Press release

BOURGOGNE
Bureau Interprofessionnel des Vins de Bourgogne

Bourgogne wines continue to show dynamic growth

Bourgogne, 17 November 2019

The record harvest in 2018 meant the dynamic that began the previous year has been maintained, while at the same time allowing stocks with producers to be replenished. The restraint in terms of pricing had a definite effect on the domestic market, which remains buoyant for Bourgogne wines despite a backdrop of falling consumption of AOC wines in France.
On the export market, North America confirmed its place as the leading destination, with sustained activity.

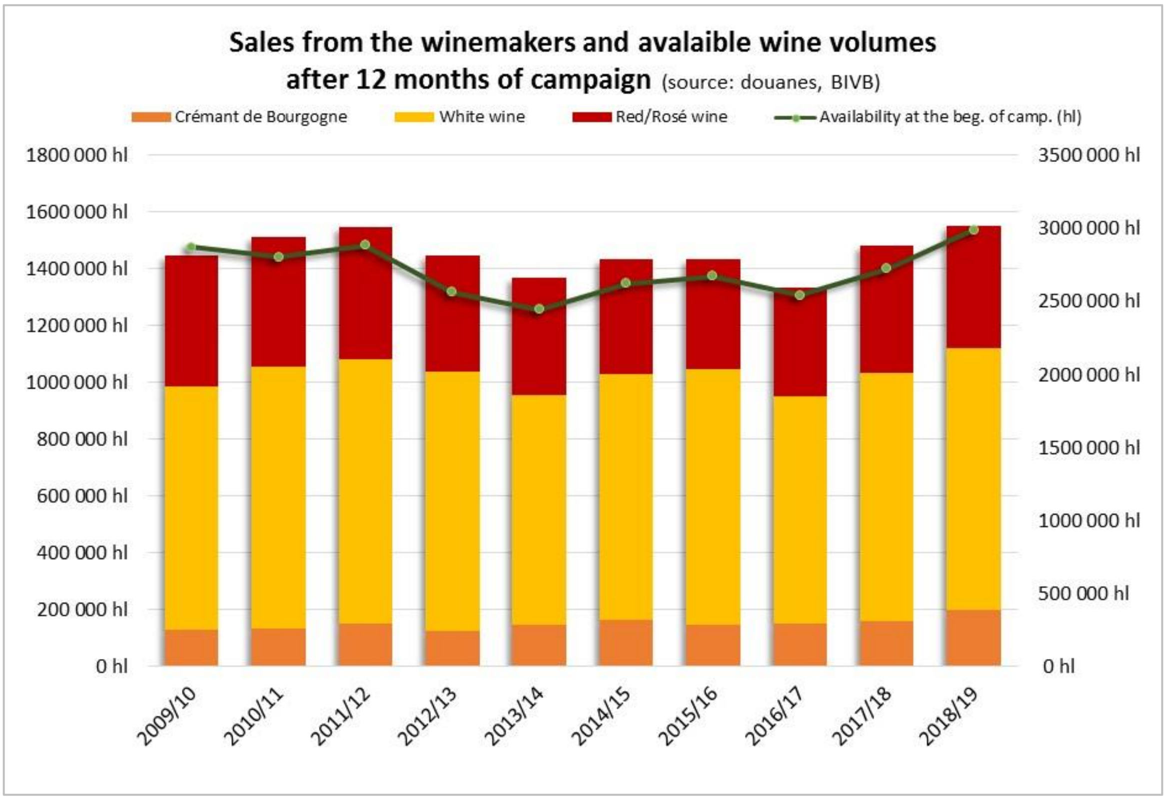
- ***Wine leaving estates reached record levels, driven by Crémant de Bourgogne and white wines. There was also an increase in stocks held on estates.***
- ***During the first eight months of 2019, exports continued their strong performance both by volume and in terms of revenue, but a drop in sales to the USA is anticipated now 25% levy has been imposed.***
- ***Bourgogne wines defended their position well on the domestic supermarket circuits, at a time when wine consumption in France is undergoing profound change, with a shift away from this circuit and a sharp drop in red wine sales.***
- ***The 2019 harvest, estimated at 1.2 million hectoliters, will have limited impact on the market. This top-quality comes at a time when companies have decent stock levels thanks to the 2018 vintage. Chablis producers have been able to reserve some volume under the Volume Compensatoire Individuel scheme (VCI). The rest of the Bourgogne winegrowing region – with the exception of the Mâconnais, which was down 40% on average – will have sufficient stock to meet customer demand.***

The exceptional 2018 harvest set new transaction records

In 2018, the harvest was very good for everyone, and exceptional for white wines. This abundant harvest logically led to a significant increase in transactions:

- Overall, **wine leaving estates over the 12 months of the 2018-2019 campaign was up by 4.9%,** with strong growth for Crémant de Bourgogne (up 25%). White wine leaving estates was up 4.9% (up 4.6% on the 10-year average), while red wines were down by 2.3% compared to 2017, but still up compared to the 10-year average (up 2.1%).

