



Grands Jours de Bourgogne, 12 to 16 March 2018:

The Bourgogne wine event at the heart of our terroirs

The Grands Jours de Bourgogne event began in March 1992 and has taken place every two years since then. This international gathering allows market influencers and journalists from around the world to meet with Bourgogne wine producers in the very heart of the vineyards. That is what makes it unique, and also what makes it so very popular.



The 14th edition of Les Grands Jours de Bourgogne offers some wonderful discoveries and great opportunities with prime occasions 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.

Visitors will be tasting the 2016 vintage, along with some older wines. Business will be a key part of the proceedings, but it's also about a passion for wine and meeting those who make it. 2,500 market influencers

have registered for this year's edition, of whom 1,060 who will be attending for the very first time. Optimize your time and networking opportunities - there are plenty of delights in store!

Our aim

This unmissable industry rendezvous provides the opportunity to meet more than 1,000 winegrowers and to discover around 10,000 wines in the space of just five days.

The Bourgogne region and its people may, at first glance, seem complex. But this exceptional event, offering **14 tastings in 10 different locations**, allows attendees to discover the region and its wines in the very *terroir* itself. It brings people together in a unique way and encourages buyers and producers to connect.

Some 2,322 visitors attended the 2016 edition, coming from 54 countries.

A survey of attendees from the 2016 edition revealed that 92% were satisfied with the overall organization, and 96% said they were ready to return in 2018.

The industry is keen to show off the region to the world through events organized in the heart of the vineyards and estates that have made its reputation.

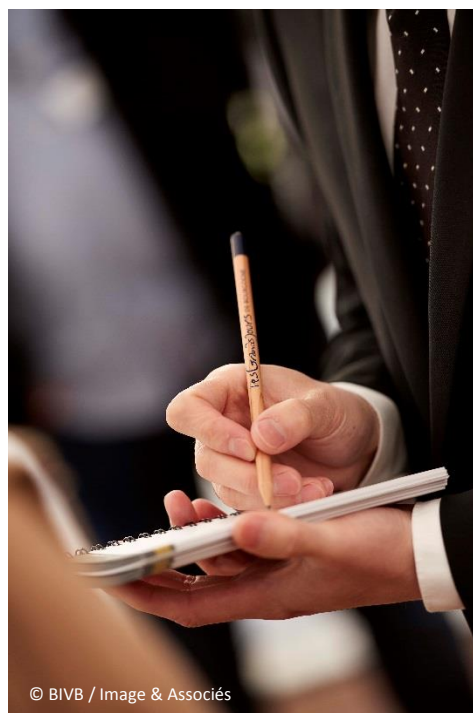


The Association des Grands Jours de Bourgogne was created in tandem with the second edition of the event in 1994

A direct off-shoot of the Bourgogne Wine Board (BIVB), but legally and financially independent, the Association has a great deal of autonomy. Its board of directors, presided by Raphaël Dubois, is composed of wine industry professionals who have steered numerous initiatives and who ensure the event grows and evolves from year to year.



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Key partners

The Bourgogne Wine Board, the Conseil Régional Bourgogne-Franche-Comté, and Crédit Mutuel are all partners of the event. The departmental councils of the Côte-d'Or, Saône-et-Loire and the Yonne also support this event, which enjoys international reach.





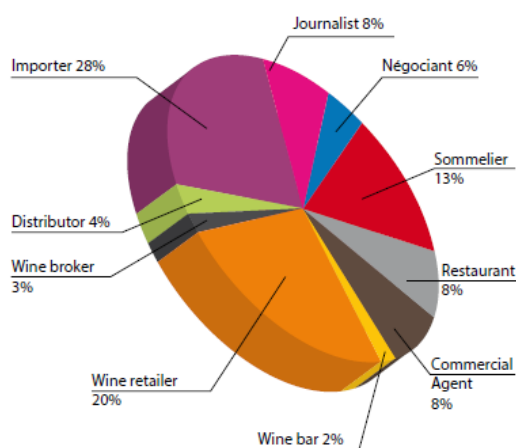
An international reach

Importers (28% of visitors in 2016), wine store owners (20%), sommeliers (13%), journalists (8%)... along with the rest of the wine industry will be gathered in the five Bourgogne winegrowing regions to pick out, through multiple tastings, those wines that will delight consumers around the world over the next few months and years.

