritage List in 2015 to the delight of wine lovers. And for those who also love numbers, here are a few that sum up the diversity of the wines of the Bourgogne region:

- **84 sets of specifications**, for the **seven *Régionale AOCs***, **44 *Village AOCs*** (including Vézelay) and **33 *Grand Cru AOCs***.
- The specifications for Bourgogne and Mâcon *AOCs* identify certain sectors that enjoy a *Dénomination Géographique Complémentaire* (*DGC*), and produce wines with different organoleptic characteristics.

  As such, there are **14 *DGCs* within the Bourgogne *AOC***, including the new Bourgogne Côte d'Or, along with others including Bourgogne Côte Chalonnaise, Bourgogne Hautes Côtes de Beaune or Nuits, and Bourgogne Chitry, and **27 within the *Mâcon AOC***, including Mâcon Igé, Mâcon Lugny, and Mâcon Uchizy.
- Similarly, the *Premier Cru* of the Bourgogne region are also DGCs within the *Village AOC* specifications.

  Officially, there are 640 *Climats* within the *Village AOC* specifications. But this does not do justice to the huge network of plots that is the Bourgogne winegrowing region because behind the names of these so-called "flagship" *Climats,* there are thousands of others found on wine labels. A "flagship" *Climat* is one with a greater reputation that that of neighboring *Climats.* It is the *Climat* that is mentioned in the specifications. As a result, the owner of a lesser-known *Climat* may choose to either call his or her wine by the name of the better-known flagship *Climat,* or by its actual name. This is nonetheless within a regulatory framework. For example, the three Chassagne-Montrachet *Climats* of Les Combards, Chassagne and Vigne Derrière may appear on the labels of bottles of Chassagne-Montrachet Premier Cru, or the owner may call their wines by the name of the flagship *Climat,* in this instance, Cailleret.
- Another common question for those who like counting: Is there one or are there seven *Grand Crus* in Chablis? In fact, **there is one Chablis Grand Cru that covers seven *DGCs***, each one individually identified and applied to their wines by their producers: Blanchot, Bougros, Grenouilles, Les Clos, Preuses, Valmur, and Vaudésir.

There's always more to learn with Bourgogne wines!

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New: Eight minutes to understand how the Bourgogne terroir was created

"Bourgogne the birthplace of terroir" is the latest short film produced by the Bourgogne Wine Board (BIVB).

This innovative new movie is available in four languages, and explains how our geological history shaped the Bourgogne terroir we know today, and the patchwork of plots that is the Climats.

The film features original 3D animation sequences, shedding light on any questions viewers might have about how the Bourgogne region's unique vineyards came to be.

An educational approach for a unique experience

This video is a valuable educational tool while being fun and beautiful to watch.

The music confers a unique aspect to the subject, inviting viewers on a trip through time to discover the history and prehistory of the *Climats* of the Bourgogne winegrowing region. The images transport us from the Jurassic period to the present day, an incredible journey over almost 200 million years. **This fascinating film uses simple images to explain sometimes-complex notions, making geology accessible to as many people as possible.**

All the scientific content of the film has been carefully checked by a scientific committee comprising:

- Jean-Pierre Garcia, professor of geology at the University of Bourgogne and specialist in winegrowing *terroir*
- Jacques Fanet, author of the book "Les terroirs du vin" (Hachette) and former assistant director of the INAO
- Jean-Yves Bizot, winemaker at Vosne-Romanée and President of the Vine and Wine department of the University of Bourgogne
- Dominique Lambry, head of training and content at the BIVB

An award-winning, popular short film

"Bourgogne, the birthplace" was selected for the 24th International Oenovidéo Festival, under the patronage of Cédric Klapisch, last June. And on 17 October in Paris, the film was awarded the Imaginarium prize for the most imaginative, creative, and inventive French or foreign film.
It was one of 11 films about grape and wine that won awards at the 2017 edition of the event.

Creating a buzz on social media: Since its official launch on 18 October, the video has garnered almost 66,000 views on social media.

The film is available in French, English, Chinese, and Japanese, and can be watched on the BIVB's YouTube channel. And for greater access, it will soon be available online on the Bourgogne wines Youku channel.


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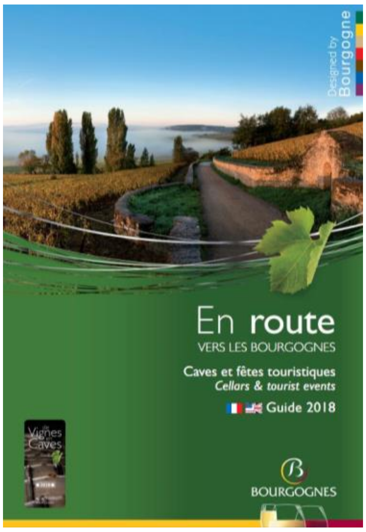
Authentic experiences guaranteed with "En Route vers les Bourgognes"

For more than a quarter-century, the Bourgogne Wine Board (BIVB) has been committed to wine tourism, and in particular through two key tools: The "De Vignes en Caves" welcome charter, created in 1991; and the "En Route vers les Bourgognes" guide, first published in 2012. The "A trip through the vines" section of the Bourgogne Wines website completes the service, enabling you to plan the perfect trip!



