

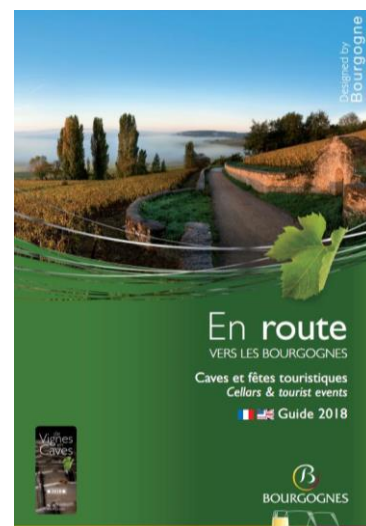


Authentic experiences guaranteed with “En Route vers les Bourgognes”

Bourgogne, 19 November 2017

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.

Le viticulteur / The winegrower La cave coopérative / The cave coopérative Le négociant-éleveur / The négociant-éleveur Le caveau collectif / The collective cellar Agriculture biologique / Organic wines	Restauration / Catering Hébergement / Accommodation Langues parlées / Spoken languages Prix / Prices Vignobles & Découvertes	Horaires / Times Lieu de la manifestation / Place of event Droits d'entrée / Entrance fees Organismes / Organizers Contacts / Contacts Vignobles & Découvertes
	Hiver / Winter Printemps / Spring Été / Summer Automne / Autumn	

- 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

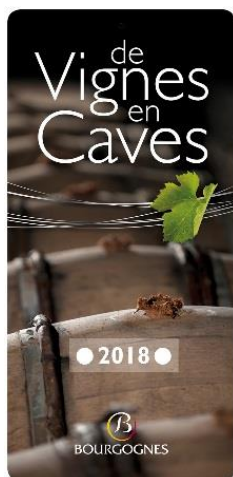
Please note: The Tonnerrois region has an application underway and the label should be awarded in the spring of 2018

“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



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