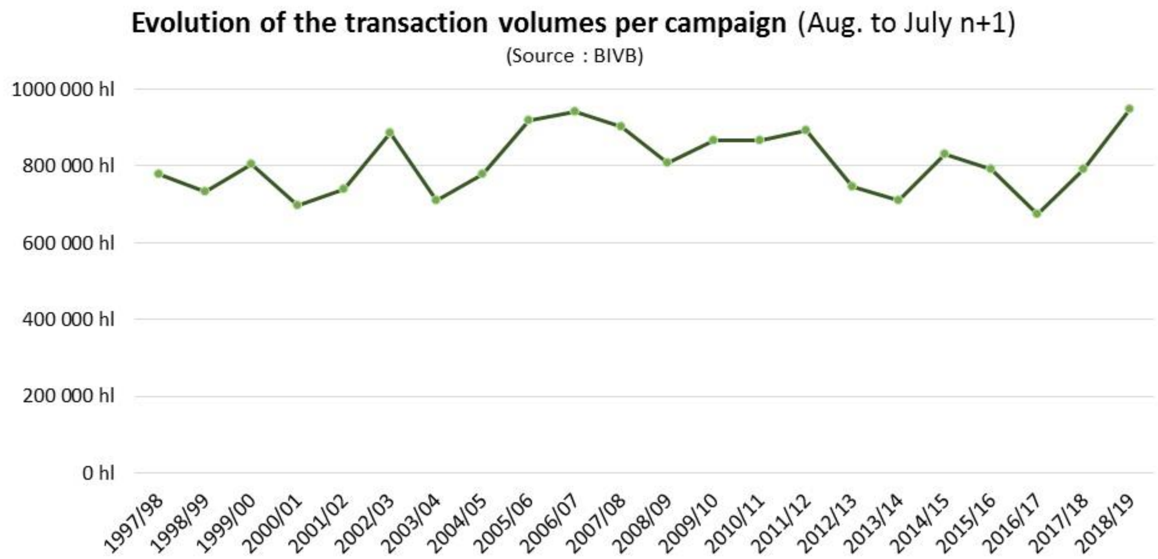
- The **volume of transactions in 2018-2019 reached an all-time record with 947,834 hectoliters, up 16.7%** compared to the 10-year average.



Estimated **stock on estates has returned to almost a year's average releases**, up more than 150,000 hectoliters compared to the stock calculated last year.

These figures allow a certain confidence in the Bourgogne wine sector's capacity to supply its markets.

Although the estimated volume of the harvest is close to that of 2016 (around 1.2 million hectoliters), the situation is entirely different. Chablis replenished its stocks in 2018 and now has healthy volumes ready for market thanks to the VCI. The shortfall mainly concerns the Mâconnais, which was spared in 2016 and 2017. The rest of the Bourgogne region has recorded only moderate falls (*source: BIVB survey of 503 companies representing 42% of the volume harvested in 2018*).



All-time record for transactions in 2018

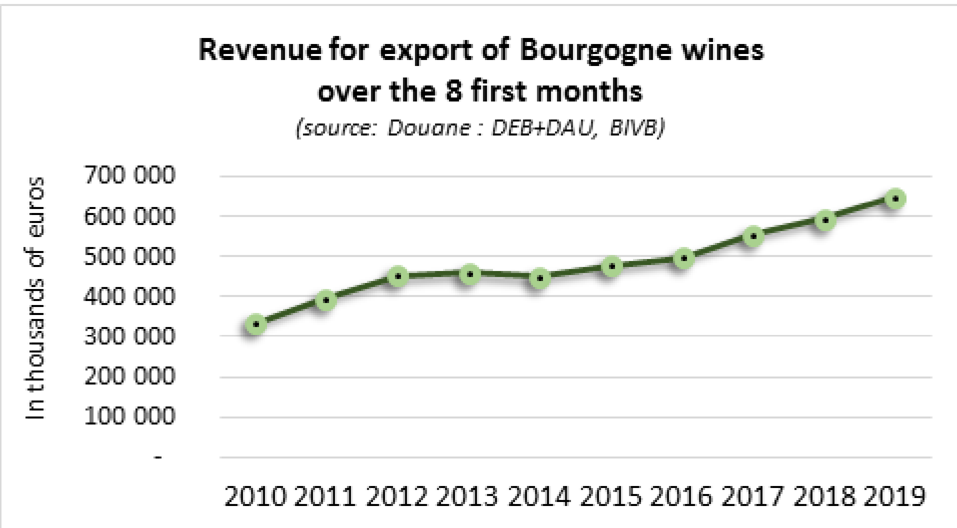
Besides the record volume of transactions, the 2018-2019 campaign was notable for the high proportion of contracts involving must and grapes within the overall volume. They accounted for **more than half of the total volume (51.3%),** confirming **a clear trend towards the bulk market in Bourgogne**. Industry professionals are thus trying to secure supplies early in the value chain.

