

A warm Bourgogne welcome awaits!

Bourgogne, May 2021

It's now the moment we've all been waiting for - travel is once again allowed!

If you have been feeling disillusioned by months of lockdown and are desperate to meet new people and enjoy some conviviality and authenticity, then come and enjoy a change of scene in Bourgogne, with its UNESCO World Heritage-listed *Climats*. Enjoy a veritable Bourgogne experience in our wine cellars and plan your getaway with our "Guide des Caves Vignobles & Découvertes 2021", which lists 213 certified cellars. It is all here waiting for you along with our winegrowers, so come visit, with family or friends!

The Vignobles & Découvertes label: Showcasing the very best in wine tourism

The national Vignobles & Découvertes label was created in 2009 and is a true marker of quality. It is a badge of excellence and allows you to book your trip with complete peace of mind. The label highlights specialized and high-quality wine tourism services and proposes a network of service providers committed to offering the best in wine tourism.

From the north to the south of Bourgogne, more than 600 wine tourism activities have been awarded the label, including tasting experiences and wine cellar visits, accommodation, restaurants, heritage, cultural and leisure activities, and so on. They also include some 213 wineries, carefully selected by the Bourgogne Wine Board (BIVB) after extensive quality audits.

Look for the vine-leaf label!

The Vignobles & Découvertes label is displayed at the entrance to those wineries committed to respecting its rigorous requirements. You can also find a list of all Vignobles & Découvertes cellars in the "[Guide des caves Vignobles & Découvertes](#)".



The Vignobles & Découvertes guarantee

- To provide an **authentic** and **friendly** welcome
- To ensure **convenient** and **reliable** opening hours
- To propose **optimal conditions for wine tasting**
- To provide an **unforgettable experience**
- To guide people towards **responsible wine drinking**
- To help you **discover Bourgogne**, its vineyards, and its natural, cultural, and gastronomic heritage with passion

Stringent quality requirements

In line with the ambitions of the Bourgogne Franche-Comté region to promote top quality wine tourism, the BIVB's approach goes beyond the national Vignobles & Découvertes label requirements.

Indeed, wineries only obtain their Vignobles & Découvertes label after one of the BIVB's "Bourgogne Wine Tourism Quality" audits, conducted by an independent specialist. Each year, new wineries can join this network.



But the audit doesn't just verify the criteria for the Vignobles & Découvertes label. It goes much further, scoring the quality of the welcome offered out of 100, with a minimum of 80 required to pass. At the end of the audit, valuable advice is given for continuous improvement of the offer.

Once certified, wineries benefit from joint communication with tourism organizations for better visibility of the label.

At the same time, the BIVB works closely with a group of professionals in the wine industry, with the aim of continuous improvement. Our mission is to develop and improve wine tourism in Bourgogne, giving stakeholders the means to excel.

"Bourgogne wines enjoy a reputation for excellence: We must reflect this in terms of the welcome offered in our wine cellars. Our aim is to offer unforgettable moments of conviviality and sharing," says Camille Juillard, Domaine Laroche and Maison Champy, BIVB wine tourism representative.

We regularly host seminars to assist wineries in the development of their wine tourism services.

Vignobles & Découvertes 2021 Cellar Guide: All you need to know



The newly baptized Vignobles & Découvertes Cellar Guide reflects the industry's desire to promote this label that is both a reference and a sign of the commitment to excellence of those cellars listed. The 213 wine cellars in it are the cream of the crop when it comes to wine tourism in the Bourgogne region.

Available in both French and English, the guide is free and available on request from the BIVB and in all tourist offices in the region. It includes a fold-out map of the Bourgogne winegrowing region with all the must-see sites on the front and five mini-maps of each wine trail on the back.

It is packed with information about the vineyards, the Vignobles & Découvertes label, the *Climats*, the Cité des Vins et des Climats de Bourgogne, the École des Vins de Bourgogne, wine festivals, the industry's sustainability commitments, key figures, and so much more.



It also includes plenty of diagrams indicating what's on offer at each winery, with accommodation and catering offers, languages spoken, and labels awarded. The "[A Trip through the Vines](#)" section of the www.vins-bourgogne.fr website has everything you need to prepare your trip.

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