



## ***'#BOURGOGNEWEEK Hong Kong 2019' Unveiling 'Typically Elegant' 2017 Vintage***

***Week of press, trade and consumer events toasting newly-released 2017 vintage  
of iconic French wine region from 25 February to 2 March 2019***

(1 February 2019, Hong Kong) - Bourgogne Wine Board's (BIVB) annual Bourgogne Week returns to Hong Kong for its 4<sup>th</sup> edition unveiling the historic French wine region's latest 2017 vintage from 25 February - 2 March 2019. Featuring a week-long series of tastings and events, "Bourgogne Week 2019" celebrates the arrival of the 2017 vintage hailed as "typically elegant" to the Hong Kong market.

### **The 2017 vintage: All the elegance of Bourgogne wines**

After several years of harvests that suffered the whims of the weather, "everything came good for the Bourgogne winegrowing region in terms of both quality and quantity", says BIVB. 2017 provided volumes set to satisfy the market, with wines promising "great things to come from this elegant vintage".

A return to average yields, in particular in terms of red wines, which were also very high in quality, benefited from a very warm summer with first grapes harvested two weeks ahead of the average. The only downside was some areas impacted by spring frost, curtailing yields, mostly for white wines. However, Chablis and Grand Auxerrois ripening occurred in good conditions and offer excellent quality for an elegant vintage with a "very promising future". Côte de Beaune enjoyed a "wonderful vintage with excellent keeping potential", Côte Chalonnaise likewise produced a "very fine vintage" and Mâconnais whites are particularly fruity, smooth, and balanced, with wonderful body.

A year later, tastings have confirmed first impressions: There are some fine wines out there from the 2017 vintage! Early indications suggest the latest 2018 harvest is also a winner from exceptional weather, says BIVB. "Initial tastings have given an early idea that 2018 will be a truly great year."

### **Events During Bourgogne Week Hong Kong 2019**

Bourgogne Week 2019 is headlined by the annual media and trade tasting event '**One Day for Bourgogne Wines**' on **26 February** at the Renaissance Harbour View Hotel Hong Kong. The Bourgogne Wine Board is inviting Hong Kong Bourgogne wine importers to showcase their latest vintages available to wine trade, F&B, sommelier, retailers and media. Over 20 importers will be showcasing over 140 wines of the newly-released vintage - representing Bourgogne's entire range from lesser known Régionale AOCs to Iconic Village Premier Cru wines or Grand Cru.



Chablis takes centre stage in all its pure and crisp splendor at an elegant **'Spring Chablis White Party'** presenting the region's iconic Chardonnays to Chablis friends and partners, at Metta, California Tower, Central on **28 February**. Rediscover spring for the time of an evening with Chablis Wines, showcasing a range of 8 wines from the Petit Chablis and Chablis appellations, assorted to tailor-made canapés matching its distinctively bright and refreshing character.

Many Hong Kong traders are also participating in 'Bourgogne Week 2019' through various tastings, wine dinners, masterclass, instore and online promotion – including:

A first wine dinner from Burgundy Wine Company in Aberdeen Street (UG/F King Ho Building, 41-49 Aberdeen Street, Central) on 27 February, followed by a special menu with Bourgogne wine pairing at Le Bistro Winebeast, during the Bourgogne Week from 25 February to 2 March 2019.

Master Class arranged by Wine Discovery in the Hong Kong Sommelier and Bartender Training College on 1 March.

Wine tastings in wine shops all over Hong Kong include: Enoteca, the Fine Wine Experience, Grand Wine Cellar, GDV Fine Wines, Rare & Fine Wines, Red Wine Village.

By-the-glass/restaurant promotion at the Another Place, Grand Café in the Grand Hyatt Hotel.

In-store and online promotions are by Berry Bros. & Rudd, Enoteca, GDV Fine Wines, Jebsen Fine Wines, King's Wine Cellar, Rare & Fine Wines, Telford, Wai Shing Wine & Spirits.

All event and activity details will be constantly updated on the Bourgogne Week Hong Kong website: [www.bourgogne-week-hk.com](http://www.bourgogne-week-hk.com).

This online guide is dedicated to wine writers, importers, buyers and wine lovers. It is designed to help them to attend some of the many Bourgogne tastings and events that are happening in the end of February 2019. With this online tasting diary, they will find out where and when the Bourgogne tastings are happening. A lot of other useful information is available, including a listing of Bourgogne producers who will feature, travel advice for getting to each tasting and Bourgogne news.

## Bourgogne Wines in Hong Kong

Hong Kong is Bourgogne's 4<sup>th</sup> largest foreign market in terms of value, traditionally for premium wine in the top Grand Cru and Village Premier Cru brackets, and 13th in volume. Imports approached a million bottles over the first 10 months of 2018, up 10.8% from 2017, valued at just under 50 million Euros, up 24.4%.

Sales were led by red (53.4%), with whites (46.2%) impacted by frost reducing supply of Chablis in 2016 and 2017 vintages. Supply of red Regional AOCs also suffered from the poor harvest.

Anne Moreau, Deputy Chairwoman of the BIVB Communication Commission says: "BIVB is excited to return to Hong Kong following the tremendous success of 'Bourgogne Week' last year, with great support from the local wine trade, media and consumers. This year we aim to further strengthen the market's knowledge in Bourgogne wine in a mature market calling for new experiences and wines at more moderate prices, with quality never been as good."

'Bourgogne Week' has been a regular focus point of the UK wine calendar every beginning of January for over a decade. It made its debut in Hong Kong in 2016 and now is a rendez-vous at the end of February.

Japan followed with the launched of its 'Bourgogne Week' in 2018 and soon to become a highlight in the Nippon wine calendar.

## #BourgogneWeek 2019 voices out!

'Bourgogne Week Hong Kong 2019' will be supported by an interactive digital and social media campaign, with the latest news, tastings and happenings updated daily on the Bourgogne website [www.bourgogne-week-hk.com](http://www.bourgogne-week-hk.com) as well as across social media platforms.

Participants can share all their experiences with posts through the following social media platforms using the hashtag #BourgogneWeek:



@Bourgogne Wines



@VinsdeBourgogne



BIVB

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

## 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 approaches a 29,400-hectare puzzle, representing only 0.6% of the world wine production, but which still adds up to nearly 187 million bottles. 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.

**Bourgogne vs. Burgundy:** to re-affirm their identity, the region and the producers are reverting to the **original French iteration of the name, Bourgogne.**

For high resolution images, please download from:

[https://www.dropbox.com/sh/e9i26ej7h6vf62i/AABVw\\_LAJ6Y9IXGBM74Vu6tSa?dl=0](https://www.dropbox.com/sh/e9i26ej7h6vf62i/AABVw_LAJ6Y9IXGBM74Vu6tSa?dl=0)

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Find all our press releases and hundreds of rights-free photos on our online press room at [www.bourgogne-wines.com](http://www.bourgogne-wines.com)



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[www.chablis-wines.com](http://www.chablis-wines.com)

#PureChablis



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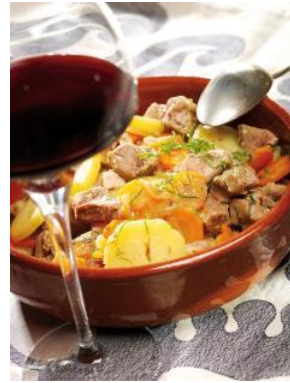
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“Bourgogne Week 2019” features a week-long series of tastings and events discovering celebrating arrival on the Hong Kong market of the 2017 vintage hailed as “typically elegant”