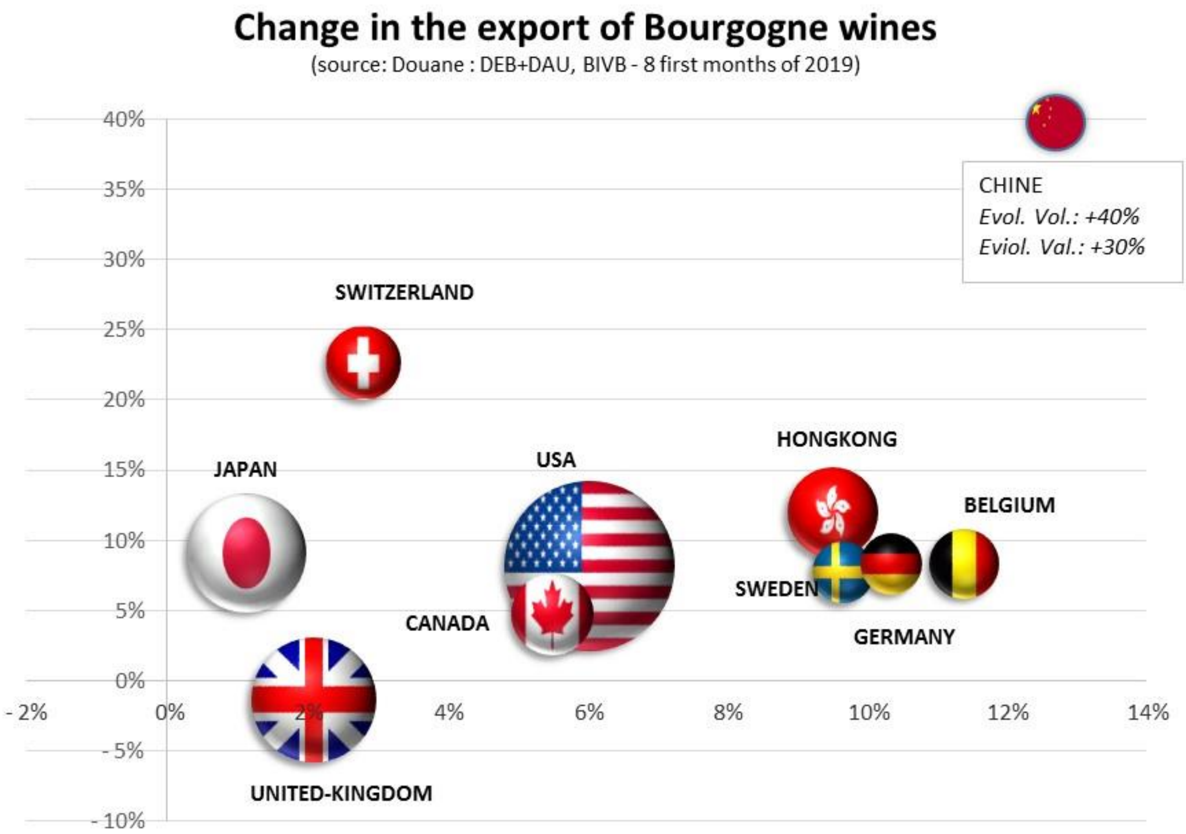
Export: The powerful dynamic continues in 2019, despite clouds looming

- **Exports of Bourgogne wines were up 6.9% by volume and 9.3% in terms of revenue (first eight months of 2019 over the same period in 2018).**
- **In terms of revenue, Bourgogne wines set a new record, reaching 650 million euros (first eight months of 2019).**

As in 2018, the first eight months revenue broke down as follows: 50% for white wines, 46% for red wines (+ rosé), and 4% for Crémant de Bourgogne. Taking account of the production of Bourgogne wines, this spread reveals a **strong appetite among external markets for *Village*, *Village Premier Cru* and *Grand Cru*** wines (excluding Chablis). This group of appellations accounted for 47% of export revenue and 18% of volumes sold abroad.
Chablis, across the whole range, returned to more normal export levels, accounting for 16% of revenues and 23% of volumes, after several years of low production due to frost.
***Régionale* Bourgogne appellations** (all colors) **were mainly up**, accounting for 37% of volume sales for 28% of the revenue.
Only the ***Régionale* Mâcon *AOCs* were stable** between 2018 and 2019 (8 first months). They accounted for 13.2% of exports by volume and 5.2% in terms of revenue.