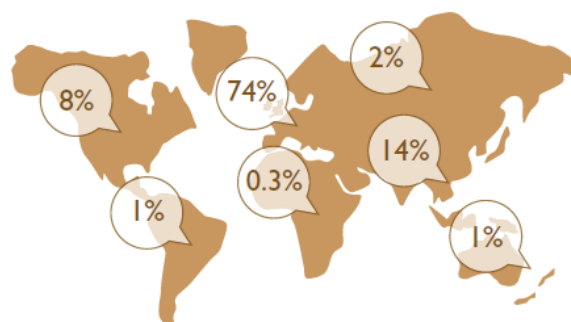
Visitor profile for 2016

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.

Overall distribution by professional category



Distribution by geographic area



Summary of the 2016 edition

- ▶ More than 10,000 visits to 14 tasting sites
- ▶ 1,020 exhibitors, up 7% on 2014
- ▶ 92% trade and 8% press
- ▶ 40% French visitors and 60% from outside France
- ▶ 54 countries represented, including seven new ones, compared to 51 nationalities in 2014



Program of the Grands Jours de Bourgogne

Monday 12 March

Chablis and Grand Auxerrois

Press room:

Maison des Vins de Chablis et du Grand Auxerrois - Le Petit Pontigny - 1 rue de Chichée - 89800 Chablis

■ Les Portes d'Or de la Bourgogne / Maison des Vins de Chablis et du Grand Auxerrois - Chablis **138 exhibitors**

☾ **by night** BOURGOGNE WINE ALLIANCE **5 exhibitors**

Tuesday 13 March

Côte de Beaune

Press room: Palais des Congrès - 19 avenue Charles de Gaulle - 21200 Beaune

■ Terroirs de Corton / Cuverie Maison Latour - Aloxe Corton **46 exhibitors**

■ Pommard & Volnay, tout en nuances / Palais des Congrès - Beaune **58 exhibitors**

■ Quintessence / Palais des Congrès - Beaune **95 exhibitors**

■ Des Maranges au Montrachet en passant par Santenay et Saint-Aubin / Palais des Congrès - Beaune **86 exhibitors**

■ Trinquée de Meursault / Léproserie de Meursault - Meursault **39 exhibitors**

☾ **by night** Pouilly-Fuissé : En Route vers les Premiers Crus **40 exhibitors**

Wednesday 14 March

Mâconnais

Press room: Palais des Congrès de Beaune - 19 avenue Charles de Gaulle - 21200 Beaune

■ Symphonie Mâconnaise / Palais des Congrès - Beaune **147 exhibitors**

■ L'Autre Bourgogne / Palais des Congrès - Beaune **56 exhibitors**

☾ **by night** Exceptionnelles 2018 **40 exhibitors**

☾ **by night** Passion Jura **23 exhibitors**

Thursday 15 March

Côte Chalonnaise

Press room: Tonnellerie de Mercurey - Rue de la Rolline - 71640 Mercurey

■ Les Bio-Rencontres / Salle Polyvalente de Rully - Rully **64 exhibitors**

■ Au Cœur de la Bourgogne / Tonnellerie de Mercurey - Mercurey **84 exhibitors**

■ Salon des Jeunes Talents / Château de Garnerot - Mercurey **47 exhibitors**

☾ **by night** Grandes Maisons - Grands Crus **27 exhibitors**

Friday 15 March

Côte de Nuits

Press room: Complexe sportif - Chemin de Champ Franc - 21220 Gevrey-Chambertin

■ Joyaux en Côte de Nuits / Complexe sportif - Gevrey-Chambertin **73 exhibitors**

■ Vosne Millésime - Noblesse des Clos Vougeot / Château du Clos de Vougeot - Vougeot **63 exhibitors**

■ Quatuor en harmonie / Château de Gilly-lès-Cîteaux - Gilly-lès-Cîteaux **89 exhibitors**



New for 2018

An updated website: www.grands-jours-bourgogne.com



Designed to be easy to navigate and simple to use, visitors can quickly find answers to their questions.

