

BURGUNDYDIRECT

PUBLISHED BY THE BURGUNDY WINE OFFICE

THE BLUE MONTHLY NEWSLETTER EXCLUSIVE TO JOURNALISTS

N°181

February 2014

EDITORIAL

► LES GRANDS JOURS DE BOURGOGNE: IT'S NEARLY TIME!

The preparations for the 12th edition of Les Grands Jours de Bourgogne are almost complete.

The Bourgogne region will soon be welcoming more than 2,000 market influencers and wine journalists from France and around the world (see the IN FIGURES section). If, like them, you'd like to explore the Bourgogne winegrowing region by seeking out upcoming estates, cellars and négociants, if you're keen to meet up with recognized producers, and if you'd like to sample all the nuances and diversity of the wines of Bourgogne in the heart of the terroir, then there's no time to lose - sign up today!

Through 15 tastings including "The Golden Gateway to the Bourgogne Region," "Vintage Vosne - the Nobility of Les Clos de Vougeot," "A Mâconnaise Symphony," "Young Talents on Show," and "A Hitherto Unseen Côte de Beaune Trio," almost 1,000 Bourgogne wine producers will be on hand to share their latest creations with you.

As usual, everything has been planned to facilitate your visit, before you've even set foot in the region.

Take a look at the exhibitor search engine on the website at www.grands-jours-bourgogne.fr where, by entering the name of a wine, you will find links to all exhibitors who will be offering that appellation during the event. You can also find a list of all exhibitors for each tasting.

A road book is also available for download from the site, including maps and information about parking and shuttle timetables to facilitate your trip.

The tastings will be held in the heart of the vineyards, in wineries, cellars, chateaus and even cooperages, which will be participating for the first time. The whole industry is involved.

For journalists, pressrooms will be available in Chablis, Nuits-Saint-Georges, Beaune, Mercurey and Chagny.

You can follow all the action from Les Grands Jours de Bourgogne on Twitter with the hashtag [#GJB2014](https://twitter.com/GJB2014).

During the previous edition in 2012, over 90% of visitors said they were satisfied or very satisfied with the event, and 99% said they'd like to return in 2014. We are looking forward to seeing them and you on 17 March in Chablis!

See also the special page from En Direct n°180, from January 2014.

IN FIGURES

► 60%

That's the proportion of foreign visitors expected at the 2014 edition of Les Grands Jours de Bourgogne.

Since 2008, the last edition when French participants were in the majority, the percentage of foreign attendees has grown and grown.

In 2012, visitors from eight new countries were in attendance, including Chile, Mexico, Finland, South Africa and Lebanon, reflecting the international success of Bourgogne wines, which are now exported to 178 countries.



➤ DISCOVER THE 2014 SELECTION FOR THE BIVB'S CAVE DE PRESTIGE

For the past 43 years, the BIVB has been putting together a Cave de Prestige selection to showcase the excellence of the wines of Bourgogne. These wines are promoted in many PR events both in France and abroad.

The tastings to get into the selection are as strict as those for the very best wine guides. Those winemakers whose products are selected can be very proud of their wines, which all went through a two-stage selection process and obtained a minimum score of 16/20 when tasted blind.

In 2014, of the 1,150 wines submitted, 162 were selected, from 120 cooperatives, maisons de négoce and estates.

[Click here](#) for a complete list of the wines in the Cave de Prestige

➤ 1-7 APRIL: SUSTAINABLE DEVELOPMENT WEEK IN THE BOURGOGNE REGION

Sustainable Development Week, which runs from 1-7 April, is a national event that has become a key rendezvous for the Bourgogne wine industry. The Bourgogne Wine Board (BIVB) and its partners use this week to raise awareness amongst professionals on all aspects of sustainable development.

Tuesday 1 April: the BIVB is hosting a morning dedicated to the social aspects of sustainable development, which are too often overlooked. Through first-hand accounts from professionals, a range of subjects including mutual support, training, strategies to increase employment of people with disabilities, and the organization of collective purchasing plans will be examined.

The LIFE+ BioDiVine project will also be at the heart of this week, with presentations of the results from the three Bourgogne sites that have taken part in this European study into biodiversity in viticulture landscapes: Irancy on 01/04, Corton on 02/04 and Pouilly on 03/04.

