

BURGUNDYDIRECT

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EDITORIAL

► THE WINE INDUSTRY DEMANDS TO BE HEARD BY THE FRENCH STATE

An unprecedented campaign has been launched.

On 26 September, the French wine industry launched a major drive to mobilize people against the anti-wine legislation proposed by the French government.

The website, www.cequivavraimentsaoulerlesfrancais.fr ("what really annoys the French"), aims to raise awareness about the risks the wine sector in France is currently facing. Once again, government reports and suggested measures are proposing to stigmatize wine. Once again, the powers that be are demonstrating very little consideration for what wine brings to our country. Some 87,000 family-run businesses generate over 500,000 jobs, and wine brings in €7.8 million from export and draws in 12 million tourists to France each year. Winemaking also brings wealth to 17 out of 22 regions in the country. "It's a jewel of French business that is now under threat," says Michel Baldassini, Vice-President of the BIVB.

More worryingly, it is proving impossible to open a real dialog with the authorities. Instead, professionals from the wine industry who are passionate about their work are increasingly facing an extremist discourse that focuses on protecting public health while casually dismissing centuries of history. Even the recommendations of the World Health Organization (WHO) pointing to the virtues of moderate and responsible wine drinking are ignored. Pressure groups that are resistant to all political alternatives are trying to impose their hardline approach.

"It is time French politicians consider the richness that wine brings to our country, our history and our gastronomy," Michel Baldassini adds.

The aim of this campaign is to convince those in high places that there is a growing malaise amongst the entire French wine industry as well as among ordinary wine lovers.

This movement has already garnered a great deal of support, both in France and abroad, with 232,000 visitors to the site in just two weeks.

Many media outlets here and around the world have already passed on the message. They do not understand how France can endanger one of its most treasured possessions.

We must fight on until the French government listens to the wine industry and puts an end to this unacceptable lack of consideration.

Although this is a local struggle for the French and for France, we thank all those lovers of French wines, who, from beyond our borders, are helping defend our point of view!

IN FIGURES

► 500,000...

That's the number of people in the French winegrowing and winemaking industry.

Through the Vin & Société association, they have launched a campaign to raise awareness and mobilize support, called cequivavraimentsaoulerlesfrançais.fr.

It is being widely publicized via social media, and Twitter in particular, via the #casaoule hashtag. The campaign continues on-line.

Hospices de Beaune Wine Auction Special Edition 16 et 17 november 2013

► THE MAIN EVENTS

Focus on the Hospices de Beaune Wine Auction on 16 & 17 November 2013

The weather in 2013 hasn't been easy. It was hard on both vines and winegrowers and resulted in significantly lower yields, although it didn't harm the quality of the wines produced.

But the weather won't stop both professionals and lovers of Bourgogne wines from gathering in Beaune in mid-November to celebrate the 153rd Hospices de Beaune wine auction.

This is both a financial and festive event, which draws the attention of the international press to the smallest winegrowing area in the world, which produces just 0.4% of total global wine production.

Every year on the third Sunday in November, the Hôpital in Beaune, founded in the Middle Ages by Nicolas Rolin (1380-1462), Chancellor of Philippe Le Bon, Duke of Bourgogne, sells the wine produced on its historic estate. The vines of the Hôtel-Dieu were all donated to the estate, and for a long time, the resulting wines were sold by private arrangement. Then in 1859, the sale by auction was established as a regular event.

For many years, the event was reserved for industry professionals. But now the general public can participate in the auction run by Christie's. Wine lovers are especially drawn to the Palais des Congrès in Beaune for the Fête des Grands Vins de Bourgogne. Almost as famous as the auction, it has been organized by the winegrowers of the Bourgogne region since 1862.

The BIVB is organizing several events for journalists to coincide with the auction. Come and join us!

FOR THE GENERAL PUBLIC

• 141st Fête des Grands Vins de Bourgogne

This event will bring together 1,500 Bourgogne wine professionals offering almost 3,000 cuvées for you to sample. This is a unique occasion to meet with them and to discover the 2012 vintage, several previous vintages and the freshly vinified 2013.

