



Le rendez-vous  
des vins de Bourgogne  
au **cœur** de nos terroirs

The Bourgogne  
wine event at the **heart**  
of our terroirs

Press kit

**21-25 mars 2022**



Social media:

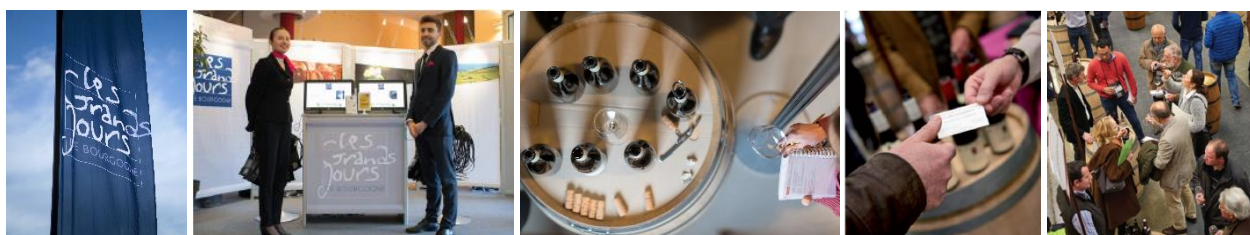
Share your Grands Jours de Bourgogne experience  
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If you are on **Twitter**, your posts will be published live  
on the website: [\*\*www.grands-jours-bourgogne.com\*\*](http://www.grands-jours-bourgogne.com)



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## The Grands Jours de Bourgogne 2022: First figures of this long-awaited edition



*Winegrowers and négociants are really happy to welcome market influencers and journalists from around the world to discover the latest vintages of the 84 Bourgogne appellations.*

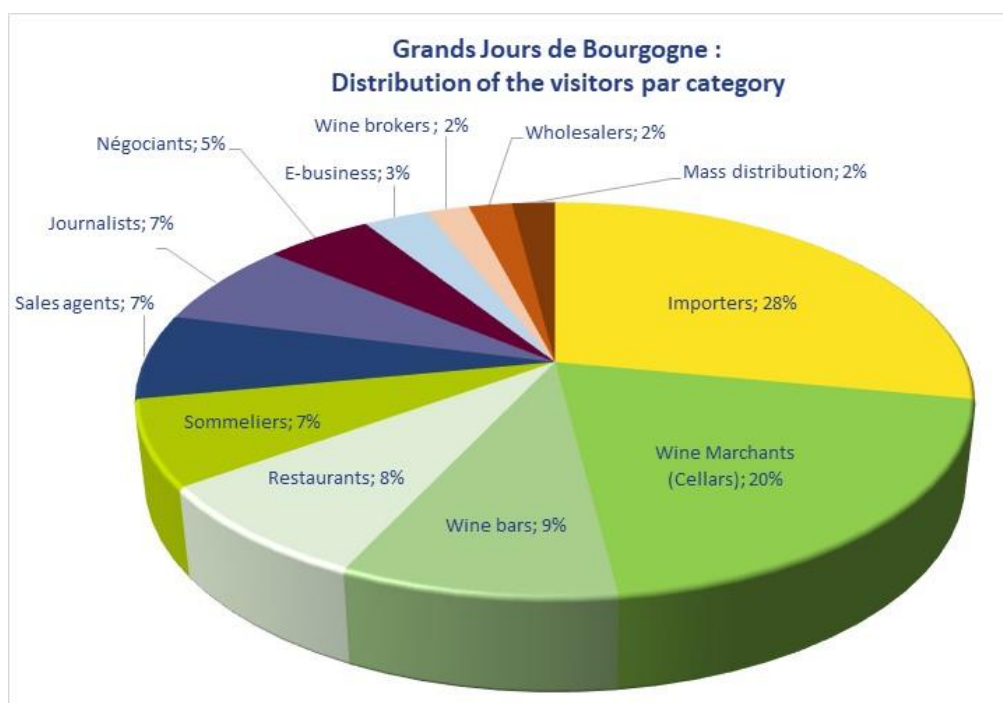
*The 16<sup>th</sup> edition will be that of a cheerful reunion! Visitors will be immersed into the terroir of Bourgogne, meeting with the wine industry representatives for convivial moments of networking and discovery.*

*For this 30<sup>th</sup> anniversary, some new features will optimize everyone's time, to help make as many contacts as possible.*

### Key figures from the 2022 edition

- **2,100 visitors** registered on March 16, down 16% compared to 2020
  - **45% of foreign visitors and 55% of French**
  - **55 countries in addition to France:** 1<sup>st</sup> Italy, 2<sup>nd</sup> USA, 3<sup>rd</sup> Belgium, 4<sup>th</sup> Germany, 5<sup>th</sup> United Kingdom, 6<sup>th</sup> Japan, 7<sup>th</sup> China
  - **119 journalists** coming from 28 different countries
- **950 exhibitors** (1,050 in 2020), down 10% vs 2020
- **5,700 wines** to taste
- **12 tasting locations** on 10 places
- **8 By Night tasting**





## What is new

### 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 producer also has a personalized QR code on their stand. Visitors can easily scan the code to access the producer's webpage, find their contact details, and see a complete list of the wines they are presenting.

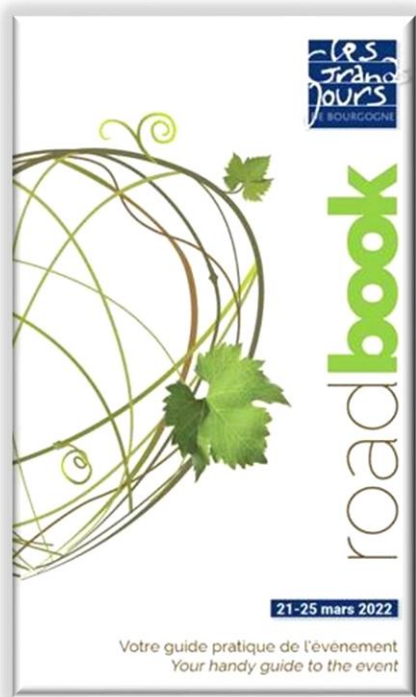
### An app to replace tasting notebooks

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 centralize all your data.

The application is available for download on [www.grands-jours-bourgogne.com](http://www.grands-jours-bourgogne.com), then works without connection.



## What we kept



### The Roadbook: Your guide for the week

This pocket-sized notebook in French and English is available at the entrance of each event. More importantly, it 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 shuttle buses timetables for each day
- Access maps for the tasting locations, completed with GPS coordinates
- A detailed program of all the tastings, including the number of exhibitors and the appellations they will be presenting
- The location of all the press rooms
- Details on “By Night” tastings



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### The press room: Open from 9am to 5pm

This room, dedicated to the journalists, offers a range of services, including:

- Internet access
- Computers (only PC)
- Local and national newspapers, 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.

- We can organize your interviews with spokespersons from the Bourgogne wine industry. Just ask for them.



## 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 terroirs. It has taken place every other year since 1992 (it was only postponed in 2020 to 2021, due to the pandemic situation). 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, was highly anticipated by a Bourgogne wine industry that was impatient to welcome back international visitors.



## Our valued partners

The Bourgogne Wine Board (BIVB), 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 16<sup>th</sup> edition of the Grands Jours de Bourgogne.





## **Market Update**

### **Buoyed by strong results, the Bourgogne wine sector faces many challenges**

*Bourgogne, March 2022*

After a record year in terms of revenue in 2021, the economic situation for Bourgogne wines might seem enviable. Nonetheless, some major challenges lie ahead.

- Stocks available at the property, which were impacted by the low 2021 harvest and under pressure from sustained demand, was well below the average for the last five campaigns.
- As a result, transactions in the first six months of the 2021-2022 campaign (advance market) were down 34% compared to transactions for the 2020 vintage (down 24% on the six-month average over the last five campaigns).
- On the export market, Bourgogne wines set a new record in terms of revenue in 2021, generating more than one billion euros in revenue for the third consecutive year (1.32 billion, up 28% over 2020), with the equivalent of 105 million 75cl bottles exported (up 18% over 2020).
- In France, Bourgogne wines continued to grow in the supermarket sector (up 4.3% by volume over 2020) and set a record in terms of revenue (up 8.2% over 2020), despite the overall context being generally negative. Meanwhile, the more traditional distribution circuits returned to favorable levels of activity for Bourgogne wines, with many specialized wine stores having remained open during 2020.



The results for 2022 will depend on the ability of the Bourgogne wine sector to supply its markets and respond to the multiple consumer expectations, not forgetting Covid-19, which comes in waves, and the consequences of the geopolitical situation and its impact on inflation.

### **Advanced trade market: Stock levels under pressure from demand and yields**

Since 2008, Bourgogne wines have seen significant oscillation in yields, yet the average production over the mid-to-long term remains relatively stable. In fewer than five vintages, Bourgogne produced two extremes in terms of volume: The 2018 harvest resulted in full-capacity production, whereas 2021 yielded one of the lowest volumes in the history of the wine region.

Volumes do, then, make up for each other over time. The average over the last four vintages (2018-2021) corresponds to the average of the last 10 vintages (2012-2021), around 1.4 million hectoliters. Prior to the 2021 harvest, the 10-year average (2011-2020) was nearly 1.46 million hectoliters (up 3.6% on the average from 2018-2021).



The tension on stock available at the property is mainly due to the low volumes in 2021. But it is also exacerbated by strong demand from consumers worldwide. This is underscored by the growth in sales by the bottle from estates in the past three years:

- Up 6% by volume year-on-year for the first six months of the 2021-2022 campaign.
- Up 12.4% by volume for the 2020-2021 campaign compared to 2019-2020.
- Up 7% by volume for the 2019-2020 campaign over 2018-2019.

For the same reasons, volumes of transactions for the latest vintage have never been so great in relation to the volumes harvested. From the start of the campaign, demand was strong for the 2021 vintage:

- For the 2020-2021 campaign, transaction volumes for the 2020 vintage accounted for 50% of the harvest, whereas they made up 48% for 2019 vintage (2019-2020 campaign) and 48% for the 2018 vintage (2018-2019 campaign).
- For the first six months of the 2021-2022 campaign, transaction volumes for the 2021 vintage already accounted for 43% of the harvest (average transactions for the new vintage over the past five campaigns was 38%).

## ■ The 2021 vintage: A harvest one-third down on the average

Recorded at 997,178 hectoliters<sup>1</sup>, the 2021 harvest was down 32.5% compared to the average over the five previous vintages (2016-2020). White wines accounted for 60% of the volume of this vintage, which is in line with the last five vintages.

