

# BOURGOGNE WINES PRESS KIT

162<sup>nd</sup> HOSPICES DE BEAUNE  
WINE AUCTION  
20<sup>th</sup> NOVEMBER 2022



Social media:

Share your experiences and favorites  
during the wine auction  
with the hashtags

#BourgogneWines

#HospicesdeBeaune

@BourgogneWines



Bourgogne vs. Burgundy: To re-affirm its identity as one of the most iconic vineyard of France,  
the region and its producers are reverting back to  
the original French iteration of its name - Bourgogne.

By maintaining this one true identity, Bourgogne returns to its historical roots  
as the consummate brand treasured by consumers the world over.

Press contacts BIVB:

Cécile Mathiaud  
Head of PR

Tel. +33 (0)3 80 25 95 76 - +33 (0)6 08 56 85 56  
cecile.mathiaud@bivb.com

Mathilde Paturaud  
Press Attaché France

Tel. +33 (0)3 80 25 06 96 - +33 (0)6 78 78 07 68  
mathilde.paturaud@bivb.com

Find all our press releases and thousands of rights-free photos  
in our online press room at [www.bourgogne-wines.com](http://www.bourgogne-wines.com)

## Summary

<b>Bourgogne 2022: A generous and promising vintage .....</b>	<b>4</b>
White wines .....	4
Red wines .....	5
Crémant de Bourgogne .....	5
The weather in 2022.....	6
<b>The 2021 vintage in Bourgogne: Delicate wines to enjoy now.....</b>	<b>9</b>
White wines.....	9
Red wines .....	10
<b>Bourgogne wines return to better volumes in a still-disrupted global environment.....</b>	<b>11</b>
Sales from the property boosted by the 2022 vintage.....	11
Exports: A changing geopolitical context is impacting the market .....	13
A Famous Five where the Bourgogne region is looking for new opportunities.....	14
An example of a market with growth potential for Bourgogne .....	17
<b>A new look for the Bourgogne region's vineyards thanks to new signage for its appellations .....</b>	<b>19</b>
A new visual identity for a better integration into the landscape .....	20
A long job to replace 330 signs.....	20
<b>A new website targeting millennials: <a href="http://bourgogne-wines.com">bourgogne-wines.com</a> .....</b>	<b>21</b>
Bourgogne wines respond to the expectations of millennials .....	21
A simplified homepage to encourage engagement .....	22

### Annexes:

- Press release Cité des Climats et vins de Bourgogne
- Press release Association des Climats du Vignoble de Bourgogne
- Press release Groupement des Jeunes Professionnels de la Vigne: 2022 Trophy
- Key figures for the Bourgogne wines region

## Bourgogne 2022: A generous and promising vintage



© BVB / www.armellephotographe.com

**The 2022 vintage encapsulates what Bourgogne does best: Generosity and promise! After three years of quality without quantity, with yields impacted by weather events, it is certainly welcome, taking some of the pressure off sales and allowing stocks to be built back up. Despite some small disparities depending on the varietal, the vines stood up pretty well to some rather extreme weather and were able to take advantage of the slightest rainfall. As the wines begin the ageing process in cellars stacked up to three barrels high, winemakers and *négociants* are happy because the 2022 vintage is certain to seduce the palates of wine lovers around the world!**

The weather this year was once again extreme, with frost, heatwaves, and drought. Budburst was later than in recent years, which helped protect the vines from April frost. Then, it was the subtle balance between vine and *terroir* that we can thank for the fact that despite this year's harvest being deprived of water and subjected to four separate heatwaves, it came through unscathed. This balance can be perceived in the musts which, by all accounts, have good degrees of potential alcohol. The wines are revealing quality, with nice concentration and fine balance. And it's a surprising vintage because although the weather was very hot, the wines are vivacious and offer aromas of fresh fruit; the promise of good things to come.

### White wines

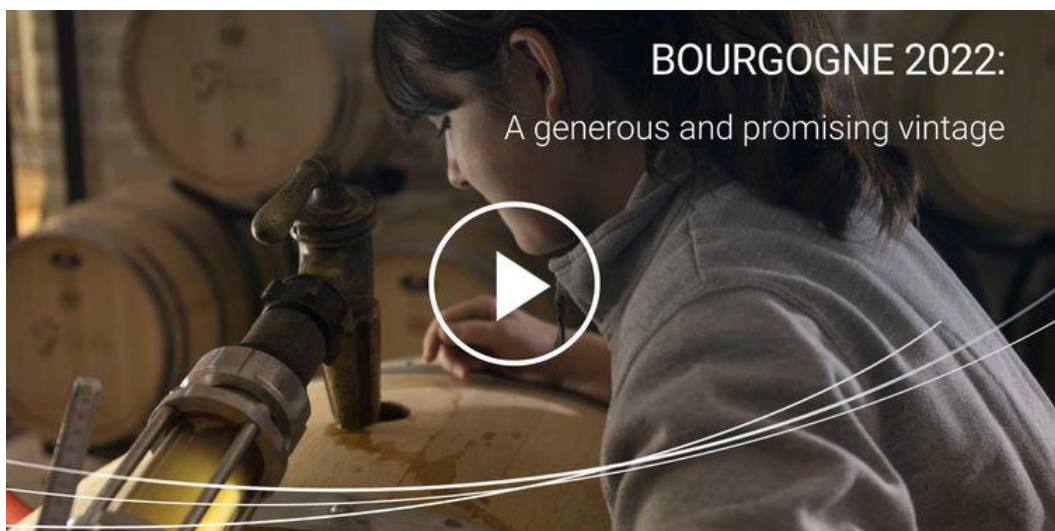
The whites are rounded, smooth, and complex. They are rich and very expressive, with fruity aromas. They are present without being overbearing. In the mouth, notes of fresh fruit and beautiful balance preserve the freshness.

## Red wines

The reds are just embarking on the ageing process, and are showing lovely color, smoothness on the tongue, and good concentration. The structure is carried by soft tannins with a roundness coupled with a lovely density. They offer indulgent aromas of ripe red and black fruit.

## Crémant de Bourgogne

The base wines were well balanced with good maturity, meaning little enrichment was necessary. The acidity was moderate. The wines are powerful, yielding and crisp, with good length in the mouth.



[Scan the QR code to watch a video about the 2022 vintage](#)



This press release presents a general overview. Each wine and each winemaker is unique, so each wine must be tasted before it can be characterized.

## The weather in 2022

Conditions were tricky for the 2022 vintage, from intense sunshine and heat to lack of rainfall (see graphs below). Once again, the vines astonished us by their ability to make juice from almost no water at all: Once the bunches formed, they enjoyed heavy rain in June and a few stormy showers mid-August to produce abundant, aromatic, and balanced juice.

