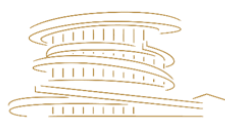


## Press release

#CiteClimatsVins #BourgogneWines



Chablis



Beaune



Mâcon

## June 2023 : inauguration of the Cité des Climats et vins de Bourgogne

Bourgogne, 20<sup>th</sup> March 2023

*After several years of vision, reflection and hard work, spearheaded by the Bourgogne Wine Board (BIVB), the Cité des Climats et vins de Bourgogne will open its doors in Chablis, Beaune and Mâcon for mid-June. This major event will take place in two stages: the phased opening to the general public, and the official inauguration of the network.*

### ► Phased openings in spring 2023\*

Ahead of the ceremony that will formally open the 3 sites, the Cité des Climats et vins de Bourgogne has opted for a **phased opening**, from May 2023.

**Mâcon** will kick things off on **Friday 3<sup>rd</sup> May**, followed by **Chablis** on **Friday 17<sup>th</sup> May**, and **Beaune** on **Saturday 17<sup>th</sup> June**.

The opening of the Cité in Beaune will also mark the launch of the Cité des Climats et vins de Bourgogne network



### ► A mid-June inauguration week at all 3 sites

The opening of the Cité des Climats et vins de Bourgogne network will be formalised by **simultaneous** inauguration ceremonies in Chablis, Beaune and Mâcon, **from the 15<sup>th</sup> to 18<sup>th</sup> June**.

*\* The opening dates of each Cité, initially scheduled for between March and May, have been carried forward by a month, to ensure a top quality finish for the buildings.*

**Four extraordinary days** to discover these **3 sites dedicated to the culture and history of Bourgogne wines**, a wine-growing model founded on *terroir* that is unique in the world.

**15<sup>th</sup> and 16<sup>th</sup> June, two days reserved for professionals:**

- Corporates, funders, partners: half-day inauguration ceremony
  - o Chablis: Thursday 15<sup>th</sup> June am
  - o Beaune: Friday 16<sup>th</sup> June am
  - o Mâcon: Friday 16<sup>th</sup> June pm
  
- Professionals from the wine and tourism sectors: privileged access during the day

**Highly esteemed sponsors from the world of wine, invited to the inauguration**

This unique moment is an opportunity for the BIVB and the Cité des Climats et Vins de Bourgogne to **celebrate the great Bourgogne wine-growing model**. Guests from the world of wine, from other wine regions in France and from abroad, are invited to **bear witness** to this ceremony and recount how the Bourgogne model has inspired their *terroir*-based approach. In addition to the discovery of the 3 Cités, they will participate in a panel discussion on the theme "Bourgogne, a world model of *terroir*-based viticulture", enjoy dinner in an iconic location and take part in a vineyard excursion in the Côte Chalonnaise.

**17<sup>th</sup> and 18<sup>th</sup> June: two days reserved for the general public**

**This inaugural weekend** is to welcome the general public, simultaneously, in Chablis, Beaune and Mâcon. Two days of festivities will include: discovery of the different locations and visitor trails, as well as **an array of activities** based around the 5 senses, prepared especially for the event.

The full programme will soon be available at our brand new website  
**[www.citeclimatsvins-bourgogne.com](http://www.citeclimatsvins-bourgogne.com)**

*Social networks*



Our partners

Institutionals



Private



Patrons of the Cité

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