

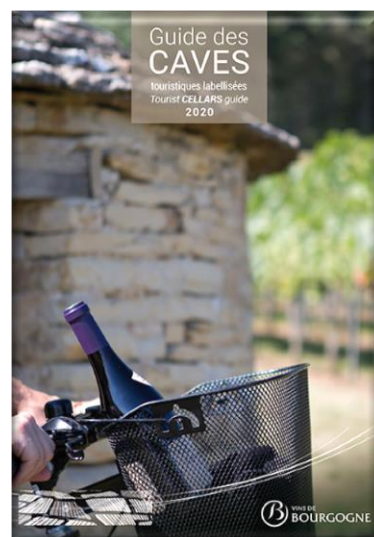
The Tourist Cellars Guide: Welcome to Bourgogne!

Bourgogne, March 2020

The Bourgogne Wine Board (BIVB) is delighted to announce the release of the 2020 version of its [Tourist Cellars Guide](#). Available in both paper and digital versions, this is the ideal guide to help you discover or rediscover Bourgogne with its 84 appellations, its many winemakers, and all the stories they want to tell you. It is designed to facilitate your searches and help you organize your trips via the six tourist trails that crisscross the region.

- ▶ The 2020 edition brings together **371 estates, wine houses, and cooperative cellars**, up 4% on the 2019 edition. Every entrant has signed up to the “De Vignes en Caves” quality welcome charter.
 - ↳ They include 166 cellars with the national “Vignobles & Découvertes” label.
- ▶ Cellars committed to an **environmentally friendly approach** are now identified with a **special icon**.
- ▶ [An eBrochure](#) is specially dedicated to celebrations and food and cultural events.

Determined to invest in a strategy of service and quality, the industry wants to ensure that every visit to Bourgogne is a convivial and enriching experience **that inspires the emotions and results in some unforgettable memories**. Cellar owners are demonstrating a **real passion for welcoming tourists** in view of the opening of the Cité des Vins network at the end of 2021. **Wine tourism is firmly rooted in the Bourgogne region**, a place for meeting, sharing, and learning.



New in the guide this year

- **Promoting environmental certification**



This icon is used **to indicate environmental certification and labels**. These might be organic (AB, Eurofeuille); biodynamic (Biodyvin, Demeter); environmental (Haute Valeur Environnementale Level 3, Terra Vitis); or CSR-related (Vignerons en Développement Durable). Readers will be able to find all the details of estates and wine houses listed in the guide that have one of these labels or certifications.

- **A new, more attractive name:** “En Route Vers les Bourgognes” has become the [Tourist Cellars Guide](#), embracing our desire to be more direct.
- **A reflective approach:** This guide presents the region, the trade of the winegrower, the national “Vignobles & Découvertes” label, the “De Vignes en Caves” welcome charter, the École des Vins de Bourgogne, the *Climats*, the Cité des Vins et des Climats de Bourgogne, and the commitment of a responsible industry that is open to dialog.
- **Wine-related festivities round out the tourist information available:** A QR code helps visitors easily connect to the list of events updated year-round.

A complete, practical, and fully accessible guide

- In both French and English
- Free and available upon request from the BIVB and some 400 points of sale in the Bourgogne-Franche-Comté and Auvergne-Rhône-Alpes regions, including tourist offices, regional and departmental tourist committees, hotels, campsites, gîtes, and roadside information offices.
- Key figures from the Bourgogne winegrowing region
- Contact details for the main tourism stakeholders in the region
- A map of the Bourgogne region with important tourism destinations and on the back, mini-maps of the different official wine trails, created in partnership with Bourgogne-Franche-Comté Tourisme.
- For faster access on-the-go, the [A trip through the vines](#) section of the [Bourgogne wines website](#) will help you tailor your trip and is perfect for planning a springtime weekend getaway.



Signs of quality in the Bourgogne winegrowing region



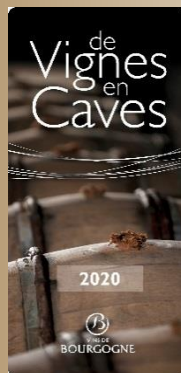
The national “Vignobles & Découvertes” label was created in 2009 and brings together everyone involved in wine tourism by sector in order to improve the visitor experience. The label is attributed by Atout France for a period of three years to a wine destination that offers a range of complementary tourism experiences, such as accommodation, food and drink, cellar visits, tastings, museums, and so on.

Visitors can explore the various tourism services on offer and easily find certified service providers along each Route des Vins wine trail.

There are eight destinations that sport this label in the Bourgogne region, bringing together around 600 offers including 166 cellars listed in the **Tourist Cellars Guide**:

- The Mâconnais winegrowing region
- The Côte Chalonnaise
- Beaune: From Corton to Montrachet
- Dijon Côte de Nuits
- The Chablis winegrowing region
- The Tonnerois winegrowing region
- The Châtillonnais winegrowing region
- The Auxerrois winegrowing region

Open Sesame!



Created in 1991 by the BIVB, the “De Vignes en Caves” charter covers a network of cellars that are committed to improving the quality of their welcome and tastings. Signatories are listed by region and by *commune* in the Tourist Cellar Guide. This certification is fundamental to the region’s commitment to wine tourism, and this little sign, showing the current year, is displayed at the entrance of cellars that have signed up to the scheme to let potential visitors know there is a warm welcome within.

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