### A great start to the year

After a winter that was milder and drier than normal\*, the very first green shoots were observed in the early days of April. A mass of cold air from the north caused temperatures to drop across the Bourgogne region, and winegrowers had to battle with four nights of frost, between 3-11 April. They feared the worst but despite some damage in the earliest ripening sectors, the situation was much less serious than in 2021. Moreover, the weather warmed up immediately, allowing the vines to quickly return to growth and to develop secondary fruit-bearing buds.

### Fast-paced growth

In mid-April, summery temperatures and a lasting dry spell encouraged the vines to grow rapidly. The vines grew frantically and growers could barely keep up with topping out and raising wires. This went on until flowering, which happened between 19-26 May, two weeks earlier than the average. The exceptional temperatures during the month ensured flowering happened in excellent conditions, with very little shatter and just a touch of *millerandage*. The bunches formed very well, already suggesting a generous and possibly very early harvest.



© BIVB / Michel Joly

### Nourishing rainfall

The weather remained good and fruit set occurred around two weeks ahead of schedule. Winegrowers began to pray for rain as drought began to take hold. Then finally, the long-awaited rainfall arrived in the form of thunderstorms between 21-25 June. An average of 50mm of rain fell across the region, but locally, this varied between 20-90mm, depending on the sector. The storms were sometimes violent, with some significant damage from hail, but only in limited areas. As such, cumulative rainfall in June was much higher than normal (*see graph below*), and the vines benefited, taking in enough water to get them through the whole summer.

## Ripening under a scorching sun

The grapes ripened in full heatwave conditions, which helped keep disease at bay. There were four periods of heatwave across the summer, but consequences were limited. Vines can withstand both high temperatures and low rainfall, although younger plants and plots on shallow or sandy soils suffered more. Ripening was closely monitored and sugar levels progressed well in general, but less well in certain plots during the first two weeks of August. This was a result of the lack of rain and such disparities are translated into the harvest. The winegrowers got ready for picking while still waiting for rain, which finally fell in mid-August, allowing the vines to finish ripening and produce their juice.



© BVB / Michel Joly

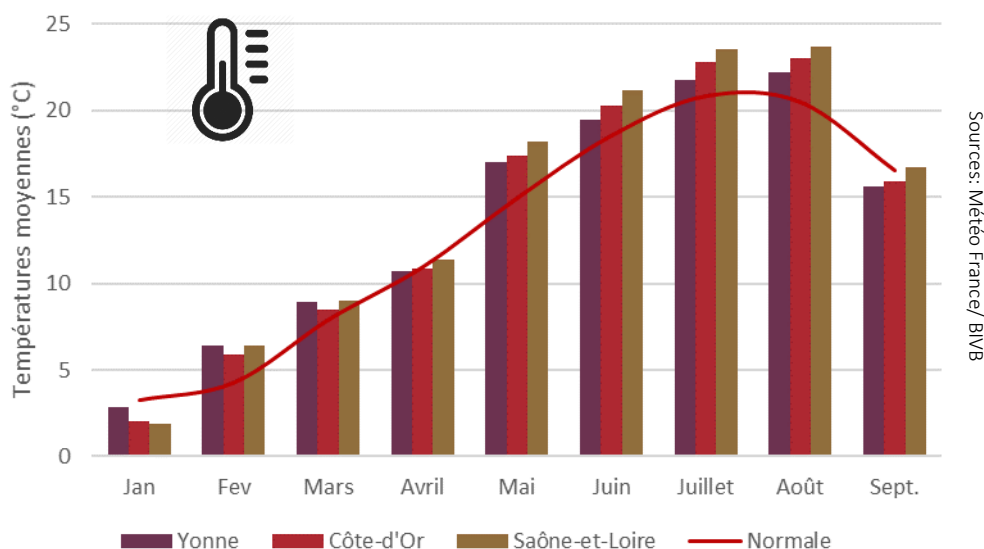
## Plot-by-plot harvesting

In the end, this was not the earliest vintage we have seen in recent years. Harvesting began slowly on 16 August for some Crémant de Bourgogne vines. Grapes for still wines began to be gathered on 20 August on the Côte de Beaune, while the Crémant de Bourgognes picked up the pace. The rest of the region followed on behind, with the last bunches brought in from the Côte de Nuits, the Hautes Côtes, and the Chablis region during the third week of September.

It was an unusual harvest in that picking was spread out over several weeks. This was due to a diversity in ripeness, good weather, and unexpected volumes. Ripeness checks coupled with berry and juice tastings were the only guides. Almost all the grapes had good sugar levels towards the end so it fell to the acidity content to determine when the grapes needed to be cut. Yields were high for both white and red, with crates filled with perfect bunches leading certain producers to vinify in whole bunches.

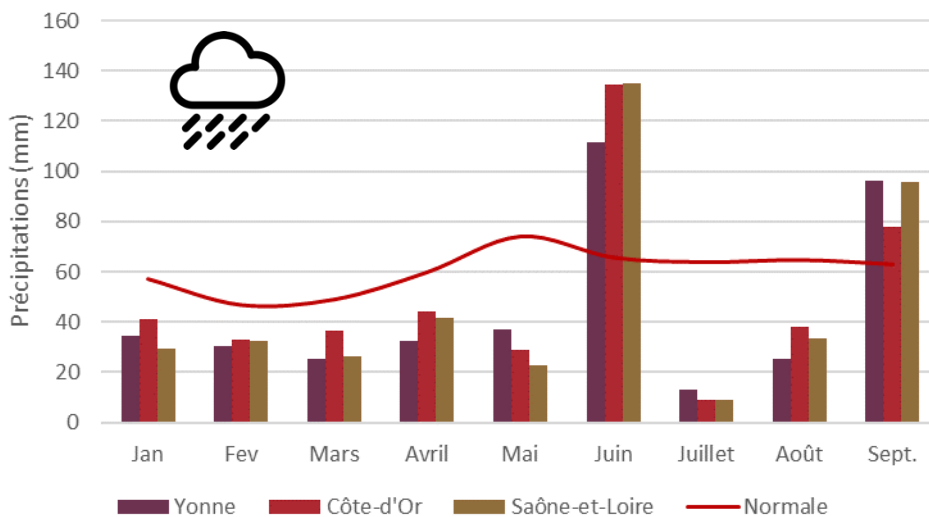
Vinification went well, and when the must went into barrels it was confirmed that despite it being a dry year, yields were very satisfactory indeed.

