

Coming soon: A new web series offering a fresh way to discover Bourgogne wines!

Bourgogne, 25 March 2022

On 30 March, the Bourgogne Wine Board (BIVB) is inviting you on a journey via social media. Every Wednesday, it will be dropping a brand-new video in a series dedicated to the Bourgogne appellation's 13 geographic denominations. This web series will take the form of a road trip along which wine lovers can explore Bourgogne with Marie and Alain, two youtubers who set off to find out more about the wine, the winemakers, and also the gastronomy and cultural heritage of each terroir.

This web series was created in response to a request from the Bourgogne AOC in order to promote those Bourgogne appellations plus an additional geographic denomination, such as Bourgogne Epineuil, Bourgogne Tonnerre, Bourgogne Hautes Côtes de Nuits, Bourgogne Côte d'Or, and Bourgogne Côte Chalonnaise (aka Bourgogne plus). It features winegrowers, but also other specialists, historians, geologists, and tour guides. Through these films, wine becomes a pretext for exploring the region's riches and tourist attractions.



Who made Bourgogne Tonnerre wines famous throughout the courts of Europe during the 18th century? What is special about the village of Coulanges-la-Vineuse? Which trans-European pilgrimage passes through the plot of Bourgogne La Chapelle Notre-Dame? And which Duchess of Bourgogne acquired the *terroir* around Bourgogne Côtes du Couchois? Answers to all these questions and more can be found through the many interviews in this series of short films.

“Despite their many qualities and how long they’ve been around, our wines are still relatively little-known outside of their territories. We want to showcase their diversity and richness in a fun way, whilst inviting a new audience to come and explore our villages and estates,” says Bruno Verret, winegrower and President of the Syndicat des Bourgogne. “Tourism offers a wonderful opportunity to discover these appellations. Each one has its own history. Famous people have enjoyed them and sometimes promoted them across Europe. There are monuments that bear witness to this wine-themed past and to the industry they inspire,” he adds.

These videos are packed with fabulous images through which audiences can discover the vines, the historical monuments, waterways, and villages, in particular shot from the sky via drone.

New episodes on Wednesdays from now until 22 June

The launch of these 13 videos coincides with the start of the tourism season. Rather than publish all the episodes in one go, the BIVB has decided to turn it into a **weekly event**: **From 30 March to 22 June, look out every Wednesday at 6pm CET for a new episode.**

Simply **follow the #RoadTripBourgogne hashtag on Instagram, Facebook, or Twitter.** The videos will also be published weekly on the **[Bourgogne wines YouTube channel](#)** to which you can subscribe to keep up to speed with their release.



Bourgogne plus geographic denomination wines: A first step towards the notion of terroir

Just like the Mâcon AOC, Bourgogne AOC wines have their own specifications that include the “additional geographic denomination” label. This is used to promote more limited territories within the AOC with specific characteristics that translate into each wine. It is a first step towards identifying a wine with its *terroir*, with the end-game being the establishment of a *Climat*.



The Bourgogne AOC includes 13 additional geographic denominations, the most recent of which is Bourgogne Côte d’Or, established in 2017. These denominations may correspond to just a plot, such as Bourgogne Montrecul; a village, like Bourgogne Epineuil; or a more far-reaching ensemble, like Bourgogne Côte Chalonnaise and Bourgogne Hautes Côtes de Beaune. However, red or white Bourgogne AOCs that don’t have an additional denomination cover the entire Bourgogne.

These additional denominations must also correspond to stricter production specifications than those for Bourgogne AOCs without a denomination. In particular, they illustrate the rise in quality for all Bourgogne wines in recent years.

The Bourgogne Road Trip Videos:

- ✓ **13 videos** of between **6- 7 minutes**
- ✓ Coproduced by the BIVB and [Destination Camping-Car](#)
- ✓ **42 winegrowers** interviewed
- ✓ Shot between August and October 2021
- ✓ Available on [the YouTube channel Vins de Bourgogne BIVB](#) from 30 March
- ✓ Number of shooting days: **20**

Release calendar

30 March	#1 Bourgogne Côte Saint-Jacques
6 April	#2 Bourgogne Côtes d’Auxerre
13 April	#3 Bourgogne Coulanges-La-Vineuse
20 April	#4 Bourgogne Chitry
27 April	#5 Bourgogne Tonnerre
4 May	#6 Bourgogne Epineuil
11 May	#7 Bourgogne Montrecul
18 May	#8 Bourgogne Côte d’Or
25 May	#9 Bourgogne La Chapelle Notre Dame
1 June	#10 Bourgogne Hautes Côtes de Nuits
8 June	#11 Bourgogne Hautes Côtes de Beaune
15 June	#12 Bourgogne Côtes du Couchois
22 June	#13 Bourgogne Côte Chalonnaise



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