



### Mainland China

## Bourgogne wines increase sales again, after a pause in 2018



#### Key 2018 figures for Bourgogne wines in China

10<sup>th</sup> biggest market in revenue and volume for Bourgogne wines

**Exports: 1.6 million bottles (down 10.6% on 2017), for 23.5 million euros (up 9.9% on 2017)**

by volume

- ▶ Still white wines: 27.8%
- ▶ Still red wines: 71.7%
- ▶ Crémant de Bourgogne: 0.5%

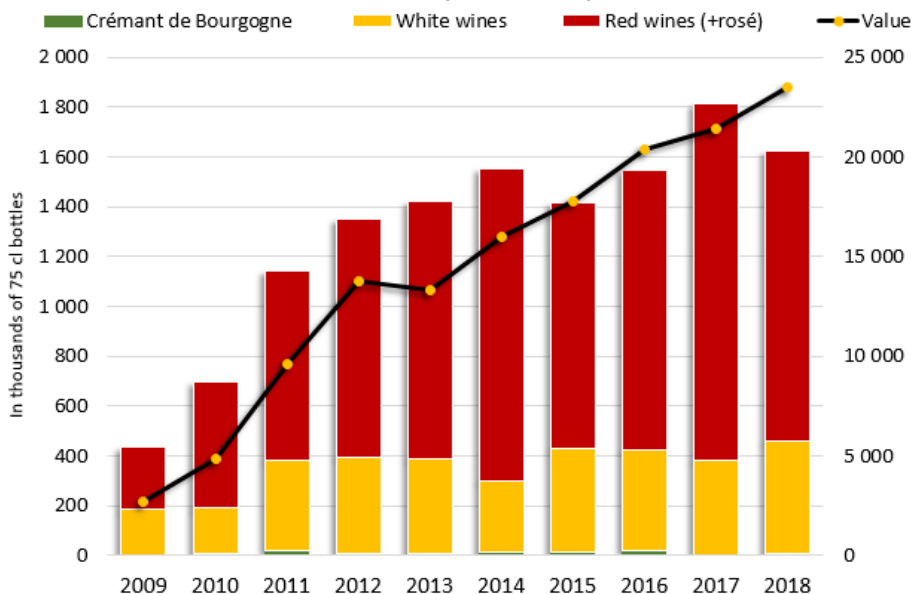
In 2018, Bourgogne wines accounted for 1.8% of the volume of French AOC wines exported to China, for 5% of the revenue.

China matures as a wine market as each year goes by. Dominated by French wines, it is also open to wines from other countries, being the world's fifth biggest wine importer. In 2018, China imported 6.85 million hectoliters of wine (down 8.46% on 2017), worth a total of 2.414 billion euros (down 2%).

### Bourgogne sets a new revenue record

Export of Bourgogne wines to China

Source: (Customs / BIVB)



In terms of revenue, exports of Bourgogne wines were up 9.9% in 2018, beating the record set in 2017, across all colors.

However, volumes exported to China were down 10.6%, totaling 1.6 million bottles. But after the strong growth seen since 2015, volumes were nonetheless up 5% on the average over the past five years.

Red wines were chiefly responsible for last year's drop, falling 18.7% by volume. *Régionale* Bourgogne red appellations (49% of the volume of red wines shipped) were the

most impacted, falling 23.3% year-on-year.

Bourgogne white wines were up 18.7% by volume. This saw their share of total Bourgogne wine exports grow by 7 points to 27.8%, compared to 20.9% in 2017.

