



## ***BIVB General Assembly*** ***A new duo to spearhead promotion*** ***of Bourgogne wines***

26 January 2018

***Tuesday 25<sup>th</sup> January, François Labet and Louis-Fabrice Latour were elected co-Presidents of the Bourgogne Wine Board (BIVB). François Labet, representing winegrowers, will take on the function for the first half of the four-year mandate, and Louis-Fabrice Latour, representing the négoce business, the second. All the other posts at the BIVB were also re-elected for four years including the Permanent Committee, the Board, and the 90 members of the General Assembly. The other specialist committees, including Technical & Quality, Markets & Development, and Marketing & Communication, will also be welcoming new members soon.***

### ***Two Presidents, one shared vision***



François Labet, President  
et Louis-Fabrice Latour, Co President of BIVB

François Labet and Louis-Fabrice Latour have known one another for many years. They confirmed their desire to work together, in the interests of their respective sectors, to allow the Bourgogne winegrowing region to continue its growth, while anticipating and facing the challenges to come.

The workload for this new mandate (2018-2021) may be heavy, but it continues the work achieved during the previous mandate around three key thrusts:

### ***I. Major projects of structural importance***

#### **The Cité des Vins et des Climats de Bourgogne**

The framework agreement for the Cité des Vins was signed in December 2017, and will be the main focus of the BIVB in terms of new projects over the next four years. In 2018, architects and scenographers will be selected. The three sites in the network are scheduled to open in 2021.

### **Roll-out of the Regional Charter to “Engage our *terroirs* with our territories”**

Approved at the General Assembly of July 2017, this charter entered its operational phase a few months ago. Winter was dedicated to meetings in the vines - presentations, calls for applicants for tests, etc. - while the test phase for innovative solutions will begin at the start of the growth cycle in spring. This extensive project demonstrates the industry’s capacity to mobilize its forces, namely the CAVB and the BIVB, to respond to the major challenges facing us today.

### **The project for a secure production strategy for DefiGreff grafts**

Still in its infancy, this project should be submitted for approval by the General Assembly in July 2018. It will provide the industry with the means to supply superior quality plants to producers, both in terms of health and robustness.

## **2. BIVB to encourage more participation from industry stakeholders**

A **focus on actions involving technical research and development**, both in the vines and in the winery, to develop quality wines responding to market expectations, will be accompanied by a commitment on behalf of the Bourgogne wine industry to sustainable winegrowing (selection of resistant varieties, fighting new diseases, developing the production model, research into ageing, etc.).

**Promoting results and sharing technical, economic, and marketing information** aimed at economic stakeholders in the region, through the development of information days like Vinosphère Bourgognes, the second edition of which will run on 8 February in Beaune.

The **digitization of the DRM** (official document logging wine entering and leaving the property) will become widespread, with a permanent exchange via the tools from the ODG management organizations, such as the SIQOCERT (Organism in charge of the quality control for the AOC in Bourgogne) and the CAVB (winemakers syndicate for Bourgogne region).

## **3. A team to serve the industry**

In the context of a strong partnership with economic, tourism-related, and consular bodies in the region, **the BIVB is focusing its communication on the lesser-known *Régionale* and *Village* appellations**, with the aim of value creation.

The newly-elected team, with their ongoing remit to work for the good of the industry, will carry out the missions of the BIVB. In addition, they will soon be focusing on a fresh strategic evaluation in order to prepare for what comes after the Plan 2020.

François Labet, who will be BIVB President for the next two years, brought the General Assembly to a close, reminding participants that, “The value of our wines must profit the two components of the industry, within the heart of a united Bourgogne.”

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At the start of the General Assembly, when presenting his report, Louis-Fabrice Latour reminded the meeting that economically, the Bourgogne wine industry is doing well even if trade has been slowed by the small 2016 harvest. **In export terms**, over the first 11 months of 2017, Bourgogne wines have demonstrated good stability in terms of volume, up 0.8% over the first 11 months of 2016, with growth in revenue of 10.6%. **In France**, in the retail sector where prices are stable, the Bourgogne winegrowing region is one of the only regions in France to show growth, up 3% in volume terms, reaching record sales of €220 million over the first 11 months of 2017.

If **stocks with winegrowers are around 17% down** on ideal levels at the end of July 2017, **the 2017 vintage, of 1.492 million hectoliters**, will breath some fresh life into the market over the next few months.

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## The Permanent Committee of the BIVB

- Co-President: **François Labet**, Domaine du Château de la Tour in Vougeot (21)
- Co-President: **Louis-Fabrice Latour**, Maison Louis Latour in Beaune (21)
- Treasurer: **Frédéric Gueguen**, Domaine Céline & Frédéric Gueguen in Prény (89)
- General Secretary: **Albéric Bichot**, Maison Albert Bichot in Beaune (21)
- **Christophe Ferrari**, Domaine Saint-Germain in Irancy (89)
- **Bruno Verret**, Domaine Bruno Verret in Saint-Bris-le-Vineux (89)
- **Jean Soubeyrand**, Maison Olivier Leflaive in Puligny-Montrachet (21)
- **Francine Picard**, Maison Picard in Chassagne-Montrachet (21)
- **Jean-Michel Aubinel**, Domaine de la Pierre des Dames in Prissé (71), President of the Confédération des Appellations et Vignerons de Bourgogne (CAVB), ex-officio member
- **Frédéric Drouhin**, Maison Joseph Drouhin in Beaune (21), Président de la Federation des Négociants Eleveurs de Grande Bourgogne (FNEB), ex-officio member



## The BIVB's Co-Presidents

**François Labet** was born in 1954 into a family that has been making wine since 1492, and is very involved in local life, given that his grandfather was mayor of Beaune. He runs the family business which includes the Domaine du Château de la Tour at the heart of the Clos de Vougeot, and the Domaine Pierre Labet in Beaune. He converted his estate to organic winegrowing in 1992.

François Labet is an advisor on external trade to the French Prime Minister, helping grow exports of French wine around the world. He was made a Knight of Agricultural Merit in 2006. He was President of the Marketing and Communication Committee of the BIVB from January 2014 to the end of 2017, and became President of the Union of Grand Crus (Côte de Beaune and Côte de Nuits) in 2015.

**Louis-Fabrice Latour** was born in 1964 and runs the Louis Latour *négoce* business, founded in 1797 in Beaune. His ancestors have been winegrowers since the 17<sup>th</sup> century. He graduated from Sciences Po in Paris in 1985 and joined the family business in 1989. He officially took over from his father, Louis Latour, in 1999. This long history has earned Louis-Fabrice Latour membership of the Association des Hénokiens, which brings together family businesses that have been in existence for 200 years and more.

Louis-Fabrice Latour is passionate about community issues, and between 2003 and 2014 was President of the Fédération des Négociants-Eleveurs de Grande Bourgogne (FNEB). He was President of the national Fédération des Exportateurs de Vins et Spiritueux (FEVS) from 2011 to 2014. President of the BIVB since December 2013, he is also a member of the boards of Vinexpo and the Banque de France in Dijon.

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