Saturday 16 November from 9am-5.30pm and Sunday 17 November from 9am-1pm at the Palais des Congrès in Beaune

• Public tasting of the Hospices' wines

An exceptional chance to taste the wines that will be auctioned the following day. Admission costs €20, but be prepared to queue because space is limited!

Saturday from 8.30-9.30am and 2-6pm, Sunday from 8.30-9.30am

• 153rd Hospices de Beaune Wine Auction

433 pièces (traditional 228 liter Bourgogne barrels) of the 2013 vintage will be auctioned (110 of white wine and 333 of red wine). Quantities are even lower this year than in 2012 (512 pièces). There are normally around 680.

The money raised from the sale of the "President's Barrel" is donated to two charities. This year, the barrel will be a 456 liter tonneau of Meursault Genevrières Premier Cru, Cuvée Philippe Le Bon, one of the Domaine des Hospices' finest whites.

This historic cuvée is an homage to Philippe Le Bon, Duke of Bourgogne, who offered his support when Nicolas Rolin decided to construct the Hôtel Dieu in Beaune in 1443.

Sunday 17 November at 2.30pm in Les Halles in Beaune

The press kit for the Hospices de Beaune auction and the program for events open to the press will be online in the press room at the end of October.

The program of public events will be available in the calendar section of the www.bourgogne-wines.com website.

FOR THE PRESS (by invitation only*)

• 141st Fête des Grands Vins de Bourgogne

On Saturday 16 November, the BIVB and the Confederation of Appellations and Winegrowers of Bourgogne (CAVB) will be delighted to welcome you to a unique tasting session (for more information, see the column on the left). The BIVB press office staff will be there to personally welcome you, and provide you with a glass and tasting catalogue. If you would like to meet with any industry people,

please request an appointment via email prior to the event, or simply chat with them on the day.
10am-12.30pm, Palais des Congrès in Beaune

Bonus: Two appellations will be highlighted for journalists

o **St-Aubin** will be organizing the next Saint-Vincent Tournante in the Bourgogne region on 25 and 26 January 2014. Sample the red and white wines from this Côte de Beaune AOC, which are definitely going up in the world!

o **Givry**, a mainly red wine that was the favorite of Henry IV, is one of the jewels of the Côte Chalonnaise. Take a closer look at its Climats.

11am-12.30pm, Palais des Congrès, in the main hall

• **Presentation of the wines of the Hospices de Beaune by Roland Masse**

Specialists can decide for themselves, and those less well-informed will appreciate the comments and anecdotes of the Domaine des Hospices de Beaune winemaker about this exceptional vintage.

Saturday 16 November from 4-6pm in the St-Nicolas room at the Hôtel Dieu

• **BIVB/Hospices press conference**

There are many issues facing Bourgogne wines such as the current economic climate, the anti-wine legislation proposed by the French government and the future Cité des Vins de Bourgogne. Those in charge will answer your questions, no holds barred!

Sunday 17 November from 10-11.30am, Salle des Pôvres, Hôtel Dieu

*Press invitations will be posted on 21 October



➤ **UK: FIND OUT MORE ABOUT BOURGOGNE WINES**

Visit www.discovertheorigin.co.uk to learn more about Bourgogne Wines, Parma Ham, Douro Wines, Parmigiano Reggiano Cheese and Port Wines.

All of these products enjoy a Protected Designation of Origin status, confirming their authenticity, provenance and superior quality. At Discovertheorigin.co.uk, readers can delve into pages of information focusing on these five PDO products, their history, methods of production and the beautiful regions they come from, namely, France, Italy and Portugal.

The website, much like the products, is beautifully presented and oozes quality. The homepage immediately entices onlookers with its eye catching, picturesque, panoramic view of the Bourgogne Vineyard. Each section is effortless to navigate, offering a blend of quality and engaging content and tantalizing images.

The products' section tempts consumers to discover what makes each product so unique. It also offers readers to learn more about these "gastro destinations" and celebrate the flavours, methods of production, history and traditions behind these products.

The website also hosts a range of delicious recipes and food and wine pairing suggestions, all inspired by each of the products. Roasted squid, cooked with Parma Ham and served with a beautifully chilled Saint-Véran is only one of the many options available to choose from. Keep up to date with the latest news and events, ranging from inspiring food fairs and festivals showcasing these European delicacies, to seminars and masterclasses designed to inspire appreciation for "five of Europe's finest contributions to the world of gastronomy".

