



Signature of the Framework Agreement for the Cité des Vins et des Climats de Bourgogne

Bourgogne, 10 January 2018



The 15 partners and financiers investing in the future Cité des Vins network signed the Framework Agreement for the Cité des Vins during a meeting in the emblematic Hôtel-Dieu in Beaune.

This step represents the cornerstone of their commitment to create the entertaining, educational, and cultural structures this project represents. Their seal of approval confirms the financing plan and launches the operational phase for these three Cité des Vins structures that will become key vectors for the promotion of the Bourgogne region, its wines, its traditions, and its *Climats*.

The sites in Beaune, Chablis, and Mâcon will reflect the local offer and allow visitors to discover the many different aspects of our region from north to south.

This is a major step in terms of bringing this exciting new project to fruition.

A key act for a joint commitment

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) signed this Framework Agreement for the Cité des Vins project along with 12 other partners for this key local proposition. (*Full list on page 4.*)

Their signature confirms the Bourgogne-Franche-Comté region's desire to become France's leading wine-related tourism destination and to attract new customers from both France and further afield, who appreciate wine, culture, and lifestyle.

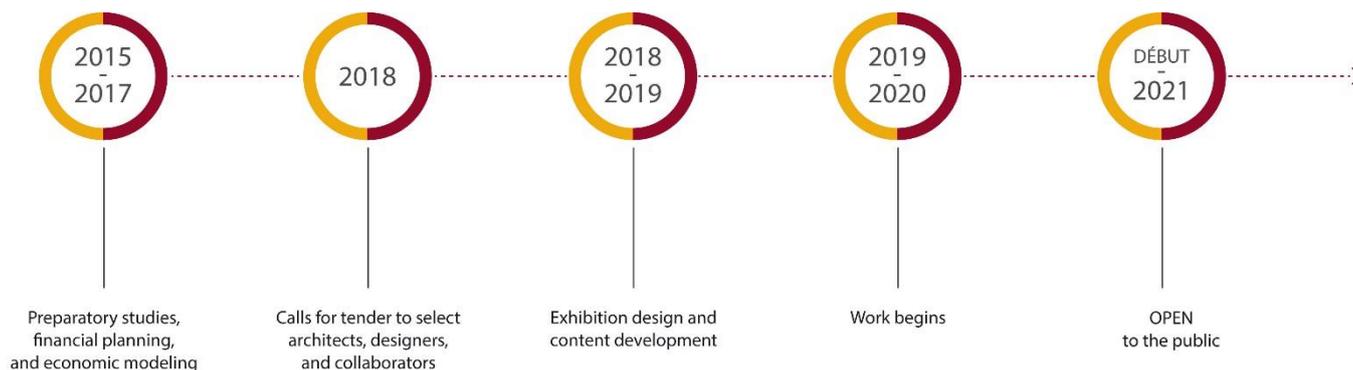
The heritage of the Bourgogne winegrowing region is the guiding thread, while the *Climats* are the emblem. The values of simplicity, humility, humanism, and the pleasure of receiving and welcoming visitors are what the Bourgogne winegrowing region is built upon. The region's wines and *Climats* are intimately linked, thanks to common features like history, culture, *terroir*, subsoil, *Clos*, appellation, toponymy, and varietal. The *Climats*, now on the UNESCO World Heritage List, will benefit from an information center within the Cité des Vins in Beaune.

🌀 Dates and key figures

The next step in early 2018: Launch of the call for tender for architects and designers

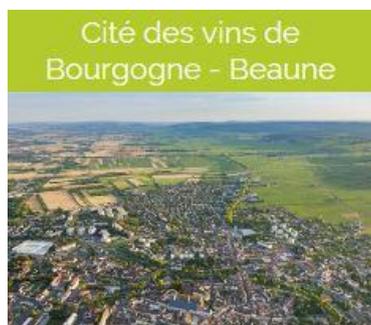
A project management consultant has been selected by the City of Beaune in partnership with the BIVB to prepare the launch of a tender process for architects and designers for the Cité des Vins in Beaune, in early 2018.

In parallel, the BIVB is launching a call for architectural projects for the renovation and extension of the sites of Chablis and Mâcon.



🌀 Focus on three Cités

As the capital of the Bourgogne winegrowing region, it is logical that Beaune should be home to the Cité des Vins dedicated to the region's wines and *Climats*. This ambitious project will offer visitors an immersive experience with cultural and festive programming to accompany it. It is destined to become the reference for introducing and promoting the *Climats*.



