

Press release

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Louis Bouillot's La Verrière: Showcasing the secrets of its great Crémant de Bourgogne wines

This spring, Louis Bouillot is welcoming visitors to its home, a recently renovated, impressive building with a traditional varnished tile roof in the heart of Nuits-Saint-Georges. Visitors can enjoy an immersive experience including tasting under a glass roof dating from the time of Gustave Eiffel.

Soon to be open to the public (May 6, but depends on government decisions), it promises a comprehensive journey of discovery of Louis Bouillot Crémants de Bourgogne. To begin with, a sound-and-light experience in six stages transports the visitor into the universe of Crémants de Bourgogne, thanks to a high-tech headset. This 25-minute visual and sonic immersion goes from the vine to the glass, capturing the authentic and uplifting spirit of Louis Bouillot. The visit ends with one of four tasting formulas under the atrium.

THE VISIT | Guided audio visit in stages with multi-screen film shows.

A virtual visit on a large-format tablet is offered to those with restricted mobility.

1. **History:** The great-grandson of Louis Bouillot tells the story of the man known as “le Louis”.
2. **Vines:** The head of cultivation presents the grape varieties and the various Louis Bouillot *terroirs*.
3. **Vinification:** Harvesting, the winery and cellar, as explained by the enologist.
4. **Blending:** A key moment in the elaboration of wines, rarely shown to the public.
5. **Bubbles:** When a still wine becomes a *crémant*: The creation of the bubbles.
6. **Emotion:** Floor-to-ceiling screen display sequences of poetic images as a sparkling prelude to the tasting!

THE TASTINGS | Commented themed tasting in French or English, up to 12 people.

Premium flutes bearing the Louis Bouillot logo show off the bubbles at their best, while for the Passion Collection, the wines' aromas are captured in Baccarat crystal.

- **The Art of Blending:** 5 Crémant de Bourgogne – €10 per person – 20 mins
- **Time & Terroirs:** 5 vintage Crémant de Bourgogne – €20 per person – 20 mins
- **The Grand Tasting:** 10 Crémant de Bourgogne served with savory *gougères* – €25 per person – one hour | By reservation only
- **Passion Collection:** 5 vintage Grand Terroir Crémant de Bourgognes in Baccarat crystal glasses, served with savory *gougères* – €45 per person – one hour | By reservation only

THE BOUTIQUE | This a sober and elegant location showcases our complete collection of 16 Crémants de Bourgogne wines and a range of accessories from the Louis Bouillot universe.

Founded in 1877, the Nuits-Saint-George wine house turned its hand to sparkling Bourgogne early on. Louis promoted them in the Paris of the roaring twenties. Since then, the winery has developed in France and abroad, and today produces a collection of 17 Crémants de Bourgogne to be discovered in this new charming setting.

Its wine estate covers some 160 hectares across all corners of Bourgogne, from the Chatillonnais and Auxerrois, to the Côte d'Or and the Couchois. With a quarter of its vineyards cultivated organically, Louis Bouillot is affirming its attachment to the preservation of nature.



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