Average\* monthly temperatures (°C) - Bourgogne 2022  
Comparison to normal by *département*



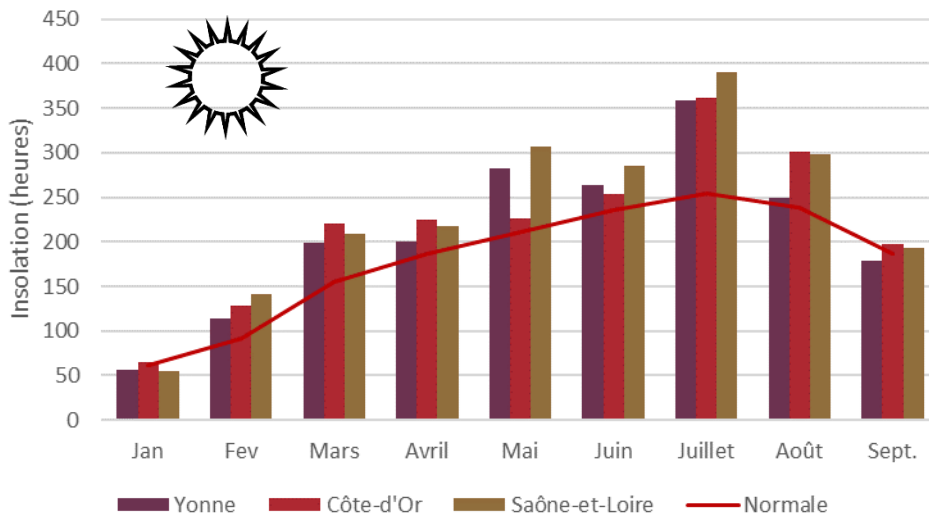
Sources: Météo France/ BVB

Average\* monthly precipitation (mm) - Bourgogne 2022  
Comparison to normal by *département*



Sources: Météo France/ BIVB

Average\* monthly sunshine (hours) - Bourgogne 2022  
Comparison to normal by *département*



Sources: Météo France/ BIVB

*\*This year, seasonal norms are changing and averages will be measured against the period 1991-2020 instead of 1981-2010.*



## The 2021 vintage in Bourgogne: Delicate wines to enjoy now

The 2021 vintage was marked by frost in April which severely impacted the future harvest. It was also a rainy year and globally cooler than recent trends. Winegrowers had to redouble their efforts, as brutal shifts in the weather left them little respite. Fortunately, the lull in June allowed flowering to take place unhindered and *véraison* was good thanks to fine weather from mid-August onwards.

Volumes were exceptionally low, with under one million hectoliters, but the winegrowers, who worked hard to the very end sorting the grapes both in the vineyard and in the winery, have produced fine wines reminiscent of older vintages, with degrees close to those of the 1990s. In the end, the 2021 vintage offers lively wines with delicate aromas that can be enjoyed in their youth.

### White wines

#### ■ Chablis and Grand Auxerrois

The 2021 vintage offers the main characteristics of a classic year. The wines are particularly aromatic, with notes of grapefruit, citrus, and white fruit combined with delicate floral scents. In the mouth, they are fresh and delicate, with lovely acidity and very pleasant minerality. They are indulgent on the finish and underscored by a touch of salinity, allowing them to be appreciated in their youth.

#### ■ Côte de Beaune

Very low yields and meticulous sorting at the winery resulted in high-quality wines with great aromatic richness and perfect balance. On the nose, subtle floral aromas accompany intense fruity notes with lime blossom and acacia rubbing shoulders with pear, peach, ripe citrus, and candied lemons. In the mouth, vigor dominates, underscored by a distinct roundness. These wines have good body and a certain tension on the finish that confirms their good ageing potential.

#### ■ Côte Chalonnaise

These wines offer great aromatic richness, marked by notes of white fruit, pineapple, and sweet spice. They are well-balanced and often fleshy in the mouth, and are round yet vigorous, with pleasant mineral touches on the finish. This is a vintage that will soon be ready to enjoy.



© BVB / Aurélien Ibanez

### ■ Mâconnais

The 2021 vintage clearly stands out from its predecessors. The wines are a little sharper and offer remarkable precision. The nose is very expressive, evoking peach and apricot, and sometimes floral notes, but also candied fruits and bitter orange. In the mouth, they are broad and harmonious, and are endowed with lovely body and a mineral finish of great purity. This is an indulgent vintage that can already be enjoyed.

## Red wines

### ■ Grand Auxerrois

The 2021 vintage marks a return to wines where finesse prevails over power. On the nose, it offers an explosion of small red berries, cherry, and spice. This indulgence is retained in the mouth, along with a tannic framework that firms up on the finish. These wines will be ready to serve very soon.



© BIVB / Aurélien Ibanez

### ■ Côte de Nuits

The Côte de Nuits seems to have done relatively well out of this vintage. The wines offer an astonishing aromatic diversity, and aromas of red and black berries combine with some floral scents and spicy notes. Their vigor and high-quality tannins make them particularly lively in the mouth, with a finish that is still a little closed. This is a classic vintage that will reveal some magnificent surprises over time.

### ■ Côte de Beaune

This vintage also stands out from previous ones on the Côte de Beaune. The wines are precise, with a character that is all about intensity and fruit. Red berries combined with notes of blond tobacco and spices bring a delicious gourmet touch. The mouth is smooth and corpulent, and retains its vigor, while relying on some beautiful silky tannins. It also has great finish and length. To be enjoyed in a few years' time.

### ■ Côte Chalonnaise

Despite the tricky weather, 2021 gave rise to very good quality red wines. They have a deep ruby red color a rich and sophisticated nose and are soft and fleshy in the mouth. These wines are pleasant and perfectly balanced. There is no doubt that they will have a place of choice on the best tables.

This press release only offers a general snapshot.

Because each wine and each winemaker is unique, wines need to be tasted individually before being characterized.

## Bourgogne wines return to better volumes in a still-disrupted global environment

The arrival of the abundant and high-quality 2022 harvest has given the Bourgogne region new room for maneuver, guaranteeing economic sustainability and more wines on the marketplace. However, multiple global challenges in recent years are reshaping the international geopolitical environment and bringing fresh challenges to Bourgogne wines.

- ▶ The 2022 harvest, estimated at 1.75 million hectoliters, up 23% compared to the average over the past five campaigns, comes as a relief to producers impacted by the small volumes of the 2021 vintage, which yielded just 0.9 million hectoliters, or around 133 million bottles. It will ensure the markets are able to relax a little towards the end of 2023.
- ▶ While stocks at the property at the end of July 2022 were well below the five-year average, equivalent stocks with the *négoce* business helped prevent any interruption to supplies.
- ▶ Exports have continued to grow and were up 12.6% over the first eight months of 2022 compared to the same period in 2021, while the lack of wine was reflected in volumes which were down 10.2% compared to the same period in 2021. However, the level of exports remains higher than in the pre-Covid period: up 8.5% in the first eight months of 2022 compared to the same period in 2019.