### The harvest 2021 in figures (compared to the average of the past five vintages)

- ▶ White wines: 602,161hl, excluding VCI (down 32%)
- ▶ Red wines: 281,001hl (down 31%)
- ▶ Rosé wines: 2,981hl (down 54.3%)
- ▶ Crémant de Bourgogne: 111,035hl, including the reserve (down 35.3%)

White wines: Down 39.4% over 2020 (down 34.7% including the 2020 VCI)

- ✓ *Régionale* Mâcon appellations<sup>2</sup> (25% of white volumes in 2021): Down 30.9% on the five-year average. Including the *Village* appellations from this region, white wines from the Mâconnais accounted for 36.8% of Bourgogne white wines in 2021 (down 32.1% on the five-year average).
- ✓ Chablis appellations (30.9% of volumes whites in 2021): Down 29% on the five-year average.

Red wines: Down 22.6% over 2020 (down 31% on the five-year average)

- ✓ *Régionale* Bourgogne appellations<sup>3</sup> (47.5% of red volumes in 2021): Down 27.8% on the five-year average
- ✓ Bourgogne Hautes Côtes de Nuits and Bourgogne Hautes Côtes de Beaune (12.9% of red volumes in 2021): Down 27.6% on the five-year average.
- ✓ Mercurey and Mercurey Premier Cru appellation (4.7% of red volumes in 2021): Down 38.8% on the five-year average

Crémant de Bourgogne: Down 43.4% over 2020 (down 38% including the inter-professional reserve).

<sup>1</sup> Excluding VCI from the prior year and the release of the inter-professional reserve

<sup>2</sup> Only Mâcon white without denomination

<sup>3</sup> Only Bourgogne reds without geographical denomination

## ■ Shipments from estates in bottle format spurred by strong demand

With historically low harvest volumes in 2021, the dynamic for wine leaving estates in bottle format over the first six months of the 2021-2022 campaign was driven by strong demand from markets.

Shipments in bottles were thus up compared to the same period of the previous campaign: Up 6%, for 47.7% of total volumes shipped (bulk + bottles). This strong growth in bottle sales was driven by red wines:

- ✓ Bourgogne red<sup>4</sup>: Up 18.7% on the first six months of the 2020-2021 campaign, for 14.5% of volumes.
- ✓ Bourgogne Hautes Côtes de Beaune and Bourgogne Hautes Côtes de Nuits reds: Up 22.4% on the first six months of the 2020-2021 campaign, for 11% of volumes.
- ✓ Mercurey red: Up 6.2%, for 3.1% of volumes.
- ✓ Gevrey-Chambertin: Up 15.1%, for 4% of volumes.

Nonetheless, several white appellations also showed growth:

- ✓ Mâcon-Village wines: Up 5.6% over the first six months of the 2020-2021 campaign, for 11.5% of volumes.
- ✓ Mâcon plus geographical denomination: Up 26.8% on the first six months of the 2020-2021 campaign, for 9.2% of volumes.
- ✓ Bourgogne Aligoté: Up 27.4%, for 7% of volumes.
- ✓ Chablis Premier Cru: Up 17.6%, for 4% of volumes.



## ■ Transactions in 2021-2022 reflect the 2021 harvest

The volume of transactions for the first six months of the campaign (August 2021 to January 2022) totaled a volume of 489,613hl. In detail, transactions for the 2021 vintage accounted for 87% of volumes sold of all vintages. The start of the campaign for the 2021 vintage 2021 fell back, reflecting the low harvest volumes: Down 34% compared to transactions for the 2020 vintage in the first six months of the 2020-2021 campaign (down 24% on the five-year average).

- ✓ Transactions of grape & must were down 31% on the average of the past five campaigns. They accounted for 52% of transaction volumes for the first six months of the 2021-2022 campaign.
- ✓ Transactions of wine were down 16% on the average of the past five campaigns, accounting for 44% transaction volumes.

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<sup>4</sup> Only Bourgogne reds without geographical denomination

Transactions were carried out very early in the first six months, responding to the dynamic on distribution circuits: 43% of the harvest volume for 2021 has already traded, compared to an average of 38% in the last five campaigns.

All colors and vintages were impacted by this drop:

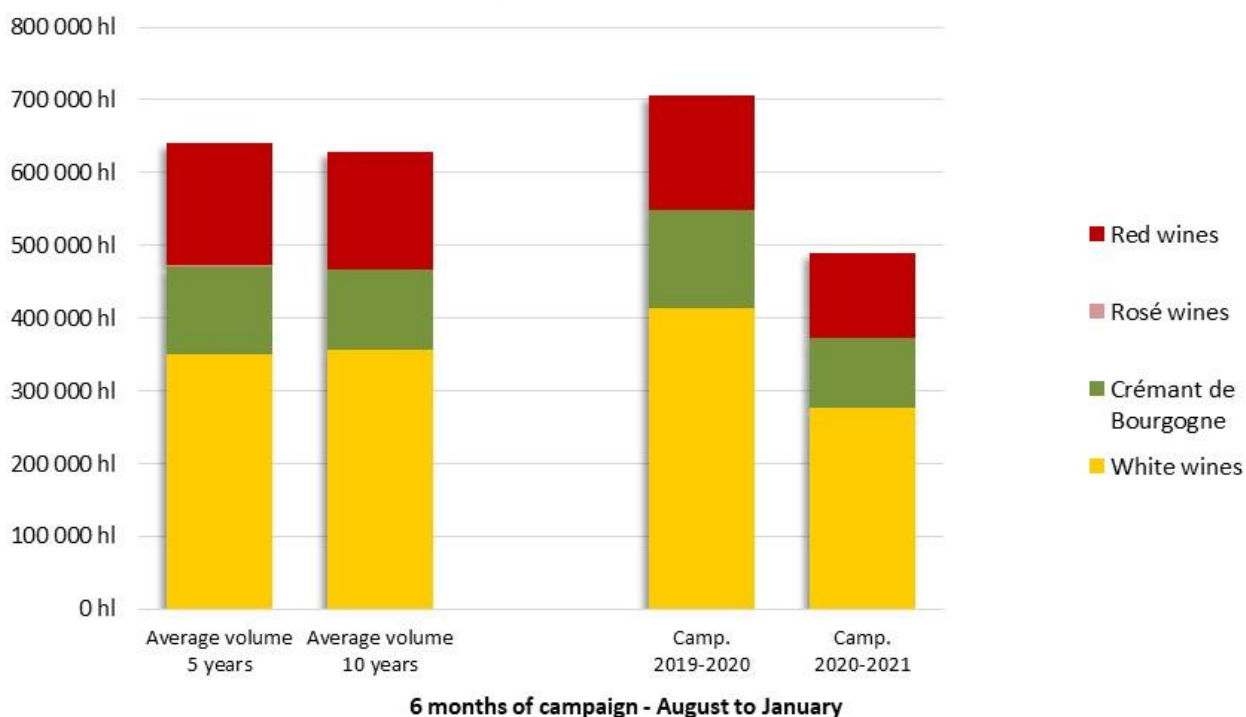
- ✓ White wines: Down 33% by volume (first six months of the 2021-2022 campaign compared to same period a year earlier).
- ✓ Red wines: Down 25.4% by volume (first six months of 2021-2022 campaign over 2020-2021).
- ✓ Crémant de Bourgogne: Down 28.8% by volume (first six months of 2021-2022 campaign over 2020-2021).

However, certain categories of appellation continued to grow:

- ✓ Mâcon plus geographical denomination white wines: 24,546hl, up 2% over the first six months of the 2020-2021 campaign (up 11% on the five-year average). This accounted for 9% of transaction volumes of white wines for the first six months of the 2021-2022 campaign.
- ✓ Mâcon plus geographical denomination red wines: 1,639hl, up 18.6% over the first six months of the 2020-2021 campaign (up 96% on the five-year average). However, this only accounts for 1.4% of transaction volumes for red wines for the first six months of campaign 2021-2022.

### Transactions for all vintages of Bourgogne wines

(source : Transaction BIVB)

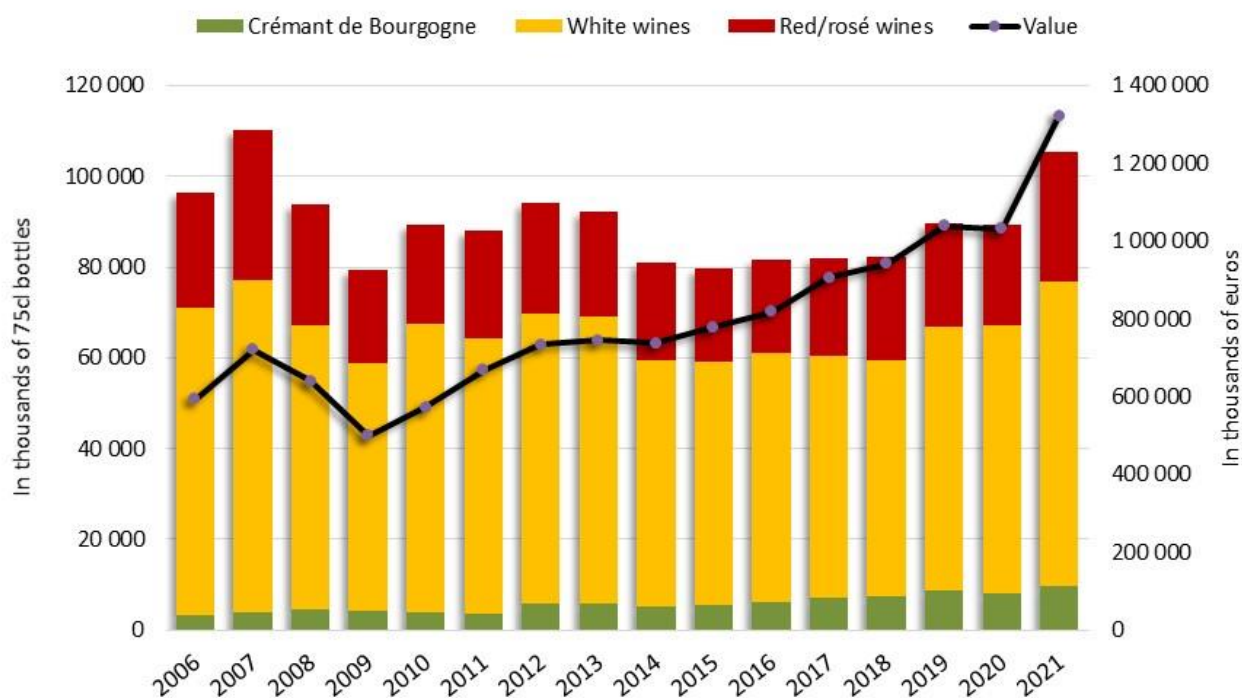


## Export: More than 100 million bottles for €1.3 billion

In 2021, volumes of Bourgogne wines exported were up strongly, despite the continuing pandemic. More than 105 million bottles were exported (up 18% over 2020), for record revenue of €1.322 billion (up 28% over 2020). Bourgogne wines are exported to 171 territories, with 10 new destinations.

