



## On November 12, take Part to a Unique Auction Event!

*Bourgogne, October 2024*

The Bourgogne Wine Board (BIVB) is organising a special auction of old appellation signs. After renewing all its signs in the vineyards in 2023, the BIVB is looking to give the former ones a second life. Why not have one at your place?

On Tuesday November 12, almost 600 signs, divided into 300 lots, will be auctioned on the websites [drouot.com](https://drouot.com) and [interencheres.com](https://interencheres.com). You can follow the auction, which will be live-streamed from the Cité des Climats et vins de Bourgogne in Beaune. This is a unique opportunity for you to acquire a souvenir bearing the effigy of your favorite appellation(s). Open to all, the sale will be conducted by auctioneers Jérôme Duvillard and Alexandra Chaillou-Weidmann (Quai des enchères)?

### 600 Signs Divided Into 300 Lots

This year, the BIVB is innovating with an exceptional auction featuring 600 appellation signs that adorned the vineyards for 20 years! 300 lots have been assembled around famous names, including Grand Cru, Village and Régionale appellations. Whether it's the Grand Auxerrois, Côte de Beaune, Côte de Nuits, Côte Chalonnaise, Mâconnais and whether you're a professional, an enthusiast or a lover of Bourgogne wines, one of these signs could find its place in your home or garden, or even at the heart of your business!



### ...and a Presidents' Panel



**Lot 19 'Grands-Echezeaux' will be the 'Presidents' Panel'. Profits from sale will be donated to the "Livres en Vignes" cultural festival organised at Château du Clos Vougeot.** In addition to purchasing the panel, the buyer will also receive a lunch at the Château du Clos de Vougeot, for 4 guests, at the 'Table de Léonce', with a commented tasting of fine Bourgogne wines and a private behind-the-scenes tour of the Château du Clos de Vougeot.

### Sale details

- 29 signs Grand Cru appellations (1,30 m x 0,6 m)
- 280 signs Régionale or Village appellations (1,90 m x 0,4 m)
- 280 signs of "Bourgognes" (1,90 m x 0,4 m) and the "B" logo of Bourgogne wines (0,45 m diameter)



*The winemakers of Beaune appellation, during the passage of the Olympic Flame on July 12, 2024.*

## How Can I Follow the Auction and Participate?

The auction will take place on Tuesday, November 12, from 2 to 6 pm, conducted by auctioneers Jérôme Duvillard and Alexandra Chaillou-Weidmann (Quai des enchères). You can follow the auction online, at [interencheres.com](https://www.interencheres.com) and [drouot.com](https://www.drouot.com) as it will be live-streamed from the Cité des Climats et vins de Bourgogne in Beaune.

Lots for sale are also available by flashing these QRcodes:



Interencheres



Drouot



Alexandra Chaillou-Weidmann & Jérôme Duvillard

For those who would like to buy a lot, or place a bid, it is essential to register on the platform in advance of the sale, and to provide proof of identity and a payment card.  
*Selling costs: 16,6%. Take-up conditions: between the end of November 2024 and mid-January*

## An Auction for the Benefit of Cultural Patronage

The proceeds from this sale will be donated to the Cité des Climats et vins de Bourgogne to support the development of its cultural activities. After a year in operation, the Cité is experiencing real success among its diverse audiences, and is gaining momentum month by month.

The funds raised here will enable the offering of more conferences and exhibitions on the cultural, artistic and historical heritage of Bourgogne.

**So, where are you going to install your sign? #MyBourgogneSign**

### Enhancing Value for Bourgogne's Vineyards

The appellation signs are veritable landmarks for visitors. They enhance their experience, in particular by providing a better geographical understanding of the appellations.

**The renewal of all the signs, which was completed at the beginning of 2024, has brought a breath of fresh air to the vineyards, in line with Bourgogne's ambition for excellence in wine tourism.**

The network of signs, the only one of its kind in France, is an undeniable asset to the development of wine tourism in Bourgogne. Its renewal is part of a comprehensive wine tourism initiative. With the opening of the Cité des Climats et vins de Bourgogne (in Chablis, Beaune and Mâcon), the aim is to guide visitors into the region, where they can meet winegrowers and

### New signs



#### Contact:

**Cécile Mathiaud – Head of PR at the BIVB**

Phone: +33 (0)6 08 56 85 56 – [cecile.mathiaud@bivb.com](mailto:cecile.mathiaud@bivb.com)

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