### Sales from the property boosted by the 2022 vintage

The arrival of the 2022 harvest, estimated at 1.75 million hectoliters, had an immediate impact on transaction volumes, right from the start of the 2022-2023 campaign. They rebounded significantly and were up 67.6% during the first three months of the 2022-2023 campaign compared to the same period the previous year. On the other hand, output from wineries at the beginning of the campaign, excluding the 2022 vintage, remained below the five-year average, which is no surprise in such a context of low availability.

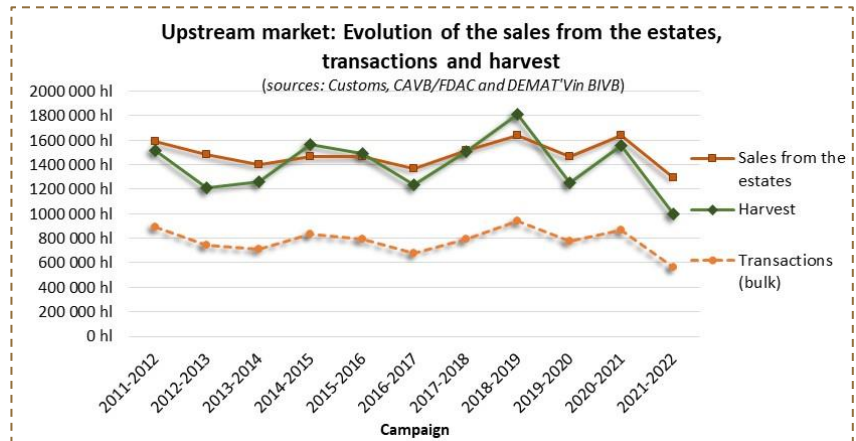
One should remember that in July 2022, stocks at the property were below one million hectoliters (nearly 900,000 hectoliters), representing an average of 14 months of sales for wineries (cumulative figures for the 12 months to the end of July 2022).

- In terms of individual appellations, stocks ranged from four months' worth for some white AOC *Villages* to 35 for some of the region's more prestigious AOCs.

The 2020-21 campaign has thus been a two-speed campaign:

When the first figures for the 2021 harvest were announced, demand suddenly rose, boosting the release of pre-2021 vintages in bottle format.

**Sales from the property** (bulk and bottles): As a result, and despite the historically low 2021 harvest, down 30% compared to the average of the last five harvests, they fell by a relatively modest 15% compared to that same average (1.3 million hectoliters for 2021-2022).



**Transaction volumes** (bulk) for the 2021-2022 campaign

(564,716 hectoliters) were strongly affected by the drop in yields, down 30% by volume for the 2021-2022 campaign compared to average of the last five campaigns, with 84% of transaction volumes involving the 2021 vintage.

**Property releases in bottles** partially cushioned the drop in bulk transaction volumes and were up 10% for sales by the bottle for the 2021-2022 campaign compared to average of the last five campaigns.

Overall, **sales from the property from 2021-2022** accounted for almost 60% of available wines at the beginning of the campaign, the same as in 2020-2021. They remained 10 points higher than the average over the last five campaigns.



- **White wines:** Sales from the property in 2021-2022 accounted for almost 62% of available stocks at the beginning of the campaign (58% being the average over the past five campaigns).
- **Red wines:** Sales from the property in 2021-2022 accounted for almost 50% of available stocks at the beginning of the campaign (48% being the average over the past five campaigns). One would have to go back to the excellent 1997-1998 campaign to find comparable figures.

## Exports: A changing geopolitical context is impacting the market

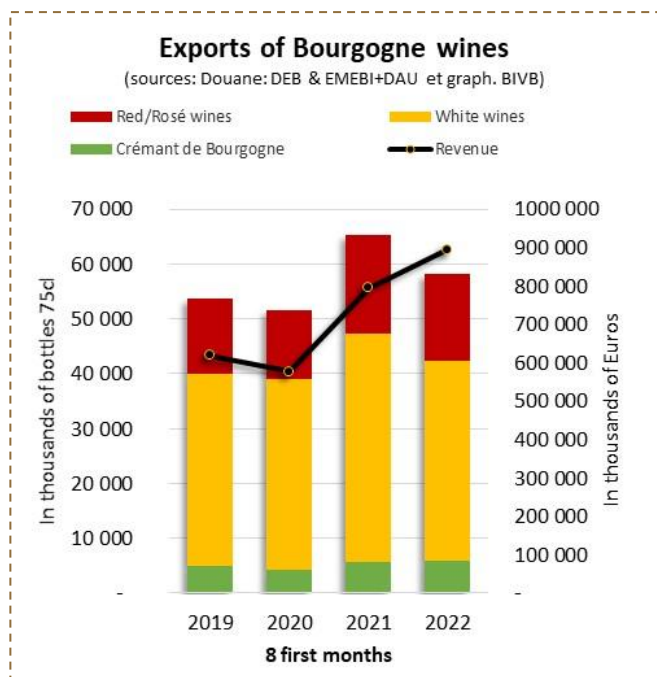
Pandemics, wars, and climate change are now having more or less lasting consequences depending on the market. However, despite great uncertainty about the future for some of their customers, on a global level, these changes could offer new growth opportunities for Bourgogne wines.

In this changing context, and given the lack of available wines, export volumes of Bourgogne wines were down 10.2% over the first eight months of 2022 compared to the same period in 2021.

This slowdown, which comes after three years of record volumes, was nonetheless accompanied by an increase in terms of revenue, which was up 12.6% compared to the same period in 2021.

Bourgogne thus remains the best performing French AOC wine region by revenue compared to pre-Covid 2019 figures. To date, exports are still higher than pre-Covid with 58 million bottles exported over the first eight months of 2022, up 8.5% by volume compared to the same period in 2019.

“This slowdown in exports is explained by the low harvest in 2021,” said François Labet, President of the BIVB. “Estates and wine houses have had to reduce allocations to their different customers in order to satisfy everyone. Stocks are at their lowest and we will have to wait for the arrival of the 2022 vintage. But the volumes we have just harvested, combined with a weak euro for our dollar-zone customers, should go a long way to restoring color in our sales in 2023,” he concluded.