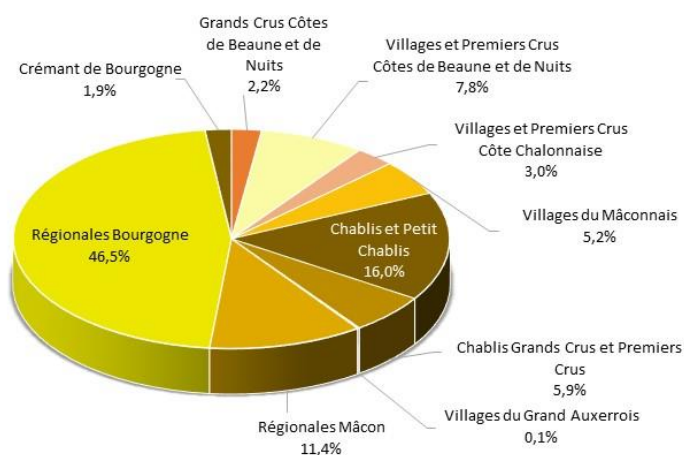
In 2019, the trend returned to growth, up 30.9% by volume and 1% in terms of revenue in the first quarter of 2019 compared to the same period in 2018.

After a tough time last year, Bourgogne red wines have come roaring back, up 50.7% in first quarter of 2018, for revenue of 3.9 million euros (up 6.8%).

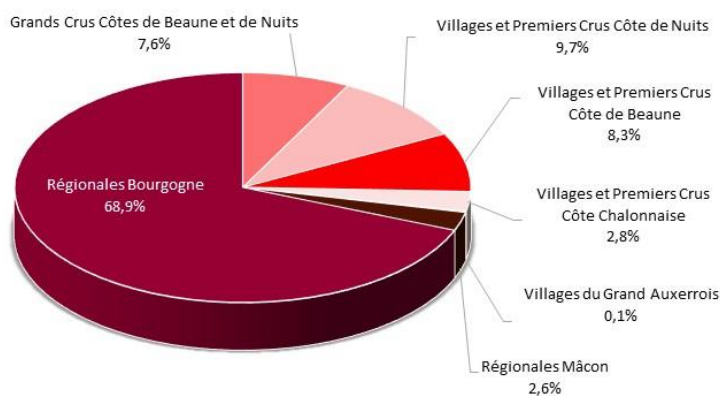
By contrast, white wines slipped back 8% by volume and 11% in terms of revenue, due to the slowdown in exports of *Régionale* Bourgogne and Mâcon appellations (53% of Bourgogne white wines), down 2.6% and 22% respectively on the first quarter of 2018. One can also note healthy growth by volume of the Chablis and Petit Chablis appellations (up 42.3%) and *Village* AOCs of the Mâconnais (up 3%).

## Exports driven by *Régionale* appellations and the more renowned wines

Exports of Bourgogne wines 2018  
White wines and Crémant de Bourgogne



Exports of Bourgogne wines 2018  
Red wines



**Red wines have traditionally played a key role in exports and the premium image of Bourgogne wines in China.** In 2018, they accounted for **71.7% of Bourgogne wines sales on this market**, whereas the Bourgogne region produces mainly white wines (61% white wine compared to 29% red, 10-year average).

After an exceptional drop by volume in 2018, red wines are naturally driving the return to growth of Bourgogne wines in the first quarter of 2019, which were up 50.7% by volume and 6.8% in terms of revenue.

Despite the slowdown in exports by volume of Bourgogne white wines in the first quarter of 2019 (down 8% compared to the first quarter of 2018), exports of these wines have seen very significant growth over the past decade, rising from just over 182,000 bottles in 2009 to nearly 452,000 bottles in 2018 (growth of more than 100%). This is a positive sign in a market that is traditionally not a great consumer of red wines. Wine-lovers in Chinese coastal cities are increasingly appreciating Bourgogne white wines, which go well with their seafood-based cuisine.

Crémant de Bourgogne is practically absent on this market, which is focused on prestigious sparkling brands.

Bourgogne wines continued to grow in the first quarter of 2019, gaining market share on the Premium and Super Premium circuits thanks to:

- ▶ *Régionale* Bourgogne and Mâcon white wines (59% of the volume of white wines, up 15.9% and up 95.5% respectively on the first quarter of 2018 in terms of revenue).
- ▶ *Grand Cru* wines of the Côte de Beaune and Côte de Nuits (up 15.5% in terms of revenue).
- ▶ *Village* and *Village Premier Cru* red appellations of the Côte de Beaune (up 46.7% in terms of revenue).