The project is being managed by the City of Beaune in partnership with the BIVB, which will develop the content and manage promotion of the Cité.

Close by the center of Beaune, the Cité will be constructed near the Palais des Congrès and will be part of a 10-hectare complex including a five-star hotel, two restaurants, a shopping mall and reception center.

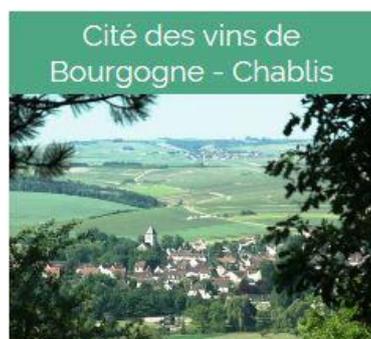
As a whole, it should satisfy all architectural and environmental requirements. The site will be set in a landscaped park and connected to the city by low-impact transport options.

On the program: A 1,300m² visitor experience including the future *Climats* information area. A trail designed around a range of different themes will promote the Bourgogne winegrowing region, its history, culture, grape varieties, *Climats*, and wines. The Cité will offer training sessions on Bourgogne wines, a bookstore and gift shop, seminar spaces, and a wine-tourism information platform.

Investment: €10.5 million euros for a total surface area of approximately 3,500 m²

Opening date: Early 2021, with a target of 150,000 visitors per annum

The Cité des Vins in Chablis will be created on the historic site of the Cellier du Petit Pontigny, the former wine cellars of the neighboring Pontigny Abbey. This elegant monastic building will be extended to house the project.



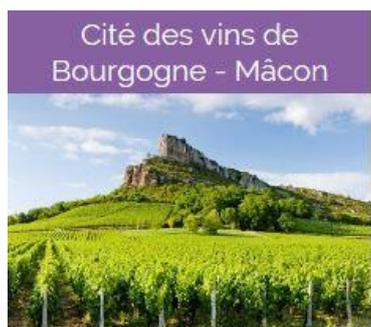
On the program: A cultural visitor experience will include tastings, a gift shop, and wine-tourism platform, tasting workshops offered by the École des Vins de Bourgogne, and an area for discovering food and wine pairings.

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

Investment: €2.2 million for a total surface area of approximately 900m² (including extension)

Opening date: Late 2020, with a target of 40,000 visitors per annum

In Mâcon, the Cité des Vins will be located within the BIVB's Maison des Vins and the Maison Mâconnaise des Vins, providing excellent visibility.



On the program: A 580m² visitor experience including tastings, a wine-themed tourism platform, training workshops on multiple themes run by the École des Vins de Bourgogne, and rooms for hire for meetings and seminars.

Focus on the wines of the Mâconnais: With training workshops offering 30-minute modules to introduce visitors to the art of tasting. A shop will sell books and related products such as wine accessories and selection boxes.

Investment: €3.9 million euros for a total surface area of 1,900m² (including extension)

Opening: Early 2021, with a target of 55,000 visitors per annum.

Partners and backers

All regional, public, and institutional bodies have come together to support the Cité des Vins et des Climats de Bourgogne project.

This project, driven by the BIVB, provides structure for the region's wine and tourism industries. It has been designed in partnership with local authorities, tourism organizations, and the wine industry.

Two Commissioning Bodies

- The City of Beaune will play a major role. It is the commissioning body for the construction of the Cité des Vins in Beaune, in partnership with the BIVB.
- The BIVB will be the commissioning body for the creation of the Cité des Vins in Mâcon and Chablis.

The signing of the Agreement demonstrates the financial commitment of the partners, with key support from: The Bourgogne-Franche-Comté region (€4m), the Côte d'Or Departmental Council (€2m), the City of Beaune (€2m and provision of land for the future Cité), the Greater Beaune Côte & Sud Region (€2m), and the Bourgogne Wine Board (€3.5m).

And with the active support of:

The French state, the Departmental Council of the Saône-et-Loire, the Departmental Council of the Yonne, the Association of the Climats of the Bourgogne winegrowing region – World Heritage, the Greater Mâconnais Beaujolais Region, the Town of Chablis, Greater Beaune, the PETR, the Mâconnais Sud Bourgogne Area, the Maison Mâconnaise des Vins Cooperative, the Federation for the Defense of the Chablis Appellation, and the European Union via the Leader program.



Follow the progress of the Cité network at www.cite-vins-bourgogne.fr (in French only for now)

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