### Bourgogne wines exports since 2006

(Sources: Customs DEB+DAU and BIVB)



- ✓ Bourgogne wines sold 16.1 million more bottles than in 2020, almost the equivalent growth in average exports over the previous 15 years (an increase of 16.8 million bottles over that period).
  - Bourgogne white wines accounted for 49% of this increase by volume, especially *Régionale* Bourgogne appellations (up 3.35 million bottles) and Chablis wines (up by 1.82 million bottles). *Village* wines of the Mâconnais were in third position, up 1.3 million bottles.
- ✓ Year-on-year growth in revenue in 2021 (up €289.5 million) was driven by red wines, with 57% of total sales. This included some excellent performance for *Régionale* Bourgogne wines (up €54.9 million), *Grand Cru* wines from the Côte d'Or (up €52.9 million) and *Village + Village Premier Cru* wines from the Côte de Beaune (up €33.3 million).
- ✓ Crémant de Bourgogne also contributed to the growth in Bourgogne wine exports. In 2021, it recorded its strongest growth in 10 years, up 1.7 million bottles and up €9.5 million over 2020.



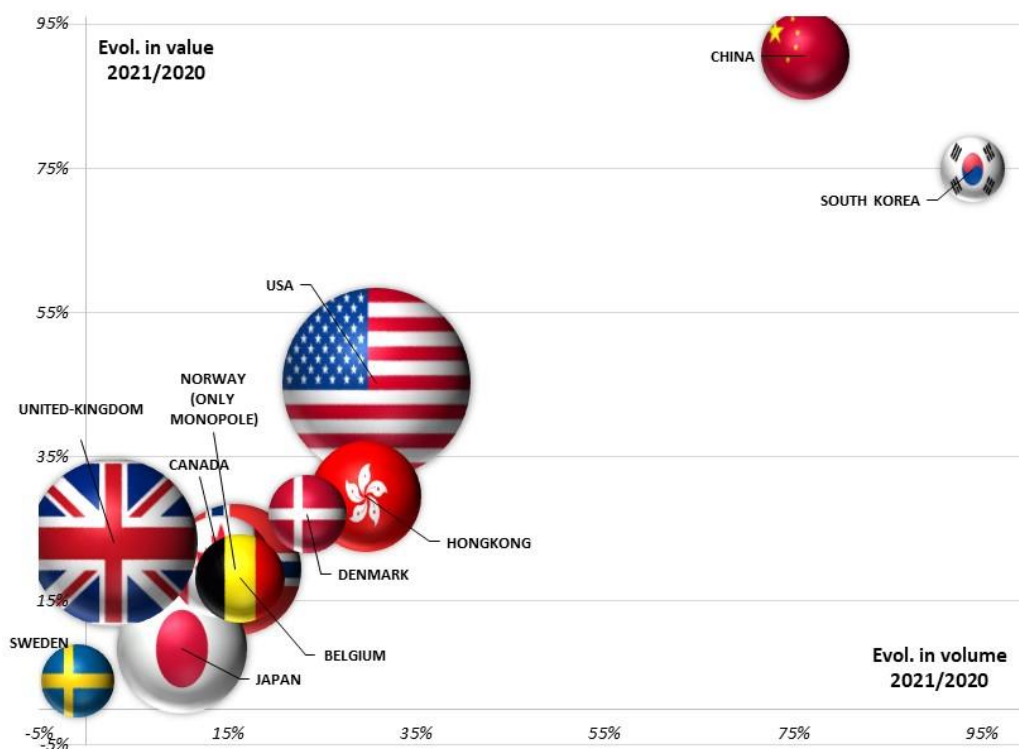
## ■ Three main export regions for Bourgogne wines

The 105 million bottles of Bourgogne wines exported in 2021 went mainly to three geographical regions, which between them accounted for 77% of export volumes and 73% of revenue.

- Europe (chiefly United Kingdom, Belgium, Sweden, Denmark and Norway): The most important region by volume and revenue (35% of export volumes which generated 26% of export revenue).
- North America (United States and Canada): The strongest growth in terms of revenue, up 39% over 2020 (up 25% by volume). The region accounted for 28% of export volumes and 25% of revenue.
- Asia (Japan, China, Hong Kong, and South Korea): The strongest growth by volume, up 30% over 2020 (up 30% in terms of revenue). The region accounted for 14% export volume and 22% of the revenue.

### 11 markets for 77% of export volume and 73% the revenue

*(Sources: Customs DEBupDAU – BIVB; size of the bubble is proportional to revenue in 2021)*



Size of the bubble = Revenue in 2021

## Export to Bourgogne wines' 30 main markets in 2021

(Sources: Customs DEBupDAU / BIVB)

Export Bourgogne	Market share 2021		12 months 2021		Percentage variation 2021/2020	
	Volume	Value	1,000 bottles	1,000 €uros	Volume	Value
<b>Total</b>			<b>105 438</b>	<b>1 322 018</b>	<b>18,0%</b>	<b>28,0%</b>
USA	20%	19%	20 630	255 499	30,8%	45,3%
United-Kingdom	16%	15%	16 854	202 366	3,0%	23,1%
Canada	9%	6%	9 332	73 334	14,3%	19,8%
Belgium	9%	4%	9 293	56 636	16,3%	18,1%
Japan	8%	9%	8 012	120 586	10,2%	8,4%
Sweden	6%	3%	6 199	37 453	-0,9%	3,8%
Nederlands	5%	3%	4 899	36 927	2,4%	24,2%
Denmark	4%	3%	3 856	43 090	23,4%	27,0%
Germany	3%	3%	3 102	33 103	11,6%	10,0%
China	3%	4%	2 888	55 122	76,2%	90,6%
Switzerland	2%	5%	1 968	63 326	10,3%	10,7%
South Korea	1,8%	2,3%	1 933	30 042	94,0%	74,9%
Australia	1,8%	1,7%	1 885	22 290	37,6%	24,3%
HongKong	1,4%	6,7%	1 505	88 053	29,6%	29,6%
Italia	1,0%	1,3%	1 079	16 750	63,4%	48,1%
Ireland	1,0%	0,5%	1 053	7 172	4,8%	15,2%
Israel	1,0%	0,6%	1 021	8 309	57,2%	51,3%
Taipei	0,9%	2,7%	968	35 542	36,7%	21,0%
Singapore	0,6%	1,9%	632	25 287	25,5%	34,5%
Brazil	0,6%	0,5%	620	6 068	31,0%	32,7%
Spain	0,5%	0,6%	567	8 208	69,9%	36,6%
Poland	0,5%	0,3%	537	4 358	54,5%	37,2%
United Arab Emirates	0,5%	0,4%	529	5 476	82,4%	57,4%
Russia and Baltic States	0,9%	0,9%	967	11 802	20,2%	43,5%
Finland	0,4%	0,2%	382	2 873	12,7%	25,2%
Luxembourg	0,3%	0,5%	309	6 007	9,5%	7,3%
Mexico	0,2%	0,2%	261	2 308	29,1%	26,5%
Austria	0,2%	0,5%	252	6 364	15,4%	8,2%
Czech Republic	0,2%	0,2%	234	2 664	-6,6%	-3,0%
<b>Other results</b>						
Norway (Monopole figures)			5 650	122 771		

## ■ Europe

Within Europe, some 36.6 million bottles of Bourgogne wine were exported in 2021 for revenue of €344.4 million in the five markets of this continent (up by 2,4 million bottles and up €57.3 million over 2020).

- ✓ **United Kingdom, second-biggest market in terms of revenue** (15.3% of total revenue, for 16% of volume)  
Up 3% by volume and up 23% in terms of revenue in 2021 compared to 2020.



The United Kingdom slipped back in 2021 to become the second-biggest export market by volume, behind the USA, after being in first place in 2020.

The growth in volume sales was mainly driven by red wines:

- Red wines: Up 42.7% by volume, for 19.3% of export volumes.
- White wines: Down 3.2%, after a strong year in 2020. This fall was mainly due to the Mâcon, Chablis and Petit Chablis appellations (down 3.2%, for 77.3% of export volumes).
- Crémant de Bourgogne also saw exports slow, after excellent performance in 2020: Down 8.8% by volume, for 3.4% of export volumes. This still remained up on the figures for 2019.

White wines and Crémant de Bourgogne saw growth in terms of revenue, up 13.6% and 2% respectively over 2020. With a strong presence on this market, Bourgogne white wines still accounted for 36.6% of the volumes French white AOC wines exported to the United Kingdom, for 55% of the revenue in 2021.

- ✓ **Belgium, seventh-biggest market in terms of revenue** (4.3% of total export revenue, for 8.8% of the volume)  
Up 16.3% by volume and 18% in terms of revenue in 2021 compared to 2020.



Unlike 2020, Crémant de Bourgogne returned to growth in 2021 (up 37.9% by volume and 39.5% in terms of revenue), helping to drive the growth in still wines by volume and in terms of revenue.

With slightly slower growth than the reds, Bourgogne white wines remained in first place among French white AOC wines (31% of volumes and 42.5% of revenues). Some strong performance should be noted:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 23.4% by volume over 2020 (20% of Bourgogne white wines), and up 29.4% in terms of revenue (14.3% of total revenue).
- *Village* appellations from the Mâconnais: Up 14% by volume and 13.4% in terms of revenue.
- Chablis and Petit Chablis: Up 10,7% by volume and 14% in terms of revenue.
- *Régionale* Mâcon: Up 9.5% by volume over 2020 (31.7% of Bourgogne white wines) and 14% in terms of revenue (20.7% of revenue).

While Bourgogne red wines accounted for just 13.7% of volumes and 26.4% of the revenue from Bourgogne wines in Belgium, they showed great dynamism in 2021: Up 15.8% by volume and 16.4% in terms of revenue. This was driven by:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 19.5% by volume (60% of exported bottles) and up 22.8% in terms of revenue (24.4% of revenue).
- *Village* and *Village Premier Cru* wines from the Côte de Beaune: Up 31% by volume (12% of red wine exports) and up 43% in terms of revenue (18.2% of revenue from reds).
- *Village* and *Village Premier Cru* wines from the Côte de Nuits: Up 24% by volume and up 29% in terms of revenue.