## Bourgogne wines enjoy strong presence on high-value circuits in Shanghai

### Hotel-Restaurants: Bourgogne wines maintain market share



In the hotel-restaurant sector (*2018 survey of 180 points of sale in Shanghai*), French wines were in top spot in terms of share of the offer (43%), and were present in 97% of the establishments surveyed.

**Bourgogne wines were in second position among the worldwide offer in these establishments in 2018 (10% of the offer). Bourgogne wines were available in 77% of the establishments surveyed.**

In the overall offer in the establishments surveyed, *Régionale* Bourgogne wines were present in 62% of the establishments (stable compared to 2017). The Chablis appellations came a close second, with at least one reference to be found in 46% of establishments, just ahead of *Village* and *Village Premier Cru* AOCs of the Côte de Beaune (39%, stable compared to 2017).

The full range of Bourgogne wines remains largely under-exploited on this circuit. The five most-widely-available Bourgogne white appellations are among the more classical (Chablis, Bourgogne, Meursault, Chablis Premier Cru, and Pouilly-Fuissé). The same goes for red wines (Bourgogne, Gevrey-Chambertin, Nuits-Saint-Georges, Nuits-Saint-Georges Premier Cru, and Mercurey).



### Specialist stores: Bourgogne wines sales stabilize

Bourgogne wines were in second position among specialist wine stores, with 13% of the worldwide wine offer (stable compared to 2017) and an average of 42 references per establishment surveyed (*2018 survey of 30 points of sale in Shanghai*). **Bourgogne wines were present in 73% of the establishments surveyed** among the global offer in Shanghai. As in the hotel-restaurant sector, the better-known wines tended to fill the top five appellations:

- ▶ Among white wines, Chablis could be found alongside the *Régionale* Bourgogne appellation, Chablis Premier Cru, Corton-Charlemagne, and Chassagne-Montrachet Premier Cru.
- ▶ Among red wines, the top five featured the *Régionale* Bourgogne appellation, Bourgogne Hautes Côtes de Nuits, Gevrey-Chambertin, Nuits-Saint-Georges Premier Cru, and Volnay Premier Cru.

The collaboration between the BIVB and the various stakeholders on this distribution circuit, in the form of pedagogical assistance to facilitate discovery of the diversity of the range of Bourgogne wines, should allow the offer to widen out and thereby respond to consumer demand for Bourgogne wines offering good value for money. This is notably the case for the *Régionale* Bourgogne and Mâcon appellations with a geographical denomination, such as Mâcon-La Roche Vineuse, Bourgogne Coulanges-la-Vineuse, or Bourgogne Côte Chalonnaise, and for the lesser-known *Village* and *Village Premier Cru* wines like Irancy, Fixin, Rully, Chorey-lès-Beaune among reds, or Saint-Véran, Viré-Clessé, Auxey-Duresses, and Saint-Bris for whites.

### 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 approaches a 29,400-hectare puzzle, representing only 0.6% of the world wine production, but which still adds up to nearly 187 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.

***Bourgogne vs. Burgundy: to re-affirm their identity, the region and the producers are reverting to the original French iteration of the name, Bourgogne.***

***Economic report produced by the Markets and Development department of the BIVB – May 2019***  
*(Sources: Customs – UBIFRANCE – BIVB – GTI – MIBD Market)*

**Press contact:** Cécile Mathiaud - Press officer, BIVB  
Tel. +33 (0)3 80 25 95 76 - Cell + 33 (0)6 08 56 85 56 - [cecile.mathiaud@bivb.com](mailto:cecile.mathiaud@bivb.com)

FOLLOW US:



Find all our press releases and thousands of rights-free photos [in our online press room](#)

Subscribe to the online pressroom news alerts, [here](#)