



BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

A new short film: The People and the Wines in Bourgogne

16 September 2019

Following the success of the first opus entitled “Winegrowing in Bourgogne, an artisanal trade – The People and the Vines”, the Bourgogne Wine Board (BIVB) has now released a second chapter, **“The People and the Wines”**. Through this film, you will feel like you are practically taking part in the harvests, followed by careful vinification, and then bottling. Welcome to the cellars of Bourgogne and follow the fantastic transformation of grapes into wine.

Bourgogne wines: *Savoir-faire* to share

“**The People and the Wines**” is the second episode in “Winegrowing in Bourgogne, an artisanal trade” series, coproduced by the BIVB and Bourgogne Live Production. Shot between September 2018 and May 2019 in 11 estates and wine houses, it showcases the work of Bourgogne winemakers throughout the wine-making process. Each step is explained, detailed, and illustrated. This is a full immersion into the cellars and wineries of Bourgogne as we follow the transformation of grapes into wine, through the patient work of the winemaker. This introductory film closes with an introduction to wine tasting.

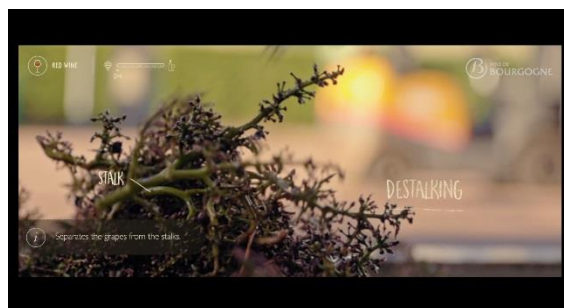
The film lasts 20 minutes, and is available in French and English.



The approach is the same as for “**The People and the Vines**”: There is no voiceover. Instead, **educational information is provided through fixed or dynamic animation**, created by motion designer Ludovic Caillot. The information is rounded out with precise explanations about the different steps in the winemaking process: **Harvesting, vinification, ageing, making Crémant de Bourgogne wines, bottling, and tasting.**

- ▶ A chronological frieze positions the action between the harvest and bottling stages
- ▶ The name of the task is shown, along with the tools used
- ▶ The roles and reasons for each operation are specified
- ▶ Important elements to remember are highlighted

A fun and fluid presentation helps audiences fully grasp the details of each stage.





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Uncover the secrets of how Bourgogne wine is made



This film provides a showcase for winemakers and how they work with their grapes using precise techniques combining tradition and modernity.



Pressing, settling, racking off, pumping over, and *pigeage*... Everything is explained to the audience, who are totally immersed in the vines, the wineries, and cellars through this film. They even get to see the yeasts that transform the grape juice into wine.



The method for winemaking has long been mastered, yet each producer has their own style and approach to create their own wines according to family traditions, depending on the specifics of the plot, or indeed on the nature of the vintage.

To watch the film,
visit the BIVB's website
www.bourgogne-wine.com
or our YouTube channel
Vins de Bourgogne BIVB

(you can find there all our videos, in English and French)

A fascinating exploration of the world of winemaking

In just over half an hour, the two chapters of this film cover the entire wine production process from the start of the vines' growth cycle right through to tasting. Created in partnership with winegrowers and technical experts, the most common practices are revealed, with clear and simple explanations. Both accessible and useful, it is equally suited to curious newcomers to the world of wine and those who would like to make it their living.

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