These figures do not include direct sales to Belgian tourists, who are among the leading foreign visitors to Bourgogne wine producers and cellars.

- ✓ **Denmark, ninth-biggest market in terms of revenue** (3.3% of export revenue, for 3.7% of volumes)  
Up 23.4% by volume and 27% in terms of revenue in 2021 compared to 2020.



Denmark entered the top-10 export markets for Bourgogne wines in terms of revenue in 2020. It confirmed this place in 2021, even overtaking Sweden. By volume, it has been in ninth place for 10 years.

Very well positioned, Bourgogne wines confirmed their leading place by volume (3.8 million bottles, 23.2% market share) and in terms of revenue among French AOC wines in Denmark.

Bourgogne white wines accounted for 56.9% of export volumes, for 47.3% of total revenue. They posted healthy growth by volume (up 23.4% over 2020) and in terms of revenue (up 27%), mainly driven by:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 29.4% by volume over 2020 (32.6% of volumes of Bourgogne white wines) and up 28.5% in terms of revenue over 2020.
- Mâcon AOCs (including Mâcon-Villages and Mâcon plus geographical denomination): Up 51.8% by volume over 2020 (12% of volumes of Bourgogne white wines) and up 38.2% in terms of revenue over 2020.

Red wines account for a growing proportion of export volumes: 25.6% of Bourgogne volumes in 2021 (up 5.6 points over 2020). As such, they were actively driving growth of the region's wines: Up 58.8% by volume and up 36.3% in terms of revenue over 2020.

Four categories of red AOCs recorded notable growth:

- Bourgogne AOC (including Bourgogne plus geographical denomination): Up 34% by volume (51.3% of red wine volumes exported) and up 40.7% in terms of revenue over 2020.
- *Village* and *Village Premier Cru* wines from the Côte de Beaune: Up 213% by volume (28.8% of red wine volumes) and up 150% in terms of revenue over 2020.
- *Village* and *Village Premier Cru* wines from the Côte de Nuits: Up 23% by volume (12.7% of red wine volumes exported) and up 21.8% in terms of revenue over 2020).

Crémant de Bourgogne, which accounted for 17.5% of volumes, continued to grow: Up 10.8% by volume and up 11.4% in terms of revenue.

- ✓ **Sweden, tenth-biggest market in terms of revenue** (2.8% of export revenue, for 5.9% of volumes)  
Down 0.9% by volume and up 3.8% in terms of revenue in 2021 compared to 2020.



Despite a slight fall in 2021, Bourgogne wines confirmed its leading place by volume (6.2 million bottles, 25.9% market share) among French AOC wines in this market, a position held since 2018. Bourgogne wines have been second in terms of revenue (€37 million, 22% market share in terms of revenue) for more than a decade, behind Champagne.

White wines accounted for 56.4% of volumes de Bourgogne wine exports, for 55% of revenue. The Chablis and Petit Chablis appellations are the top-sellers on this market, and despite a slight dip by volume (down 3% over 2020), Bourgogne white wines continued to show growth in exports, mainly thanks to:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 4.4% by volume (42% of volumes of Bourgogne white wines) and up 0.8% in terms of revenue.
- Chablis Grand Cru and Chablis Premier Cru: Up 13.2% by volume (3.5% of volumes of Bourgogne white wines) and up 20.2% in terms of revenue.
- *Village* appellation from the Mâconnais: Up 18.2% by volume and 34% in terms of revenue.



Bourgogne red wines only accounted for 16.4% of export volumes in 2021, but they actively drove growth of the region's wine sales: Up 3.4% by volume and up 12.2% in terms of revenue over 2020.

Crémant de Bourgogne had contributed to growth in Bourgogne sales over three years, both in terms of volume and revenue. But in 2021, this appellation slipped back: Down 6.9% by volume and down 5% in terms of revenue over 2020. Crémant accounted for 27.2% of Bourgogne wine export volumes to this market, for 22.9% of revenue.

### ✓ **Norway, six years of growth for Bourgogne wines**

The figures from the state monopoly alone would make Norway the seventh-biggest market by volume and third in terms of revenue in 2021. But since part of the wines sold to Norway transit through other destinations, it is not possible to establish an accurate ranking.

Sales of Bourgogne wines through Vinmonopolet continued to grow, as they have done since 2016. Sales in 2021 outstripped those in 2020, which was already an exceptional year: Up 15.2% by volume and 19.4% in terms of revenue over 2020.

For 2021, sales of Bourgogne wines through Vinmonopolet reached the equivalent of 5.65 million 75cl bottles (19% of Bourgogne sales were in bag-in-box):

- White wines: Up 16.9% by volume over 2020 (50% of volumes)
- Crémant de Bourgogne: Up 29.2% by volume (32% of volumes)
- Red wines: Down 3.2% by volume, after a very strong year in 2020. Red accounted for 18% of export volumes.

Revenue in 2021 for sales of Bourgogne wines through the monopoly totaled some €120 million (1.2 billion NOK), up 19.4% over 2020. Crémant de Bourgogne posted the strongest growth in 2021, up 27.6% over 2020. White wines were in second position, up 19%, while red wines saw sales grow by 11.7% over 2020.

## ■ **North America**

Some 29.9 million bottles of Bourgogne wines were exported to North America, for revenue of €328.8 million from the region's two main markets, USA and Canada. Some 6 million more bottles were shipped, for additional revenue of €91.7 million (2021 over 2020).

- ### ✓ **United States, leading market in terms of revenue** (19.3% of export revenue, for 19.6% of volumes of Bourgogne wines)
- Up 30.8% by volume and 45.3% in terms of revenue in 2021 compared to 2020.

After a difficult start to 2021, Washington and Brussels agreed in June to suspend the levy on the import of wines to the US until the summer of 2026. The response of the American market was immediate, with exports of French AOC wines rapidly returning to growth before setting two new records for the past 30 years: 174.7 million bottles exported and €1.8 billion in revenue generated in 2021.

The performance of Bourgogne wines was equally impressive, with 20.6 million bottles exported to this market, for €255.5 million in revenue in 2021, up 30.8% by volume and 45.3% in terms of revenue over 2020:

- White wines: Up 27.4% by volume (62% of export volumes) and up 39.2% in terms of revenue (51.5% du revenue).
- Red wines: Up 33.8% by volume (28% of export volumes) and up 52.8% in terms of revenue.
- Crémant de Bourgogne: Up 46% by volume (10% of export volumes) and up 46.9% in terms of revenue.

✓ **Canada, fifth-biggest market in terms of revenue** (5.5% of export revenue, for 8.9% of volumes)



Up 14.3% by volume and 19.8% in terms of revenue in 2021 compared to 2020.

In 2021, Bourgogne wines confirmed their place in top spot in terms of revenue for the second year running (€70.3 million, for a 25% market share in terms of revenue) among still French wine sales in Canada. They also remained in third place by volume, unchanged for 10 years.

For more than 15 years, Bourgogne white wines have been in first place among French AOC whites (42% of export volumes of white wines from France, for 49.4% of the revenue).

Numerous appellations benefitted from this growth, which was nonetheless driven by the higher-volume Bourgogne AOCs:

- *Régionale* Bourgogne red and white: Up 6.1% by volume (57.8% of export volumes) and up 21.6% in terms of revenue (45.6% of the revenue from Bourgogne wines).
- Chablis and Petit Chablis: Up 14% by volume (19.8% of exports) and up 13.4% in terms of revenue (18% of revenue).
- *Régionale* Mâcon red and white: Up 7.7% by volume (4.5% of wines exported)

After a dip of more than 20% by volume and revenue in 2020, Crémant de Bourgogne returned to double-digit growth in 2021: Up 25.3% by volume and 22.6% in terms of revenue. It confirmed its second spot among French sparkling appellations on the Canadian market.

## ■ Asia

The equivalent of 14.3 million 75cl bottles of Bourgogne wines were exported in 2021 for revenue of €293.8 million to the four main Asian markets. This was an increase of some 3.2 million bottles, for an additional €68.5 million (2021 over 2020).

✓ **Japan, third-biggest market in terms of revenue** (9% of export revenue, for 7.6% of volumes)



Up 10.2% by volume and up 8.4% in terms of revenue in 2021 compared to 2020.

Bourgogne wines have long held a key place among exports of French wines to Japan. In 2021, they held onto second place by volume (16.8% of volumes) and in terms of revenue (25% of revenues).

In 2021, Bourgogne white wines accounted for 46% of the volume of French white AOCs exported to Japan, for 64% of the revenue in this category. After 2020 was hit by Covid-19, the Bourgogne appellations with the greatest presence on this market did better in 2021 than before the pandemic:

- *Régionale* Bourgogne red and white: Up 11.6% by volume over 2019 (47.7% of export volumes), and up 16.6% in terms of revenue over 2019 (43.2% of revenues).
- Chablis and Petit Chablis: Up 17.5% by volume, for 25% of export volumes, and up 18.3% in terms of revenue, for 13.3% of revenues.

In 15 years, Bourgogne wines have seen strong growth in revenue in Japan: Up 58% (2021 over 2007), thanks mainly to *Régionale* Bourgogne wines (up €34.8 million in terms of revenue and up by 1.18 million bottles).

- ✓ **China and Hong Kong, fourth-biggest market in terms of revenue** (10.9% of export revenues, for 4.1% of volumes).



Up 56.9% by volume and up 47.8% in terms of revenue in 2021 compared to 2020.

Whether an anachronistic phenomenon or an enduring trend, Bourgogne white wines continued to grow on both these markets, which historically favor red wines (90% of French wine exports there are reds): Up 63% by volume and up 37.8% in terms of revenue (2021/2020).

These strong figures were largely due to:

- *Régionale* Bourgogne appellations (including Bourgogne plus geographical denomination): Up 79.3% by volume (37.5% of red bottles shipped there) and up 73.5% in terms of revenue (27.4% of revenues).
- Chablis and Petit Chablis: Up 89.8% by volume (25.6% of shipments) and up 75.7% in terms of revenue (11.2% of revenues).
- *Village* and *Village Premier Cru* wines from the Côte de Beaune and Côte de Nuits: Up 57.4% by volume (14% of bottles exported) and up 38.2% in terms of revenue (26.8% of revenues).
- *Régionale* Mâcon (including Mâcon plus geographical denomination): Up 26.8% by volume and up 33.3% in terms of revenue.

Red wines, which still accounted for 60% of Bourgogne wines sold on these markets, returned to growth after a sluggish year in 2020: Up 53.2% by volume and 52% in terms of revenue (2021 over 2020).

