

## Bourgogne Week 2020 launches as 2018 vintage reigns supreme

*Bourgogne, November 2019*

### ***Volumes and quality of 2018 vintage from Bourgogne show positive signs***

Bourgogne Wines will be taking center stage once more in London, from 7<sup>th</sup> - 16<sup>th</sup> January 2020 for the annual Bourgogne Week, supported by the BIVB. Winemakers and négociants from across Bourgogne will make their way to London to present their 2018 vintage with a focus on *Régionale* AOCs + geographical denomination to meet current demand from UK trends and expand Bourgogne's market offering.



@BIVB / Robin Stewart

The quality and quantity of 2018 Bourgogne will be on full show during the week, with healthy volumes from this vintage, thanks to generous water supply in the winter which helped the vines during the very hot and dry summer as well as a harvest which took place when the grapes has reached full maturity. Anne Moreau, Co-President of the Bourgogne Communication Commission, comments, "The 2018 vintage is an absolute dream for Bourgogne for both quality and quantity. Across the whole of Bourgogne, we are hearing from all of the appellations that we could not have had a better vintage."

The new vintage release follows positive export growth in the UK market in the first nine months of 2019 with 7.9% growth in volume\* and 5.4% in value\*. In light of Brexit, Moreau comments: "even in more challenging markets the Bourgogne Wine Board (BIVB) sees great opportunities for more accessible wines from *Régionale* AOCs plus geographical denomination which offer fantastic quality for value. The UK market remains an important market for Bourgogne wines and we continue to support our importers who have actively promoted our wines for many years."

\*French Customers / BIVB 2019



### ***The Bourgogne Wine Board (BIVB) to support communication on the events***

The BIVB is supporting the various events organised throughout the week through a dedicated promotional campaign. Strategic partnerships with the trade and a communication plan on internet and social media are being implemented to enhance visibility for Bourgogne Week and the Bourgogne appellations.

The BIVB has developed an online guide ([www.bourgogne-week.com](http://www.bourgogne-week.com)) for the trade to help them to make the most out of the multiple tastings of Bourgogne wines and events that are happening in early 2020.

With the online tasting diary, press and trade will find out where and when each tasting will occur. Other features created to aid the trade include a comprehensive guide of the Bourgogne producers who will feature throughout the week and the best travel links to get to each tasting.

- ENDS -

### **About the Bourgogne Wine Board (BIVB)**

The Bourgogne Wine Board is a professional organization which brings together all winegrowers and wine merchants from Bourgogne. Its role is to represent and protect the interests of Bourgogne wines, professional winemakers and merchants as well as to defining the policy for Bourgogne in technical, economic and marketing terms and conduct related promotional activities.

Bourgogne today is a 29,400 hectare puzzle, representing only 0.6% of the world wine production, but which still adds up to 186.5 million bottles. No other French region so neatly sums up one word - "terroir" - all the potential for great quality wines. For what makes Bourgogne wines stand out is the intimate relationship between the soil, the influence of the microclimate, the grape variety, and the work of the man.

✉ For more information about Bourgogne Wines, please visit: [www.bourgogne-wines.com](http://www.bourgogne-wines.com).

Go and visit [www.bourgogne-week.com](http://www.bourgogne-week.com) to prepare your own #BourgogneWeek

Share and follow all your discoveries throughout Bourgogne Week with

#BourgognePassItOn

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