The growth in terms of volume came from the USA (up 6.1%), the leading export market; from Canada (up 5.5%); and from a resurgence in Belgium (up 11.4%). China confirmed its place in the top 10, with a hike of 40.2% by volume. Hong Kong retained its special place as a high-value market, accounting for 1.4% of exports by volume, but for 6.6% in terms of revenue, putting it in fourth place by value.





***How to read the graph*:**

The size of the bubbles is proportional to the market's share of export revenue for Bourgogne wines over the period

- *Horizontal axis: Change in volume compared to the same period in 2018*
- *Vertical axis: Change in revenue compared to the same period in 2018*

North America cements its position as leader

USA and Canada between them accounted for 31% of export volumes for Bourgogne wines and 29% of the revenue (first eight months of 2019/2018). The USA accounted for more than two thirds of this, with significant growth in the first eight months of 2019, up 6.1% by volume and 8.2% in terms of revenue.

USA: The leading export market for Bourgogne wines confirms its position

Over the first eight months of 2019, the USA's share of export revenue from Bourgogne wines remained **constant (24%).**
On average, **Bourgogne exports 9% of its total production** to this essential market (average 5 years). However, the trade dispute involving the aeronautics sector which was the subject of a World Trade Organization (WTO) ruling on 2 October, will bring a halt to this healthy growth.
The WTO authorized the USA to tax European products for the sum of 7.5 billion dollars. The US administration subsequently published a list of wide-ranging products to which *ad valorem* taxes will be applied. This will affect the whole of the European Union, especially its food produce, which makes up much of the list and now faces an additional 25% tax.

This applies to still wines from France with alcohol of less than 14% by volume and sold in containers smaller than 2 liters. Bourgogne wines, aside from Crémant de Bourgogne, will be right in the line of fire, and comes as a tough blow for wine professionals who export to the USA. The consequences will undoubtedly be a significant fall in exports, which are not yet reflected by the statistics.

In the meantime, US exports have been notable for a **significant upturn in Chablis sales by revenue (up 13%)**, with a more modest increase by volume (1.5%).
Régionale Mâcon appellations fell by 6.8% in terms of revenue, whereas ***Régionale*** **Bourgogne *AOCs* showed strong growth, up 17% in terms of revenue and 19.4% by volume**. **Crémant de Bourgogne fared even better, with a remarkable increase of 21.2% by volume** (18.1% in terms of revenue).
The other *Village, Village Premier Cru*, and *Grand Cru* wines were at a mature phase in this marketplace, with growth in terms of revenue of 3.4% and a very slight drop in volumes of 0.7%. This segment accounted for 55% of export revenue from Bourgogne wines in this country (first eight months).

- **CANADA: Strong growth by volume**

Canada continued to show good growth, up 5.5% by volume and 4.7% in terms of revenue over the first eight months of 2019.

In 2018, red wine sales showed healthy growth, but 2019 so far has shown a certain dip in volumes and revenue (down 6.7% for the first eight months of 2019 compared to a rise of 28.6% for the same period in 2018). Over the first eight months of 2019, **red wine accounted for 36% Bourgogne export revenue** from Canada.

By contrast, white wines posted good growth (up 10.7% by volume and 8% in terms of revenue). They accounted for 59% of all export revenues. **Crémant de Bourgogne also performed well** (up 17.4% by volume and 24.3% in terms of revenue), accounting for 5% of Bourgogne wine export revenues.
The big drop in *Régionale* Mâcon sales (down 20.3% in terms of revenue) did not have a major impact overall, since this segment only accounts for a very small share of Bourgogne wine exports (around 3%). Despite this drop, the revenue figure was nonetheless the second highest in the past 10 years.

The good news came from *Régionale* Bourgogne appellations, with an exceptional 38.8% increase by volume and 39.5% in terms of revenue. Now accounting for 40% of all Bourgogne wine exports to Canada, they confirmed their strong foothold.
The Chablis appellations were stable (down 7.7% by volume but up 1.7% in terms of revenue). Other Village and Village Premier Cru wines fell back, after a strong increase in 2018. Sales remained higher than they were for 2017.