- *Régionale* Bourgogne appellations: These wines accounted for 56.4% of export volumes in 2021 and were up 51.7% by volume and 47.3% in terms of revenue.
- *Village* and *Village Premier Cru* wines of the Côte de Beaune and Côte de Nuits: Also up strongly, 59.6% by volume and 43.5% in terms of revenue.

Crémant de Bourgogne remains a marginal seller (39,000 bottles, less than 0.9% of Bourgogne wine exports), but showed impressive growth: Up 56% by volume and 77.7% in terms of revenue.

- ✓ **South Korea, 14<sup>th</sup> biggest market in terms of revenue** (2.3% of export revenues, for 1.8% of volumes)  
Up 94% by volume and up 74.9% in terms of revenue in 2021 compared to 2020.



Since the 2011 free-trade agreement between South Korea and the European Union, the wine market here has blossomed. In 2021, the volume of French AOC wines set a new record, outstripping the figure for 2007. Bourgogne wines are very popular and showed the strongest growth among French wines (2021 over 2019): Up by 1.2 million bottles and up €18.9 million in terms of revenue.

Bourgogne wines set a 30-year record: 1.9 million bottles exported for €30 million in revenue in 2021 (up 94% by volume and up 74.9% in terms of revenue over 2020):

- White wines: Up 95.6% by volume (47.5% of export volumes) and up 76.2% in terms of revenue (41.2% of revenues from Bourgogne wines on this market).
- Red wines: Up 93.9% by volume (47% of export volumes) and up 72.5% in terms of revenue.
- Crémant de Bourgogne: Up 82.5% by volume (5.5% of exports) and up 115% in terms of revenue.

## The Tourist Cellars Guide and our Guide to Wine Festivities: Your essential travel companions!

*Bourgogne, 23 March 2022*

The latest edition of the [Vignobles & Découvertes tourist cellars guide](#) is your reference for planning a trip to Bourgogne. It contains details of around 250 cellars that have been hand-picked by the Bourgogne Wine Board (BIVB). It is packed full of useful information about the region, the national Vignobles & Découvertes label, the *Climats*, The Cité des Climats et vins de Bourgogne, the École des Vins de Bourgogne, and much more. Along with the [Guide to Wine-Themed Celebrations](#), it offers everything you need to explore the region and its 84 appellations.

### The Vignobles & Découvertes label: Dedicated to excellence in wine tourism



This label recognizes the very best wine tourism has to offer in Bourgogne. It was created in 2009 and is awarded to those installations that operate a strategy of excellence, and now covers the entire Bourgogne winegrowing region.

Cellars are awarded the Vignobles & Découvertes label after passing the Bourgogne Wine Tourism Quality audit, organized by the BIVB and carried out by an independent specialist organization. This audit checks the national criteria for the Vignobles & Découvertes label, but also monitors the quality of the welcome offered. And make no mistake – in Bourgogne, we take welcoming visitors very seriously!

#### Cellars with the Vignobles & Découvertes label commit to:

- Offering an authentic and convivial welcome
- Guaranteeing opening hours that are simple and reliable
- Offering optimal conditions for tasting wine
- Guiding consumers towards healthy drinking practices
- Sharing their passion for Bourgogne and its natural, cultural, and gastronomic heritage
- Ensuring an unforgettable visitor experience





## The Vignobles & Découvertes cellar guide: Packed with top tips



The guide is organized by wine-producing area and includes information about some 250 cellars that have been hand-picked by the BIVB according to very specific criteria. Visitors can explore them in complete confidence and will find plenty of other interesting activities as they head along one of our Routes des Vins wine trails.

It offers plenty of in-depth details on a variety of themes including the work of the winegrower, the École des Vins de Bourgogne, the *Climats*, the Cité des Climats et Vins de Bourgogne, the commitments of a responsible industry, and key figures in the world of Bourgogne wines.

Produced in both French and English, a paper version of the guide is available on request from the BIVB or the region's tourism offices. It includes a fold-out map of the Bourgogne winegrowing region with must-visit sites on the back along with five mini-maps of the region's Routes des Vins wine trails.

→ You can also download the guide at <https://www.guide-caves-bourgogne.fr> (bilingual).



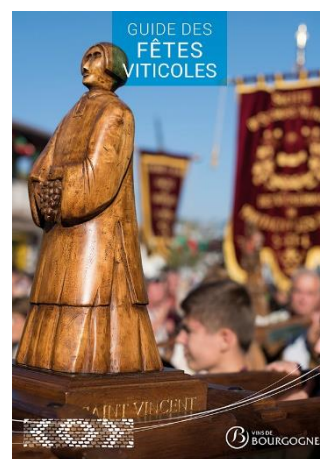
This symbol indicates an environmental approach, including organic labels like AB or Eurofeuille, biodynamic ones like Biodyvin or Demeter, other eco-certifications like Haute Valeur Environnementale Level 3 and Terra Vitis, or the Responsabilité Sociétale des Entreprises label.

## The Guide to Wine Festivities in Bourgogne: Adding a little atmosphere to your trip

Bourgogne has much more than just wine to share - we want to share our unique lifestyle, too! This digital guide, which has been overhauled this year to make it more user-friendly, brings together everything you need to know about wine-themed festivities in Bourgogne, from the most offbeat to the most serious. It includes theater performances, concerts, street art, gourmet walking trails, exhibitions, open days, and tasting events. A global calendar sets out events by month, and then each one is presented with information including hours, location, prices, contact details, and web addresses.

**Brighten up your trip and enjoy some Burgundian hospitality!**

→ The Guide to Wine Festivities is only available in a digital format from [www.fetes-vins-bourgogne.fr](http://www.fetes-vins-bourgogne.fr) (bilingual)



Scan this QR code  
to download  
the Tourist Cellars Guide:



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the Wine festival Guide:



## 2021 vintage in Bourgogne: Careful tending throughout

*Bourgogne, 23 March 2022*

*The 2021 vintage was a challenge for winegrowers right up until the very last day. From the frost in April, happening after a very early start to the winegrowing season, right through to the September harvest, it was characterized by some brutal shifts in the weather. Winegrowers had to be extremely reactive and attentive. The only moment of respite came with flowering, which was ideal for fruit formation, and véraison, which was accompanied by sunshine from mid-August. In the end, hard work was rewarded with success, low volumes aside. Indeed, while conveying his hope that the 2022 vintage will offer an easier ride, François Labet, co-president of the BIVB confirmed his opinion that, “Small is beautiful!”*

Aside from the low yields due to frost, and hail in June in certain parts of the Mâconnais, the grapes were sorted meticulously, both in the vines and in the winery. The capricious weather in July and early August encouraged the development of pockets of disease, but these were fortunately contained thanks to the efforts of the winemakers and the return of dry weather later in August.



© BIVB / Sébastien Boulard

As time goes by, we are now witnessing some fine balance for whites as well as reds.

## White wines

The whites are showing wonderful freshness that is very appealing to fans of Bourgogne wines. These are carefully sculpted wines, currently revealing citrus notes of lemon and grapefruit, which will further evolve as they age.

## Red wines

The red wines are delicate and ruby red in color, offering aromas of fresh and ripe red fruit. This lovely fruity expression is also present in the mouth, with notes of cherry or raspberry. The textures are delicate and the tannins very silky.

## Crémant de Bourgogne

This is a classically elegant vintage with a fine and discreet aromatic expression. In the mouth, these wines are fresh and fruity with lovely tension thanks to some marked acidity. This makes them ideal for ageing on laths, and they are promising great keeping potential.

The Chardonnay grape is revealing aromas of almond, white blossom, and rare hints of English candy and tropical fruit. The Pinot Noir is more structured and powerful, earlier to mature, and offering aromas of red berry, cherry, and plum.

[Click on the image to discover the 2021 vintage in video  
presented by Isabelle Meunier](#)





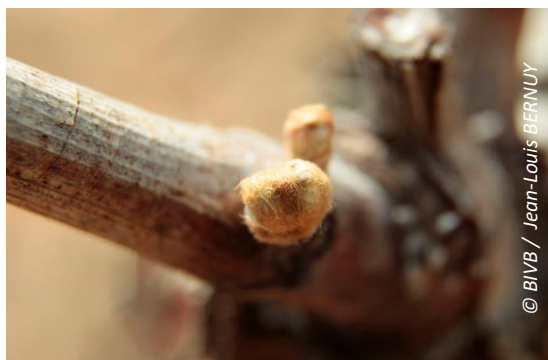
## The weather that shaped the 2021 vintage

*After three years of early harvests that began in August, the 2021 vintage marked a return to more traditional dates for Bourgogne. Picking started on 18 September for still wines. The low yields resulting from the frost in April meant that harvesting took much less time than normal, and all grapes were picked by early October. With unpredictable weather throughout the summer, with some brutal shifts in temperature and localized rain, winegrowers had to work hard right through to the end.*

### An historic frost, both in terms of area and intensity

The winter of 2020-2021 saw alternating periods of mild and cold weather. But overall, it was milder and wetter than the average over 1981-2010 (see charts below). The weather cooled sharply in mid-March before warming significantly to more summery temperatures during Easter week from 29 March to 3 April.

This suddenly stimulated the growth cycle of the vines, and in the space of a few days in early April, some plots – mainly Chardonnay – reached the mid-budburst stage. This was followed by a brutal change on the night of 4 April. A huge mass of polar air descended on the region, bringing thick frost, between 6-9 April in particular. This affected the entire winegrowing region and the fragile buds that had just emerged from their cotton wool cocoons. This would have a huge impact on the future yield, but it was impossible to estimate the loss as the damage was unevenly spread across the vines.



© BIVB / Jean-Louis BERNUY

The vines were shaken by this episode and took time to return to growth, all the more so as the weather turned wetter and colder than usual. And there was no surprise that the secondary buds offered very little in terms of fruit.

Fortunately, the temperature returned to normal in early June, and rose suddenly from 8 June onwards, bringing much warmer weather than usual.

### Fast and favorable flowering

Flowering then took place extremely quickly, thanks to the hot and dry weather that provided ideal conditions for pollination and fruit set. The mid-flowering date (when 50% of flowers have blossomed) was close to that observed in 2019: Between 13 June for the Chardonnay in the Mâconnais, and 18 June for the Pinot Noir on the Côte de Nuits. Although the pace was fast, fruiting was disparate across the region depending on frost damage.

The high temperatures continued, encouraging very quick growth which meant that the 2021 vintage was able to make up some of the time lost in April and May.



## A cool start to the summer

From the end of June to the beginning of August, the rain set in. The vines grew very quickly, which required hard work on the part of winegrowers, with the raising of the vines proving to be particularly time-consuming. They also had to tackle the threat of disease which was making an appearance.