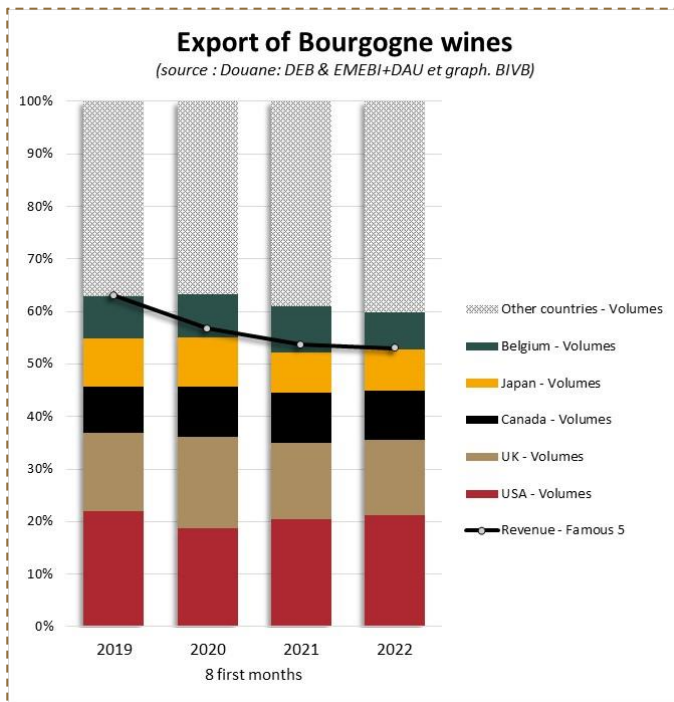


French AOC wine regions also experienced a loss of nearly 8.5 million bottles worth of exports over the first eight months in 2022, down 1.4% compared to the same period in 2021, for a gain of more than €0.5 billion, up 14% compared to the same period in 2021.

For the past 12 years, the five main markets by volume for Bourgogne wines have remained the same. The USA, the UK, Canada, Japan, and Belgium are the elite members of this “Famous Five.”

Over the first eight months of 2022, they totaled:

- 60% of the volume of bottles exported by the Bourgogne region, accounting for 36.76 million of a total of 61.5 million bottles
- 53% of export revenues for Bourgogne wines, worth €500.7 million of a total of €943.7 million.



Bourgogne continues to diversify its markets, and as a result, the Famous Five lost some of its significance over the first eight months in 2022 compared to the same period in pre-Covid 2019:

- Export volumes fell from 63% to 60%
- Export revenues fell from 57.6% to 53%

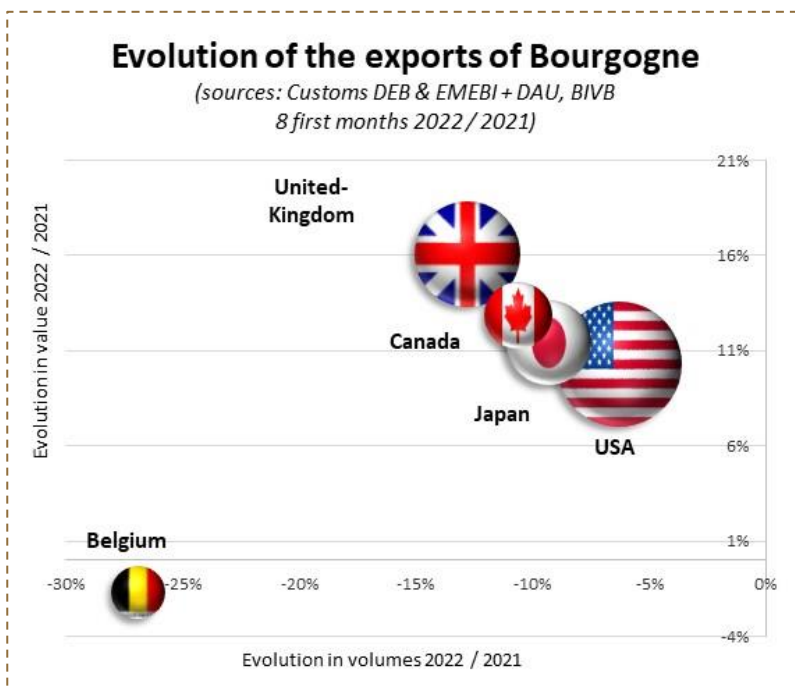
The markets where Bourgogne has found new development opportunities are showing better growth and are slowly nibbling away at the Club of Five's lead.

This is particularly the case for Sweden, the 6<sup>th</sup> biggest market by volume for Bourgogne exports. Since 2017, it has seen continuous growth, both by volume and in terms of revenue, which continued in 2022, up 4.2% by volume and 24% in terms of revenue for white

wines and Crémant de Bourgogne over the first eight months of 2022 compared to the same period in 2021, accounting for 88% of the total volume of Bourgogne wines imported to the country.

Other territories such as Denmark, the Netherlands, China, South Korea, Hong Kong, and Taiwan are also performing well.

#### ■ A Famous Five where the Bourgogne region is looking for new opportunities



#### How to read this chart:

The size of the bubble is proportionate to the export revenue from Bourgogne wines in each market over the period:

- Horizontal axis: Change in volumes compared to the same period in 2021
- Vertical axis: Change in revenue compared to the same period in 2021

► **United States**    **The leading market in terms of revenue and volume**



Exports fell by volume in the first eight months of 2022, down 6.3% compared to the same period in 2021. This was mainly due to the lack of availability, but also to the slowdown of the American economy since the beginning of the year, along with geopolitical tensions and supply-chain bottlenecks (*Treasury Department - Sept 2022*). At the same time, revenue grew up 10.3% compared to the same period in 2021.

Only Crémant de Bourgogne wines found opportunities for growth, both by volume and in terms of revenue over the first eight months of 2022 compared to the same period in 2021.

White and red wines sold for higher prices:

- **White wines** (57.7% of volumes) were down 12.9% by volume and up 8.8% in terms of revenue
- **Red wines** (30.5% of volumes) were down 0.1% by volume and up 7.7% in terms of revenue
- **Crémant de Bourgogne** (11.8% of volumes) were up 19.1% by volume and up 54.9% in terms of revenue

In terms of revenue, most AOCs saw growth:

- **Régionale Bourgogne AOCs** (36% of export revenue) were up 23%
- **The four Chablis AOCs** (11.25% of export revenue) were up 11.7%, mainly driven by Chablis Grand Cru and Chablis Premier Cru wines
- **AOC Village and Village Premier Cru wines from the Côte Chalonnaise** were up 28.2%

French AOC wines as a whole experienced a decline in volumes of 1.4%, although revenue rose by 19.3%.

► **United Kingdom**    **The second-biggest market by revenue and volume**



The economic crisis affecting Great Britain, with an inflation rate of 10% that is the highest in the G7, is impacting exports. For the first the eight months of 2022, exports of Bourgogne wines by volume fell by 12.8%, while revenue rose by 16.1% compared to the same period in 2021.

