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Dine at Home in Style with Bourgogne Wines

*Legendary wine region recommends tips
for pairing lesser-known affordable gems with Cantonese cuisine*

(7 May 2020, Hong Kong) – As the French novelist Claude Tiller wrote: “*Manger est un besoin de l'estomac, boire un besoin de l'âme*”, or “*Eating is a need of the stomach, drinking is a need of the soul.*” In the same enjoyable culinary spirit, as home-cooking becomes increasingly popular, France’s legendary Bourgogne wine region is recommending tips for pairing lesser-known affordable gems with Cantonese cuisine.

With an east-meets-west cultural twist, eight of Bourgogne’s admired yet accessible red and white Bourgogne & Mâcon plus geographical denomination wines are suggested as especially complementary for Guangdong’s regional culinary style.

Just as Cantonese cuisine is renowned as one of China’s ‘Eight Culinary Traditions’, Bourgogne and Mâcon plus geographical denomination wines are also considered ‘Hidden Treasures’ of the region’s appellations, “celebrating the emotion and authenticity of true artisans”, said Mrs Anne Moreau, President of the Communication Commission at the Bourgogne Wine Board (BIVB).

Singled-out among just 16% of total Bourgogne production with stricter specifications including more precise delineation and lower yields than Bourgogne or Mâcon without geographical denomination, “they offer an entry point into the unique terroirs of the famous region with incredible taste and price-quality ratio”.

Geographical denomination invites wine lovers on “the first step towards the terroir”, Anne Moreau said. “It highlights areas in the Bourgogne or Mâcon appellations with specific characteristics and narrows the wine down to a village name, such as Mâcon-Uchizy, Bourgogne Epineuil or Mâcon-Lugny, to name just a few; a distinct part of a region, such as Bourgogne Côte Chalonnaise or Bourgogne Hautes Côtes de Beaune; or even a Climat, such as Bourgogne La Chapelle Notre-Dame and Bourgogne Côte-Saint-Jacques.”

The four recommended red wines are represented by *Bourgogne Hautes Côtes de Nuits*, *Mâcon-Cruzille*, *Bourgogne Le Chapitre* and *Bourgogne Hautes Côtes de Beaune* – with whites showcasing *Mâcon-Milly-Lamartine*, *Bourgogne Chitry*, *Mâcon-Fuissé* and *Mâcon-Lugny*.

An ancient Chinese says: “Without chicken a dinner cannot be counted as a feast”, and ***Mâcon-Cruzille, Cuvée 910, 2018, Domaine du Clos des Vignes du Maynes*** is recommended for *Deep-Fried Crispy Chicken*, a classic Cantonese favourite, with refreshing acidity reducing greasiness and cherry and cranberry flavours complementing chicken flavour like a plum sauce.

Barbecued pork is an icon of Guangdong cuisine, tender to bite, charred and slightly crunchy on the outside, with a smoky caramel flavour. In Hong Kong in the 1950s and 1960s it was a satisfying treat

that soothed aching bodies and tired souls; and today, it is still many Hongkongers' soul food - but even better with ***Bourgogne Hautes Côtes de Beaune, 2018, JP Marchand***, tipped for matching the sweetness with the fresh fruit flavours of blackcurrant and blueberry, and aroma of mint.

Hong Kong was formerly a fishing village and steamed fish remains a favourite, with the word also representing wealth and prosperity. Hence *Steamed Seasonal Fish* is served in all celebratory occasions as well as during daily meals; and ***Bourgogne Chitry, 2018, Domaine de Moor*** is an easy drinking wine perfect to pair, with a matching salty mineral taste, and the aroma of lemon to enhance the vital umami flavour.

A large number of Hongkongers originate from Chaozhou in northeast Guangdong, and the cuisine is highly influential in the local food scene. BIVB recommends the complex, subtle flavours of *Chaozhou Braised Meat Specialties* to be enhanced by the liquorice flavour of ***Bourgogne Hautes Côtes de Nuits, 2018, Louis Max***.

Another coastal Chaozhou classic is *Pan-Fried Oyster Pancake*, using baby oysters found on the shoreline, in a thin and crispy omelette, served with fish sauce on the side. ***Mâcon-Fuissé, Les Tâches, 2017, Domaine Pierre Vessigaud*** ideally marries the beloved dish, with the acidity of lemon and citrus balancing the metallic and briny taste of oysters.

Hemp leaves are a traditional comfort food and daily essential for Chaozhou folk, packed with fibre and good for digestion, just as wine is a French daily essential. *Sauteed Hemp Leaves with Pu Ning Fermented Yellow Bean Sauce* is well-matched by ***Mâcon-Milly-Lamartine, 2017, Louis Max*** with a flint aroma balancing saltiness of the bean sauce and sour, grapefruit hints complimenting the "grassy flavour" of hemp leaves.