They finally got some respite mid-August, with the return of a long spell of dry weather. The mid-*véraison* stage, when the grapes change color, occurred around mid-August. The dry weather and a northerly wind allowed the grapes to ripen gradually.

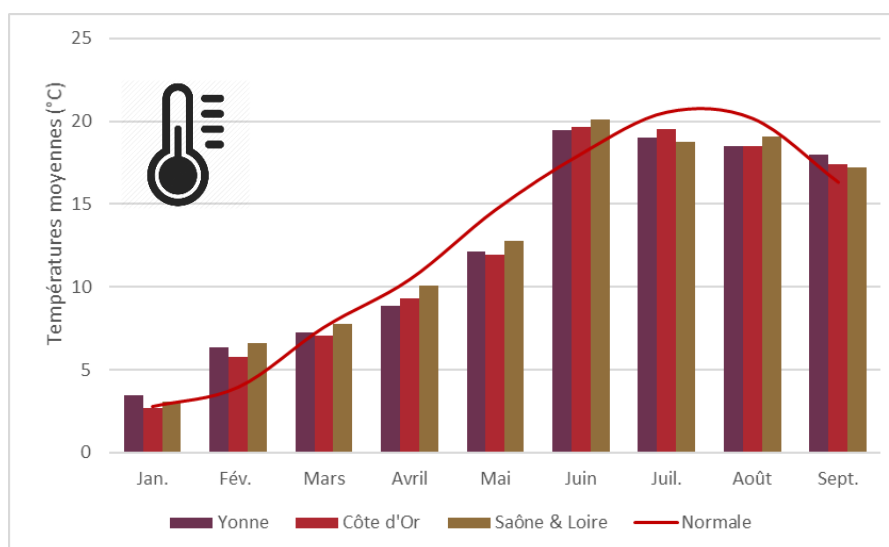
## Picking started with the Pinot Noir

This interlude was short-lived. The end of August marked the beginning of a period of autumnal weather that continued until the harvest. Winemakers had to monitor the grapes' aromatic and phenolic maturity on a daily basis, while taking into account the weather in order to harvest at the desired ripeness.

Harvesting of grapes for Crémant de Bourgogne wines began on 8 September in the southern part of Bourgogne, with picking of those for still wines beginning around 18 September. Unusually, the red grape varieties of Pinot Noir, Gamay, and César were the most advanced in terms of maturity, especially the Pinot Noir. Many began their harvests with the reds to capture the aromatic maturity of the grapes. The Chardonnay grapes ripened a little later, probably due to the stress caused by the frost, and were thus picked last.

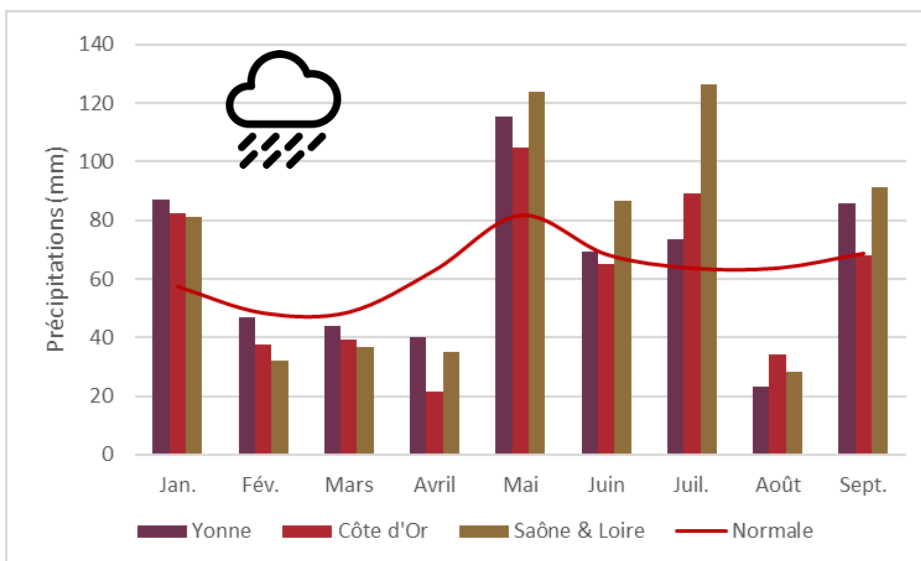
Yields were very mixed across all sectors. Winegrowers had to deal with low volumes, and even some extremely low volumes on those vines most affected by frost and/or hail. Those grapes required drastic sorting both in the vines and upon arrival in the winery.

Average monthly temperatures (°C) - Bourgogne 2021  
Comparaison à normale par département



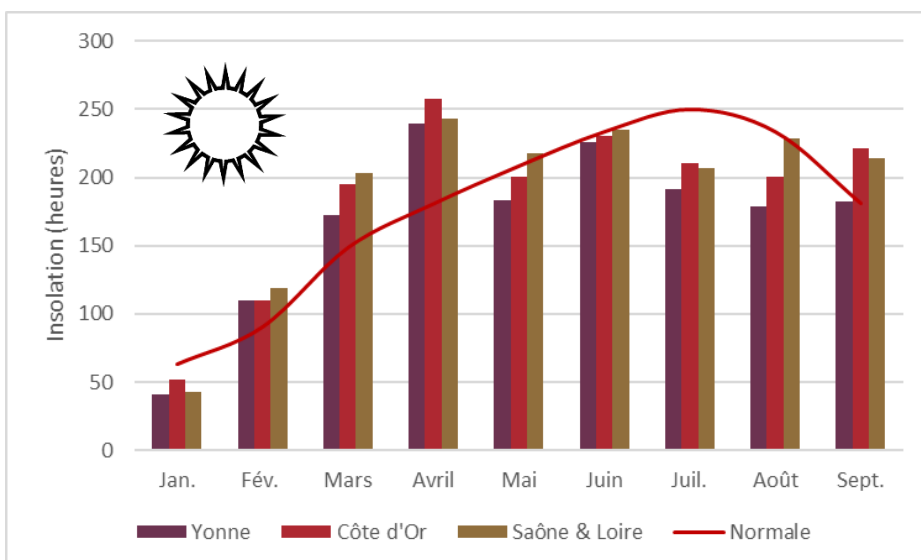
Sources: Météo France/ BIVB

Average monthly rainfall (mm) – Bourgogne 2021  
Comparaison to normal by department



Sources: Météo France/ BIVB

Average monthly sunshine (hours) – Bourgogne 2021  
Comparaison to normal by department



Sources: Météo France/ BIVB

*This press release only offers a general snapshot.*

*Because each wine and each winemaker is unique, wines need to be tasted individually before being characterized.*

## 2020: A remarkable vintage for Bourgogne wines

*Bourgogne, 21 November 2021*

***2020 will remain in the memory for many reasons. Not only was it the year of lockdowns and pandemic; it was also a unique and very satisfactory vintage for producers and merchants in Bourgogne.***

This vintage was an historically early one, from budburst right through to harvest. The hot and sunny weather also ensured the grapes were bursting with health on the vines.

Even more surprisingly, tasting has confirmed that despite the high temperatures and almost constant drought conditions, in addition to their rich aromas, the wines are also revealing a freshness that is as unexpected as it is remarkable. Fans of Bourgogne wine will be delighted.

With volumes of around 1.56 million hectoliters, the 2020 vintage is sure to enjoy a great future.



### White wines

#### ■ Chablis and Grand Auxerrois

The 2020 vintage will go down in history thanks to the richness of its wines and their wonderful ageing potential. On the nose, they offer lovely intensity, marked by pleasant aromas of ripe fruit. Notes of apricot and candied citrus mingle with tropical fruit and lime blossom. In the mouth, they are broad and perfectly balanced, maintaining a pleasant freshness and a very enjoyable mineral side.

#### ■ Côte de Beaune

Perfectly ripe grapes combined with an acidity that stood up to the hot weather has resulted in concentrated and superbly balanced wines. The nose evokes yellow and tropical fruit like mango, grapefruit, orange, and bergamot, and they offer impressive length in the mouth. This vintage will be hailed on dining tables in three to five years' time, and even later for the *Village Premier Cru* and *Grand Cru* wines.

#### ■ Côte Chalonnaise

Like their neighbors on the Côte de Beaune, these wines offer great aromatic richness. Beautifully ripe grapes thanks to a very hot and dry summer have led to notes of very ripe citrus, pineapple, apricot, and acacia flower. On the palate, they are well-balanced; fresh, but dense and opulent. On the finish, they are indulgent, marked by pleasant mineral notes, with the promise of great ageing potential.

#### ■ Mâconnais

Remarkable freshness and exemplary concentration mean these wines have all the potential to reach great heights. On the nose, citrus, yellow fruit, pineapple, and dried fruits combine with intense floral notes. In the mouth, they are rounded and smooth, with excellent acidity and an indulgent finish. 2020 is a vintage that will leave its mark.

## Red wines

### ■ Grand Auxerrois

After two exceptional years, the Grand Auxerrois continues its upward momentum, offering high-quality wines to fans of this lesser-known region. The heat and the drought over the growth cycle have resulted in intensely colored and aromatic wines. On the nose, they offer notes of dark berries, licorice, and spices. While in the mouth, they are very structured with great concentration. The tannins are still closed and tight, promising indisputable keeping potential.

### ■ Côte de Nuits

It is tough to imagine a better vintage than the 2020 on the Côte de Nuits. The colors are deep red, the uncommonly intense nose is marked by richly fruity notes. Black cherry, blackberry, blackcurrant, cocoa, and licorice mingle with delicate scents of rose, peony, violet and sweet spice. On the tongue, they demonstrate impressive concentration whilst remaining extremely smooth. With great body and a magnificent tannic structure, these wines are promised a dazzling future.



### ■ Côte de Beaune

Here again, these are wines that are close to perfection. With wonderful color, aromatic intensity, and quality, they are truly exemplary. On the nose, they offer an explosion of summer and hedgerow fruits, spices, and blond tobacco, while in the mouth, they are perfectly balanced. These wines are fleshy and full-bodied, with a tasty finish and surprising length. Like all wines from great vintages, they will reveal their qualities in a few years' time. 2020 is a vintage of superlatives the like of which is rarely seen.

### ■ Côte Chalonnaise

Here too, superlatives are the order of the day. The wines are very rich, with notes of black berries, cherry kernels, gingerbread, violet, and licorice. On the palate, they are full-bodied yet yielding, marked by a wonderfully fresh feel and silky, tightly-woven tannins. 2020 is a vintage for ageing and is rightfully up there amongst the greats.