Export Bourgogne wines - © BIVB / Jessica Vuillaume

Southeast Asia maintains its place

Revenue from this region continued to grow, despite the various markets all being quite different. Japan remained the third-biggest export market for Bourgogne wines and closed in on the UK for second spot. Hong Kong retained its special place as a high-value market. China jumped 40.2% by volume and 29.6% in terms of revenue. Taiwan, another high-value market, recorded strong growth of 10% by volume and 30.3% in terms of revenue.

The China / Hong Kong / Taiwan bloc accounted for almost 12% of exports of Bourgogne wines in terms of revenue, for 5% of the volume.

Export Bourgogne wines - © BIVB / Jessica Vuillaume

CHINA: Return to growth in volume after treading water in 2018

With an impressive 40.2% increase in sales by volume and 29.6% in terms of revenue over the first eight months of 2019 compared to the same period the previous year, China embraced a wider range of Bourgogne wines. The country still only accounts for barely 3% of total exports (in both volume and revenue), but this growth confirms its place among the 10 leading export markets.

Village, Village Premier Cru **and** ***Grand Cru*** **appellations** (excluding Chablis) **were up 2.4% by volume and 18.2% in terms of revenue**. China was in eighth place in terms of revenue for these appellations.
Régionale **Bourgogne wines** (all colors) **showed strong growth, up 56.2% by volume and 41.2% in terms of revenue**, putting the country in fourth place in terms of revenue for these appellations, ahead of the UK.

This strong performance is explained by Chinese consumers' preference for red wines, which **accounted for 79% of export volumes over the period.**
Nonetheless, the **four Chablis appellations and** ***Régionale*** **Mâcon appellations also posted strong growth** (up 26.3% and 93% respectively in terms of revenue). These two major groups of appellations made up 36% of exports of Bourgogne white wines.

JAPAN: Solid performance for third export market

Exports to Japan since the start of the year have shown mixed fortunes. Overall, **volumes were stable (up 1.1%) while revenue showed significant growth (up 9.1%)**, closing the gap on the UK for second place in the export market. But this overall performance masked two contradictory trends:

- **A fall in volumes of red wines** (down 16.5% by volume, but up 9.1% in terms of revenue), although they still accounted for one third of volumes.
- **A rise in exports of white wines** (up 12.1% by volume and 18% in terms of revenue) and of Crémant de Bourgogne, up 31.5% by volume and 15.2% in terms of revenue, taking its share of all Bourgogne exports to this market to 5%.

This shift to white overshadowed the growth in red wines in recent years. For whites, Japan remains the second export market for Bourgogne wines, behind the USA.

In descending order of market segment for all colors of wine, by volume:

- *Régionale* Bourgogne *AOCs* (46.2% of exports) were stable by volume (down 0.5%) and grew in terms of revenue (up 15.9%).
- Chablis *AOCs* (28.6% of exports) grew 4.3% by volume and 2.6% in terms of revenue.
- *Village, Village Premier Cru*, and *Grand Cru AOCs* (14.4% of exports by volume) showed significant growth (up 4.7% by volume and 12.2% in terms of revenue).

▶ HONG KONG and TAIWAN: Two high-value markets

Both these markets are characterized by strong imports of *Village, Village Premier Cru*, and *Grand Cru* Bourgogne wines (excluding Chablis), accounting for 79% of volumes in Hong Kong and 75% in Taiwan. The remainder is mainly *Régionale* Bourgogne appellations.
Growth in exports of Bourgogne wines to these two territories (up 12% for Hong Kong and up 30.3% for Taiwan in terms of revenue) was driven by *Village, Village Premier Cru*, and *Grand Cru* appellations (not including Chablis AOCs): up 35.2% in terms of revenue in Hong Kong and up 28.1% in Taiwan). There is, however, a notable difference for *Régionale* Bourgogne wines, which fell in Hong Kong by 39% in terms of revenue, but showed a real success in Taiwan (up 64.7% in terms of revenue).

■ The European market confirms trends seen in 2018

▶ UNITED KINGDOM: The Brexit effect

In the United Kingdom, Brexit continued to put downward pressure on the pound. The prospect of a no-deal Brexit still hangs over the British wine sector. Nonetheless, **after a dip in 2018, the UK market has seen a return to growth thanks to an upturn in sales of Chablis, along with advanced orders from distributors keen to avoid a shortfall in supply due to Brexit. Overall, sales were up 2.1% by volume, but down 1.4% in terms of revenue for the first eight months of 2019.** The gap with the US market continued to grow.

