



BOURGOGNE

Bourgogne Wine Board

Cave de Prestige awards 2023 **168 wines represent Bourgogne in France and around the world**

Bourgogne, 22 June 2023

The 52nd awards ceremony for the Bourgogne Wine Board's (BIVB) *Cave de Prestige* took place on Tuesday, June 20. BIVB presidents François Labet and Laurent Delaunay, were delighted to congratulate the 97 Cellars, Maisons and Domaines selected for the 2023 list. Among the winners were some familiar names, as well as 48 newcomers, appearing for the first time or making their return. In total, 168 wines were awarded the famous label, representing 19% of the wines submitted.



The *Cave de Prestige* has been an annual industry event for more than 50 years! The selection is a true mark of quality celebrating the excellence and diversity of Bourgogne wines. Its standards are rigorous: of the 884 wines entered, only 19%, or 168 wines, were awarded the precious label.

Wines from the *Cave de Prestige* are served at every workshop or event organised by the BIVB in France and abroad (VIP receptions, press trips, wine tasting courses at the Ecole des Vins de Bourgogne, training courses for those in the business, gastronomic evenings etc). The wines are true ambassadors for the next 12 months, bearing the official label of the selection.



François Labet, President of the BIVB, opened the evening by greeting his colleagues: *"I'm so proud of these wines - we are celebrating your work!"* He went on to say: *"It's a fine selection, bearing in mind that each winning vintage must pass the strict judgement of three juries! These are exacting standards that meet the expectations and requirements of our market partners and the wine connoisseurs, to whom we owe an irreproachable level of quality."*

These wines are also an essential part of the communication and training strategy for Bourgogne wines: *"We are maintaining a strong focus on the Bourgogne and Mâcon appellations plus an additional geographical denomination, as well as the lesser-known Village appellations. This approach has been at the heart of the industry's strategy for just over five years now, and the response from the market has been excellent. These appellations are in tune with the zeitgeist, and continue to attract new consumers with high expectations. At a time when some people might criticise us for our high prices, I like to point out that more than half of Bourgogne wines are Régionale AOCs, of very high quality and at very reasonable prices."*

Some 48 new names have been honoured for the first time, or are returning to the selection after an absence of one or more years. This reflects **the dynamism of Bourgogne's wine-growing industry, which is continually striving to improve the quality of Bourgogne wines.**

More than **15,000 bottles will be ordered** to support the profession's promotional and training activities in 2023/2024.



Key figures for the 2023 edition

	2023 168 wines	2022 144 wines	2021 203 wines
Régionale AOCs	58 wines or 34.5%	42 wines or 29.5%	55 wines or 27.1%
Village AOCs	64 wines or 38%	61 wines or 42.5%	84 wines or 41.4%
Village Premier Cru AOCs	44 wines or 26%	37 wines or 25.5%	57 wines or 28.1%
Grand Cru AOCs	2 wines or 1.5%	4 wines or 2.5%	7 wines or 3.40%

Four questions about the Cave de Prestige

Which wines can be submitted?

Producers can register **the appellations of their choice**, from **Régionale to Grand Crus**, from any vintage they have for sale. The BIVB particularly promotes *Régionale* appellations, including **Bourgogne and Mâcon wines plus an additional geographical denomination**. The *Cave de Prestige* reflects the diversity of Bourgogne, with many of its 84 appellations represented.



How are the wines selected?

The wines are selected through a **blind tasting by a panel of experts** (technicians, enologists and industry professionals). The jury is divided up according to their expertise and sample an appellation group to which they assign a score. Wines with a **minimum score of 16/20** go through a second round. These **exceptional wines** are then submitted to the "super jury" which approves or rejects their entry into the *Cave de Prestige*.

What happens to the selected wines?

The BIVB buys the selected wines with their original labels. Then the *Cave de Prestige* wines are used for **promotional, training and communication initiatives**:

- **Masterclasses in France and abroad**, at press dinners, and educational tastings organised by the BIVB's press service.
- **The Ecole des Vins de Bourgogne** as part of its training activities
- **PR events with partners** such as the Cité Internationale du Vin in Bordeaux, VIP visits etc.

How are the award-winning wines identified?

The BIVB adds its **own label, a symbol of excellence and recognition of expertise**, to the bottles it buys. Estates, Maisons and Cellars can also use it on their own **marketing tools** (catalogues, website, leaflets etc). As with any award, this selection is an additional selling point.

Contact:

Cécile Mathiaud - Head of PR

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

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