The "En Route vers les Bourgognes" guide was designed to facilitate planning your trip with six tourist trails through the vines. The 2018 edition lists even more producers and wine-related celebrations that ever before, proving that wine tourism is anything but a passing fad, and is a confirmed trend in the Bourgogne winegrowing region.

The 2018 guide in figures

- **The details of 364 estates, producers, and cooperative cellars that have signed up to the "De Vignes en Caves*" welcome charter**, listing languages spoken, opening hours, price ranges, accommodation and food options, and details of organic producers.
- **100 wine-related events** throughout the year are listed in a calendar at the end of the guide.

- **A map of the Bourgogne winegrowing region** listing key sites to visit across the region, with smaller maps of each wine route on the back. Produced in partnership with the Bourgogne-Franche-Comté tourist board.
- **85,000 copies are available from around 900 outlets in the Bourgogne-Franche-Comté and Auvergne-Rhône-Alpes regions,** including tourist offices, regional and departmental tourist organizations, hotels, campsites, *gîtes*, freeway tourism information points, and train stations and airports in Lyon.

And as always…

- **Printed in both French and English**
- **Free and available on demand** from the BIVB
- **Downloadable from the Bourgogne Wines website**, in the **"A Trip through the Vines"** section
- **Informative sections** on vines, appellations, varietals, *Climats*, the "De Vignes en Caves" welcome charter, and the "Vignobles et Découvertes" label
- **Regions classed by color**, so you can quickly find the producers, events, or wine trails you need
- **An infographics page** at the end of the guide with all the key figures pertaining to the Bourgogne winegrowing region

A prestigious label

The national "Vignobles & Découvertes" label was created in 2009, to bring together everyone involved in wine tourism in a single territory. It is awarded by Atout France for a three-year period to a wine-related destination offering multiple and complementary tourism products, such as accommodation, food, cellar visits and tastings, museums, and special events. The label helps visitors to easily find certified activities along the Bourgogne wine trails.

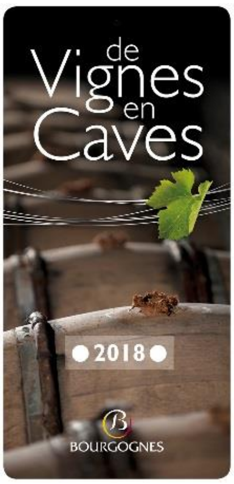
Currently, there are seven zones that have been awarded the label in the Bourgogne winegrowing region, jointly covering 600 offers, including 158 cellars:

- Beaune, from Corton to Montrachet
- Dijon Côte de Nuits
- Chablis
- The Auxerrois
- The Mâconnais
- The Côte Chalonnaise
- The Châtillonnais

Please note: The Tonnerrois region has an application underway and the label should be awarded in the spring of 2018

"De Vignes en Caves" - a promise of authentic tasting moments

Created 26 years ago by the BIVB, the "De Vignes en Caves" welcome charter seeks to improve the welcome tourists receive from producers. They will satisfy your curiosity by offering tips and revealing secrets about Bourgogne varietals, appellations, and history.



Signatories commit to:

- Guaranteeing a warm and personalized welcome, in foreign languages where possible
- Receiving visitors during specified opening times
- Displaying signs showing they have signed up to the charter
- Offering free tastings of at least one wine and having a clear price list if tasting more than one wine is to be paid for
- Informing visitors about the appellations on sale
- Take-away sales of a minimum of three bottles, and a shipping service for 12 bottles and over
- Providing information about the Bourgogne winegrowing region and the estate

BOURGOGNES
Bureau Interprofessionnel des Vins de Bourgogne

Your rendezvous with Bourgogne wines in the heart of the terroir

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 14th 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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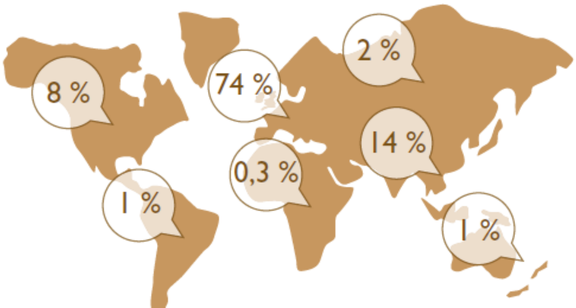
Every two years since 1992, Les Grands Jours de Bourgogne has been bringing together professionals from the world of wine with key players in the wine market in the heart of the Bourgogne winegrowing region.

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**.



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 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 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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