Red wines fell sharply on this market, down 27.8% by volume and down 9.4% in terms of revenue. Crémant de Bourgogne saw volumes rise (up 8%), while dipping 6% in terms of revenue. Meanwhile, white wines were up in terms of both volume (9.3%) and revenue (4.4%).
The UK was the leading export market for the four Chablis appellations and Mâcon *AOCs* (Mâcon and Mâcon with an additional geographical denomination). These appellations accounted for 29% and 32% of Bourgogne exports respectively. This helped drive growth for white wines overall, which were up 13.7% by volume and 7.9% in terms of revenue for Chablis wines and 15.5% by volume and 12.9% in terms of revenue for Mâcon wines. After two low harvests in 2016 and 2017, the Chablis appellations have not yet recovered their former market share.

Exportation vins de Bourgogne - © BIVB / Jessica Vuillaume

Village, Village Premier Cru, and *Grand Cru* appellations, which are popular in the UK, posted a slight dip in revenue (down 0.9%). *Régionale* Bourgogne red appellations slipped back 20.6% by volume and 25.5% in terms of revenue.

▶ BELGIUM: Leading market in continental Europe

Export figures for Belgium only reflect a part of Bourgogne wine purchases, since consumers from this neighboring country often buy directly from the region. A healthy 11.4% increase by volume and 8.3% in terms of revenue underscored the sustained appeal of Bourgogne wines.
This growth put Belgium in top spot among export markets in continental Europe, with an 8.3% share of all exports. This performance was due to both white wines, which make up three quarters of exports (up 11% by volume), and red wines (up 13.8% by volume). Crémant de Bourgogne followed the same trend.
Mâcon appellations (including those with an additional geographical denomination) sold well there, making Belgium the third-biggest export market for these wines. With growth of 13.8% by volume, this position was retained.
The four Chablis appellations regained some of their market share (up 18.6%), while *Régionale* Bourgogne, *Village, Village Premier Cru*, and *Grand Cru* appellations all showed modest growth (8.2% by volume, 5.2% in terms of revenue).

▶ SWEDEN: Second-biggest export market for Crémant de Bourgogne

Bourgogne wine sales continued to grow in Sweden over the period (up 9.7% by volume and 7.7% in terms of revenue), making the country the sixth-biggest export market. It is even in second place for Crémant de Bourgogne, accounting for 20% of exports of Crémant de Bourgogne, just behind the USA (21.8%). Sales grew 18.5% by volume in the first eight months of 2019 (up 18.6% in terms of revenue).
Red wines only accounted for 14% of Bourgogne exports by volume, but 18% in terms of revenue, with a 15.7% year-on-year increase.
The four Chablis appellations are stable (up 0.1% by volume and down 4.1% in terms of revenue), whereas *Régionale* Bourgogne wines grew 13.7% by volume and 11.4% in terms of revenue. Crémant de Bourgogne, Chablis, and *Régionale* Bourgogne wines together accounted for 87% of total revenue from this market.
Village, Village Premier Cru, and *Grand Cru* appellations only accounted for 3% of volumes, but contributed a healthy 11.2% in terms of revenue.

▶ GERMANY: Growth driven by white wines

Germany, the other major market in continental Europe, recorded healthy growth over the period (up 10.4% by volume and 8.3% in terms of revenue).
White wines were driving growth, up 19% by volume and 13.7% in terms of revenue, whereas red wines dropped 31.5% by volume and 6.8% in terms of revenue. Crémant de Bourgogne was enjoying something of a boom, with sales up 42% by volume and 29% in terms of revenue, making Germany the third-biggest export market for this appellation.
The increase in white wines came largely from the four Chablis appellations (up 23.8% by volume and 16.6% in terms of revenue) and *Régionale* Bourgogne wines, where the overall fall in sales (down 11% by volume and 2.7% in terms of revenue) was due to the drop in red wines.
Village, Village Premier Cru, and *Grand Cru* appellations (excluding Chablis) were up by a modest 2.3% by volume and 3.7% in terms of revenue, accounting for 40% of total export revenue.

▶ **SWITZERLAND: A high-value market increasingly open to Bourgogne white wines**

A loyal market for *Village, Village Premier Cru*, and *Grand Cru* wines (excluding Chablis), Switzerland is the fifth-biggest export market for these wines, behind Japan. Sales dipped slightly by 2.5% in terms of volume, although revenue was up by 23.1%. This segment accounted for three quarters of the export revenue for Bourgogne wines from this country.