*This press release only offers a general snapshot.*

*Because each wine and each winemaker is unique, wines need to be tasted individually before being characterized.*



## The 2019 vintage: The magic of years ending in a “9”

*Bourgogne, November 2020*

***2019 was a year of great contrasts in terms of the weather (see our press release from November 2019). It brought plenty of stress, with some tense moments for many producers, yet the harvest went smoothly and the end results were fabulous. It was hot and dry, but the wines nonetheless reveal a vigor that is already delighting fans of Bourgogne wines. The magic of years ending in a “9” happens once again.***

The only disappointment was the volume: 1.23 million hectoliters (excluding VCI) is less than the 10-year average of 1.44 million hectoliters (2010-2019).

### White wines

#### ■ Chablis and the Grand Auxerrois

2019 is already emerging as an exceptional vintage. The grapes were beautifully ripe whilst maintaining excellent vigor. The wines are perfectly balanced, their nose offers pleasant aromas of ripe citrus with subtle floral hints. In the mouth, they are ample and generous, with remarkable flesh and texture and very pleasant tension on the finish.

#### ■ Côte de Beaune

This is an extremely promising vintage. This was a particularly hot year and the wines are of astonishing quality. They have a very rich aromatic range with aromas of ripe fruit like apricot, peach, and quince, mingled with touches of orange and candied lemon and delicate vanilla and floral hints. In the mouth, they are indulgent with exemplary balance, characterized by unusual concentration and body. Their length on the tongue and aromatic persistence is quite simply impressive.



#### ■ Côte Chalonnaise

Here, too, the summer heat allowed the grapes to reach a high level of maturity. Indeed, balance and harmony are the buzz words for this vintage. The aromatic palette is admirable: Alongside deliciously fruity notes of peach, pear, and apricot, these wines offer subtle notes of lime and acacia blossom, honey, and sweet spice.

In the mouth, they are fleshy, rounded, and vigorous, with a delicious finish and wonderful length. Exquisitely indulgent, these wines can be enjoyed in their youth, whilst offering good keeping potential.

#### ■ Mâconnais

Although the weather during this vintage – with spring frost, and a hot and dry summer – prevented even ripening across the board, it didn't affect the quality of the grapes, no doubt due to the small volumes harvested. The wines are characterized by wonderful aromatic richness and excellent balance. The nose is marked by intense notes of ripe fruit like citrus, pineapple, apricot, pear, and flowers like honeysuckle and linden. In the mouth, they are fleshy and rounded with excellent length, underscored by a pleasantly citrusy finish.

## Red wines

### ■ Grand Auxerrois

The 2019 vintage is a second exceptional year for wines from the Grand Auxerrois. The grapes reached optimum ripeness and resulted in very high-quality wines. On the nose, they offer a concentration of magnificent aromas of red and black fruit like cherry, blackcurrant, and blackberry, with spicy and licorice notes.

In the mouth, they are voluminous and chewy, with a remarkable tannic structure. Although they can be enjoyed in their early youth, these wines offer real keeping potential.



### ■ Côte de Nuits

The reds from the Côte de Nuits have an impressively expressive nose and offer real harmony in the mouth. Their aromatic range is extremely rich and varied, with intense notes of red and black fruit mingling with delicate floral aromas, the whole wrapped up in subtle spicy notes with raspberry, morello cherry, blueberry, blackcurrant, rose, peony, and violet.

In the mouth, they are no less impressive: Concentrated and beautifully structured, they are simply dazzling. With smooth and yielding tannins, their silky finish is already very pleasant. We expect them to evolve very well over the next few years.

### ■ Côte de Beaune

On the Côte de Beaune as on the Côte de Nuits, 2019 is a vintage that will leave a lasting impression. Packed with red berries, dried fruits, spices and floral scents, the nose is simply dazzling.

The palate is all about balance and harmony. The corpulent, fleshy roundness of these wines, underlined by velvety tannins, make them particularly indulgent. And although they are very enjoyable right now, they also offer excellent keeping potential.

### ■ Côte Chalonnaise

Here too, 2019 was an outstanding vintage. The wines are of an unusual elegance and power. The nose is marked by very pleasant floral and fruity scents, with notes of violet and elderflower mingling with blackberry, blueberry and blackcurrant.

On the palate, these wines are both smooth and concentrated, with magnificent substance and aromas of dried fruit like fig and raisin, with touches of spice and licorice. The finish and length also live up to expectations.

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*Because each wine and each winemaker is unique, wines need to be tasted individually before being characterized.*

## Coming soon: A new web series offering a fresh way to discover Bourgogne wines!

***On 30 March, the Bourgogne Wine Board (BIVB) is inviting you on a journey via social media. Every Wednesday, it will be dropping a brand-new video in a series dedicated to the Bourgogne appellation's 13 geographic denominations. This web series will take the form of a road trip along which wine lovers can explore Bourgogne with Marie and Alain, two youtubers who set off to find out more about the wine, the winemakers, and also the gastronomy and cultural heritage of each terroir.***

This web series was created in response to a request from the Bourgogne AOC in order to promote those Bourgogne appellations plus an additional geographic denomination, such as Bourgogne Epineuil, Bourgogne Tonnerre, Bourgogne Hautes Côtes de Nuits, Bourgogne Côte d'Or, and Bourgogne Côte Chalonnaise (aka Bourgogne plus). It features winegrowers, but also other specialists, historians, geologists, and tour guides. Through these films, wine becomes a pretext for exploring the region's riches and tourist attractions.



Who made Bourgogne Tonnerre wines famous throughout the courts of Europe during the 18<sup>th</sup> century? What is special about the village of Coulanges-la-Vineuse? Which trans-European pilgrimage passes through the plot of Bourgogne La Chapelle Notre-Dame? And which Duchess of Bourgogne acquired the *terroir* around Bourgogne Côtes du Couchois? Answers to all these questions and more can be found through the many interviews in this series of short films.

“Despite their many qualities and how long they’ve been around, our wines are still relatively little-known outside of their territories. We want to showcase their diversity and richness in a fun way, whilst inviting a new audience to come and explore our villages and estates,” says Bruno Verret, winegrower and President of the Syndicat des Bourgogne. “Tourism offers a wonderful opportunity to discover these appellations. Each one has its own history. Famous people have enjoyed them and sometimes promoted them across Europe. There are monuments that bear witness to this wine-themed past and to the industry they inspire,” he adds.

These videos are packed with fabulous images through which audiences can discover the vines, the historical monuments, waterways, and villages, in particular shot from the sky via drone.



## New episodes on Wednesdays from now until 22 June

The launch of these 13 videos coincides with the start of the tourism season. Rather than publish all the episodes in one go, the BIVB has decided to turn it into a **weekly event**: From 30 March to 22 June, look out every Wednesday at 6pm CET for a new episode.

Simply follow the **#RoadTripBourgogne** hashtag on **Instagram, Facebook, or Twitter**. The videos will also be published weekly on the [Bourgogne wines YouTube channel](#) to which you can subscribe to keep up to speed with their release.



## Bourgogne plus geographic denomination wines: A first step towards the notion of terroir

Just like the Mâcon AOC, Bourgogne AOC wines have their own specifications that include the “additional geographic denomination” label. This is used to promote more limited territories within the AOC with specific characteristics that translate into each wine. It is a first step towards identifying a wine with its *terroir*, with the end-game being the establishment of a *Climat*.



The Bourgogne AOC includes 13 additional geographic denominations, the most recent of which is Bourgogne Côte d'Or, established in 2017. These denominations may correspond to just a plot, such as Bourgogne Montrecul; a village, like Bourgogne Epineuil; or a more far-reaching ensemble, like Bourgogne Côte Chalonnaise and Bourgogne Hautes Côtes de Beaune. However, red or white Bourgogne AOCs that don't have an additional denomination cover the entire Bourgogne.

These additional denominations must also correspond to stricter production specifications than those for Bourgogne AOCs without a denomination. In particular, they illustrate the rise in quality for all Bourgogne wines in recent years.

### The Bourgogne Road Trip Videos:

- ✓ **13 videos** of between 6- 7 minutes
- ✓ Coproduced by the BIVB and Destination Camping-Car
- ✓ **42 winegrowers** interviewed
- ✓ Shot between August and October 2021
- ✓ Available on [the YouTube channel Vins de Bourgogne BIVB](#) from 30 March
- ✓ Number of shooting days: **20**



## Release calendar

30 March	#1 Bourgogne Côte Saint-Jacques
6 April	#2 Bourgogne Côtes d'Auxerre
13 April	#3 Bourgogne Coulanges-La-Vineuse
20 April	#4 Bourgogne Chitry
27 April	#5 Bourgogne Tonnerre
4 May	#6 Bourgogne Epineuil
11 May	#7 Bourgogne Montrecul
18 May	#8 Bourgogne Côte d'Or
25 May	#9 Bourgogne La Chapelle Notre Dame
1 June	#10 Bourgogne Hautes Côtes de Nuits
8 June	#11 Bourgogne Hautes Côtes de Beaune
15 June	#12 Bourgogne Côtes du Couchois
22 June	#13 Bourgogne Côte Chalonnaise



## Cité Internationale de la Gastronomie et du Vin From May 6, the École des Vins de Bourgogne will offer unique tasting workshops in Dijon

*The Cité Internationale de la Gastronomie et du Vin (CIGV) in Dijon opens its doors to the public on 6 May, comprising a cultural and educational hub covering some 5,000m<sup>2</sup>. The École des Vins de Bourgogne will have a stand in the main hall of the CIGV, with 70m<sup>2</sup> dedicated to a unique concept featuring four tasting workshops designed to awaken the five senses. These immersive and innovative experiences will allow visitors to widen out their cultural and gastronomic experience with a multi-sensorial plunge into the world of Bourgogne wines.*

### A unique concept

These workshops have been designed to welcome all visitors to the CIGV, both French and international, locals and those from farther afield. They will appeal to both newcomers to the world of wine and confirmed fans who are looking for a fresh way to discover Bourgogne wines and to acquire some tasting essentials.

The four workshops are highly innovative and cover a broad range of subjects. Participants will be truly immersed in the subject, thanks to images and videos projected on all four walls of the room, with its ceilings almost 3m high. They might find themselves standing in a particular plot of vines before sampling the wine produced there, or immersed in a bouquet of the fruit and flowers that are suggested by the aromas in that very same wine.

Each workshop is organized around a tasting of between three and five wines and provides participants with the keys to a better understanding of Bourgogne wines. And if you're looking for a broader experience, made-to-measure workshops can be arranged on request for both individuals and professionals. All workshops are available in English and French.

