



BOURGOGNE

Bourgogne Wine Board

Wine Paris 2026 - A Strong Program Showcasing Bourgogne Wine's Sector Commitments

Bourgogne, December 11, 2025

A total of 240 Bourgogne exhibitors will be present at Wine Paris from 9 to 11 February 2026, making the Bourgogne–Jura Pavilion (Hall 7.3) one of the show's key destinations. The Bourgogne Wine Board will once again showcase Bourgogne wines on its stand (Hall 7.3 – C.115). This new edition will offer a unique opportunity to reaffirm the strategic position of Bourgogne wines on both the national and international stage, while highlighting the sector's commitments, especially in terms of decarbonisation and the promotion of its appellations.

A DEDICATED BOARD WORKING HAND IN HAND WITH ITS PROFESSIONALS

Through its presence at Wine Paris 2026, the Bourgogne Wine Board reaffirms:

- ✓ the strength of Bourgogne within the wine world
- ✓ its commitment to delivering long-term strategic messages around its carbon trajectory
- ✓ its ambition to support industry professionals in the context of evolving markets and shifting consumer expectations

“Once again, the entire Bourgogne Wine Board team is delighted to support industry members at Wine Paris. We are eager to share our tools, our commitments, and the full richness of Bourgogne wines.”
— Laurent Delaunay, President of the Bourgogne Wine Board

A PROGRAM BUILT AROUND SIX KEY MOMENTS

The Bourgogne wines stand, located in the Bourgogne–Jura Pavilion (Hall 7.3 – C.115), will offer visitors an experience that is immersive, educational, and firmly future-focused. Highlights will include features dedicated to the Climats of the Bourgogne vineyard, flash tastings, and digital tools designed to support professionals throughout these three dynamic days.

Tasting Areas to Explore the Full Diversity of Bourgogne Wines

❖ The Bourgogne Bar: A Space for Sharing and Discovery

At the heart of the stand, the Bourgogne Bar will offer:

- free tastings or guided sessions led by a Bourgogne Wine Official Ambassador
- a selection of lesser-known appellations offering outstanding value for money

This space will highlight an accessible, diverse and inspiring Bourgogne, structured around four key themes: Mâcon and Bourgogne plus geographical denominations, Crémant de Bourgogne, and the lesser-known Village appellations. A total of 32 different wines will be available to taste at the Bourgogne Wine Board stand throughout the three days.

❖ **30-Minute “Flash Tastings”: The Climats of Bourgogne**

Monday 9/02 and Tuesday 10/02 – Bourgogne Wine Board Stand (Hall 7.3 – C.115) – Free Access

Two daily flash tastings (around 10 in the morning, and 3 in the afternoon), each featuring four wines, will showcase the finesse and diversity of Bourgogne’s Climats.

Each session will highlight two appellations, with two Climats per appellation, offering participants a unique comparative experience.

These sessions will be hosted in English by a professional and influent educator, who will bring fresh insight to the Village Premier Cru appellations and their Climats, providing professionals with precise and readily applicable keys to understanding.



❖ **A Free-Tasting Area: More Than 100 Wines Offered in Unlimited Access by Bourgogne Exhibitors**

Throughout the 3 days (Hall 7.3 - S.001)

This space will allow visitors to:

- discover over 100 wines available for free, self-guided tasting
- explore the full range of Bourgogne wine families and styles
- identify new *cuvées* and potential commercial partners.

A lively hub connecting exhibitors and visitors, this area welcomed nearly 5,000 visitors during the previous edition — a major commercial asset for Bourgogne wines.

Digital Innovation to Explore the Vineyard: An Interactive and Multifunctional Kiosk

Bourgogne Wine Board Stand (Hall 7.3 - C.115)

❖ **Bourgogne Maps: Explore the Vineyards**

To enrich the experience, one side of the kiosk will allow visitors to browse the [Bourgogne Maps website](#) and explore the geographical production areas of Bourgogne’s 84 appellations, vineyard maps, and the Climats associated with the wines being tasted.

Visitors will be able to view each wine’s terroir in real time, enhancing their understanding of the Climats and of Bourgogne’s unique mosaic of vineyards.

❖ **An Interactive Map: An Optimised Visit**

To make it easier for professionals to navigate the show, an interactive map will be available at the Bourgogne Wine Board stand, allowing them to:

- identify Bourgogne winegrowers on the spot
- access their Vinexposium profiles instantly
- save time by optimising their appointments



Roundtable on Decarbonisation: Bourgogne to Present Its Roadmap

Wednesday 11/02 – 14:30 to 15:30 – Free Entry – Hall 7.1 – Room 4 “Les Conférences”

A highlight of Bourgogne’s presence at Wine Paris, this exclusive roundtable will focus on the sector’s decarbonisation strategy: “From Measurement to Action: Implementing a Decarbonisation Plan Across a Winegrowing Sector - The Bourgogne Example.” It will show how a wine region can mobilise its stakeholders to achieve real and lasting impact.

Experts in energy transition and industry professionals will discuss the actions already underway and the opportunities that lie ahead.



Wine Paris 2026 Key Figures

9 to 11 February

- 6,000 exhibitors from 60 countries
 - **240 exhibitors from Bourgogne**
- A 25% increase in exhibition space across 9 halls
- 60,000 expected visitors from 140 countries

Practical Informations Bourgogne Wine Board

- **Stand: Bourgogne-Jura Pavilion**
Hall 7.3 - C.115
 - **30-min flash tastings:** Monday & Tuesday around 10am and 3pm
 - **Bourgogne Bar**
- **Free-tasting area:** Hall 7.3 - S.001
Over 100 wines to taste
- **Decarbonisation roundtable:** on Wed. from 2.30 to 3.30pm- Hall 7.1 – Room

The Bourgogne Wine Board thanks the Regional Chamber of Commerce (CCIR), its partner and organiser of the Bourgogne–Franche-Comté pavilion.

[Click here to discover the list of the Burgundian exhibitors](#)

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