



BOURGOGNE

Bureau Interprofessionnel
des Vins de Bourgogne

Grands Jours de Bourgogne 2024

An event boosted by two gorgeous vintages!

Bourgogne, November 19, 2023

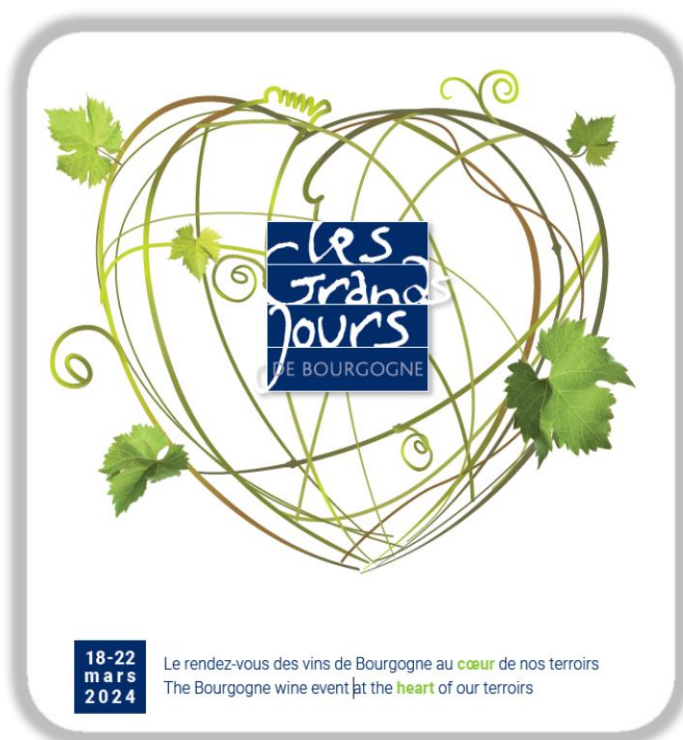
Winegrowers and wine merchants are preparing to welcome wine professionals and journalists from all over the world, for the 17th Grands Jours de Bourgogne - the trade show that takes place in the heart of the vineyards - from March 18 to 22, 2024.

Every two years, this unique event brings together people from nearly 50 different countries to immerse themselves in Bourgogne's terroirs. The event is all about sharing, conviviality and discovery, but also about doing business.

Wine sellers, sommeliers, restaurateurs, importers, distributors and journalists will all be there to learn about the latest vintages from Bourgogne's 84 appellations. Over five exceptional days, punctuated by 13 tastings in 10 different venues, 1,000 exhibitors will present 6,000 wines.

Visitors will travel the length and breadth of Bourgogne, from Chablis/Grand Auxerrois (on Monday) to the Côte de Beaune (on Tuesday), via the Mâconnais (on Wednesday), the Côte Chalonnaise (on Thursday), finishing with the Côte de Nuits (on Friday).

Everyone is looking forward to this event, which will be bolstered by the two most recent harvests, which were generous in terms of both volume and quality!



How to register and prepare for your visit

The www.grands-jours-bourgogne.com website (in French and English) works equally well on mobile phones and PCs, and provides the answers to all your questions!

- An invitation will be sent to the press and wine buyers at the beginning of December.
- A special space for visitors will be available from early December to pre-register for tastings (open until March 12).

As this show is restricted to working professionals, each registration must be validated by the organisers. **Once this stage has been completed**, visitors will receive their badge by e-mail. Printing it in advance will save time at the entrance to the tastings.

The **list of exhibitors** will be put online and updated as they register.

Visitors can do **customised searches** (by selecting an AOC, an event, a marketing country, etc.) and **print out the results** of their search to prepare for the show.

The "**Practical info**" section provides all the information you need to prepare your visit and organise your stay. With just a few clicks, you'll be able to access a number of useful sections, such as glasses, badges, shuttles... and even tips on finding accommodation.

18 mars	Chablis & Grand Auxerrois 9h-17h	
	1 Les Portes d'Or de la Bourgogne	
19 mars	Côte de Beaune 9h-17h	 
	2 Terroirs de Corton 3 Mosaique en Côte de Beaune 4 Pommard & Volnay, tout en nuances 5 Trinquée de Meursault	★ Les Pouilly-Fuissé à travers le temps ★ Monthélie King Size ★ Dégustation 3 IGP de la Région Bourgogne
20 mars	Mâconnais 9h-17h	 
	6 Symphonie Mâconnaise 7 Avec les Hautes Côtes, prenez de la Hauteur 8 Bourgogne Crémant	★ Passion Jura ★ Exceptionnelles
21 mars	Côte Chalonnaise 9h-17h	 
	9 Au cœur de la Bourgogne 10 Salon des Jeunes Talents	★ Grandes Maisons Grands Crus
22 mars	Côte de Nuits 9h-17h	
	11 Joyaux en Côte de Nuits 12 Vosne-Millésime - Noblesse des Clos Vougeot 13 Quatuor en harmonie	

On-site services

- **Free shuttles: making travel easier and limiting the ecological impact**

Available to visitors from Tuesday to Friday, these shuttles provide access to the various tasting venues (departing from Beaune).

NB: from February, shuttle routes will be available to view on the Internet.

- **Visitor badges**

Visitors can **print their badges on site** at **contactless terminals** installed at the entrance to each show. To save time and for ease of entry to events, visitors are nevertheless invited to **print** their badges in advance.

The badges also allow visitors to **easily pass on their contact details**, thanks to a personalised QR Code on the front of the badge. When an exhibitor flashes the code, he or she will receive the visitor's digital business card.



