

The Grands Jours de Bourgogne 2022: At last, the great reunion!

Bourgogne, 21 November 2021



The date has been set for the next edition of the Grands Jours de Bourgogne, which will run from 21-25 March 2022. Winegrowers and négociants will once again be able to welcome market influencers and journalists from around the world to discover the latest vintages of the 84 Bourgogne appellations.

The event will run over five days, featuring 12 tasting sessions in 10 different locations from Chablis to Mercurey, and will feature around 1,000 exhibitors presenting 6,000 wines. It will provide a great opportunity to come together in person once again.

Visitors will be immersed into the terroir of the Bourgogne winegrowing region, meeting with industry representatives for convivial moments of networking and discovery.

Optimize your time and fix up as many meetings as possible while developing your knowledge of Bourgogne wines.

A key event on the international calendar

For the past 30 years, this event has brought together wine industry professionals and key actors from the market in the heart of the Bourgogne vineyards. It has taken place every other year since 1992.

From Chablis to the Côte Chalonnaise, and from the Côte de Nuits to the Côte de Beaune, visitors will be able to explore the *terroir* through **10 different tasting sites**. For practical reasons, the wines of the Mâconnais will be offered for tasting in Beaune.

This unique event, which is now key on the international calendar, is highly anticipated by a Bourgogne wine industry that is impatient to welcome back international visitors.



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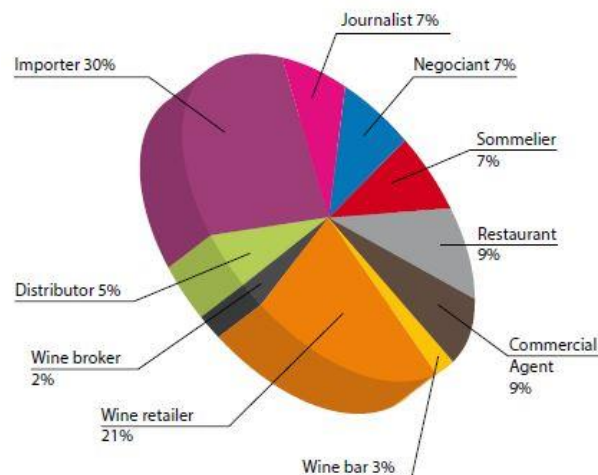
Key figures from the 2018 edition

- 2,311 visitors including 51% first-timers
- More than 10,000 total entries
- 14 tasting locations
- 1,088 exhibitors, up 6.6 % over 2016
- 93% market influencers and 7% journalists
- 43% French visitors and 57% foreign visitors with 49 different nationalities

The breakdown of visitors by professional category in 2018 was similar to that for the 2016 edition, with a majority of importers (30%) followed by representatives of wine stores and specialist boutiques (21%).



Origins of visitors to the Grands Jours de Bourgogne in 2018



Visitors in 2018 by professional category

Registration and preparation

The new www.grands-jours-bourgogne.com website in both French and English has been designed to work equally well on mobile and PC, and has the answers to all your questions.

A dedicated space allows to pre-register for tastings from early December through to 12 March.

Once your registration is validated, you will receive your badge by email. You can print it in advance, saving time at the entrance to tastings.