The Discover the Origin campaign is designed to enrich the knowledge of the PDO (Protected Designation of Origin) for consumers, distributors and food professionals across the UK and Ireland. It also offers a resource to educate users on the benefits of the provenance indicator schemes, as well as the checks, controls and systems that ensure quality, differentiate and enhance these product profiles.

➤ **REMINDER: WWW.CHABLIS-WINES.COM: A NEW WEBSITE**

[The official website of the wines of Chablis](http://www.chablis-wines.com) has had a makeover. For the occasion, it has been adapted for the latest online devices and is now available on every type of device, including smartphones, tablets and computers.

The content has been enhanced and reorganized to offer everyone, whether novice or connoisseur, an easy introduction to the world of Chablis.

Among new features, a blog on food and wine combinations provides recipe suggestions and advice from sommeliers. You can also share opinions with others and ask questions.

The travel notebook allows you to prepare your visit to the wine region, whether for several hours or several days.

The interactive map is a valuable tool for finding one's way during the visit.

Don't hesitate to consult news about winemakers' open days, events and so on. Lastly, there is a quiz so you can check how good your

knowledge is - without any pressure.

Already available in French and English, the new version will be available in Chinese, Japanese and German by the end of the year. See you soon on the web!

➤ BIVB PROFESSIONAL EVENTS 2013/2014

Diary of professional events 2013/2014
(market influencers and journalists)
organized by the BIVB and its partners

27 October: Training seminar on food and wine combinations for the Japanese Sommeliers' Association (JSA) in Kochi

28 October: Tasting of wines from the Grand Auxerrois, Paris

16-17 November: Hospices de Beaune wine auction

18, 19 and 21, 22 November: Chablis media events, Los Angeles and Washington DC

25 November: Training seminar on food and wine combinations for the Japanese Sommeliers' Association (JSA) in Tokyo

25-29 November: Wine Tour Greater China (25/11 Taipei; 27/11 Shanghai; 29/11 Beijing), tastings (CCI Bourgogne)

17 December: General Assembly of the BIVB, Beaune

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

➤ ECOLE DES VINS DE BOURGOGNE

ECOLE DES VINS DE BOURGOGNE

Training information and gift ideas at www.ecoledesvins-bourgogne.com

A NEW DIRECTOR AT THE HELM OF THE ÉCOLE DES VINS DE BOURGOGNE

In early September, Brigitte Houdeline officially took over the reins of the École des Vins de Bourgogne, the teaching arm of the BIVB. She takes over from Jean-Charles Servant who has retired after 31 years working in the service of Bourgogne wines.

Brigitte Houdeline joined the École des Vins de Bourgogne as Customer Account Manager in September 2011. She was responsible for enlarging the school's tailored training activity for individuals and groups both in France and internationally.

Promoted six months ago to Deputy Director of the school, she has ensured a smooth transition to her new post.

The École des Vins de Bourgogne enjoys a high reputation in the eyes of the general public, market influencers and industry professionals.

The new team will continue working hard to maintain this, focusing on the school's international development. This work will focus on building strong links with market influencers in the tourism sector such as travel agencies and tour operators.

Closer links to the BIVB's Official Bourgogne Wines Instructors program are also planned, with the aim of developing the school's networks both in France and internationally.

Find out more about Brigitte Houdeline, on our online press room [here](#)

Information about the tasting events can be found at www.ecoledesvins-bourgogne.com



➤ □ THE ECONOMIC SITUATION OF BOURGOGNE WINES: PLENTY OF MOVEMENT DESPITE THE POOR HARVEST IN 2012

The 2012 harvest offered very low yields with a total of 1.26 million hectoliters, but did not bring about a reduction in business proportional to the losses recorded. Professionals in Bourgogne have remained very busy satisfying demand, both in France and for export.

The French markets are buoyed by consumers who continue to place quality above quantity. In Asia, the North American markets and Northern Europe are maintaining high levels of demand, with volumes globally on the increase with a consistent yet managed value.

These strong figures do not, however, reflect the disparities that exist in the vineyards. Some businesses have been experiencing profitability issues that the industry is attempting to resolve.