Except for Crémant de Bourgogne, all colors of Bourgogne wines were impacted:

- **White wines** (78% of volumes) were down 13.1% by volume
- **Red wines** (18% of volumes) were down 15.4% by volume
- **Crémant de Bourgogne** (4% of volumes) were up 8.5% by volume

Some AOC groups did relatively well:

- **AOC Village and Village Premier Cru wines from the Côte d'Or (white and red)** were up 40% by volume
- **Petit Chablis and Chablis AOC Village wines** were up 8.5% by volume
- **AOC Village and Village Premier Cru wines from the Mâconnais** were up 16.1% by volume
- **AOC Village and Village Premier Cru wines from the Côte Chalonnaise**, which were produced in much smaller volumes, saw exports more than double, up 128.6% to 107,000 bottles compared to 47,000 in 2021.

This tough period for the British economy did not, however, impact the various market segments in the same way. Thus, export volumes of French AOC wines were down by 3.8% for revenue that was up 13.7%.

► **Japan**      **The third-biggest market by value and fourth by volume**



After experiencing very stable exports between 2019 and 2021 (for the first eight months of each year), this year, Japan has experienced its lowest level of import volumes of Bourgogne wines for a decade, down 9.3% compared to the same period in 2021, for 4.8 million bottles. On the other hand, revenue was at an all-time high, up 11.4% in terms of revenue compared to the same period in 2021, with €87.3 million.

- **White wines** (57.5% of exported volumes) were down 5.2% by volume for all AOCs
  - **Régionale Bourgogne appellations** (42% of all reds) continued to grow by volume, up 19.3%, and in terms of revenue, up 51%
  - **Grand Cru wines from the Côte d'Or**, in smaller quantities (3%), saw strong growth, up 228% by volume and 73% in terms of revenue
  - **Village and Village Premier Cru wines from the Côte Chalonnaise** made a breakthrough despite small volumes, and were up 96.5% for 33,000 bottles
- **Red wines** (38% of exported volumes) were down 16.5% by volume for all red AOCs
  - **Grand Cru wines from the Côte d'Or** (6.6% of red wine volumes) were up 62.6% by volume and 16% in terms of revenue
  - **Régionale Mâcon AOCs** (4.7% of red volumes) were up 537% by volume and up 585% in terms of revenue
- **The Crémant de Bourgogne AOC** (4.5% of exported volumes) is regaining momentum after two years of decline and was up 10.5% by volume and 22% in terms of revenue

► **Canada**      **The fifth-biggest market by revenue and third by volume**



Canada retained its third place by volume during the first eight months of 2022. After an exceptional 2021, this market has now returned to the pace it had in 2020, with export revenue up 13% and volumes down 10.6% compared to the same period in 2021. Crémant de Bourgogne wines are still relatively little-known here but made some real progress this year.

- **White wines** (68.6% of exported volumes) were down 8.4% by volume but up 17.2% in terms of revenue
  - **Régionale Bourgogne and Mâcon AOCs** (57.3% of white volumes) were down 9% by volume and up 15.5% in terms of revenue.
  - **The four Chablis AOCs** (36% of white volumes) were down 7.8% by volume and up 22% in terms of revenue
- **Red wines** (25.2% of exported volumes) were down 21.6% by volume and up 3.3% in terms of revenue. This decline is primarily related to *Régionale Bourgogne AOCs* (74.5% of exported volumes), which were down 31.4% while other AOC groups saw an overall increase:
  - **Village and Village Premier Cru wines from the Côte d'Or** (15% of exported volumes): Up 28% by volume
  - **Village and Village Premier Cru wines from the Côte Chalonnaise** were up 33% by volume
  - **Village AOCs from the Grand Auxerrois** were up 18% by volume
  - **Grand Cru AOCs from the Côte d'Or** were up 7.4% by volume
- **Crémant de Bourgogne wines** (6.2% of exported volumes) were up 28.6% by volume and up 44.4% in terms of revenue.



► **Belgium**    **The eighth-biggest market by revenue and fifth by volume**



Belgium slipped down a notch, ceding its seventh spot by revenue to China and its fourth by volume to Japan. It was down 26.8% by volume and 1.7% in terms of revenue compared to the same period in 2021. However, these results would be much better for Belgium if the large volumes of wine purchased directly by Belgians at estates or on the border were taken into consideration. Indeed, Belgians account for large numbers of visitors to the Bourgogne winegrowing region.

- While all colors were down, **Village and Village Premier Cru AOCs from the Côte d'Or** experienced growth during the first eight months of the year by volume and in terms of revenue for both reds and whites compared to the same period in 2021.
  - **White wines** were up 3.8% by volume and 12.8% in terms of revenue
  - **Red wines** were up 25.5% by volume and 28.5% in terms of revenue

**An example of a market with growth potential for Bourgogne**

► **Sweden**    **The ninth-biggest market by revenue and sixth by volume**



Sweden is the most important market by volume for Bourgogne wines in Scandinavia. It has been growing steadily since the 2000s, and during the first eight months of 2022, it jumped up three places in the ranking in terms of revenue for Bourgogne wine exports. It is the only territory in the top 10 to have enjoyed both growth by volume (up 2%) and in terms of revenue (up 20.8%) over the first eight months in 2022 compared to the same period the previous year.

- **White wines** (59% of exported volumes) were up 3.8% by volume and 27.6% in terms of revenue
  - **The four Chablis AOCs** (50% of white wine volumes) were down 1.3% by volume and up 21.6% in terms of revenue
  - **Régionale Bourgogne and Mâcon AOCs** (45% of white wine volumes) were up 4.6% by volume and 26.6% in terms of revenue
- **Crémant de Bourgogne wines** (29% of exported volumes) were up 8.3% by volume and 16.6% in terms of revenue
- **Red wines** (12% of exported volumes) were down 17.6% by volume and up 5.9% in terms of revenue
  - The fall in volumes is mainly due to the strong decline of **Régionale Bourgogne AOCs** (down 25.3%)
  - **Village and Village Premier Cru wines from the Côte d'Or** still showed good growth, up 75.7% by volume and 42% in terms of revenue

## Exports of Bourgogne wines by country

For the first eight months of 2022 compared to the same period in 2021

Sources: Customs DEB-EMEBI+DAU - BIVB)