- **An app for keeping tasting notes**

For the duration of the show, the app allows visitors to:

- Directly access exhibitor information (contact details, the wines on show etc) by scanning the QR Code on the stand.
- Record tasting notes (vocally or by typing)
- Store photos and contact details of the estates and wineries they've encountered etc



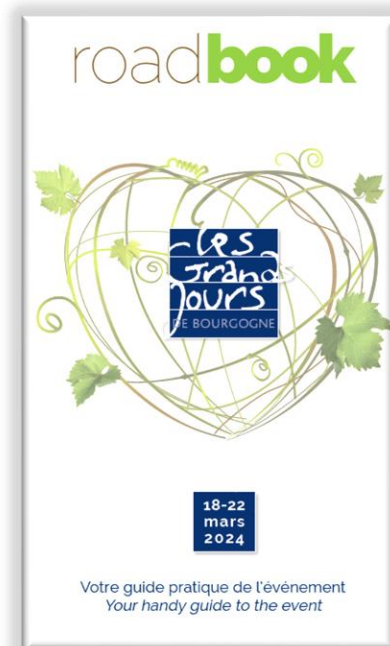
Downloaded in advance, the app can be used without a connection.

- **The Roadbook: your guide for the week**

This bilingual pocket-sized booklet will be available at the entrance to events and can be downloaded from the website. It contains all the information you will need for the week.

For each day, it includes:

- Shuttle departure times, frequencies and locations
- An access map for tasting venues with GPS coordinates
- The number of exhibitors and wines presented
- The location of press rooms
- A detailed tasting programme
- Tastings "By Night"



Journalists: a dedicated press room and a meeting you won't want to miss...



BIVB press officers will be on hand throughout the week to answer your questions, arrange meetings with vineyard managers, provide information on the organisation of the week etc.

A travelling press room, Monday to Friday (9am to 5pm) with:

- Internet access and computers available
- A meeting place for interviews
- Local and national press, various documentation
- Drinks, pastries, coffee...

Press conference on Wednesday, March 20



Raphaël Dubois, President of the *Grands Jours de Bourgogne* association, with **Laurent Delaunay** and **François Labet**, presidents of the BIVB, are delighted to invite you to a press conference to discuss the latest news on Bourgogne wines.

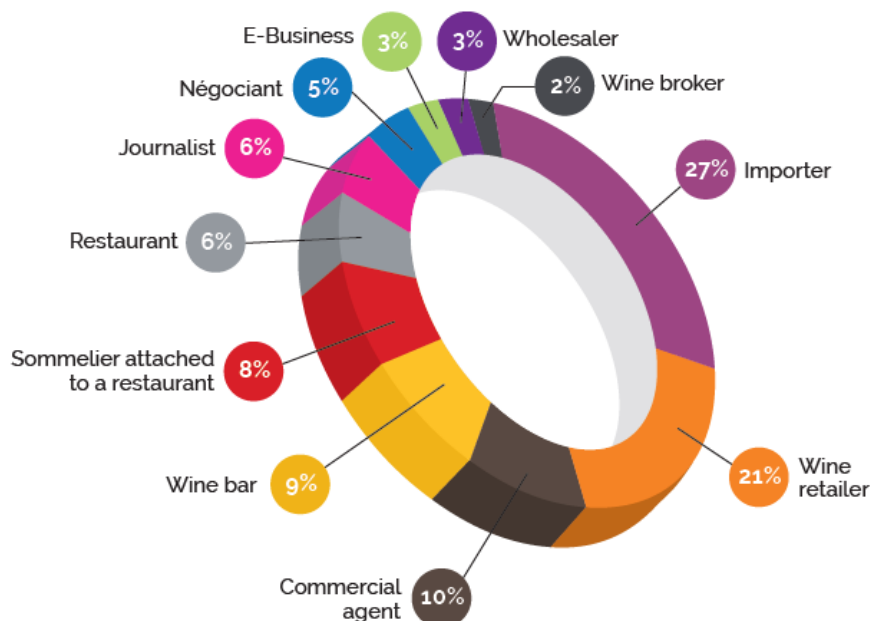
You can follow the conference:

- **In person** in Beaune (at the Palais des Congrès, in English and French)
- **Live online** (in English and French) on the internet
- **On replay:** the entire conference will be available online on Thursday, March 21 on the Bourgogne wines online press room: [Bourgogne-wines.com](https://www.bourgogne-wines.com) - [Press section](#)

A look back on 2022, a year of post-Covid reunions

For its first post-Covid event, *Grands Jours de Bourgogne 2022* symbolised the joy of getting together again. Visitors and exhibitors turned out in force, despite the anticipated low volumes of the 2021 vintage. There were:

- 1,700 visitors, including 44% first time registrations
- Nearly 7,700 admissions to 12 tasting venues
- 950 exhibitors
- 94% influencers and 6% journalists
- 52% foreign visitors and 48% French visitors
- 48 countries represented, including: Italy (9.3%), Belgium (6%), United States (5.1%), Germany (3.1%), United Kingdom and Czech Republic (2.6% each).
- The breakdown of visitors by professional category remains similar to the 2018 event, with a majority of importers (27%) and wine merchants/specialised stores (21%).



Event partners: a valuable source of support

The Bourgogne Wine Board (BIVB), the Région Bourgogne-Franche-Comté, the Conseils Départementaux de Côte-d'Or, Saône-et-Loire and Yonne, Crédit Mutuel, Verreries de Bourgogne and André le Groupe (a new partner) have joined forces with this international project and are delighted to be able to support this 17th trade show once again.

#grandsjoursdebourgogne - @vinsdebourgogne

www.grands-jours-bourgogne.com



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