Thursday 3 April: The Vinipôle Sud Bourgogne will be tackling biodiversity. In addition to the presentation of the results of the LIFE+ BioDiVine European study, a range of other issues will be explored, including microbial diversity of soil, grapes, technical itineraries, and landscape management.

The BIVB will also be offering a few professionals the chance to try out its new sustainable development self-diagnosis tool. Using an online questionnaire, they can evaluate how their business rates in three areas – social, environmental and economic. The results will enable them to see how they rank compared to others and to see where they can improve. The tool also includes tips and concrete examples of how improvements can be made.

To find out more or to join one of the events, [click here](#) to contact Cécile Mathiaud, the BIVB's press officer.

➤ FOCUS ON TRAINING IN FRANCE

The wines of Bourgogne reach French market influencers thanks to a range of diverse training programs adapted to each target. This is a key communication strategy for the BIVB.

Wine store owners, restaurateurs, sommeliers and trainers can all enjoy one of the two free programs run in Beaune. Over two days, participants learn about the wines of Bourgogne through tasting techniques, food and wine combinations and sessions to read the landscape, focusing on terroir and Climats. For those in a hurry, a one-day session features just food and wine combinations.

For major retailers, the BIVB, which each year finances sales floor events, also trains sales staff in the specifics and the wide range of expressions to be found in the wines of Bourgogne.

Future market influencers are not overlooked either. Students from hotel and cookery schools, budding sommeliers as well as members of university wine clubs regularly participate in tastings. In total, almost 3,000 people are trained each year.

Training sessions also involve players from the wine tourism industry in the Bourgogne region. For the past two years, the BIVB has been inviting those destinations that sport the "Vignobles et Découverte" label, territory by territory, to find out more about Bourgogne wines in general and those from their sector in particular. This year, professionals from the Côte de Beaune sector (Beaune, from Corton to Montrachet) will be getting together in March for a half-day with a winemaker, hosted by the École des Vins de Bourgogne.

➤ BIVB PROFESSIONAL EVENTS 2014

Diary of professional events 2014

(market influencers and journalists)

organized by the BIVB and its partners

3 March: training for wine store owners in London

17-21 March: Grands Jours de Bourgogne (Chablis, Côte de Nuits, Côte de Beaune, Mâconnais, Côte Chalonnaise)

23-25 March: Bourgogne stand at the ProWein trade show in Germany

23-26 March: Discover The Origin (DTO) at the Food & Drink Expo in Birmingham (UK)

1 & 3 April: Terroirs & Signatures tastings, training and press meets in Houston and Seattle (USA)

7 April: tasting meets with sommeliers in Montreal (Canada)

8 April: tasting for sommeliers and journalists in Toronto (Canada)

8 April: DTO, training seminar for wine importers, buyers and distributors in Manchester (UK)

10 April: training seminar for Masters of Wine in New York (USA)

18, 22, 23 & 25 April: Chablis training seminars in Beijing, Shanghai, Canton and Hong Kong (China)

18 & 24 April: White Party in Beijing and Hong Kong, Chablis-themed tasting events (China)

29 April: DTO, training seminars for wine sellers in Belfast (UK)



ECONOMY

➤ CRÉMANTS DE BOURGOGNE HAVE THE WIND IN THEIR SAILS DESPITE LOW STOCKS

In 2013, Crémant de Bourgogne underwent a major change in terms of sales to major retailers. After almost 10 years of uninterrupted growth, volumes sold were down 7.5% compared to 2012.

The first and most obvious explanation for this is the low stocks for the AOC, which has driven producers to reduce the number of bottles going to market.

This decline must also be considered in relation to another, more positive trend, towards export.

Crémant de Bourgogne wines are increasingly in demand in certain markets, mainly in Scandinavia and North America.

A slight price hike accompanies this phenomenon. The desire of producers to reposition the AOC as a “premium” reference in the non-Champagne sparkling wines category is therefore on the right track.

➤ EXPORTS: SWEDEN IS THE 8TH BIGGEST MARKET FOR BOURGOGNE WINES IN TERMS OF VALUE

In 2013, Sweden became the 8th biggest importer of Bourgogne wines in terms of value, accounting for 3% of all exports from the region. It is now ranked between Hong Kong and the Netherlands.

Sweden is 6th in terms of volume with 5% of exports, just after Canada.

[Click here for a full market report.](#)

➤ INDICATORS

Winery sales

Down 5.3% by volume

(over four months from August 2013 to November 2013 compared to the same period in the previous year)

Supermarket sales France

Down 0.2% by volume

Up 2.8% by value

(over 12 months to end-Oct 2013 compared to the same period in the previous year)

Export

Down 1.9% by volume

Up 1.3% by value

(for 2013 compared to 2012)

➤ FOCUS ON AN APPELLATION: MOREY-SAINT-DENIS

This month, we're heading to the land of the wolves! This is the nickname for locals in this village which dates back to the Middle Ages, relating to a story involving a missing cow...

Today, most of the farming talk in Morey involves red wine, with a limited production of white. This appellation Village, the first to be created in the Bourgogne winegrowing region back in 1936, is home to 20 Climats classed as Premier Cru and five Grands Crus.

Located between Gevrey-Chambertin and Chambolle-Musigny, the vines of Morey-Saint-Denis grow on limestone and clay-limestone soils. The east-facing vines are planted at between 220m and 270m above sea level.

At the back end of the village, a small valley or combe, give some plots a slightly different aspect and brings cooler, damper weather. The soil here has more marl in it.

The majority of the vineyards are planted with Pinot Noir. The rare white wines are made from Chardonnay or even more exceptionally from Pinot Blanc. These whites are fairly firm and opulent - and should definitely be tried if one can find them!

To the eye, the reds generally sport the typical colors of the Côte de Nuits: brilliant ruby, carmine, or intense garnet, sometimes with flashes of violet. This will slowly develop on ageing.

In terms of aromas, the wines of Morey usually reveal notes of dark berries like blackcurrant or blueberry, or red stone fruits like cherry. With age, the wine releases riper, more complex aromas like leather, game and moss.

In the mouth, these are firm wines. Solid and structured, they offer the perfect balance between strength (a little reminiscent of a Gevrey-Chambertin) and fruit (more like a Chambolle-Musigny). The tenor voice in a Bourgogne choir, they offer rounded tannins and generous flesh.

The ideal dinner guest for a Morey-Saint-Denis is meat with character. Its tannins would suit feathered game such as partridge better than veal, for example. They would also liven up a fine rib steak or rib roast cooked on the barbecue.

These wines are also great partners for washed rind cheeses such as Langres, Soumaintrain, Epoisses, Pont-L'Évêque or Maroilles.

In Morey-Saint-Denis, the wines are made from Pinot Noir (94%) and Chardonnay (6%). Around 400,000 bottles are produced annually, 45% of which are Premier Crus, across an area of approximately 94 hectares.

Around 125 estates produce the Morey-Saint-Denis AOC, of which 61% is sold directly by winegrowers.



FROM THE VINEYARD

➤ SUSTAINABLE WINEGROWING: IMPLEMENTATION OF THE VINTAGE PROJECT

The BIVB is endorsing the European Commission's Vintage Project, which aims to develop cutting-edge tools for vineyard management, and limit treatments while optimizing the quality of wine production in Europe.

At the end of January, the Saint-Romain appellation joined the project, with six weather stations being installed in the vines. They will collect data that will be used to validate the model developed by researchers, especially in terms of the prevention of diseases such as downy and powdery mildew and vine moth.

The Vintage project will come to an end in 2015. This innovative tool for decision-making will then be made available to the wider industry through an online gateway.

➤ PREMIERS CRUS FOR THE MÂCONNAIS: AN INQUIRY ON THE GROUND

An enquiry is underway in the Mâconnais to examine the request of producers from Pouilly-Fuissé, Pouilly-Loché, Pouilly-Vinzelles and Saint-Véran to create Premiers Crus in their respective appellations. Selected by the Institut des Appellations d'Origines et de la Qualité Contrôlées (INAO), the inquiry team visited the areas concerned in December.

The winegrowers obtained confirmation of the INAO's expectations in terms of certain key issues, in particular the creation of a three-stage scale: Pouilly-Fuissé Communal, Pouilly-Fuissé + name of lieu-dit, Pouilly-Fuissé + name of Premier Cru Climat. Production conditions were also discussed, such as yields and harvest methods, and will be the object of a series of local debates.