Export results for the first seven months of 2013 are available from our online press room [here](#)

➤ QUEBEC BOOSTS BOURGOGNE WINE SALES IN CANADA

In 2012, Bourgogne wines broke a record in terms of exports to Canada, with over six million bottles dispatched, up 9% over 2011. The Canadian wine market is constantly growing and Canada is currently the fourth biggest importer in the world in terms of value. Imports are growing by 5% annually.

Sales of wines in the three main provinces where there are monopolies in place (Quebec, Ontario and British Columbia) represent 85% of sales of Bourgogne wines in Canada. Total sales of Bourgogne wines in the three monopolies are up 8% on last year (to the end of March 2013), with a record level of 5.14 million bottles.

This growth is varied. It is mainly accounted for by Quebec (up 11%, with 4.15 million bottles). Imports continue to fall in Ontario (down 6% or 800,000 bottles, mainly AOC Régionales), whereas sales are on the up again in British Columbia (up 17%, or 200,000 higher-priced bottles).

➤ INDICATORS

Winery sales

Down 7.2% by volume

(over 12 months from August 2012 to July 2013 compared to the same period in the previous year)

Supermarket sales France

Up 2.2% by volume

Up 3.9% by value

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

Export

Up 4.7% by volume

Down 1.6% by value

(over 7 months from January to July 2013 compared to the same period in the previous year)

➤ APPELLATION IN THE SPOTLIGHT: SAINT-BRIS

In the heart of the Auxerrois winegrowing area on the banks of the river Yonne, Saint-Bris-le-Vineux is an old village of stone houses built over some extraordinary medieval cellars.

They are the most amazing in the Bourgogne region, running throughout this area, and include the former quarries of Bailly where the stone for the Panthéon in Paris was extracted and which include 3.5 hectares of cellars some 60 meters below ground. The Saint-Bris Village AOC has just celebrated its 10th anniversary, having been created on 10/01/2003.

This appellation is unique in the Bourgogne region; a white wine made from the Sauvignon and Sauvignon Gris varieties. The vines flourish on Jurassic soils ranging from Portlandian to Kimmeridgean. The village's cool northwest and northeast-facing slopes provide the perfect location. "That gives us slow maturation thus helping to preserve the lively, mineral nature that is unique to our AOC," says one winegrower. Bourgogne-style vinification with malolactic fermentation (not carried out for white wines from other regions) ensures Saint-Bris wines offer concentration and good length on the tongue.

Because this wine is not made from Chardonnay or Aligoté, the taste is somewhat surprising. Pale straw or light gold in color, it tickles the nose with its notes of grapefruit and mandarin, peach or crushed blackcurrant leaves.

This complexity then gives way to a broad, floral and delicate fruitiness, tinged with a spicy, tangy finish. Saint-Bris should be enjoyed young or after a few years for older wines from vines grown on Kimmeridgean soil.

In the mouth, it releases a fine aromatic range. It's a lively wine that is perfect with oysters and other shellfish. As an apéritif, it invigorates the appetite and excites the tastebuds, especially when accompanied by cold meats or savory pastries such as gougères. It is the perfect accompaniment to a seafood platter or steamed mussels. Its liveliness will revive any fish dish, particularly smoked ones. It is also a surprisingly good partner to spiced curry or saffron-based dishes. To finish off a meal, try it with goat cheeses.

Saint-Bris is a Village appellation produced in the communes of Saint-Bris-le-Vineux, Chitry, Irancy, Quenne and Vincelottes.

Around one million bottles are produced each year from a surface area of barely 140 hectares.

Fifty estates produce the AOC and 58% of the appellation is sold through Bourgogne-based négociants.

Appellation notes for all Bourgogne wines can be found [here](#)

[A date for your diary](#)

[Journalists can meet the producers of Saint-Bris in Paris \(3rd arrondissement\), on 28 October, to sample some wines from the Grand-Auxerrois \(contact us for more details\).](#)



FROM THE VINEYARD

➤ A HOT-AIR BALLOON IN THE COLORS OF MERCUREY

The ODG organization charged with managing the Mercurey appellation has adopted an innovative communication strategy with a hot-air balloon in the colors of the AOC.