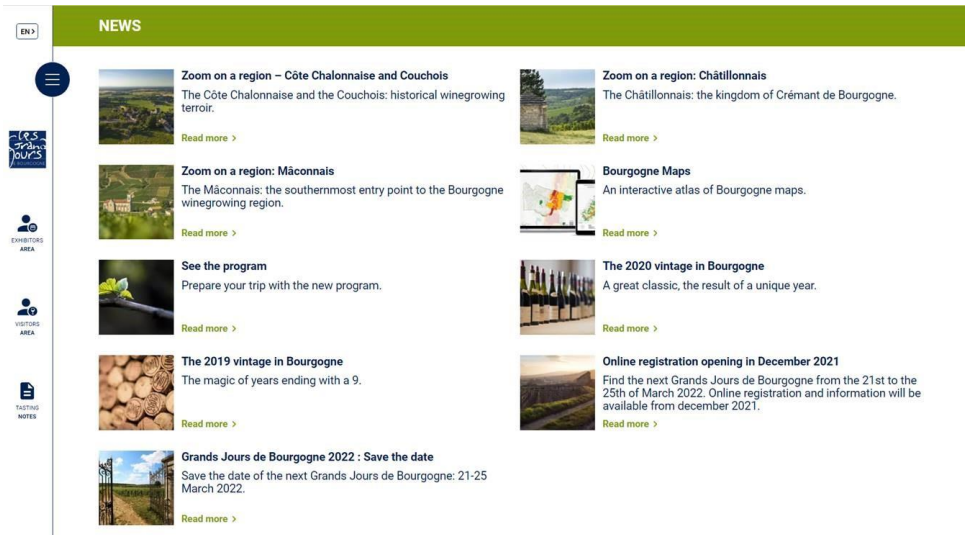
A list of exhibitors will be uploaded and updated as they sign up for the event.

Visitors can search by appellation, event, export country, and so on, and then print the results in advance of the show.

The “Useful information” section provides you with all the information you need to prepare for your trip. In just a few clicks, you can access different sections full of information on a wide range of subjects such as glasses, badges, and shuttles, along with accommodation information.



The “News” section helps keep you up to date with changing protocols and measures put into place to protect the health of participants.



Services available at the event

Free shuttle busses to help you get around and limit the environmental impact of the event

A fleet of shuttle busses will be available for visitors from Tuesday to Friday, providing quick access from Beaune to the different tasting locations.

Note: Shuttle timetables will be available online from February onwards. There will be no shuttle buses between Chablis and Beaune.



Print your badge and save time

For a more efficient service and to facilitate getting around the event, visitors can print their badges in advance for faster access to tasting. Badges can also be printed off from terminals at the entrance of each tasting location to help attendees save as much of their precious time as possible.

A digital business card for better networking

A personalized QR code on visitor badges makes it simple to share contact details. Simply scan the code with a smartphone to instantly download the wearer’s info.

Each exhibitor will also have a personalized QR code on their stand. Visitors can easily scan the code to access the exhibitor’s webpage, find their contact details, and see a complete list of the wines they are presenting.

NEW FOR 2022: An app to replace tasting notebooks

The app can be used to record tasting notes, either via voice recordings or text input, to store photos, and to register the contact details of different producers. This personalized digital tasting notebook will centralize all your data, and once the data is downloaded, it can also be used offline.



The Roadbook: Your guide for the week

This pocket-sized notebook in French and English will be available at the entrance of each event and can be downloaded from the website. It contains all the information you need for the entire week, and you can also use it to take notes.

It contains:

- The times of all the shuttle buses each day
- Access maps for the tasting locations complete with GPS coordinates
- The number of exhibitors and the wines they will be presenting
- The location of all the press rooms
- A detailed program of all the tastings
- Details on “By Night” tastings



The press room: Open from 9am to 5pm

This space, only for the journalists, offers a range of services, including:

- Internet access
- PCs
- Areas for interviews
- Local and national newspapers and other documentation
- Pastries, coffee, and other refreshments

The BIVB’s press attachés will be on hand to answer your questions and organize meetings and interviews with winegrowers and industry professionals, and to provide information about the event.

Our valued partners

The Bourgogne Wine Board, the Bourgogne-Franche-Comté region, the departmental councils of the Côte-d’Or, Saône-et-Loire and the Yonne, Crédit Mutuel, and our newest partner, Zwiesel Glas, all sponsor this event, which enjoys international reach, and are delighted to be supporting this 16th edition of the Grands Jours du Bourgogne.



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www.grands-jours-bourgogne.com