



Auction of Retired Bourgogne Appellation Signs Brings in Over €100,000!

Bourgogne, November 15, 2024

The Bourgogne Wine Board (BIVB) is delighted with the success of the auction of its former appellation signs, held on November 12. Led by auctioneer Jérôme Duvillard (from Quai des enchères in Mâcon), the 310 lots sold achieved an impressive total of €107,000.

The proceeds will go toward developing cultural activities around Bourgogne wines, and there are additional initiatives planned to enhance the region's cultural heritage. This event marks the kickoff of the Hospices de Beaune wine auction festivities, with the auction scheduled for Sunday, November 17, taking place in Beaune's indoor market hall.

Buyers from Around the World

There were 13 nationalities that actively participated in the auction, which was broadcast live from the Cité des Climats et vins de Bourgogne in Beaune: French, English, American, Swiss, Malaysian, Belgian, Australian, and others. Avid Bourgogne wine enthusiasts—including individuals, wine merchants, winemakers, and restaurateurs—had the opportunity to acquire one or more appellation signs from *Grand Cru*, *Village Premier Cru*, *Village*, or *Régionale* AOCs. Altogether, nearly 600 unique signs that served as iconic markers throughout the vineyards for 20 years before being replaced in 2023.

€107,000 and Several Projects

The proceeds from the sale are mainly intended to develop the cultural heritage of the Cité des Climats et vins de Bourgogne.

"Conferences, exhibitions, exchanges, gatherings... the Cité is a vibrant hub for everyone, young and old, locals and foreigners alike. Thanks to this very successful auction, many initiatives will be implemented to enhance the site's tourist and cultural appeal. Our goal is to firmly establish the three Cités within the region and to play an active role in transforming them into essential destinations," stated Benoît de Charette, President of the Cité des Climats et vins de Bourgogne association.

Creation of a documentary and bibliographic resource center: *"There is a need for a dedicated place for researchers and students to access books, documents, and archives. The creation of a documentary and bibliographic collection would be immensely valuable to them. This would involve purchasing documents, setting up a dedicated space, and hiring a staff member to welcome and assist visitors—a medium-term project that could be partially funded by the sign auction proceeds,"* explained Laurent Delaunay, President of the BIVB.

Supporting Cultural Enrichment at "Livres en Vignes"

The Presidents' Sign, lot no. 19, "Grands-Echezeaux Grand Cru," was auctioned for €3,500. The entire amount will be donated to the "Livres en Vignes" cultural event, held for the past 17 years at the Château du Clos Vougeot.



Overview of the Sales Figures

- **€4,300:** Highest price for a sign, a Richebourg Grand Cru
- **€345:** Average price per sign, with 310 lots sold
- **France:** Top buyer country, followed by the UK, the USA, and Switzerland in the top 3
- **€56,050:** Total raised from the sale of 27 Grand Cru signs
- **€50:** Lowest-priced lot (35 lots were sold at this price)
- **€107,000:** Total amount raised
- **13:** Number of nationalities participating in the sale, each buying at least one sign
- **18:** Record number of signs purchased by a single buyer, a Dane, for €1,590
- **16,480:** A London buyer acquired 10 signs for €16,480, including 7 Grand Cru signs

Number of lots purchased	Cumulative bids	Country
106	€45,388	France
17	€20,010	UK
22	€13,950	USA
17	€6,900	Switzerland
4	€6,500	Malaysia
8	€4,370	Belgium
3	€3,900	Australia
13	€2,260	Netherlands
19	€2,240	Denmark
7	€830	Italy
1	€150	Macao
2	€110	Germany
1	€90	Canada



© BIVB - From left to right: Jérôme Duvillard - Quai des Enchères
Laurent Delaunay and Francois Labet - Presidents of the BIVB

A Fruitful Partnership with “Quai des Enchères”!

Laurent Delaunay, President of the BIVB: *"We are delighted with the highly successful and fruitful collaboration with Jérôme Duvillard and his entire team at Quai des Enchères. Months of preparation with the BIVB culminated in this exceptional sale."*

Based in Mâcon and with an additional presence in Paris, Quai des Enchères is a Bourgogne-based auction house that extends its reach far beyond regional and even national borders, thanks to its expertise and online platforms (Interencheres and Drouot).

Having been entrusted by the BIVB to organize the auction of these iconic vineyard signs, the team at Quai des Enchères—auctioneers Duvillard, Chaillou-Weidmann, Piazza, and Church, with collaborators Ms. Dargaud, Ms. Lannaud, and Mr. Villa—was committed to creating a unique opportunity for their extensive clientele and Bourgogne wine lovers to acquire these official signs representing Bourgogne’s appellations and Climats.



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