

Press release

#BacktotheRestaurant

#BourgogneWines



BOURGOGNE

Bourgogne Wine Board

Bourgogne wines to partner The “Back to the Restaurant” operation

9 September 2020

The restaurant trade all around the world is an important market for Bourgogne wines. Around one quarter of all wines produced in the Bourgogne region are sold in restaurants and wine bars. In the face of the health crisis and economic fall-out, which is hitting the restaurant sector hard, Bourgogne wine producers and *négociants* are keen to support this campaign proposed by online reservation platform TheFork.

The “[Back to the Restaurant](#)” program is launched by TheFork (TripAdvisor Group), and will run from 17 September to 17 November 2020 in the 22 territories where TheFork operates. Some 10,000 establishments are set to join the movement by offering a 50% reduction on their customers’ bills, excluding drinks.

The Bourgogne Wine Board (BIVB) is participating with a financial contribution, but also through promoting the operation through its network of winegrowers, market influencers, and the general public, **especially in the four key markets of France, Great Britain, Germany, and Belgium.**

“Our wines are widely available in restaurants around the world and our restaurant clients are suffering right now from a drop in footfall that is clearly having a real impact on our sales,” says Anne Moreau, President of the BIVB’s Communication Commission. “We want to support the sector and the ‘Back to the Restaurant’ campaign seems particularly advantageous, as much for businesspeople who need to eat on the go as for the general public who can take this opportunity to treat themselves,” she concludes.



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A digital gastronomic event for both restaurateurs and the general public

For those restaurateurs who have decided to join the movement and offer reductions, this could help them quadruple the number of covers over the campaign and boost them by up to 50% over the next few months, according to data analysis from TheFork. A study of the same date reveals that even counting the discount, restaurateurs will increase their gross margin and overall revenue.

For customers, who are also being impacted by the economic slowdown linked to the epidemic, and who might also be concerned, this promotional campaign will allow them to eat out for less, as well as giving them access to certain places they might not be able to afford to visit in normal times.

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