Brigitte Houdeline, Director of the École des Vins de Bourgogne, tells us more: "We want to offer visitors an innovative and friendly way to discover Bourgogne wines, through workshops where the visual, the auditory and the gustatory are intertwined, immersing participants in a multi-sensory journey to the heart of the vineyards. As a result, we hope to inspire a desire to explore our magnificent region and the diversity of its wines on a deeper level."



## Four tasting workshops with four themes

**Four workshops are on offer, with prices ranging from €20 to €29 per person and lasting between 40-60 minutes. With a maximum capacity of 18 participants per session, these workshops are also open to those with reduced mobility. Bookings will open in April.**

- ▶ **An Introduction to Wine Tasting:** Decode the techniques and vocabulary of wine tasting and learn how to describe a wine in terms of how it looks, smells, and tastes.  
Three wines, €20 per person (40')
- ▶ **The Impact of Vintage:** This workshop explores the bearing a vintage might have on a wine, and explores single varietal cultivation, how a wine changes over time, and ageing potential.  
Three wines, €20 per person (40')
- ▶ **Bourgogne Terroir Wines:** Learn about the notion of terroir in Bourgogne through grape varietals, winegrower expertise, the hierarchy of the 84 appellations, and the *Climats*.  
Four wines, €20 per person (40')
- ▶ **Food and Wine Pairings:** Explore the diversity of Bourgogne wines by pairing them with local gastronomy.  
Tasting of five wines with five regional specialties.  
Five wines, €29 per person (60')



## To find out more

If you are looking for something more and want to improve your skills or explore other subjects, the École des Vins de Bourgogne offers a wide range of training courses, suitable for everyone, from beginners to professionals. A team of passionate specialists, including oenologists, sommeliers, agricultural engineers, viticulture technicians, geologists, and sensory analysts are there to share their experience and love of wines with you.

In 2023, the Ecole des Vins de Bourgogne will be moving to new premises within in the Cité des Climats et vins de Bourgogne in Beaune.

### How to book a workshop, for yourself or as a gift...

- ✓ On the École des Vins de Bourgogne website at: [www.ecoledesvins-bourgogne.com](http://www.ecoledesvins-bourgogne.com)
- ✓ On the CIGV website at: [www.citedelagastronomie-dijon.fr](http://www.citedelagastronomie-dijon.fr)
- ✓ In the lobby of the CIGV, at the Dijon Tourist Office desk

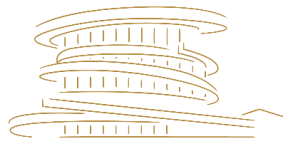
### About the École des Vins de Bourgogne

The École des Vins de Bourgogne was created in 1974 by the Bourgogne Wine Board (BIVB). Since then, the school has developed a wealth of expertise in wine-themed learning and trips. The school is based in Beaune, the capital of Bourgogne wines, and is represented across the region with branches in Mâcon, Dijon and Chablis. Its close relationships with wine industry stakeholders, including winegrowers, *négociants*, coopers, and restaurant owners, ensures its offer is packed with rich content, across the territory. The École des Vins de Bourgogne is the ideal introduction to Bourgogne, from *Régionale* appellations to legendary *Grand Crus*.

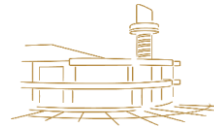




Chablis



Beaune



Mâcon

## The first patrons join forces with the « Cité des Climats et vins de Bourgogne »

### ► A fundraising campaign supporting the Cité

#### Bourgogne: a thousand-year-old cultural heritage

**Bourgogne** has been known throughout the world for its history, its heritage, its vineyards and its wines. It is indeed the birthplace of a **great viticultural model**; it is the archetype of **terroir-based vineyards** and is constantly searching to achieve results that are embodied in the “**Climats**”. Nowhere else in the world have people sought to link wine production to its place of origin in such a precise and intimate manner, and this has been the case for centuries. This explains why the “**Climats du vignoble de Bourgogne**”, within the zone from “Dijon” to “Maranges”, were registered in 2015 as a **Unesco World Heritage Site**, in recognition of their **universal value**.

#### Three sites to convey the Bourgogne wine culture

A major cultural, educational and tourism project was launched to preserve and share this thousand-year-old wine heritage: the “**Cité des Climats et vins de Bourgogne**”, situated in three emblematic locations: **Chablis, Beaune and Mâcon**. This network of three cultural as well as touristic sites is designed to promote Bourgogne, its heritage, its “Climats” and its wines. Whether you are a novice or an experienced wine lover, the “Cité des Climats et vins de Bourgogne” offers you the opportunity **to discover the world of wines and wine through friendly, sensory and educational experiences**, and especially through immersive tours. By sharing this age-old cultural heritage with as many people as possible, the “Cité des Climats et vins de Bourgogne” is sure **to contribute to the cultural influence of this great wine region**.

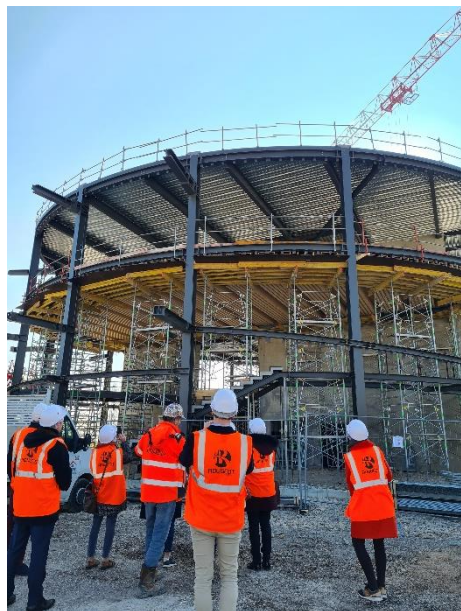
#### An investment of 22 million euros

**To create these three centers covering 5,000 m<sup>2</sup> of exhibition space**, over sixty companies from all over Bourgogne will be involved. **The total investment** for the three sites amounts to **22 million euros**, museography included. To date, 80% of the total budget has been reached with strong support from wine professionals via the “Bureau Interprofessionnel des Vins de Bourgogne” (BIVB) and the city in Beaune, who are the two contracting authorities, as well as the support of numerous institutions and local organizations. **The remaining 20%, i.e., 6 million euros, will be financed by fundraising.**



## ► A promising start to the campaign: 2 million euros collected

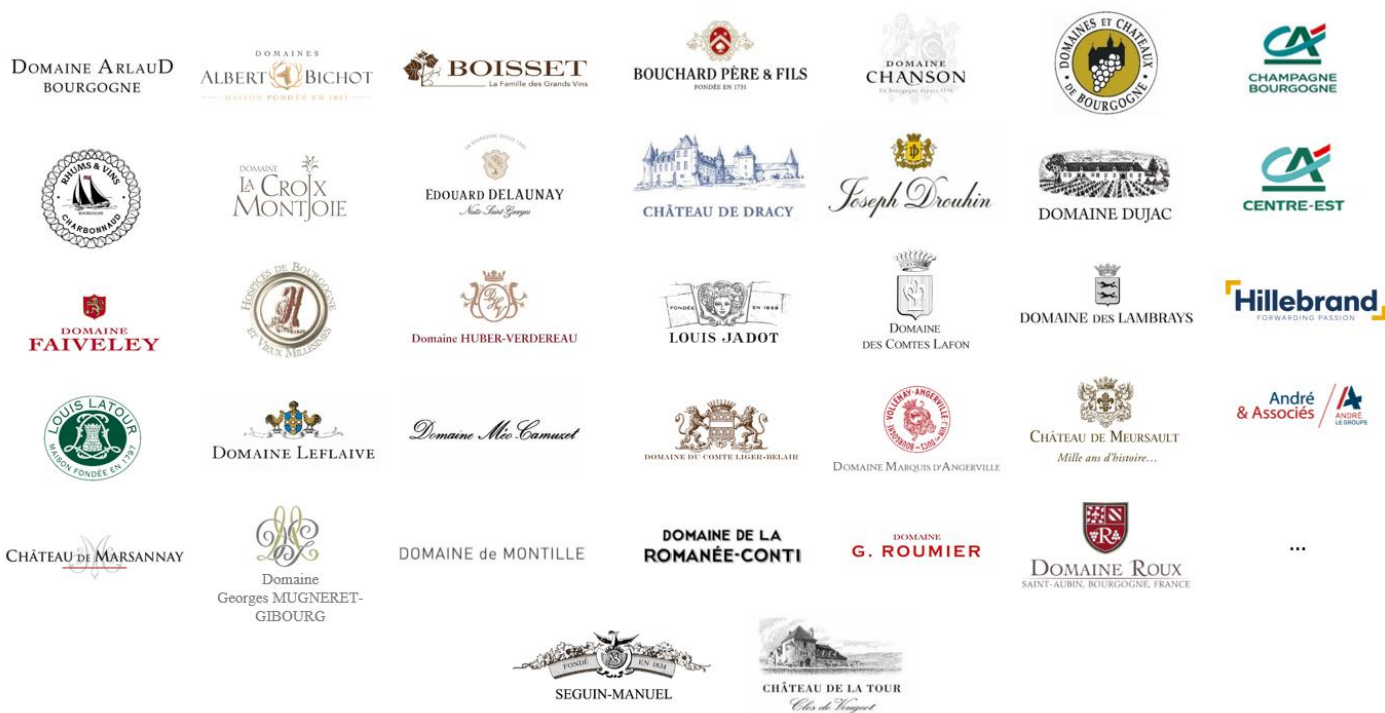
The campaign, led by a group of patrons from Bourgogne producers and *négociants*, has been anticipated for several months, with a view to raising the first funds. To date, of the 6 million euros needed, **nearly 3.5 million euros have been pledged**, of which 2 million have been collected.



This was achieved thanks to **the commitment of around fifty donors, mostly from the wine industry**, but also from dedicated local and international partners.

Since the beginning of the year, the "Cité" has brought together its first donors for site visits. The first two were organized last January and March in Beaune and the next ones will be organized in Chablis and in Mâcon. **These visits enable the donors to see the progress of the work and to meet the teams on site.**

Bourgogne enthusiasts, lovers of our beautiful region, vineyard or wine professionals, wine lovers, local businesses, living heritage advocates... **The "Cité" invites all those who wish to contribute to this unique and unifying project to join its circle of existing patrons.**



Meet all the sponsors supporting the  
"Cité" and join them.

Follow the progress of the Cité on [www.cite-vins-bourgogne.fr/en](http://www.cite-vins-bourgogne.fr/en),  et 

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