

Press Release

#BourgogneWines

#TheTastingTips



"The Tasting Tips" A Relaxed and Unpretentious Web Series!

Bourgogne, October 7, 2024

Introducing the latest creation from the Bourgogne Wine Board (BIVB): a surprising 6-episode web series, each about three minutes long, produced in both French and English. You can watch it now on the "Vins de Bourgogne" [Instagram](#) and [Facebook](#) pages. Presented by Maxime Dubois, who is a sommelier and an official Bourgogne wine educator, this new series breaks down stereotypes and demystifies the world of wine tasting. Each episode tackles a different theme in a relaxed, humorous, and approachable style. By employing engaging scenarios and dynamic editing, the essentials of wine tasting will become clear to both beginners and seasoned enthusiasts.

One season, six episodes, six questions

Starting October 5th, and continuing for six weeks, a new episode of the English series will be released every Saturday on [Instagram](#) and [Facebook](#).

With his easygoing and humorous approach, Maxime Dubois makes the world of wine accessible to everyone. The goal is to bring together beginners and curious enthusiasts alike, around six essential topics:

- Wine Glass 101
- How to Open & Serve Wine
- How to Look at Wine
- How to Smell Wine
- How to Taste Wine
- How to Store an Open Bottle



Maxime Dubois addresses these themes in a simple and educational manner, delivering high-quality and informative content in short 2 to 3-minute videos.

He speaks directly to the viewer in relatable settings, offering support and guidance from the moment a Bourgogne wine bottle is opened until it is stored properly. The immersive nature of this web series aims to provide a unique tasting experience while engaging viewers with practical tips and intriguing anecdotes.

About Maxime Dubois:



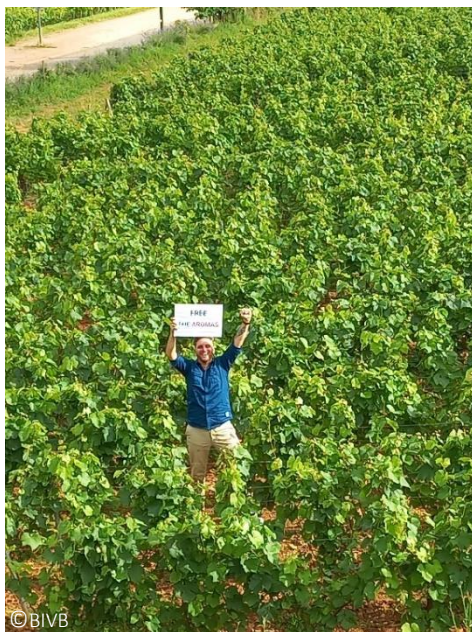
Maxime is a young French sommelier who has been based in Vietnam since 2019. After studying at Ferrandi in Paris and gaining experience managing a restaurant and wine bar in Dublin, he became a Certified Sommelier through the Court of Master Sommeliers. He's traveled the world meeting winemakers and co-founded a wine and gastronomy world tour.

He works for Genuine Wines, representing organic and family-run wineries in the Asia-Pacific region. He has been an Official Educator for Bourgogne wines since 2023 and is in the process of setting up his own wine academy in Vietnam...

What's next?

The BIVB, in collaboration with the video production agency **Bourgogne Live Prod** for this first season, is considering filming a second season in 2025. Maxime Dubois is already on board.

In the meantime, enjoy the six episodes until November 9. Whether you're a novice or a connoisseur, let Maxime guide you to expand your wine knowledge and explore the magnificent terroirs where Bourgogne wines are made!



**Follow us on social media to make sure you don't miss an episode,
and share your impressions with the hashtag #TheTastingTips**

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