This new site is clear, precise, and dynamic. It is illustrated using new visuals and icons to make navigation appealing and intuitive.

The program for each day is easy to access and consult. It lists opening hours and locations of tastings, all the producers in attendance, appellations offered, shuttle times between sites, lunch hours, and evening events.

It offers a complete picture of the entire week, in both French and English.

Practical information



Roadbook



Press room



Pictures



Getting here



Shuttle service



Badges



Glasses



Accommodation



Restauration



Bourgogne wines



To visit



FAQ

A space dedicated to exhibitors and to visitors on the www.grands-jours-bourgogne.com website



Thanks to a new user space, visitors can access:

- ▶ Their own unique program with a list of the tastings for which they are registered
- ▶ Their personalized QR code to present on day one to obtain a badge and access the events
- ▶ Plenty more practical information regarding accommodation, refreshment options and shuttle service

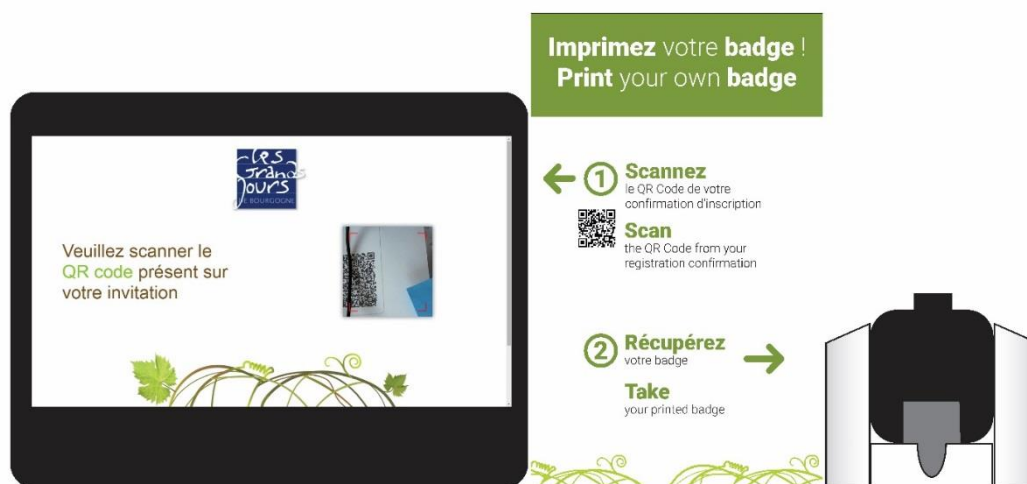
Visitors can also contact exhibitors directly and comment on their wines using the “tasting note” tool.

Exhibitors also have a dedicated space packed with practical information and advice.



Easier access to events and greater autonomy

To speed up access to tastings, readers are in place at the entrance to each tasting, allowing visitors to print their own badges using the unique QR code received prior to the event. Our teams will be in attendance at each event to welcome you and point you in the right direction.



New tasting locations close by the vineyards

The recently renovated **Léproserie de Meursault** hosts the “Trinquée de Meursault” tasting. The “Quatuor en Harmonie” tasting at the **Château de Gilly-les-Cîteaux** involves 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**.



A handy 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 is also 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

The Roadbook: Your made-to-measure guide

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, their export markets, and the wines being presented at each tasting.

The press room: Open daily from 9am to 5pm

The press room moves around with you every day and provides an agreeable location with a wide range of services: Internet access, computers, local and national press, and refreshments...

The BIVB's press attachés are available to answer your questions and help you set up meetings with winegrowing professionals.