Destinations	In thousands of bottles 75cl			In thousands of Euros		
	Total January to Aug. 2022	Total January to Aug. 2021	Evolution	Total January to Aug. 2022	Total January to Aug. 2021	Variation
<b>Total of the exportations</b>	<b>61 490</b>	<b>68 457</b>	<b>-10,20%</b>	<b>943 543</b>	<b>837 867</b>	<b>12,60%</b>
USA	13 100	13 996	-6,3%	189 899	172 212	10,3%
United-Kingdom	8 703	9 978	-12,8%	135 198	116 497	16,1%
Canada	5 781	6 468	-10,6%	54 550	48 274	13,0%
Japan	4 798	5 289	-9,3%	87 310	78 389	11,4%
belgium	4 377	5 980	-26,8%	33 773	34 348	-1,7%
Sweden	4 139	4 057	2,0%	28 525	23 608	20,8%
Netherlands	2 130	2 999	-29,0%	19 712	23 016	-14,4%
China	2 048	1 963	4,3%	47 212	34 238	37,9%
Denmark	1 879	2 589	-27,4%	26 433	26 480	-0,2%
Germany	1 853	1 874	-1,1%	23 891	17 633	35,5%
Australia	1 187	1 213	-2,1%	18 593	15 156	22,7%
South Korea	1 101	1 402	-21,5%	23 501	20 662	13,7%
Switzerland	1 027	1 190	-13,7%	47 142	43 852	7,5%
Italia	927	689	34,4%	13 494	10 372	30,1%
HongKong	882	1 016	-13,2%	57 282	55 478	3,3%
Taipei	579	678	-14,7%	24 205	24 179	0,1%
United Arab Emirates	527	336	56,7%	9 799	3 568	174,6%
Ireland	513	671	-23,6%	4 513	4 144	8,9%
Spain	456	368	24,0%	7 897	5 150	53,3%
Singapore	427	429	-0,4%	16 934	16 702	1,4%
Brasil	300	446	-32,6%	4 002	4 321	-7,4%
Poland	266	351	-24,3%	2 430	2 812	-13,6%
Finland	235	227	3,3%	1 863	1 533	21,5%
Norway*	233	207	12,6%	3 103	2 608	19,0%
Mexico	228	172	32,2%	2 550	1 413	80,5%
Luxembourg	205	199	2,8%	4 028	3 488	15,5%
Austria	181	150	20,9%	4 184	3 082	35,8%
Czech Republic	104	149	-30,5%	1 803	1 321	36,5%
Ukraine	29	72	-59,6%	469	635	-26,2%

\*Data for Norway seem to be lower than the marketing figures that the monopoly sends us each year. It is very likely that some exports to Norway pass through other countries.

## A new look for the Bourgogne region's vineyards thanks to new signage for its appellations

The Bourgogne Wine Board (BIVB) has launched a project to update its 330 appellation signs. The first area to benefit from this change is the Châtillonnais, and the Crémant de Bourgogne AOC. These signs are extremely helpful for visitors, enriching their journey across the region and helping them gain a better geographical understanding of its appellations. A shift to a more modern feel is happening across the Bourgogne winegrowing region, whose ambition to offer wine tourism par excellence is underscored by this project. The Bourgogne region is the only French winegrowing area to have such a network of signs.



The original signs for the appellations were introduced in the 1990s and were replaced between 2005 and 2007. Since then, they have aged, some have been damaged, and others have even become unreadable. Virginie Valcauda, Director of Marketing and Communication at the BIVB, explains: “The signs will be replaced over the next 12 months as they are approved by local authorities. We started with the Châtillonnais and are preparing to roll them out across the entire region.”

### Added value for the Bourgogne region

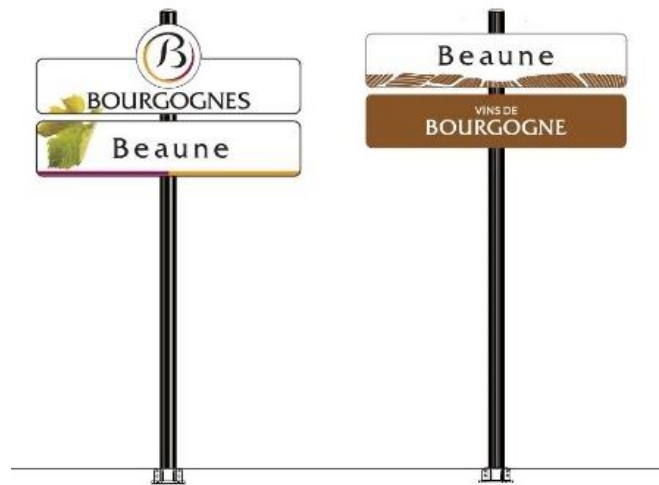
This network of signs, unique in France, is an undeniable asset for the development of wine tourism in the region and is part of a global approach to wine tourism. With the opening of the Cités des Climats et vins de Bourgogne in Chablis, Beaune, and Mâcon in the spring of 2023, the aim is to send tourists back into the region to meet with winemakers and *négociants*. “These signs will show the Bourgogne region's different place names to help visitors discover our appellations. They are firmly rooted in our culture and it's important to show them off,” said Christian Vanier, General Manager of the BIVB.

## A new visual identity for a better integration into the landscape

The new signs are simpler and based on the graphic charter of the Bourgogne Wine Board (BIVB). Their brown color code reflects the *terroir*, and as such, they fit perfectly into the landscape. The color is also a reference in terms of tourist signage.

### A few changes compared to the previous signs:

- The name of the appellation is highlighted at the top of the panel so it can be immediately read and understood.
- The BIVB's logo has given way to the "Vins de Bourgogne" signature at the bottom of the sign, to underscore how each appellation belongs to the family of great Bourgogne wines.



*Grand Cru* appellations will have an additional text showing their surface area.

To limit the environmental impact, the original posts will be reused where possible and only the signs changed.

## A long job to replace 330 signs



There are more than 330 signs scattered across the vineyards. The BIVB is responsible for their maintenance and launched this major replacement project in 2021. Over the course of a year, each location was meticulously checked, and its location noted.

Working alongside a consulting firm specializing in tourism project engineering, the BIVB partnered with government agencies to validate each step of the project. As such, the new signs are the result of a fruitful consultation, which only served to improve the quality of the project.

The only slight difficulty is that legislation has changed since 2005, and new locations must be found for some 30 signs located in protected areas. The BIVB is relying on the precious help of the management organizations or ODGs

for each appellation to choose the best new locations, in line with legal obligations and the geographical borders of each AOC.