Régionale Bourgogne appellations (29% of export volume) saw sales of red wines fall, while sales of white wines were up. Overall, this category of wines saw a slight 5.3% dip in volume in Switzerland, but a 27% rise in terms of revenue.

The four Chablis appellations showed a good growth of 16.6% by volume and 10.3% in terms of revenue.

Export Bourgogne wines - © BIVB / Jessica Vuillaume

VINS DE BOURGOGNE

Export figures for Bourgogne wines

(*Total first eight months of 2019 over 2018 - Source: Customs / BIVB*)

Destination	In thousands of 75cl bottles: Total for the first 8 months of 2019	In thousands of 75cl bottles: Total for the first 8 months of 2018	Variation in volume - over previous year	In thousands of euros: Total for the first 8 months of 2019	In thousands of euros: Total for the first 8 months of 2018	Variation in value - over previous year
Total	**56 149**	**52 507**	**6,9%**	**650 209**	**594 666**	**9,3%**
USA	12 346	11 641	6,1%	154 748	143 038	8,2%
UNITED-KINGDOM	8 374	8 202	2,1%	82 628	83 806	-1,4%
JAPAN	5 092	5 034	1,1%	76 171	69 808	9,1%
CANADA	4 887	4 631	5,5%	35 871	34 252	4,7%
BELGIUM	4 680	4 201	11,4%	25 787	23 803	8,3%
SWEDEN	3 563	3 248	9,7%	20 357	18 898	7,7%
GERMANY	2 336	2 116	10,4%	19 163	17 693	8,3%
NETHERLANDS	1 871	1 904	-1,7%	12 370	13 119	-5,7%
DENMARK	1 546	1 298	19,1%	15 538	14 099	10,2%
CHINA	1 488	1 061	40,2%	19 368	14 942	29,6%
AUSTRALIA	1 213	968	25,3%	13 151	11 769	11,7%
SWITZERLAND	1 013	985	2,8%	29 240	23 840	22,7%
HONGKONG	800	730	9,5%	43 149	38 537	12,0%
NORWAY	625	732	-14,6%	6 031	6 186	-2,5%
SOUTH KOREA	466	366	27,3%	6 737	5 592	20,5%
IRELAND	436	351	24,3%	2 900	2 244	29,2%
TAÏWAN	428	389	10,1%	15 794	12 123	30,3%
ITALIA	415	383	8,3%	6 747	5 905	14,3%
UNITED ARAB EMIRATES	365	276	32,2%	5 300	4 280	23,8%
SINGAPORE	349	323	8,3%	10 863	7 652	42,0%
ISRAEL	323	274	17,7%	2 619	2 664	-1,7%
SPAIN	322	236	36,8%	5 306	3 512	51,1%
BRAZIL	274	243	12,6%	2 490	2 128	17,0%
LITHUANIA	175	229	-23,4%	1 416	1 987	-28,7%
POLAND	171	115	49,0%	1 119	949	17,9%
LETVA	156	128	22,2%	1 263	1 215	3,9%
LUXEMBOURG	145	122	18,9%	2 017	1 888	6,8%
FINLAND	141	175	-19,5%	1 071	1 155	-7,3%
THAILAND	137	162	-15,2%	2 350	2 603	-9,7%
AUSTRIA	136	95	42,9%	2 340	1 898	23,3%
MEXICO	131	157	-16,4%	1 155	1 526	-24,3%

Note: The figures for Norway are incomplete, some of the volume sold not being recorded here.

France: A confirmed appetite for Bourgogne wines

Bourgogne wines continued to show growth, despite an uncertain context in France. Wine consumption in France has been steadily falling for decades. Recent surveys show a distinct shift away from red wines and a fall in the share of supermarket sales, while consumers are making more hedonistic choices, notably seeking premium wines.

- **Home consumption of still wines: Bourgogne on the up**

Against a backdrop of falling consumption (*see below*), only Greater Bourgogne[1] is still showing growth. **Bourgogne proper accounted for 7.7% of purchases by volume**, a **relative increase**, and **maintained its penetration rate at 17% of households** (10% for white wines, 9% for red wines). The overall drop in red wine consumption has led to a 1.3% dip in volume sales for Bourgogne wines, although in terms of revenue, sales were up 2.4%. The bulk of Bourgogne wine purchases were between 5 and 10 euros, with a tendency towards the higher end.

Home wine consumption figures for 2018 in France showed an overall drop of 5% by volume and 2% in terms of revenue. The stand-out statistic is the fall in consumption among those aged 50-64, with a steep drop for red wines (down 8% by volume), leaving white wines out in front. One should also note the growing appetite among under-35s for higher-priced wines. Across all buyers of still wines, the drop is even more marked, down 9% by volume.

