



# PURE CHABLIS

*One grape*

*One region*

*One of a kind*

*Only from France*

Press Release

## Chablis Showcased in Bright Crisp Spring Splendour at Bourgogne Week Hong Kong

Iconic wine region takes centre stage  
at Bourgogne Wine Board's 4th edition of annual tastings & events –  
25 February – 3 March 2019

(17 January 2019, Hong Kong) France's iconic wine-producing region of Chablis takes centre stage as Bourgogne Wine Board's (BIVB) annual Bourgogne Week returns to Hong Kong for its 4<sup>th</sup> edition from 25 February – 3 March 2019.

Chablis is showcased in all its pure and crisp splendour – from exclusive tastings to the signature stylish *White Party* – as part of BIVB's busy programme celebrating Bourgogne's 2016 and 2017 vintages.

Like no other Chardonnay, Chablis is perfect for welcoming the spring season! Its distinctively bright, refreshing character delivers an unmatched freshness, purity and energy, just like the long-awaited arrival of spring after a chilly winter.

As Bourgogne's northernmost wine region, Chablis's signature minerality is strongly tied to its location and its subsoil dating to a geological period 150 million years ago - Kimmeridgian, a word synonymous with quality in Chablis.

This soil, rich with marine fossil deposits, is found on the hillside vineyards on both banks of the Serein River. It is the only region in Bourgogne where the geological period of the soil is firmly imprinted in the appellation regulations.

Chablis's cool climate also produces dry white wine with more freshness and tension than Chardonnay grown in warmer regions, while allowing the adaptable grape variety to express a restrained elegance and fruitiness.

Typically, without oak influence, Chablis is also renowned for the purity of its aromas and taste.

Discovering this uniqueness begins with Chablis AOC, the village wine appellation created in 1938, which defines the regional style and accounts for around two-thirds of the total regional production.

Fresh, lively and full of minerality, Chablis AOC invigorates the palate with notes of green apple, lemon, lime blossom and acacia, and additional hints of liquorice and spice.

The crisp freshness not only makes Chablis a wonderful aperitif, but also a go-to white wine for any occasion; from a family dim sum lunch to hot pot with friends, Chinese New Year “Lo Hei”, or any Asian or fusion cuisine.

Never bold or aggressive, this quiet, delicate wine also endears wine lovers with its attractive price, at around HK\$180 to HK\$220 a bottle. Drinking windows are subjective and vintage-dependent, but 3–5 years is a general guideline.

Popularity of Chablis AOC led to the creation in 1944 of a more approachable village appellation named Petit Chablis AOC. The latter accounts for around 18% of the total regional production - from vines on the upper slopes of the river valley, or the plateau of a single hill that testifies to the pinnacles of Chablis winemaking: the Grand Cru *Climats* and a few prized Premier Cru vineyards.

At a very attractive price range of around HK\$130 to HK\$150 a bottle, Petit Chablis AOC is the drinks party choice! For cocktail parties, there is no better aperitif to accompany mini tacos, fresh Vietnamese rolls, samosas, California rolls, oysters or even crispy fish skin.

It delivers citrus, peach-like fruity and floral characters over a delicately flinty core, with an endearing youthfulness and freshness. Its typical saline finish refreshes the palate and invites the drinker to take the next sip. Petit Chablis AOC is typically a wine drunk young, within two years of release.

A versatile wine, Chablis or Petit Chablis can be enjoyed on different occasions, and throughout an entire meal. There is no one style – each producer has his/her signature. Best advice is to explore and discover!

2016 and 2017 are vintages currently available in Hong Kong. After a perfect growing season in 2015, Chablis was battered by storms in 2016, reducing production by over 50%. But the vintage was saved by a beautiful summer, delivering very expressive wines, with a high level of energy. 2017 returned slightly higher production, with wines now showing wonderful harmony, precision and vigour.

So Chablis is not just Chardonnay! Let the party start with Chablis and Petit Chablis at Bourgogne Week Hong Kong!

For more information, please visit [www.chablis-wines.com](http://www.chablis-wines.com); or follow on Instagram @VinsdeChablis.

High resolution images can be downloaded from the following Dropbox link :  
<https://www.dropbox.com/sh/30pdnpc2vzqe3k8/AABelluikNEawlwkquvu3QYa?dl=0>

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### **About Bourgogne Wine Board**

Created in 1989, the Bourgogne Wine Board (BIVB), a professional organisation, is the voice of Bourgogne’s wine producers and merchants. The BIVB aims to promote Bourgogne wines in France and abroad and to enhance what makes Bourgogne so unique: its terroir, its men & women, and the winegrowers’ “touch”. The headquarters of the BIVB are located in Beaune and the BIVB has two branches (Mâcon and Chablis).

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