



## **Bourgogne Wines Launch “*Feeling Bourgogne*”: a Campaign Embodied by Two Immersive Short Films**



*Clips from the Feeling Bourgogne promotional films*

**London, May 2025** - The Bourgogne Wine Board (BIVB) has appointed SOWINE agency to lead *Feeling Bourgogne*, a new engaging consumer campaign that redefines the image of Bourgogne and Chablis wines for British consumers. At the heart of this initiative are two short films that capture the essence of Bourgogne Wines while inspiring a new generation of wine lovers.

*“We are thrilled to launch the Feeling Bourgogne campaign in the UK, which is one of our most important export markets. This initiative reflects our commitment to bringing the accessibility and exceptional quality of Bourgogne Wines to a wider audience, including curious wine lovers. Through this campaign, we hope to inspire a deeper connection between consumers and the wines of our region.” – Laurent Delaunay, President of the BIVB.*

### **Feeling Bourgogne on Films**

The two hero films serve as the official launchpad for the Feeling Bourgogne campaign: one dedicated to Bourgogne Wines, and the other highlighting Chablis Wines - a distinctive part of Bourgogne. They bring everyday drinking occasions to life, showcasing



wines through real-life moments anchored in shared quality time with wine, food, and loved ones, making them more relatable to modern consumers. From an intimate dinner at home to vibrant social occasions in the city, these brand-new films reflect the region's desire to connect curious drinkers with the versatility and accessibility of its wines.



*Clips from the Feeling Bourgogne promotional films*

### **Feeling Bourgogne Campaign**

The *Feeling Bourgogne* campaign aims to connect with today's curious British drinkers on an emotional level, inspiring and educating them about the rich diversity of Bourgogne wines, with a particular focus on more accessible expressions such as Bourgogne and Mâcon wines plus geographical designations (e.g., Bourgogne Chitry, Mâcon-Uchizy), as well as the Chablis appellations. Brought to life through a series of engaging consumer activations, including key food and drink events like Taste of London and After Works at Humble Grape, the campaign is built around two distinctive claims:

**“Manifest Your Bourgogne Energy”** invites wine lovers to express the unique emotions and sensations evoked by each Bourgogne wine, from joy to surprise, making every tasting into a personal and vibrant experience.

**“Bring Chablis to Every Party”** captures the instinctive appeal of Chablis, a natural reflex to bring freshness, elegance, and conviviality to any gathering, from intimate dinners to festive garden parties.



To discover *Feeling Bourgogne* short films, click on the YouTube links [here](#) for Bourgogne and [here](#) for Chablis. For more information about [Bourgogne Wines](#) and [Chablis Wines](#), visit the websites.

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### **Contact details**

For enquiries, please contact [bourgognewines@sowine.com](mailto:bourgognewines@sowine.com)

### **About the Bourgogne Wine Board (BIVB)**

The Bourgogne Wine Board is a professional organisation that brings together all winegrowers and wine merchants from the Bourgogne region. Its role is to represent and protect the interests of Bourgogne winemakers and merchants, to define industry policy in technical, economic and marketing terms, and to conduct promotional activities.

Bourgogne is like a 32,000-hectare patchwork, representing just 0.5% of world wine production with an average of around 200 million bottles annually. No other French region so neatly encapsulates the notion of terroir in such great quality wines. What makes Bourgogne wines stand out from the crowd is the intimate relationship between the soil, the influence of the microclimate, the grape variety, and the work of the winegrower.

In the north of Bourgogne, Chablis produces three appellations of dry white wines made from 100% Chardonnay: Petit Chablis, Chablis (including Chablis Premier Cru), and Chablis Grand Cru, renowned for their purity, minerality, and diverse expressions.

### **Why do we not translate Bourgogne into Burgundy anymore?**

To re-affirm their identity, the region and the producers are reverting to the original French iteration of the name, Bourgogne. Bourgogne is our Family name, and our appellations are our first names.

### **About SOWINE**

SOWINE is a marketing and communication consultancy with expertise in the drinks industry, with offices in London, New York, Paris and Bordeaux. SOWINE represents the BIVB in the UK market, leading its initiatives to elevate the visibility of Bourgogne Wines.