“We are very lucky to have two hot-air balloon pilots among our members who are very well known in this sector in France and abroad,” explains the management of the AOC. “As such, we can invite journalists and market influencers to fly over our appellation, one of the biggest in the Bourgogne region.” The first test flight, which took place on 24 September, did not go unnoticed – this new media is extremely visible!

➤ ESC DIJON-BOURGOGNE LAUNCHES ITS SCHOOL OF WINE & SPIRITS BUSINESS

The first international structure for teaching and research entirely dedicated to the management of the wine and spirits business has opened its doors.

The School of Wine & Spirits Business aims to become a global reference. This entity, created by the ESC Dijon business school, will have a great deal of autonomy. It will bring together all the teaching and research activity in this historical institution that has become an expert in the wine and spirits business. Founded in 1900 thanks to the support of the Bourgogne region’s wine traders, ESC Dijon has spent more than two decades developing academic programs and honing skills in this field.

Press presentation: Friday 15 November at 6.30pm at the CCI in Beaune.

Read more in our press release available [here](#)

➤ THE VIGNOBLES ET DECOUVERTES LABEL HEADS SOUTH

The Bourgogne region may soon have two further sites with the Vignobles & Découvertes label over the next few months.

“Les Côtes Chalonnaise et du Couchois” and “Le Vignoble du Mâconnais” each offer cellar visits, tastings, accommodation and tourist offices, among other services. No fewer than 124 service providers have come together for the former and 111 for the latter. Their respective dossiers were submitted on 13 September to Atout France which examines them on behalf of the Conseil Supérieur de l’Oenotourisme wine tourism council.

Meanwhile, the Côte de Beaune, which was awarded its label in 2010, has begun embarking upon a process of renewal. The two destinations involved – “Colline de Corton” and “Colline de Montrachet” – have decided to join forces to create a new sector called “Beaune: de Corton en Montrachet”. Similarly, the “Dijon-Côte de Nuits” destination is also being renewed.

The national “Vignobles & Découvertes” label was created in 2009, and recognizes networks of wine tourism providers that are committed to offering a high quality welcome.

Thanks to the label, visitors can easily spot all wine-related activities offered along the various wine trails.



TRADE NEWS

➤ LES PILIERS CHABLISIENS AT THE LORD MAYOR’S SHOW

In a one-off event, the Confrérie des Piliers Chablisien will parade with much pomp and circumstance through the streets of London on 9 November.

A delegation of winemakers from Chablis has been invited to take part in the Lord Mayor’s Show, one of the world’s oldest annual gatherings.

Created in 1215, it is as timeless as Big Ben and as popular as fish and chips, with crowds of 500,000 coming to witness the spectacle.

Once elected by Common Hall - all liverymen of the city’s livery companies - the Lord Mayor of the City of London Corporation travels to the Royal Courts of Justice to swear allegiance to the sovereign.

This is the first time the Piliers Chablisiens will have taken part in this typically British event.

On the eve of the event, on 8 November, the Confrérie is organizing a conference and tasting to enable Londoners to discover the richness the wines of Chablis have to offer.

Christopher Watson, Royal Pilier for the United Kingdom, is the architect of this exceptional event.

> FLORENT ROUVE AT THE DOMAINE RIJCKAERT

Jean Rijckaert is handing over the reins of Vins Rijckaert to Florent Rouve.

“The seeds for a hand-over were planted a few months ago, and now they have germinated,” say Rijckaert and Rouve. Julien Collovray, from Collovray & Terrier in Davayé, is also involved in the project.

Jean Rijckaert will remain involved to ease the handover for at least two more years, in order to share the savoir-faire upon which the reputation of his wines is based to Florent Rouve. Rouve was formerly the director of the Lycée Viticole in Davayé.

Vins Rijckaert has four hectares of vines in the Viré-Clessé, Mâcon-Lugny and Saint-Véran appellations. It also has five hectares in the Jura (in Arbois and Côtes de Jura). The estate also buys in grapes for vinification in house.

> CONTACT PRESSE - MERCI DE SIGNALER TOUTE ERREUR D'ENVOI (LANGUE, MODE D'ENVOI...)

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