

A 100% digital Bourgogne Week London to put the spotlight on vintage 2019

Bourgogne, 8 January 2021 - Despite lockdown and Brexit, United Kingdom is still in love with Bourgogne Wines. In this context, importers will reveal their releases for vintage 2019, from January 11, for what we know as Bourgogne Week or En Primeur releases. This year, with less events, most of the fun will be online.

Bourgogne Week should be the opportunity to taste and discover more about the 2019 vintage, as well as lesser-known AOC of Bourgogne. Said Louis-Fabrice Latour, President of the BIVB: *"We are all delighted with the 2019 vintage, despite a year with incredibly contrasting weather, the harvest went smoothly and the results are exactly what we expected: very nice concentration and complexity. We want to support our wine industry partners in the UK as much as we can, and Bourgogne Week is an opportunity to really show off everything our wines can offer."*



Due to the new lockdown, there won't be as many events as usual happening throughout London to reveal the already praised vintage 2019 during the second week of January. Nevertheless, the Bourgogne Wine Board (BIVB) still want to support importers and trade professionals introduce those fantastic wines to wine lovers.

The online hub, Bourgogne-week.com, is a collection of everything anyone needs to know about the new vintage (2019) and, online events due to take place in January. You'll find everything you need in one place, from how to join or who to contact.

Taking the conversation online, the BIVB is also taking part in various social channel activities - highlighting what the various activities and Bourgogne wines have to offer. Follow #BourgogneWeek to stay up to date with all the latest tips and news live from events – as well as some fun pub quiz challenges to keep you entertained.

In line with current guidelines, the BIVB offers to watch relevant and up to date Panel Discussions videos with hot topics for the wine trade for the year ahead. Available on Bourgogne-week.com.

Despite uncertainty in the market due to the pandemic and Brexit, the BIVB recently released export figures showing sales of Bourgogne wines to the UK were up 14.5% in volume for the first ten months of 2020, with the UK temporarily taking the position of the leading export market for Bourgogne by volume (ahead of the US). During this period, the full range of Bourgogne Wines grew in popularity with whites, reds and Crémant de Bourgogne all-increasing in exports to the UK. “We welcome the agreement that was finally reached on December 31st”, declared Louis-Fabrice Latour.” We now know that we will be able to work efficiently with our English clients. United Kingdom remains essential for us, and we have many friends over there.”

- ENDS -

Notes to Editors:

About the Bourgogne Wine Board (BIVB)

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

Bourgogne today is a little more than 30,000-hectare puzzle, representing only 0.5% of the world wine production. It produces nearly 206 million bottles yearly. No other French region so neatly sums up one word – “terroir” – and 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.

Why we do not translate Bourgogne into Burgundy anymore? To re-affirm their identity, the region and the producers are reverting to the original French iteration of the name, Bourgogne. Bourgogne is our Family name and our appellations are our first names.

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