- **E-commerce: Bourgogne wines well represented**

The French online wine sites surveyed give pride of place to domestic wines in their offer (94% of all references). Bourgogne wines are well represented, available on 90% of the sites. Significantly, 18% of all the references on offer were Bourgogne wines.

In the red wine segment, Bourgogne wines were present on 86% of those sites surveyed, accounting for 16% of the references sold, making it the second region in terms of presence. In terms of *AOC*s from the region, Gevrey-Chambertin was the most widely available (presence on 62% of online sellers), ahead of Nuits-Saint-Georges (50%), Mercurey (48%), and the Bourgogne *AOC* (48%).

In the white wine segment, Bourgogne wines dominate the offer from all regions (presence on 27% of services). Chablis, Chablis Premier Cru, Pouilly-Fuissé, and Saint-Véran were present on more than half of the sites surveyed.

Among sparkling wines, Crémant de Bourgogne (1% of the offer in this category) was present on 36% of the sites surveyed, which is not too bad given the dominance of Champagne in this sector *(survey involving 50 sites with more than 48,000 references in the 75cl format)*.

[1] Greater Bourgogne: Beaujolais + Bourgogne

Supermarket sector: Bourgogne wines increased sales while other *AOCs* fell

In the first eight months of 2019, sales of Bourgogne wines in the supermarket sector were in step with the major consumer trends (drop in red wines and increase for rosés and whites). There was, however, one notable feature: **Sales of Bourgogne wines were up 3.9% by volume and 5.1% in terms of revenue**.

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White wines increased their share of sales (now 65%), thanks to **a 6.1% rise by volume and 7.2% in terms of revenue**.
The four Chablis appellations made a return to growth, up 13.4% by volume and 11.9% in terms of revenue.
Bourgogne Aligotés followed the overall trend. One should also note the strong performance wines from the Grand Auxerrois (up 21.3% by volume) and the Côte Chalonnaise (up 6.5%).
Red wines were stable in terms of volume (down 0.03%), while maintaining revenue (up 1.8%). *Régionale* Bourgogne wines dipped 0.7% by volume, whereas *Village* appellations from the Côte Chalonnaise and the Grand Auxerrois increased their volume sales.
Despite only accounting for a small proportion of Bourgogne wine sales in the supermarket sector (0.5%), rosé wines were up 9.7% by volume and 8.7% in terms of revenue.

For the first 10 months of 2019, Crémant de Bourgogne confirmed its upward trend, with sales rising 3% by volume and 4% in terms of revenue. Sales accounted for 14% of the total volume of *AOC* sparkling wines sold in the supermarket sector, excluding Champagne.

Bars/restaurants: Bourgogne wines emerging in theme restaurants

The hotel/bar/restaurant segment is **a key outlet for Bourgogne wines. Their presence on wine lists remains constant (60%)**, with a slight drop in the gastronomic and traditional segment, compensated by an increase in sales in brasserie and themed cuisine. Sales of Bourgogne covered the full range from *Régionale* to *Grand Cru*.
The trend is for shorter wine lists. **Bourgogne wines were in fourth place in terms of presence**. Sales tended to be concentrated in the northeast and Paris region, but Crémant de Bourgogne has made good inroads in the south of France.
Crémant de Bourgogne, Chablis wines, and Bourgogne Aligoté were the top-selling appellations. The more renowned wines like Meursault and Pommard posted good scores, given their total production. The overall Bourgogne range enjoyed high perceived value in restaurants.

In 2018, around **20% of global sales on the French bar/restaurant sector through the nine main wholesalers were Bourgogne wines.** This accounted for some 3% of total sales from the region.
Bourgogne white wines were well represented among sales through these intermediaries (70%), but with a good balance *Régionale* Mâcon, *Régionale* Bourgogne, Chablis and other *Village* wines. **Mâconnais accounted for two out of every five sales through these intermediaries.**

Sales of Bourgogne red wines were mainly made up of *Régionale* Bourgogne wines. One should note the significant proportion of *Village AOCs* from the Côte Chalonnaise (18.4%), notably thanks to the Mercurey appellation.

Champagne accounted for 35% of volume sales of all sparkling wines (excluding indeterminate *mousseux*), **while sales of Crémant de Bourgogne totaled around 346,000 bottles in 2018 (2%)**.

Vins de Bourgogne - © BIVB / Image & associés

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(Sources: Customs, CAVB, GTI, MIBD Marché, IRI, CHD Expert, MIBD Market, BIVB)

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