Beef brisket is a staple in "Chinese bistros" and goes well with full bodied wine. With Guangdong's famous speciality *Steamed Chencun Rice Noodles with Beef Brisket*, ***Bourgogne Le Chapitre, Le Chapitre Suivant, 2017, René Bouvier*** lifts the sweetness of rice noodles with the wine's fragrance of roses and peony with a peppery taste.

It is well-known that sticky rice is popular in Guangdong-style home cooking, for either savoury or sweet dishes, and due to strong cultural significance is often widely used in celebration meals. *Steamed Pork Spare Ribs Coated with Glutinous Rice* is a classic example, pairing wonderfully with ***Mâcon-Lugny, Les Genièvres, 2017, Louis Latour***, with a honey flavour matching the sweetness of glutinous rice, and white floral aroma ideal for steamed dishes.

"With affordable prices, we highly recommend Hong Kong wine lovers to discover affordable yet quality Bourgogne and Mâcon plus geographical denominations with traditional Cantonese homey dishes," added Mrs Moreau.

"Bourgogne and Mâcon plus geographical denominations are a true gateway to Bourgogne terroir, with attractive quality-price ratio and enjoyability whatever the occasion or meal. Often ready to drink from a young age, they marry with a wide range of diverse cuisines, and are also the perfect choice to enjoy at home with friends and family over a homey Cantonese style dinner - a true expression of the saying "*Manger est un besoin de l'estomac, boire un besoin de l'âme*".

Hong Kong retains its special place as a high-value market for Bourgogne wines, with year-on-year exports increasing 5.9% in volume and 8% in value in 2019/2018.



For more information about Bourgogne Wines, please visit: www.bourgogne-wines.com, while list of retailers for the suggested wines can be referred to Appendix I.

About the Bourgogne Wine Board (BIVB)

The Bourgogne Wine Board is a professional organization that brings together all winegrowers and wine-merchants from Bourgogne. Its role is to represent and protect the interests of Bourgogne wines and professional winemakers & merchants, to define Bourgogne wines policy in technical, economic and marketing terms, and to conduct related promotional activities.

Bourgogne today approaches a 29,400-hectare puzzle, representing only 0.6% of the world wine production, but which still adds up to nearly 187 million bottles. No other French region so neatly sums up one word – “terroir” – and 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.



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Bourgogne Hautes Côtes de Beaune, 2018, JP Marchand, is tipped for matching the sweetness of roasted pork with the fresh fruit flavours of blackcurrant and blueberry, and aroma of mint



Steamed Seasonal Fish is served in all Chinese celebratory occasions as well as during daily meals and **Bourgogne Chitry, Domaine de Moor** is an easy drinking wine perfect to pair, with a matching salty mineral taste, and the aroma of lemon to enhance the vital umami flavour



Chaozhou cuisine is highly influential in Hong Kong's local food scene, in particular the complex, subtle flavours of *Chaozhou Braised Meat Specialties*, enhanced by the liquorice flavour of **Bourgogne Hautes Côtes de Nuits, 2018, Louis Max**



Pan-Fried Oyster Pancake, using baby oysters found on the shoreline, in a thin and crispy omelette, served with fish sauce on the side. **Mâcon-Fuissé, Les Tâches, 2017, Domaine Pierre Vessigaud** ideally marries the beloved dish, with the acidity of lemon and citrus that balancing the metallic and briny taste of oysters



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Steamed Pork Spare Ribs Coated with Glutinous Rice is a classic Cantonese dish, pairing wonderfully with **Mâcon-Lugny, Les Genièvres, 2017, Louis Latour**, with a honey flavour matching the sweetness of glutinous rice, and its white floral aroma ideal for steamed dishes



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Appendix I

Where to Get the Recommendations from Bourgogne Wine Board (BIVB) for Pairing with Cantonese Food

Wine Name (in no particular order)	Year	Wine Shop	Retail price (HK\$)	Contact Number
Bourgogne Hautes Côtes de Nuits, Louis Max	2018	Grand Wine Cellar	HK\$260	(852) 2611-1013
Mâcon-Cruzille, Cuvée 910, Domaine du Clos des Vignes du Maynes	2018	La Cabane	HK\$365	(852) 2517-0186
Bourgogne Le Chapitre, Le Chapitre Suivant, René Bouvier	2017	SommTech	HK\$307	(852) 9712-2119
Bourgogne Hautes Côtes de Beaune, JP Marchand	2018	The Wine Guild	HK\$268	(852) 9099-5774
Mâcon-Milly-Lamartine, Louis Max	2017	Grand Wine Cellar	HK\$260	(852) 2611-1013
Bourgogne Chitry, Domaine de Moor	2018	La Cabane	HK\$260	(852) 2517-0186
Mâcon-Fuissé, Les Tâches, Domaine Pierre Vessigaud	2017	NATURAL	HK\$270	(852) 2172-6188
Mâcon-Lugny, Les Genièvres, Louis Latour	2017	SommTech	HK\$164	(852) 9712-2119