



## **The Bourgogne Wines Cave de Prestige 2019** **A truly excellent selection of winners!**

*Bourgogne, 21 June 2019*

**On Thursday 20 June, the Bourgogne Wine Board (BIVB) announced the winning winegrowers, wine merchants, and cooperative cellars selected by a jury of experts to be part of the exclusive Bourgogne Wines Cave de Prestige selection.**

The 2019 edition is one of the most select, with just over 12% of the submissions being chosen, making a total of 191 wines. They will be showcased for a one-year period, both in France and abroad, at marketing and training events for market influencers such as wine store owners, sommeliers, restaurateurs and journalists, and also for the general public through the École des Vins de Bourgogne.

Almost every one of the 84 Bourgogne appellations is represented, from *Régionale* wines to *Grand Crus*. This recognition underscores the rigorous work of the men and women who bring out the very best of the Bourgogne *terroir* in some remarkably high-quality wines.



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### **A record number of submissions**

This year, 1,528 samples were submitted for tasting, from vintages between 2015 and 2018. This represents a rise of 34% compared to 2018 and is perhaps not surprising given the very fine 2017 vintage from which 64% of submissions hailed. The 2017 vintage was more generous than 2016 for the majority of Bourgogne appellations, and 2018 looks to be more promising still.

Some 137 producers out of 300 submissions were selected for this collection that grows in quality and prestige year on year. Cooperative cellars accounted for 9%, the *négoce* trade 13%, with estates making up the remaining 78%, a good reflection of the industry.

## The selection

### Among the 137 producers selected:

27 estates, winegrowers, and cooperative cellars were selected for the first time

22 producers made a comeback

3 estates had more than three wines selected

### By region:

12% came from the Côte Chalonnaise; 12% from the Côte de Nuits; 16% from the Mâconnais; 24% from the Chablis & Grand Auxerrois; and 36% from the Côte de Beaune

## Facts & Figures

191 wines selected from 1,528 samples

45 days between the call for entries and the final selection

5 tastings in Beaune, Chablis, and Mâcon

200 jurors for this, the 48<sup>th</sup> edition

12.5% of wines selected compared to 19% in 2018

137 producers out of 300 had at least one wine selected

64% of samples came from the 2017 vintage

14,500 bottles acquired by the BIVB

## The Cave de Prestige in four questions

### WHICH WINES CAN BE SUBMITTED?

Producers and winegrowers from Bourgogne are free to submit **whichever appellations they wish, from Régionale to Grand Crus AOCs**, from any vintage they have for sale.

As part of the “Bourgogne 2020” plan, **the BIVB is particularly keen to promote entry-level wines** namely *Régionale* appellations, including Bourgogne and Mâcon wines with an additional geographical denomination. The Cave de Prestige reflects the diversity of the Bourgogne winegrowing region because **it includes almost all of its 84 appellations**.

### WHAT HAPPENS TO THE SELECTED WINES?

The BIVB buys the selected wines with their original labels. Then all the wines from the Cave de Prestige are used during **promotional, training, and marketing events**:

**57% is used during masterclasses in France and abroad**, at press dinners, and educational tastings organized by the BIVB’s press service.

**6% is used by the École des Vins de Bourgogne** within the framework of its training activities.

**37% goes to PR events with partners** such as the Cité des Vins et des Climats de Bourgogne and the Cité Internationale du Vin in Bordeaux.

### HOW ARE THE WINES SELECTED?

To become a standard-bearer for Bourgogne for a period of one year, **the quality of each wine must be impeccable**. The wines are selected through a **blind tasting by a panel of experts** including technicians, enologists, and industry professionals. They are divided up according to their expertise to sample a group of appellations, to which they attribute a score. Wines that obtain a **minimum of 16/20** go through to the second round. These **exceptional wines** are then sampled by a “super jury” and the highest-rated are admitted to the Cave de Prestige.

### HOW ARE THE SELECTED WINES IDENTIFIED?

The BIVB adds **its own label, a symbol of excellence and recognition of expertise** on the bottles it buys. But the estates, winegrowers, and cooperative cellars are welcome to use it in their own **marketing tools** (catalogues, websites, leaflets, etc.). As with any award, this selection is an additional and valuable **sales tool**.



**#BIVBCavePrestige**

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