



Full steam ahead for Bourgogne Week 2021

Bourgogne, 3 December 2020 - The Bourgogne Wine Board (BIVB) will be continuing its annual support of the various Bourgogne tastings and events taking place in January with Bourgogne Week 2021 from Monday 11 to Friday 15 January. Bourgogne Week will be the opportunity to taste and discover more about the 2019 vintage, as well as lesser-known AOC of Bourgogne. Said Louis-Fabrice Latour, President of the BIVB: *"We are all delighted with the 2019 vintage, despite a year with incredibly contrasting weather, the harvest went smoothly and the results are exactly what we expected: very nice concentration and complexity. We want to support our wine industry partners in the UK as much as we can, and Bourgogne Week is an opportunity to really show off everything our wines can offer."*

The week long activity sees the BIVB support the various Bourgogne events taking place through its online hub www.bourgogne-week.com, an interactive online campaign, as well as relevant and up to date online roundtables with hot topics for the wine trade for the year ahead.

The online hub, Bourgogne-week.com, is a collection of everything anyone needs to take part in Bourgogne tasting and activities this January. Whether it's online or in-person, you'll find everything you need in one place, from how to join, where to go, and who to contact.

Taking the conversation online, the BIVB is also taking part in various social channel activities – highlighting what the various activities and Bourgogne wines have to offer. Follow #BourgogneWeek to stay up to date with all the latest tips and news live from events – as well as some fun pub quiz challenges to keep you entertained along the way.



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In line with current guidelines, the BIVB will be taking the debate online and is partnering up with wine industry members to host relevant and insightful roundtables with discussions on exports, challenges facing the wine industry, and the latest news from the Bourgogne producers themselves. For all the information on how to join, visit Bourgogne-week.com.



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Despite uncertainty in the market due to the pandemic and final negotiations for Brexit, the BIVB recently released export figures showing sales of Bourgogne wines to the UK were up 11.6% in volume for the first nine months of 2020, with the UK temporarily taking the position of the leading export market for Bourgogne (ahead of the US). During this period, the full range of Bourgogne Wines grew in popularity with whites, reds and Crémant de Bourgogne all increasing in exports to the UK.

With a positive 2019 vintage, strong export figures to the UK in 2020, and a host of plans from January 2021 and beyond, the BIVB looks forward to the year ahead and joining the conversation along with the UK wine industry during #BourgogneWeek 2021.

Notes to Editors:

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 is a little more than 30,000-hectare puzzle, representing only 0.5% of the world wine production. It produces nearly 206 million bottles yearly. 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.

Why we do not translate Bourgogne into Burgundy anymore? To re-affirm their identity, the region and the producers are reverting to the original French iteration of the name, Bourgogne. Bourgogne is our Family name and our appellations are our first names.

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Find all our press releases and thousands of rights-free photos in our online press room at: www.bourgogne-wines.com

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