# BOURGOGNE

Bourgogne Wine Board

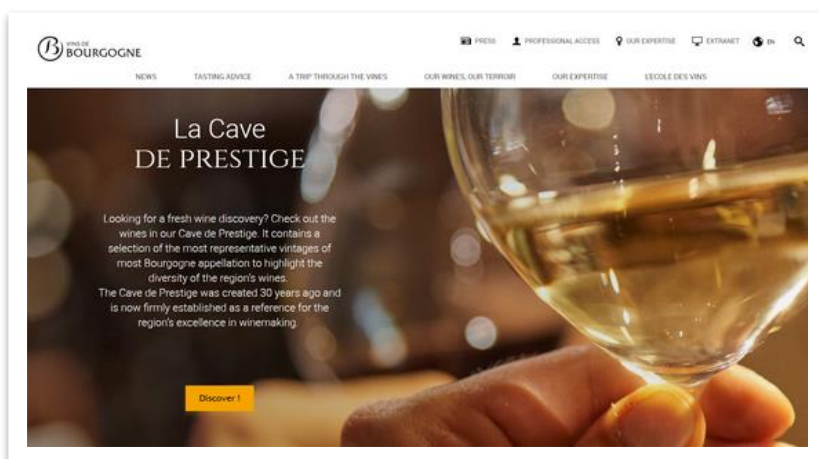
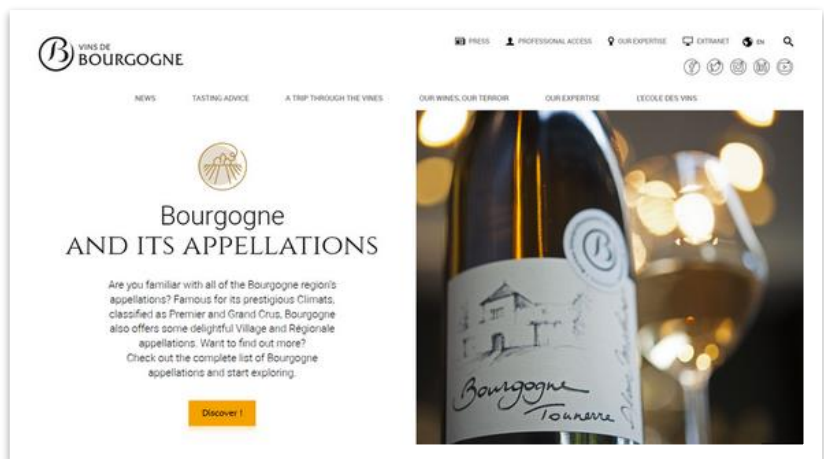
## A new website targeting millennials: bourgogne-wines.com

The Bourgogne Wine Board (BIVB) has redesigned its website to better meet the expectations of future consumers. Indeed, according to a study carried out in 2021 with Cabinet Kantar, Bourgogne wines have real capital in terms of interest amongst millennials aged 25-45, which needs to be maintained with a changing population. The language of wine, which can tend to the technical, may be intimidating for some. As a result, the BIVB is providing more accessible information about Bourgogne wines through more immersive, streamlined, and dynamic communication.

### Bourgogne wines respond to the expectations of millennials

The BIVB promotes Bourgogne wines by providing rich and varied content through its website. Indeed, the site is a veritable encyclopedia of useful information. And to facilitate access to this, the BIVB is proposing a new, simpler and more appealing approach.

The site now offers more fluid and simplified navigation, so visitors can better find their way around the different sections of the site. Some 64% of people who visit the [www.bourgogne-wines.com](http://www.bourgogne-wines.com) website do so through their smartphone, and its layout has now been optimized for cellphones.

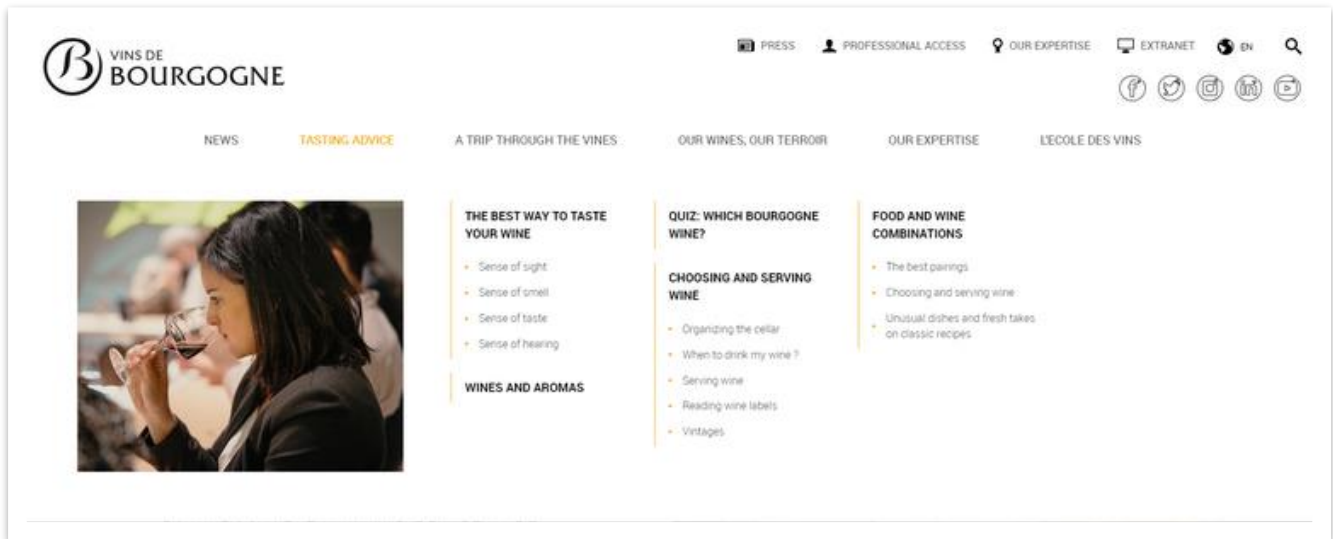


The BIVB worked on this makeover with young graphic designers to better meet the needs of their generation, whilst drawing on the finding of the Kantar study.

The site has been given a full makeover with streamlined and modernized content. The illustrations - and photos in particular - immerse visitors in the atmosphere of the modern-day Bourgogne region, which is both contemporary yet still authentic.

*Welcome to immersive communication with appealing visuals*

## A simplified homepage to encourage engagement



- ▶ **The homepage has become the showcase for the site**, with a carousel showing different sections like wine tourism, the Cité des Climats et vins de Bourgogne, the École des Vins de Bourgogne, the BIVB's Cave de Prestige wine selection, and so on.
- ▶ **Promotion of content that is useful to site visitors**: Appellations, winegrowers and *négociants*, local events, etc.
- ▶ **New sections to help visitors deepen their understanding of the world of wine**: Winegrowing vocabulary is explained using simple definitions, there are reportages carried out by the BIVB, key figures from the region are showcased using accessible graphics, and food and wine pairings are suggested along with some simple recipes to follow.
- ▶ **Human connection is front and center**: Site visitors can find out more about winegrowers and *négociants* by clicking on their individual profiles that open a doorway onto this passionate trade.

*All of these elements are regularly updated. As such, the website is a precious tool for keeping up-to-speed in real time about the latest news from the region.*

### Key points:

- Rich and high-quality content with a vocabulary that speaks to the viewer
- Simple and fluid navigation making the site faster and easier to read
- Larger visuals to create a sense of immersion.
- Dynamic visual communication with a modern look and feel to guide the visitor's eye
- Optimized for viewing on a smartphone
- An omnipresent footer with strategic links to the most useful information