

# BURGUNDYDIRECT

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## EDITORIAL

### ➤ A HIT FOR THE FRENCH WINE INDUSTRY!

The “Climats on the Roc” event held to support the application to include the Climats of the Bourgogne winegrowing area on the UNESCO World Heritage list was a huge hit (see “In Figures”). It provided a real opportunity for the people of Bourgogne to connect with their vines and their wines. Many other visitors from elsewhere in France and abroad came to join in the fun.

Each day brings new examples of the close-knit relationship between wine and the French culture and lifestyle. Wine is as much a part of our heritage as it is of our identity. And we all know to what extent our vines, their products and the landscapes they grow in are linked to how the rest of the world sees France.

Despite this, for over two decades now, wine has been the subject of repeated attacks in France. Just recently, a report was released that recommended strict limits on the amount of wine-related communication that should be permitted online.

In the corridors of power, one group is muttering about opting for a complete ban. These people enjoy playing with the statistics to suit their current messages. In addition to this deliberately twisted version of reality, they are clearly insulting our co-citizens. As if French people would be incapable of grasping a measured approach...

#### **This extreme position is very harmful to our country. We must adopt a different position.**

It is not as if wine producers haven't tried to encourage the adoption of a responsible attitude. For several years now, the wine industry has been very clear. It knows that alcoholism is a serious disease and one against which it must fight. It has promised, via the “Vin & Société” organization, to promote moderation in accordance with the recommendations of the World Health Organization. In early June, the Bourgogne region was host to a colloquium with the theme of “Wine, Nutrition and Health,” during which doctors, professors and other experts in the field underlined the benefits of drinking wine in moderation, as part of a balanced diet.

It is as if these conclusions and strategies were invisible to those in this growing movement to promote prohibition.

The wine industry is taking its responsibilities seriously. When will the powers that be do likewise to get us out of this impasse? This is everybody's concern.

## IN FIGURES

### ➤ 4,500...

...is the number of people who got together on 1 June to celebrate the Climats of the Bourgogne winegrowing region. They gathered together to enjoy - among other things - a wonderful and unique sound and light show in the Comblanchien quarries (Côte de Nuits).

The occasion was also an opportunity for the association driving the project to include the Climats on the UNESCO World Heritage List to officially launch the Territorial Conference. This new governing body will be responsible for managing this zone with respect to its

“Universal Exceptional Value” in UNESCO parlance.



## ➤ EN ROUTE VERS LES BOURGOGNES: YOUR TRAVEL COMPANION!

Are you passing through the Bourgogne region this year or perhaps spending your whole vacation amongst the vines?

The free guide, called “En Route Vers les Bourgognes” is at your service. It will help you follow your whims, and show you where you can enjoy gourmet, cultural and festive events - often, all three at the same time! In French and English, it will also guide you when moving around the Bourgogne winegrowing area.

It includes information about over 300 producers and cellars, 100 wine festivals and offers countless trails and routes to explore.

Pick up your copy of “En Route Vers les Bourgognes” from the BIVB and tourist offices in the [region](#).

## ➤ TRAINING: BOURGOGNE WINES ARE NOW INTERACTIVE IN MANDARIN, JAPANESE AND KOREAN!

Training is a key part of the BIVB's work, everywhere there is a demand for Bourgogne wines. Within this framework, we have added a new section dedicated to the subject to our export websites. Mandarin, Japanese and Korean speakers along with those who speak English and French can access the innovative “A la Découverte des Vins de Bourgogne” program in their own languages. This eLearning program enjoyed a successful launch in 2012.

The training section also provides the dates for all training sessions being held in each country that combine practical tasting sessions with theory, organized according to theme.

These include “Discovering Bourgogne Wines,” “Discovering the Appellations Villages of the Bourgogne region,” and “The Climats and lieux-dits of the Bourgogne region.”

Contact information for the BIVB's official trainers is also included for those keen to sign up.

The section also helps people stay up to date on news from the École des Vins de Bourgogne wine school.

[Visit the site in Mandarin](#)

[Visit the site in Japanese](#)

[Visit the site in Korean](#)



## ➤ RELATIVELY STABLE EXPORTS FOR THE FIRST FOUR MONTHS OF 2013

Despite the ongoing stagnation of the economy, 2012 allowed the Bourgogne region to enjoy another record year for export sales (up 10% on 2011), while volumes exported grew by five million bottles, up 6.7%.

The first four months of 2013, however, have shown a slight slowdown. Exports in terms of volume grew by 4.3% compared to the same period in 2012.

Sales are stable, up 0.7%, having been impacted by a 7% fall in the price of red wine. But this correction is still moderate, considered that the price of red wines had been climbing fast for the previous two years, driven by the Chinese, Hong Kong, US and Swiss markets. Prices are still 23% higher than those for the first four months of 2011.

A dip in sales in the UK, both in terms of volume (down 5%) and value (down 11.9%), and in Japan (down 9% and 2.6% respectively), are more cause for concern. The growth in exports is, however, continuing in other countries such as the US, Canada, Belgium, China and Sweden.

