

## A new look for the Bourgogne region's vineyards thanks to new signage for its appellations

*Bourgogne, 20 November 2022*

The Bourgogne Wine Board (BIVB) has launched a project to update its 330 appellation signs. The first area to benefit from this change is the Châtillonnais, and the Crémant de Bourgogne AOC. These signs are extremely helpful for visitors, enriching their journey across the region and helping them gain a better geographical understanding of its appellations. A shift to a more modern feel is happening across the Bourgogne winegrowing region, whose ambition to offer wine tourism par excellence is underscored by this project. The Bourgogne region is the only French winegrowing area to have such a network of signs.



The original signs for the appellations were introduced in the 1990s and were replaced between 2005 and 2007. Since then, they have aged, some have been damaged, and others have even become unreadable. Virginie Valcauda, Director of Marketing and Communication at the BIVB, explains: "The signs will be replaced over the next 12 months as they are approved by local authorities. We started with the Châtillonnais and are preparing to roll them out across the entire region."

### Added value for the Bourgogne region

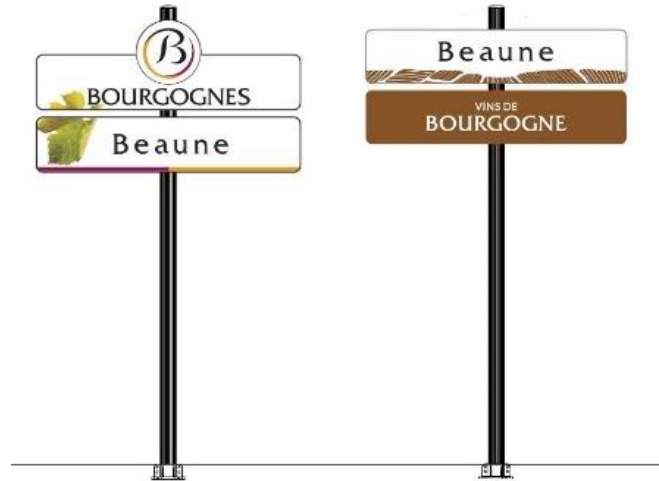
This network of signs, unique in France, is an undeniable asset for the development of wine tourism in the region and is part of a global approach to wine tourism. With the opening of the Cités des Climats et vins de Bourgogne in Chablis, Beaune, and Mâcon in the spring of 2023, the aim is to send tourists back into the region to meet with winemakers and *négociants*. "These signs will show the Bourgogne region's different place names to help visitors discover our appellations. They are firmly rooted in our culture and it's important to show them off," said Christian Vanier, General Manager of the BIVB.

## A new visual identity for a better integration into the landscape

The new signs are simpler and based on the graphic charter of the Bourgogne Wine Board (BIVB). Their brown color code reflects the *terroir*, and as such, they fit perfectly into the landscape. The color is also a reference in terms of tourist signage.

### A few changes compared to the previous signs:

- The name of the appellation is highlighted at the top of the panel so it can be immediately read and understood.
- The BIVB's logo has given way to the "Vins de Bourgogne" signature at the bottom of the sign, to underscore how each appellation belongs to the family of great Bourgogne wines.



*Grand Cru* appellations will have an additional text showing their surface area.

To limit the environmental impact, the original posts will be reused where possible and only the signs changed.

## A long job to replace 330 signs



There are more than 330 signs scattered across the vineyards. The BIVB is responsible for their maintenance and launched this major replacement project in 2021. Over the course of a year, each location was meticulously checked, and its location noted.

Working alongside a consulting firm specializing in tourism project engineering, the BIVB partnered with government agencies to validate each step of the project. As such, the new signs are the result of a fruitful consultation, which only served to improve the quality of the project.

The only slight difficulty is that legislation has changed since 2005, and new locations must be found for some 30 signs located in protected areas. The BIVB is relying on the precious help of the management organizations or ODGs for each

appellation to choose the best new locations, in line with legal obligations and the geographical borders of each AOC.

### Contact:

**Cécile Mathiaud – Head of Media Relations at the BIVB**

Tel. + 33 (0)3 80 25 95 76 – Cell +33 (0)6 08 56 85 56 - [cecile.mathiaud@bivb.com](mailto:cecile.mathiaud@bivb.com)

Find all our press releases and thousands of rights-free photos in our online press room at: [www.bourgogne-wines.com](http://www.bourgogne-wines.com)

**Sign up to news alerts [here](#)**

FOLLOW US:

