

BURGUNDYDIRECT

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EDITORIAL

► TWO NEW PRESIDENTS FOR THE WINES OF BOURGOGNE

“With ambition and the aim to continue the good work.” That is how Claude Chevalier and Louis-Fabrice Latour see the work in store for them as the new President and Co-President of the Bourgogne Wine Board (BIVB).

Claude Chevalier, a winemaker in Ladoix-Serrigny (Côte de Beaune), was President of the Confédération des Appellations et des Vignerons de Bourgogne (CAVB, viticulture) from 2007 to 2012. Louis-Fabrice Latour is head of Louis Latour (Beaune) and has also been President of the Fédération des Négociants-Éleveurs de Bourgogne since 2003, a post from which he will stand down in the spring. They take over from Pierre-Henry Gagey and Michel Baldassini, who were in the posts for 8 and 10 years respectively, having each served two mandates.

The two new Presidents have set some clear objectives. “Our Grand Cru wines are our driving force and have cemented the name of the Bourgogne region. However, they also suggest to consumers that Bourgogne wines are expensive. We must not forget that lesser well-known appellations remain very affordable whilst still offering excellent quality. We are going to establish a strong strategy to pass on this message,” says Claude Chevalier.

They are also passionate about the Cité des Vins de Bourgogne, a project launched in July 2013 for the construction of a specialist oenotourism center for the region. “This project must have an outward-looking perspective and allow the BIVB to open up to the public, as well as to the industry,” Chevalier adds.

In technical terms, research into vine diseases and flavescence dorée are a major concern. Louis-Fabrice Latour highlights the project for closer ties with the Beaujolais region, “which would be a key achievement for our mandate.” The creation of the Coteaux Bourguignons appellation in 2011 was a first step. “This rapprochement will happen. It could even be considered something of a return to our roots as, until recently, our two winegrowing areas were one.”

“We aim to continue the work carried out by Pierre-Henry Gagey and Michel Baldassini and we must be ambitious in finding room for manoeuvre despite the low-volume harvests we have recently seen,” says Latour.

A full press release and list of members of the Management Board is available from [the BIVB press room](#).

IN FIGURES

► 12.6 MILLION

This was the budget in euros of the BIVB for 2012-2013. This budget was mainly dedicated to marketing and communication.

Of every €100 in contributions, €57.7 is spent on marketing and communication, €16.8 into research and technical advice and €5 goes to the Markets and Development arm of the BIVB. The remainder goes on administrative costs.

The provisional budget for 2013/2014 is €11.7 million, down due to lower yields this year.

Special Grands Jours de Bourgogne - 17 to 21 March 2014 programme and registration

► LES GRANDS JOURS DE BOURGOGNE 2014

Professionals from the Bourgogne wine industry have set the date for their big meet with market influencers and press from around the world for the 12th edition of the Grands Jours de Bourgogne. The event focuses not just on business but also on passion and exchange, and visitors will enjoy wines from the scarce 2012 vintage, as well as those from 2011 and before.

The five days of intensive tasting, not to mention evening events and other less formal gatherings, have been optimized to be held in 12 different locations with 15 themes. The organization, which improves year on year, will allow all attendees to meet with a maximum number of contacts.

NEW FOR 2014

A more balanced program: Friday 21st on the Côte de Beaune will be one of the busiest days of the event, with four tasting locations instead of six.

Better shuttle service: Free shuttles will provide visitors with handy, safe and quick access to the various tasting locations. Schedules will be improved and added to, especially during the morning and late afternoon of Tuesday 18th with four events taking place between Dijon and Beaune.

The aim is to increase the number of passengers whilst limiting the environmental impact of the event.

New locations:

- A third co-ownership (Seguin-Moreau in Chagny) will host the From Maranges to Montrachet event on Friday 21st, joining Tonnelleries Damy (Three New Wines from the Côte de Beaune on Friday 21st) and Mercurey (In the Heart of Bourgogne on Thursday 20th)
- Pommard Rhymes With Art will set up shop at the Domaine du Pavillon on Friday 21st
- The Young Talents Salon has changed both location and day. It will be hosted at the Château de Garnerot in Mercurey on Thursday 20th

Evening events, by invitation only:

The latest event to be announced is called "Let's talk about organic cultivation in a sustainable Bourgogne", organized by the BIVB in association with the Service for Environmental, Agrobiological and Rural Development in the Bourgogne (SEDARB). Guests will be able to sample organic wines from across the region, and discuss sustainable development, biodiversity and organic winemaking with specialists.

Les Grands Jours de Bourgogne on Twitter!

Share your encounters and favorite wines, and tell us about your publications with the hashtag #GJB2014

Follow us at [@BourgogneWines](https://twitter.com/BourgogneWines)

TOOLS AVAILABLE

[The Grands Jours website](#) (in French & English)

Each section has been designed to allow you to discover how the Bourgogne event works and to prepare your trip as early on as possible. The program is online and you can sign up for tastings from then on.

To prepare meetings and a tasting timetable, the list of exhibitors will be available by the end of January.

Discover the short video that will give you a preview of the warm welcome offered by the event (home page).

The mobile site will help guide you throughout the week

Available in both French and English, the mobile site is now online. Use it to help organize your trip and gain access to key information:

- **Program:** Details of events organized by date and location (Google Maps).
- **Exhibitors:** Catalogued by date, by wine and by event. Full contact details for all participating winemakers, cellars and négociants as well as a complete list of appellations on offer.
- **Shuttle:** Maps, timetables, frequencies and routes to facilitate your schedule. The "How to Get To" tool will help you define the fastest route from your current location in just one click.
- **Press:** Locations and itineraries to access the pressroom on each day, opening hours and useful information.
- **Notebook:** To make notes on tastings and contact. Each note will automatically be sent to you by email.

- **Practical information:** Also available on the website (accommodation including gîtes, where to eat, etc.).

The Road Book, a tailor-made guide

For those who prefer paper, this notebook available in French and English is available at the welcome desk for each event and contains all the information you will need. Its pocket-sized format allows easy access to details of the 15 different tastings.

Not yet registered?

If you received your key and personal code by email on 16 December, access the site by [clicking here](#).

If you haven't received these elements, you can request them by clicking on "Ask for a personal code" on the same page.

The press room: a comfortable and practical place for journalists to work

The mobile pressroom goes with you, every day during the event.

It offers many different services including internet access, computers and telephones, as well as local and national newspapers, in pleasant and relaxing surroundings. It's your safe haven during a marathon event!

In Chablis on Monday 17th, Nuits-Saint-Georges on Tuesday 18th, Beaune on Wednesday 19th, Mercurey on Thursday 20th and Chagny on Friday 21st.

Stop by for a break or stay a while and finish off your articles and get them filed on the spot

The BIVB press attachés will be there to help you arrange meetings and interviews with industry people.



► BOURGOGNE WINES ON SOCIAL NETWORKS

Combining tradition with modernity, the wines and producers of the Bourgogne region are widely present on social networks. From blogs to Facebook and from Twitter to Instagram, it is becoming easier and easier to keep track of your favorite wines.

The BIVB also has several channels through which you can keep up to date with all the latest news:

Our [English-language Facebook page](#) and our [French-language version](#) contain weather updates, news from the vineyards and games every Friday. Wherever you are in the world, the BIVB is keeping you informed and in step with the AOCs of the Bourgogne region.

Our [@BourgogneWines](#) (English) and [@bourgognespress](#) (French) Twitter accounts are aimed at a more professional audience such as journalists and market influencers, who want to keep up to date with all the latest economic and political news, and all major industry events in real time. They also provide information about the latest publications from the BIVB such as newsletters and press releases.

► THE CHABLIS WEBSITE, NOW IN MULTIPLE LANGUAGES!

[The official website of the wines of Chablis](#), run by the Chablis commission of the BIVB, now has a more international feel. After being completely redesigned over the summer of 2013, it is now available in five languages.

Bourgogne wines are available in around 180 countries and more than 65% of Chablis wine production is exported, so the site is translated for the benefit of its four biggest markets, English-speaking countries, China, Japan and Germany.

Created in the colors of the "Pure Chablis" campaign, the site has been designed to be viewed on any multimedia device including smartphones, tablets and PCs.

► EXPORTS 2014: BOURGOGNE WINES INVEST IN TRAINING

Bourgogne wines are extremely diverse and rely heavily upon market influencers to reach the general public. As such, the BIVB places a great deal of importance on training these segments, including journalists, importers, wine store-owners and sommeliers.

Some 22 training seminars have been scheduled in seven countries (USA, Japan, China, Hong Kong, Canada, Taiwan and Sweden) between now and the end of August. These seminars, adapted to the level of experience in each market and within each target, are structured around one key theme: A Bourgogne wine for every moment. Many of the sessions will explore food and wine combinations, adapted to the cuisine of the country in question, but for the first time, there will also be a special program involving different opportunities for enjoying wine, aimed at sommeliers.

The BIVB's accreditation program, launched in 2008, has encouraged significant growth in these training programs. Every year, the BIVB's Official Bourgogne Wines Instructors (64 in 16 countries outside of France) organize at least eight seminars, each for a wide range of audiences. Since 2008, they have trained over 18,000 market influencers and wine lovers through 700 training sessions.

Fourteen official Official Bourgogne Wines Instructors will be renewing their accreditations in March of this year. Twelve more are currently being recruited in new markets including Russia, Mexico, Switzerland, Germany, Norway, China and Brazil. They will take their final exam in June.

➤ BIVB PROFESSIONAL EVENTS 2013/2014

Diary of professional events 2014

(market influencers and journalists)

organized by the BIVB and its partners

5 & 6 February: Tasting stand at The Source professional trade show in Exeter (UK)

12 February: Training for market influencers during the Wine Tour in Stockholm

13 February: Chablis training for market influencers in Tokyo

25 February: Pure Chablis evening event for market influencers in Vancouver (Canada)

28 February: Training for market influencers as part of the Vancouver International Wine Festival (Canada)

3 March: Training for wine store owners in London

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

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

7 April: Encounters and tastings with sommeliers in Montreal (Canada)

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

➤ ECOLE DES VINS DE BOURGOGNE

ECOLE DES VINS DE BOURGOGNE

Details of training sessions and gift ideas at www.ecoledesvins-bourgogne.com

BACK TO THE BASICS OF BOURGOGNE WINES!

You know, but... you're not sure. You like it, but... you want to learn more.

You can appreciate Bourgogne wines better through a few tips and tricks. It's time to test your "Fundamentals!"

A New Year's Resolution for 2014: treat yourself to a half-day in Beaune to get to the very heart of Bourgogne wines.

This regular session is often held on Saturday mornings and in just three hours, our enthusiastic trainers will help you immerse yourself in the fascinating world of Bourgogne wines. After a quick introduction to get you back into the subject, you will then move on to the practical side to things, glass in hand, for an introduction to the methodology of tasting and the basic techniques involved. As soon as you are ready, it will be time to move on to a real-life guided tasting.

You will learn to look at, smell, taste and discover the key characteristics of the white and red wines of the Bourgogne region.

You will also discover that you don't have to be an enologist or a specialist sommelier to appreciate them!

Upcoming sessions: 8 February, 22 March, 5 & 26 April, 10 & 24 May, 7 June, 6 & 20 September (9am - noon in Beaune)

Price: 75 euros per person.



➤ FRANCE: LOW WINE STOCKS ALREADY IMPACTING SUPERMARKET SECTOR

Over the past 10 years, Bourgogne wines have seen almost continuous growth in sales (apart from at the start of the recession in 2009) in the hyper- and supermarket sector (+15% over 10 years). Some 36.4 million bottles were sold (excluding discounts) to end October 2013, for record revenue of 242 million euros (moving annual total, or MAT).

Bourgogne wines are now an essential reference and are sought by retailers looking for exclusive products (AOC and estate wines).

While the demand is sustained, supply is coming under pressure, a consequence of several years of small harvests, 2012 and 2013 in particular. As such, the growth in volume has halted (-0.2% over the past 12 months, to end October 2013, MAT), while growth in value has continued (+2.8).

The shortfall in Crémant de Bourgogne, where demand for export is up, is the first to have been felt since the start of 2013 (-4%), and which has impacted on the final result.

In terms of still wines, the results are mixed. Red wines slipped back in terms of volume (-3.2% over one year), while sales of white wines continued to increase (+3.7% by volume).

➤ EXPORT: DESPITE A NEW RECORD, THERE ARE SOME CONCERNS FOR BOURGOGNE

WINES

Now that 2013 is over, we can start to analyze performance for the year. Two points stand out in the export figures for the first 11 months:

- The region continues to set new export records in terms of revenue (+0.3% compared to the same 11 months in 2012). This is due to the increase in average prices (+27% since 2010), itself due to the low yields in recent vintages. This scarcity, in conjunction with record performance both in France and on the export market over the period, has significantly reduced available volumes.

- Several major markets have seen a steady drop in volumes shipped. This is notably the case in the UK (also hit by an increase in taxes), Switzerland, and Japan, where the devaluation of the yen has adversely affected all suppliers.

In parallel, the most dynamic markets continue to increase their orders, such as the USA (22% of Bourgogne's export revenue), Scandinavia, Belgium and China.

INDICATORS

Wine leaving the property

Down 7.2% by volume

(total for 12 month campaign: Aug 2012 to July 2013/Aug 2011 to July 2012)

Supermarket France

Down 0.2% by volume

Up 2.8% by value

(total 12 months to end Oct 2013/12 months to end Oct 2012)

Export

Down 2.3% by volume

Up 0.3% by value

(total 11 months Jan to Nov 2013/10 months Jan to Nov 2012)

FOCUS ON AN APPELLATION: VIRE-CLESSE

This month, we're heading to the south of the Bourgogne vineyard. Recognized in 1998 but not named until a year later, Viré-Clessé was the first appellation Village from the remarkable terroirs of the Mâcon AOC. Viré and Clessé are two communes located between Tournus and Mâcon. The selection of the terroirs is very rigorous: Viré and Clessé also produce wines under the names Mâcon, Bourgogne and Mâcon Villages. Viré-Clessé wines are 100% Chardonnay.

The AOC is made up of two slopes facing north-south, delimited by the valleys of the Bourbonne and the Mouge. The plots on the slope are composed of limestone with abundant marine fossils and marl-limestone layers from the Jurassic. At the foot of the slopes, the soil is clay with sandstone pebbles, east-facing and well-drained. One can also find "cray" here, a type of limestone soil with white stones. It is ideal for Chardonnay.

When you pour a glass of Viré-Clessé, the brilliance of its pale gold will surprise you. Neither white gold, nor yellow gold, it takes on delicate green reflections.

Bring it up to your nose and you will be delighted by its aromas of hawthorn or acacia blossom, or you may recognize the bouquet of honeysuckle in springtime. Your memory may also transport you to an imaginary garden where broom, lemongrass, a few sprigs of mint or ferns grow. Not forgetting white peaches. If your wine has had a little time in the bottle, pine and quince aromas may be developing.

In the mouth, it is lively and crisp, sharp yet at the same time smooth. With its menthol notes and its pleasantly frank, vivacious style, it will awaken your taste buds.

In terms of food accompaniments, it goes well with tender meat in sauce, such as veal. If you prefer fish, opt for steamed or poached, in white sauce. The vivacity of this wine will give relief and depth to these dishes. The aromatic intensity of Viré-Clessé also makes a wonderful match for shellfish and seafood gratins.

It also makes a wonderful accompaniment to soft cheeses like camembert, as well as goat cheese.

The Viré-Clessé AOC is produced in four communes: Viré and Clessé, which lend the wine its name, but also in Laizé and Montbellet. An average of 3.1 million bottles are produced annually from an area of around 415 hectares. Almost 70 producers make Viré-Clessé, and 62% of the appellation is sold direct by winemakers.

Save the date

19 and 20 April 2014: 16th Printemps de Viré-Clessé

Tastings in cellars across the appellation.

For more information go to the [diary section of the Bourgogne wines website](#)



FROM THE VINEYARD

► THE CLIMATS DOSSIER SUBMITTED TO UNESCO

The good news is official since 13 January: the dossier concerning the Climats of the Bourgogne wine region has been submitted to UNESCO by the French Minister of Culture and Media, Aurélie Filippetti. This means the Climats of the Bourgogne wine region are now France's official candidate to be presented during the 39th session of the World Heritage Committee (with Champagne). This session is scheduled to take place in June 2015 in Berlin.

Press release available from [our online pressroom](#)

► 28TH WINE COMPETITION IN CHABLIS: A RICH HARVEST

On 11 January, 87 tasters (journalists, restaurateurs, sommeliers, brokers, etc.) came together to decide on the medal winners for the Chablis Wine Competition 2014.

Of the 270 wines presented, only 27 won awards, an indication of the strict judging criteria. This rigor is essential because the medal-winning wines are then used by the Chablis arm of the BIVB for all its promotional operations, both in France and abroad.

Full results can be found in [our online pressroom](#)

► GRAND CRUS IN POMMARD? STUDIES COMPLETED

The project to classify certain terroirs in Pommard as producing Grand Cru wines has taken a further step. A dossier was officially submitted to the INAO, the wine regulatory authority, in the fall of 2013.

This concerns the areas known as Les Rugiens, Les Epenots, and Le Clos des Epeneaux (a monopole of Le Comte Armand). The arguments put forward by the producers are based on an historical and economic assessment, plus a geo-educational study carried out by the Groupement d'Etudes et de Suivi des Terroirs. "The research showed that these terroirs have always been identified as the best in the AOC area in the various rankings established over the past 250 years," notes Aubert Lefas, the winemaker who heads the committee behind this project. The economic study, which looked at the last 50 years, revealed that the price of these wines has been significantly higher than that of other Pommard Premier Cru wines: on average 50-60% in the case of Les Rugiens, and 40% higher for Les Epenots. This study was carried out at the request of the INAO to verify that over the long term, customers and the market are prepared to pay a premium for these prestigious and high-quality appellations.

► A NEW PRESIDENT FOR ICONE

The rules of governance of ICONE, the certifying body founded by the Bourgogne wine-producing sector to ensure external control of Bourgogne AOCs, were modified at the end of 2013 to allow for greater involvement on the part of wine professionals.

ICONE now has a president with a background in the profession, Christophe Ferrari, winemaker in Irancy, and a management board made up of 12 professionals. The President's mandate runs for two years. The post of director has also been created.

Cyril de Héricourt, the former president of ICONE, has decided to step down after six years in the job. He will nonetheless remain with ICONE until the end of August to ensure a smooth transition and will manage operations until the arrival of the new director.



TRADE NEWS

► A NEW DIRECTION FOR CHAMPY

Following the departure of Pierre Meurgey, a new management team has taken over the reigns at the Champy wine house. Dimitri Bazas, the estate's enologist since 1999, has become managing director.

Delphine Heckmann, who joined the company two years ago, is administrative and financial director. Francis Simon, head of winegrowing for the past 15 years, will continue to manage the vineyards.

This reorganization under the aegis of Pierre Beuchet, who was behind the acquisition of Champy in 1990 and who is now the main shareholder, is designed to inject fresh dynamism into this historic Beaune producer, founded in 1720.

Champy currently manages 29 hectares of vine and produces around 500,000 bottles per year.

➤ JOSEPH DROUHIN STRENGTHENS PRESENCE IN OREGON

Wine house Joseph Drouhin has acquired Roserock Vineyard, a 112-hectare estate in Oregon. The vines are located in the American Viticultural Area (AVA) known as Eola-Amity Hills. Around 50 hectares are already planted, mainly with Pinot Noir, and a further 30 can be easily added.

Joseph Drouhin already has a presence in the region, having launched the Domaine Drouhin Oregon (DDO) in 1987 in another AVA, that of Dundee Hills (50 hectares). "The two estates are planted on volcanic soils, so very different to what is found in Bourgogne. Roserock Vineyard enjoys a slightly cooler climate than DDO," explains Véronique Drouhin-Boss. "We remain strongly attached to the Bourgogne region, where we continue to invest, but opportunities like Roserock Vineyard are incredibly rare there," adds Frédéric Drouhin.

➤ FRAUDSTER RUDY KURNIAWAN FOUND GUILTY

A court in New York has found the notorious fraudster Rudy Kurniawan guilty. He was tried in early December on charges of counterfeiting fine Bourgogne and Bordeaux wines.

The scandal came to light in 2008, thanks to the intervention of Laurent Ponsot, winemaker at Morey-Saint-Denis (Côte de Nuits). Ponsot blocked the sale at auction of certain Grand Cru wines whose vintage could not possibly correspond to any wine that had actually been produced.

The prosecutor presented the jury with evidence that proved that Kurniawan had fabricated and sold counterfeit fine wines from the Bourgogne and Bordeaux regions.

Kurniawan is the first person to be found guilty in the USA for selling fake wine. Arrested two years ago, he will remain in prison until at least 24 April 2014, when the judge is due to announce his sentence. Kurniawan faces up to 40 years in prison.

➤ CONTACTS & SUBSCRIPTION INFORMATION

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➤ EN DIRECT - MASTHEAD

EN DIRECT

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