



BOURGOGNES
Bureau Interprofessionnel des Vins de Bourgogne



‘#BOURGOGNEWEEK Hong Kong 2018’ Unveiling ‘a Legendary’ New Vintage

***Week of press, trade and consumer events toasting 2016 vintage
of iconic French wine region from 26 February to 2 March 2018***

Bourgogne Wines 2016 Vintage

(Hong Kong, 12 February 2018) – France’s highly-regarded wine region showcases its latest 2016 vintage at ‘Bourgogne Week 2018’ in Hong Kong from 26 February to 2 March. Now in its 3rd year, the annual week-long series of tasting events presents wine lovers the chance to discover latest vintages released on the Hong Kong market.

‘**Bourgogne Week**’ has been a regular highlight of the UK wine calendar for over one decade and made its debut in Hong Kong in 2016, with a Japan edition also soon to be launched.

Events provide an opportunity to taste the fruits of a vintage that has proved to be excellent, despite the whims of weather that tormented vines and winegrowers throughout the year. The saying “What doesn’t kill *‘the vines’* makes it stronger” couldn’t be truer about the 2016 vintage in Bourgogne!

Events During Bourgogne Week Hong Kong 2018

Bourgogne Week is headlined by the ‘One Day for Bourgogne Wines’ tasting event on 28 February 2018 at the Renaissance Harbour View Hotel Hong Kong, official venue partner.

The Bourgogne Wine Board (BIVB) is delighted to host its annual Hong Kong wine tasting, bringing **25 importers** to showcase their latest vintages. Not only will guests be able to taste **over 140 wine references**, they will also be able to discover some lesser-known appellations that deserve to be highlighted.

Bourgogne’s iconic region of Chablis, which is acclaimed for having “quality in spades” from 2016, is kicking off the Year of the Dog with its highly anticipated annual ‘**Chablis White Party**’ on **1 March**. At the soiree, exceptional wines from Petit Chablis to Chablis Grand Cru will be exclusively presented to the media, trade and partners. It will take place at Dine Art, a private kitchen that combines fine dining and an art gallery.

Bourgogne Week can be experienced all over Hong Kong

Over 20 key local traders are participating in ‘**Bourgogne Week 2018**’, confirmed events at present are :

Bourgogne Wines Dinner: Aberdeen Street at Shop 1, UG/F King Ho Building, 41-49 Aberdeen Street, Soho, Central, Hong Kong

Wine Tastings: Enoteca Co Ltd, GDV Fine Wines, etc Wine Shops, ASC Fine Wines, Grand Wine Cellar, Rare & Fine Wines, The Wine Guild, The Wine Hut, Wine Discovery, Ginsberg + Chan Wine Merchants Asia,

Online Promotions: Links Concepts, Natural Food & Beverage, Telford Wine and Spirits, Chateau Burgundy Limited, One Red Dot, Montrose Fine Wines

All the event and activity details are available on the Bourgogne-Week-HK website: www.bourgogne-week-hk.com.

Bourgogne Wines in Hong Kong

Hong Kong is the 5th largest market in terms of value and 14th in terms of volume for Bourgogne wine consumption (based on the last 11 months of 2017). It is traditionally a key market for premium wine in the top Grand Cru and Village Premier Cru brackets, but Bourgogne Week 2018 aims to highlight to wine lovers the high quality of the region’s lesser-known and more modestly priced ‘*Village*’ and ‘*Régionale*’ wines.

Latest import statistics up to the end of November 2017 indicate a slight 4.2% fall in volume (972,000 bottles) but healthy 17.8% increase in value (Euros 44.66 million), reflecting the harvest shortfall and acclaimed quality. Hong Kong remains a high-value market, but Bourgogne’s *Village* appellations continue to grow as more and more wine lovers discover the quality.

“The Hong Kong market is now very mature, calling for new experiences and wines at more moderate prices, whose quality has never been as good,” said François Labet, the new President of the BIVB.

“We hope to increase visibility and reach as broad an audience as possible to promote continued growth for Bourgogne wines in the Hong Kong market. Showcasing the lesser-known appellations opens up a whole new range of market opportunities. “

Lesser-known Bourgogne Wines

“As there is an overall shortage from the 2016 harvest following low yields, it is the ideal time to focus on these lesser-known appellations, ensuring an offering rich and varied enough to satisfy Bourgogne enthusiasts. The overall aim is to continue meeting demand in spite of reduced volumes.”

François Labet recommends lesser-known Bourgogne appellations that are “now better than ever” including *Irancy*, *Chorey-lès-Beaune*, *Givry*, *Viré-Clessé*. “They make a fine alternative to the currently more limited – or more expensive wines,” he said.

Wine lovers should look for Bourgogne or Mâcon wines with an additional geographical indication, such as Bourgogne Côte d’Auxerre, Bourgogne Tonnerre, Bourgogne Hautes Côte de Nuits, Bourgogne Hautes Côte de Beaune, Bourgogne Côte Chalonnaise or Mâcon Lugny, Mâcon Azé or Mâcon La Roche Vineuse. These all share the same attributes and qualities as those from the highest tiers - defined terroir, precise production and local ‘*savoir faire*’. They offer an excellent entry point.

Some *Village* appellations have been overlooked in favour of renowned neighbours - such as Aloxe-Corton or Pernand-Vergelesses, in the shadow of Corton Grand Cru; Saint Bris, not far from Chablis; Bouzeron or Rully, close to the Côte de Beaune.

#BourgogneWeek 2018 voices out!

'Bourgogne Week Hong Kong 2018' will be supported by an interactive digital and social media campaign, with the latest news, tastings and happenings updated daily on the Bourgogne website www.bourgogne-week-hk.com as well as across social media platforms.

Participants can share all their experiences with posts through the following social media platforms using the hashtag #BourgogneWeek:



@Bourgogne Wines



@VinsdeBourgogne



@BIVB

For more information about Bourgogne Wines, please visit: www.bourgogne-wines.com.

What's next in 2018 from the Bourgogne Wine Board (BIVB)

The promotional campaign continues throughout 2018. Three new sessions of the exclusive Bourgogne Sommelier Club are scheduled for April, September and November, followed by a Bourgogne Seminar at the biennial VINEXPO Hong Kong 2018 trade fair on 29 May. June 2018 will see the return of the Chablis retail promotion in your favourite wine shops all around Hong Kong, while more activities are to come during the second half of the year.

About the Bourgogne Wine Board (BIVB)

The Bourgogne Wine Board is a professional organization that brings together all winegrowers and wine-merchants from Bourgogne. Its role is to represent and protect the interests of Bourgogne wines and professional winemakers & merchants, to define Bourgogne wines policy in technical, economic and marketing terms, and to conduct related promotional activities.

Bourgogne today is a 29,067-hectare puzzle, representing only 0.5% of the world wine production, but which still adds up to 183 million bottles. No other French region so neatly sums up one word – "terroir" – and great quality wines. For what makes Bourgogne wines stand out is the intimate relationship between the soil, the influence of the microclimate, the grape variety, and the work of the man.

For high resolution images, please download from :

<https://www.dropbox.com/sh/u5jqjw3fbcz4vp/AAAPtXUm5718z5egWvjZwLNaa?dl=0>

For more information or high resolution images, please contact:

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