

## *Press release*

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9 January 2020, London, UK

### **Bourgogne Wine Board joins WSET as Bronze Corporate Patron**

The Wine & Spirit Education Trust (WSET) is delighted to announce that the **Bourgogne Wine Board** (BIVB) has become a WSET Bronze Corporate Patron.

As a Bronze Corporate Patron, the Bourgogne Wine Board joins a growing list of high-profile organisations in the trade who have partnered with WSET in recognition of its vital role in the global wine and spirits industry. WSET's Corporate Patrons programme provides funding to help the organisation develop its world-class courses and qualifications, as well as its online global campus and professional membership body for graduates. The programme also helps organisations add value to their own business by maximising the benefits of training and giving them access to WSET's global network of professionals and enthusiasts.

The Bourgogne Wine Board is a professional organisation which brings together all Bourgogne winegrowers and wine merchants. Its role is to represent and protect the interests of Bourgogne wines, professional winemakers and merchants as well as to define and implement Bourgogne's technical, economic and marketing strategy.

**Ian Harris, WSET Chief Executive**, says, "We're honoured to welcome such a prestigious generic body as the Bourgogne Wine Board to our growing international Corporate Patrons network. Bourgogne is a hugely influential region in the world of wine, and we look forward to working with them and supporting each other in achieving our educational goals."

**Anne Moreau, Co-President of the communications commission for the Bourgogne Wine Board (BIVB)**, says, "We have always placed education first in our global communications, especially in export markets. We believe that education is about sharing the values of conviviality and friendship, which are so deeply rooted in our region, as much as information - and this is what motivated us to become a WSET corporate patron. We look forward to developing our programme together and sharing our passion for Bourgogne wines with the WSET community."

To learn more about WSET courses and find a local Approved Programme Provider visit the website at [www.WSETglobal.com](http://www.WSETglobal.com).

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## **About the Wine & Spirit Education Trust**

- Set up in 1969 and celebrating its 50<sup>th</sup> anniversary in 2019, WSET is the largest global provider of wine and spirits qualifications.
- WSET offers qualifications across four levels, from one-day beginner courses through to an expert level diploma. Courses are available in more than 15 languages and over 70 countries and are open both to industry professionals and interested enthusiasts.
- WSET is recognised as an awarding organisation by Ofqual, the English regulator of qualifications and examinations. All WSET qualifications have a strong reputation worldwide as the industry standard for knowledge.
- In the last academic year (2018/19) over 100,000 candidates sat for a WSET qualification, and since 1969, WSET has awarded nearly one million individuals a WSET qualification.
- For more information about WSET, please visit [www.WSETglobal.com](http://www.WSETglobal.com).

## **About Bourgogne Wine Board**

- The Bourgogne Wine Board is a professional organisation which brings together all winegrowers and wine merchants from Bourgogne.
- Its role is to represent and protect the interests of Bourgogne wines, professional winemakers and merchants as well as to define the policy for Bourgogne in technical, economic and marketing terms and conduct related promotional activities.
- Bourgogne today is a 29,400 hectare puzzle, representing only 0.6% of the world wine production, but which still adds up to 186.5 million bottles.
- No other French region so neatly sums up one word - “terroir” - all the potential for 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.
- For more information about Bourgogne Wines, please visit: [www.bourgogne-wines.com](http://www.bourgogne-wines.com).