

Learn online: 90 minutes is all it takes to become an expert in Bourgogne wines!

Bourgogne, 17 March 2020

The Bourgogne wines online learning tool is a dynamic interactive service that was launched in 2010 and allows wine lovers to learn all about Bourgogne wines. Developed by the Bourgogne Wine Board (BIVB), it is a benchmark in terms of online learning about this region and its wines. And this year, it has enjoyed a full makeover with updated content.



“Discovering Bourgogne Wines” is a tool that is based on the expertise and skills of the Bourgogne Wine Board (BIVB) and the region’s winegrowers and *négociants*. It offers participants the chance to **follow an online learning course lasting just under 90 minutes**. Available in **four languages**, it allows wine lovers and industry professionals alike to **evaluate their knowledge, learn, and have fun**, through videos, 360° photos, experiences, quizzes, and so much more.

Principally aimed at wine industry professionals, including restaurateurs, winestore owners, importers, and agents, it is available from all the BIVB’s Bourgogne Wines websites.

Learning made easy

- **Interactive:** A range of sections with a points system to test and evaluate your understanding
- **Available:** Can be adapted to suit the needs, availability, and knowledge of each participant
- **High quality:** Used, tested, reviewed, and approved by professionals over a decade
- **Open to all:** Available in French, English, Chinese, and Japanese

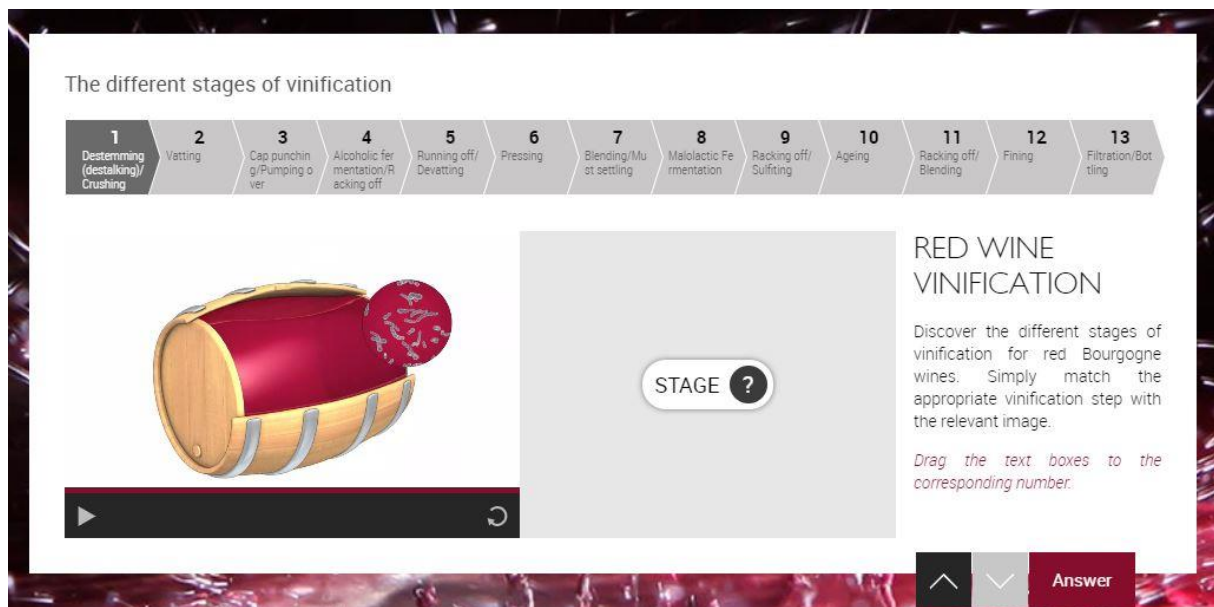
Learning organized through four key themes

- ▶ **Discovering Bourgogne Wines:** Cement your understanding of the region through a program dedicated to the terroir, varietals, and appellations of Bourgogne.
- ▶ **365 Days in Bourgogne:** To discover the key stages in the production of Bourgogne wines, and to explore how a wine is made, from the vines to the cellar through the vinification process.
- ▶ **Tasting Bourgogne Wines:** Learn how to express your sensations during a tasting of red or white wine. A special section will reveal the gestures, the vocabulary, and the characteristics of each appellation.
- ▶ **Advising and helping customers:** Benefit from expert tips and become a pro when it comes to food and wine combinations, storing wine, and creating your very own Bourgogne wine cellar.



Each module lasts around 20 minutes, and at the end, **a quiz will allow you to test your knowledge in a fun way.** You can also download reminders so you can keep a record of your learning.

To access this eLearning program, simply head over to the [Bourgogne Wines website](#).



There are two ways to take part:

- **Take part online**, which will require an internet connection
- **Download “Discovering Bourgogne Wines”** and enjoy your learning on the go!

For professionals, including importers, winestore owners, restaurateurs, sommeliers, and so on:

➤ Go to the [Professional Access](#) section at the bottom of the [Bourgogne Wines website](#) homepage, and then click on [Sign up for some training](#). In the eLearning section, choose the language you want.

The [Professional Access](#) section offers plenty more resources for professionals, including a calendar of training offered by the BIVB in France and around the world, documents such as maps and appellation leaflets, and news, in particular via the Bourgogne International newsletter.

For the general public:

➤ Click on the [eLearning](#) link at the bottom of the [Bourgogne Wines website](#).

Training: A priority objective for the BIVB



Training market influencers such as importers, sommeliers, and winestore owners, in France and abroad is a pillar of the BIVB's marketing strategy. The organization invests a great deal in this field, drawing on the École des Vins de Bourgogne, as well as a network of 74 Official Bourgogne Wine Ambassadors across some 20 countries.

In 2019, almost 8,000 industry professionals took part in Bourgogne wine masterclasses around the world.

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