On 13 February, the Pouilly dossier was submitted to the INAO's national committee, but as we go to press, we have no further details to report. Please contact the BIVB directly if you want to know more. The Saint-Véran dossier will be submitted in May or June.

➤ HOSPICES DE NUITS 2014 WINE AUCTION

The 53rd Hospices de Nuits wine auction will take place on 16 March at the Château du Clos de Vougeot at 3pm. A tasting of the wines for auction will be open to the public on Saturday 15 March from 2-5pm and on Sunday 16 from 3-5pm.

The will be selling 107 pièces, traditional Bourguignon barrels containing 228 liters of wine, not counting the charity pièce, compared to 117 in 2013. Actor and comedian Patrick Timsit will be patron of the sale, the profits from which will go to the ICM Brain and Spinal Cord Institute. The ICM's president Gérard Sailland will be at the sale.

The same weekend will see the 6th edition of the Nuits-Saint-Georges producers' trade show, "Nuits au Grand Jour," which will run on 15-16 March. The event offers the chance to sample a wide variety of wines from the Nuits-Saint-Georges appellation in convivial surroundings. [Click here](#) for more information

➤ A WORLD FIRST: WINE CASES UNDER HIGH SURVEILLANCE

A new chapter has begun in the world wine transportation and storage with the introduction of "intelligent" wine cases.

Designed by Laurent Ponsot, winemaker in Morey-Saint-Denis, the process was developed by Franco-American enterprise E-Provenance.

Each case of wine contains a sensor which records the temperature and humidity every four hours. Using a smartphone app, the client can, at any moment, view a history of the wine's transportation and storage conditions from the moment it left the estate.

The system calculates the impact of the temperature conditions on the wine and provides a score, which takes into account any potential degradation.

Moreover, the producer or distributor can identify the client (with his or her agreement) and check the location of the batch. The sensors have a guaranteed lifespan of 15 years.



TRADE NEWS

➤ BÉJOT VINS & TERROIRS CREATES A MARKETING AND COMMUNICATION DEPARTMENT

The maison Bejot Vins & Terroirs in Meursault has just recruited Virginie Valcauda to set up a marketing and communication department.

Her aim is to accompany the growth of Bejot Vins & Terroirs and boost the image of its key brands, the company says. This is a new step in the expansion of this dynamic group.

Previously, Virginie Valcauda was head of the marketing and communication arm of the BIVB, a position she held from 2005 to 2012.

➤ C. MAREY & LIGER-BELAIR

The Domaine du Comte Liger-Belair in Vosne-Romanée is now selling its Hospices de Beaune wines under the name C. Marey & Liger-Belair.

This brand, which was the property of the maison Boisset, has just been acquired by Louis-Michel Liger-Belair. Liger-Belair is certainly keeping things in the family – the maison Claude Marey was founded in 1720 by one of his ancestors.

Louis-Michel Liger-Belair, who heads up the estate, each year ages around 15 pièces of Grands Crus for different clients, acquired during the Hospices de Beaune wine auction.

➤ CONTACTS & SUBSCRIPTION INFORMATION

For further information

Your dedicated contact:
Cécile Mathiaud - BIVB Press Officer
Tel. +33 (0)3 80 25 95 76
cecile.mathiaud@bivb.com

Your Media Room for all communiqués:
www.bourgogne-wines.com

[Like us on Facebook](#)
[Follow us on Twitter](#)

EN DIRECT - MASTHEAD

EN DIRECT

9 issues per year, published by
Bureau Interprofessionnel des Vins de Bourgogne
12, Boulevard Bretonnière - BP 60150 - F-21204 BEAUNE CEDEX
Tel. 03 80 25 04 80 - Fax 03 80 25 04 81

DIRECTOR: ANDRE SEGALA
EDITOR IN CHIEF: CECILE MATHIAUD
WRITING: SARL ECRIVIN
TRANSLATION: www.annamcqueen.com

ANNUAL SUBSCRIPTION: €30 FOR 9 ISSUES

ISSN no.: 1770-4839
Legal registration: on publication
Printed by our services

COPYING OF THE CONTENTS OF THIS NEWSLETTER FOR FAIR USE IS AUTHORISED