## ➤ INDICATORS

### Winery sales

Down 6% by volume

(over nine months from August 2012 to April 2013 compared to same period one year before)

### **Supermarket sales France**

Up 5% by volume

Up 5.5% by value

(over 12 months to end-April 2013 compared to same period one year before)

### **Export**

Up 4.3% by volume

Up 0.7% by value

(Variation on total for four months to end-April 2013 compared to same period one year before)

## **➤ APPELLATION IN THE SPOTLIGHT: BATARD-MONTRACHET**

There is no doubt: this is the universe of Grands Crus whites! The power and aromatic persistence of Bâtard-Montrachet makes it a prime example of the genre. It belongs to the Montrachet family of wines, (pronounced "Mon-Rachet"), in an area to the south of the Côte de Beaune. Indeed, it is the most southerly Grand Cru of the Bourgogne region, between Meursault to the north and Santenay to the south.

The AOC sits on Jurassic rock that is some 175 million years old and is spread over the communes of Chassagne-Montrachet and Puligny-Montrachet. Its 11.24 hectares enjoy the rising sun at 240-250m above sea level.

With its golden color with flashes of emerald that grows yellower with age, this wine's bouquet offers hints of butter and hot croissants, fern, nuts, spices and honey. It is hard to distinguish body from bouquet because the structure merges into one perfect whole. Velvety and firm, dry and silky, pervasive and profound, it has it all, wrapped up in an unchanging character.

This lordly wine demands noble and sophisticated accompaniments with complex textures. Pâté de foie gras, of course, but caviar, too. Lobster, spiny lobster or wild shrimps, with an intense taste and firm, even crunchy texture, would constitute the appropriate homage and would balance out its opulence. Firm white fish like monkfish would also be perfect guests at this party. Nor must one forget top-flight free-range poultry, whose delicate flesh would be magnificently enhanced by the silky, sophisticated texture of this wine.

In 2011, just 64,000 bottles were produced from the 60 domaines producing AOC Bâtard-Montrachet.



## **FROM THE VINEYARD**

## **➤ BOURGOGNE: A SEPTEMBER HARVEST?**

After making us wait a little, flowering began just after mid-June in the majority of sectors and across all varieties.

While the earliest plots of Chardonnay were already in flower as of 20 June, the first buds were only just opening on the Pinot Noir.

The vines continued to grow with a certain discrepancy of pace, making it difficult to work out when flowering finished. However, the week of 16-22 June was very warm, enabling the vines to catch up a little after a tardy spring.

Remember that the appearance of the buds towards the end of April was around 20 days late compared to the 10 year average.

Traditionally, the harvests begin 90-100 days after flowering. If we respect this adage, the first snips of the secateurs should be heard in late September in the Bourgogne region. The weather over the next few months will, however, have more of a bearing on that date than any old wives' tales...

## **➤ LE GRAND AUXERROIS ATTAINS THE "VIGNOBLES & DECOUVERTES" FRENCH TOURISM LABEL**

The Grand Auxerrois winegrowing region has just been awarded the "Vignobles & Découvertes" label. As such, some 57 establishments will be able to display the badge, including 21 cellars, 11 places providing accommodation, 4 restaurants, one heritage site, one tourism office, three venues, five leisure facilities and 11 events. The label means that local service providers are now committed to informing, welcoming and guiding tourists to simplify their visit.

The label was launched in 2010 by France's Secretary of State for Tourism. It is awarded in recognition of the work to establish a network linking service providers and a desire to promote wine-related tourism in the sector.



### ▶ LES VIGNERONS DES TERRES SECRETES EARN SUSTAINABLE DEVELOPMENT LABEL

Les Vignerons des Terres Secrètes is a specialist wine cellar offering products from the Mâconnais, and it has recently become the first cellar in the Bourgogne region to earn Vignerons en Développement Durable (sustainable development winegrowing) classification.

Following an audit in 2011, a range of sustainable development actions were put in place, focusing on three key areas of focus for sustainable development:

- The environment
- Economic performance
- Social responsibility

“Les Vignerons des Terres Secrètes has established a sustainable approach that confirms their commitment to terroir. Their approach involves ensuring wine production that is sustainable in the long term and respectful of the environment,” says a spokesperson from the cellar.

As part of this project, collaborators and associate producers have undergone training from the Groupe ICV, specialists in the wine trade.

### ▶ A REVIVAL FOR LA REINE PEDAUQUE

La Reine Pédauque, the retail brand of the Maison Corton André in Aloxe-Corton, is being given a makeover. “We realized that although the brand is very well known, it is being under exploited,” said Antoine Pirie, CEO of Corton André.

The aim is to bring greater meaning and depth to the legend of La Reine Pédauque. New packaging will segment the offer into three ranges: appellations Régionales, Villages and Premiers Crus, and Grands Crus. The first bottles will hit the market in the fall.

