

15-19 MARCH 2021



Grands Jours En Caves

by appointment

www.grands-jours-bourgogne.com
#GrandsJoursEnCaves

The Grands Jours En Caves: A unique way to stay in touch

Bourgogne, 16 March 2021

Almost 600 winegrowers and wine merchants have signed up for this exceptional event that runs from 15-19 March. They will offer a special welcome to journalists and professional buyers of Bourgogne wines, including restaurant-affiliated sommeliers, restaurateurs, wine storeowners, importers, wholesalers, and sales agents.

This weeklong event will give rise to some precious moments of conviviality that will allow us to stay in touch after a year under the shadow of COVID-19. It is a fresh opportunity to discover the latest vintages, in particular the amazing 2019 that is now coming to market.

A convivial and practical format that is adapted to the current health crisis

“We needed to adapt to the situation and offer a different format to avoid going for three whole years without an industry gathering. The last edition of the Grands Jours du Bourgogne was held in March 2018, and I am delighted to announce that the next one will run from 21-25 March 2022. We are already working on it, and we’re really looking forward to seeing our customers again and having them taste our wines from the most recent vintages along with having the chance to share these precious opportunities to connect,” said Raphaël Dubois, President of the Grands Jours de Bourgogne Association.

For this revised edition, all tastings will take place in the cellars. Attendees can make appointments directly with producers and other participants. A complete list of these is available right now from www.grands-jours-bourgogne.com, in the “Participating Cellars 2021” section. Some 600 producers have already signed up for this highly-anticipated event, committed to receiving visitors according to strict social distancing protocols.

An online version of the Grands Jours en Caves

This brand-new format has been put together in a matter of weeks, with a focus on digital communication. The online version is focused on the www.grands-jours-bourgogne.fr website and across social media.

- ▶ Creation of the Grand Jours en Caves private Facebook group that already has over 1,000 members, equally split between producers and market influencers, and which offers a unique forum for participants.
- ▶ A live booking system for tasting appointments which has really caught the industry’s attention, with producers redoubling their efforts to invite potential trade customers through personalized digital tools that have been specially developed for the event.

The various management organizations have worked together to offer four collective tastings and to present the wines of the following appellations: **Vosne-Romanée (Village)**, **Nuits-Saint-Georges (Village and Village Premier Cru)**, the **Climats of the Côte Chalonnaise**, and all the appellations of the **Mâconnais**.

The Grands Jours en Caves in figures:

586 participating producers, including:

- 5 cooperative cellars (1%)
- 36 *négoce* businesses (6%)
- 545 estates (93%)

Producers by region:

- Chablisien, Grand Auxerrois, and Châtillonnais: 128
- Côte de Nuits and Hautes Côtes de Nuits: 120
- Côte de Beaune and Hautes Côtes de Beaune: 166
- Côte Chalonnaise and Côtes du Couchois: 63
- Mâconnais: 109

This alternative was only possible thanks to the amazing support of the event's loyal partners: The Bourgogne Wine Board (BIVB), the Regional council of Bourgogne-Franche-Comté, the Departmental committees of the Côte-d'Or, Saône-et-Loire, and the Yonne, and Crédit Mutuel bank, which is sponsoring the event.

Share your tastings, impressions, recommendations, and photos of the Grands Jours En Caves via the #GrandsJoursEnCaves hashtag

Join us from 21-25 March 2022

www.grands-jours-bourgogne.com



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