



The Bourgogne Wine Board Is Eagerly Looking Forward to Welcoming You to Wine Paris 2025!

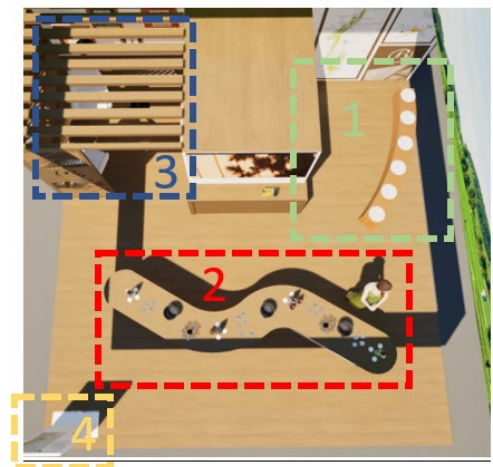
Bourgogne, January 15, 2025

The Bourgogne Wine Board (BIVB) proudly announces its return to a major professional trade show! From February 10 to 12, the BIVB will participate in Wine Paris, located in Hall 7.3 within the Bourgogne-Franche-Comté Pavilion. Our immersive booth will transport visitors to the heart of the vineyard through a rich and varied program.

Serving as a true hub, this booth will be an essential space for connection, exploration, and sharing. Wine Paris, a flagship event for wine professionals, is an opportunity for Bourgogne to reaffirm its position as an excellent wine region, agile and attentive to consumer and market expectations.

Engaging Activities, Tastings, and Immersive Experiences at the Bourgogne Wines Booth

From February 10 to 12, the BIVB aims to leverage its presence at Wine Paris to highlight the dynamism of its wine industry, showcasing its adaptability in the face of current and future challenges. At its booth (No. C095 - Hall 7.3 within the Bourgogne-Franche-Comté Pavilion), the BIVB will present the diversity of Bourgogne wines, which boast an impressive range of appellations offering very good value for money. This theme will also be featured at the Bourgogne Bar (see below).



1- Conference Area: Fostering Engaging Conversations with Dynamic, Interactive Content

The conference space will serve as the hub for presentations, offering a variety of content such as immersive videos. Technical sessions will also be held to inform visitors about initiatives like the "Objectif Climat" project and introduce the Wine Pilot tool (carbon footprint neutrality). A large screen will facilitate interaction with attendees.

Engaging activities, such as a 10-question quiz, will add energy to the daily schedule. This interactive gaming experience will provide a fun and educational approach, encouraging participants to learn more about the region, its wines, and future projects. Each day, the top scorer will win a bottle of wine.



2- "Le Bourgogne Bar": Where Quality Meets Affordability

This tasting area, dedicated to the hidden gems of Bourgogne, will feature guided tastings led by an Official Bourgogne Wines Ambassador.

Participants will have the opportunity to sample 32 wines from the BIVB's Cave de Prestige, presented across four themes: Mâcon and Bourgogne plus a geographical denomination, Crémant de Bourgogne, and lesser-known Village AOCs. The flexible yet guided format, supported by interactive materials, will immerse attendees in the world of Bourgogne.

Additionally, a series of 10-minute flash training sessions on these same themes will be offered, allowing participants to deepen their knowledge while enjoying the wines.



3- Interactive Space: Discover Bourgogne through "Explore Bourgogne Maps"

One of the main attractions of the booth will be the interactive "Explore Bourgogne Maps" space. Housed in a touchscreen kiosk, this tool showcases the geographical production areas of Bourgogne's 84 appellations. Visitors can explore it online at <https://bourgogne-maps.fr>. The tool offers multiple search options, including by village, appellation, or classification. Users can view the Climats and *lieux-dits* of an appellation down to the level of *Régionale* AOCs, access a list of wineries and négociants in a specific area, and discover scheduled festivals and events.

With this engaging and innovative "Explore Bourgogne Maps" kiosk, visitors will get a real feel for the diversity of Bourgogne's terroirs. It will also help them navigate the region's wines based on appellations and the characteristics of the wines they've tasted.

Wine Paris 2025 in a few key figures:

- 219 exhibitors from Bourgogne in Hall 7.3
- A free tasting area featuring wines from 114 companies in Hall 7.3
- 50,000 visitors expected from 140 countries

Three days of high visibility for the new Bourgogne wine campaign in France:

- Featured in over 150 Paris subway entrances, particularly at the Porte de Versailles station
- Displayed within Wine Paris itself, with 16 screens in the central aisle leading to the Bourgogne Pavilion



Together, let's showcase Bourgogne wines on the international stage!

Visit us in Hall 7.3, stand C095

The BIVB would like to thank the CCIR, its partner and organizer of the Bourgogne Franche-Comté pavilion.

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