In parallel, a new website is being launched with a search engine to enable surfers to choose from a selection of wines to suit a special moment or particular dish.

La Reine Pédauque is a trailblazer in terms of wine-related tourism because the brand opened a tasting cellar in Beaune as far back as 1949.

The Maison Corton André, acquired by the Ballande group in 2002, sells some 200,000 cases of wine for a turnover of 12 million euros annually.

Read the full press release in the Press Room section of the BIVB website at [www.bourgogne-wines.com](http://www.bourgogne-wines.com)



### ▶ WINE- AND VINE-RELATED EVENTS IN BOURGOGNE

You can find all the dates for wine- and vine-related festivities in Bourgogne on the website at [www.bourgogne-wines.fr](http://www.bourgogne-wines.fr)

**19 July to 13 August:** Les Grandes Heures de Cluny en Bourgogne (71). Classical music concerts and tastings.

**20 July:** Savigny en Tous Sens (21). 5km trail through the vines with seven stops for tasting. €25 per person.

**20 & 21 July:** De Vignes en Caves in Saint-Bris le Vineux (89). Exhibitions from local painters and cellar open days .

**16 to 23 July:** Festival du Chablisien (89). Musical event offering a varied program and a blend of music, wine and gastronomy.

**27 to 30 July:** Bach Festival in Bacchus (21). Top-flight classical music festival with tastings (tickets €12-30, depending on the concert).

**3 & 4 August:** La Ronde du Couchois. Cellar open days in Couches and surrounding areas (71) to discover the Bourgogne Côte du Couchois appellation.

**3 & 4 August:** De Cep en Verre in Nolay (21). Tastings and events in the historic center of the town, with concerts, street performances and walks.

**16 to 18 August:** Discover the five terroirs of Pouilly-Fuissé (Solutré-Pouilly - 71). Tasting, for the price of a wine glass (€4)

**14 & 15 September:** Jazz à Beaune (21). Jazz concerts and tastings (for ticketholders only) in the wine capital of Bourgogne

**20 September to 6 October:** Musique au Chambertin in Gevrey-Chambertin (21). Concerts/tastings and oenological visits over three weekends in the heart of the Côte de Nuits

**28 & 29 September:** 5th edition of the Livres en Vignes book fair at the Château du Clos de Vougeot (21). Encounters and talks with celebrated authors in this temple to Bourgogne wine.

**29 September:** Rallye du Vin Bourru à Vinzelles (71). Car rally in the vines in the south of the Mâconnais.

## ➤ BIVB PROFESSIONAL EVENTS

**BIVB professional events calendar 2013**

**(Market influencers and journalists)**

**9 July:** Training seminar on Bourgogne wines for market influencers in Qingdao (China)

**End October to early November:** Wine Tour China

**20 November:** Hospices de Beaune wine auction

## ➤ ECOLE DES VINS DE BOURGOGNE EVENTS

**ECOLE DES VINS DE BOURGOGNE**

For more details about training sessions and gift ideas, go to [www.ecoledesvins-bourgogne.com](http://www.ecoledesvins-bourgogne.com) - Tel. +33 (0)3 80 26 35 10

### **A BOURGOGNE REVELATION: LEARN WITH A CONFIDENCE!**

Launched when the École des Vins was first opened over 40 years ago, the “Bourgogne Revelation” program has become a classic. This three-day course offers a gentle initiation into the fascinating world of Bourgogne wines.

You will be introduced to the art of tasting through classroom teaching and via several tastings direct in the cellars of winemakers and négociants.

You will discover the notion of terroir and learn about the Bourgogne region’s very own hierarchy of appellations.

Students also visit the vineyards of the Côte de Beaune and Côte de Nuits, and learn to read the landscape in order to understand the incredible aromatic diversity of Bourgogne wines.

You will also learn how barrels are made through a visit to a cooperage.

And lunchtimes will provide the occasion to learn about combining food with wine through gourmet meals in restaurants on the Côte.

**Next session:** Monday 16 to Wednesday 18 September

**Price:** €585 per person, including lunch



## IN BRIEF

## ➤ HENRI MAIRE SNAPS UP DUFOULEUR DISTRIBUTION

Henri Maire, leading wine house in the Jura, has acquired Dufouleur Père et Fils Distribution (DPFD) in Nuits-Saint-Georges.

DPFD, currently 45% owned by the Boisset group mainly sells Bourgogne wines, principally under the brands of Dufouleur and Domaine Barbier.

## ➤ BOURGOGNE WINES IN MANDARIN

The Book “Les Vins de Bourgogne” by Sylvain Pitiot and Jean-Charles Servant has just been published in Mandarin.

Over 400 pages, it includes 65 maps of regions and appellations as well as 30 illustrations and all the information you need to know about the Bourgogne region and its wines.

This reference work, first published in 1952 and at that time, authored by Pierre Poupon, is now in its 14th edition.

It is available in French, English, Japanese, Korean, German and Mandarin.

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