



# 11<sup>th</sup> edition of the “Grands Jours de Bourgogne”

## From 19 to 24 March 2012

Created in 1992, the “Grands Jours de Bourgogne” takes place every two years in March, bringing together journalists and the trade from all over the world, not in a large, impersonal room, but in the heart of the vineyard. For a whole week they are invited to cover Burgundy for wine-tasting sessions, from Chablis, to the Côte Chalonnaise (for practical reasons the Mâconnais wines will be exhibited in Beaune for a special day), via the Côte de Beaune and the Côte de Nuits.

The format seems to please everyone, providing the possibility to discover some 10,000 wines and to meet over 1,000 Burgundy wine-growers. This system ensures the success of the Grands Jours de Bourgogne. Invitations will be sent out at the beginning of December.

The 2010 edition confirmed this success with a 10% increase in the number of visitors, 40% of whom were new recruits compared to 2008. This international event welcomed visitors from 40 different countries, including 10 new countries!

### ■ An increasingly high-quality welcome

As is the case each year, the organisers of the “Grands Jours de Bourgogne” do all they can to further improve the organisation to facilitate travel, access to the sites and the search for information.

### ■ The website [www.grands-jours-bourgogne.com](http://www.grands-jours-bourgogne.com): practical and fast

This valuable website allows the visitor to discover the concept of the “Grands Jours de Bourgogne” in advance and to prepare his stay. From the beginning of December, journalists and the trade will be able to consult the schedule for the 11<sup>th</sup> edition and register for the tastings on offer. The complete list of exhibitors will be made available from the beginning of 2012.



### ■ Mobile website: designed for smartphones

In line with the commitments of the “Bourgognes Amplitude 2015” plan, the mobile website (available in French and English with automatic language detection) will be available from the end of January 2012. Specially adapted for smartphones, this site will allow users to access all the practical information on events and to prepare their schedule in advance. They will be able to consult it at all times!

- ▶ **“Press”**: will indicate the location and itinerary of the press room each day, its opening hours and its functioning.
- ▶ **“Notebook”**: will provide the possibility to comment on tastings or any other subject, each note will be instantly sent to the user's email.
- ▶ **“Practical information”**: includes the content available on the website (accommodation including gites, restaurants, etc.).
- ▶ **“Partners”**: presentation of the six partners (Chef & Sommelier, Crédit Mutuel, Regional Council of Burgundy, General Councils of Côte d'OR and of Saône et Loire and BIVB).



#### The user will have information at hand on 7 different topics:

- ▶ **“Agenda”**: will present the events in detail, by date, and located with the application Google Maps.
- ▶ **“Exhibitors”**: will list by date, wines, and events, all the wine-growers and merchants taking part along with their full contact details and their appellations on offer.
- ▶ **“Shuttle”**: the maps, timetables, frequency and journeys of the shuttles will be listed here to facilitate visitors' travel arrangements. Using the “How to get there” function, a single click will show the route according to where the user is located.

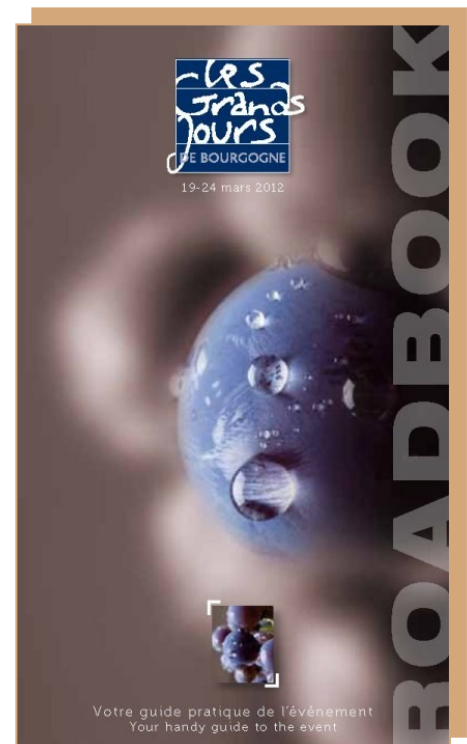
### ■ Roadbook: the practical guide to the event

One of the new features of the 11<sup>th</sup> edition is the Roadbook, a made-to-measure guide specially designed to prepare your arrival. Written in French and in English, it will pool together all the essential information of the “Grands Jours de Bourgogne”. Its practical format, covering 86 pages, provides clear, readable and pleasant information on where to find the 15 moving tasting fairs and for each day:

- ▶ timetables, frequency and location of the shuttles (provided in the form of mini metro maps where the stations are the key villages of the vineyards)
- ▶ a map showing the tasting places with their GPS coordinates
- ▶ the number of exhibitors and the wines presented
- ▶ the press room
- ▶ the detailed schedule for each day



*Note: to limit the use of paper, the printed version of the Roadbook, which is also available on the Internet, is available on request only.*



■ **An increased network of shuttles**

Set up in 2006, the shuttles were much appreciated and it soon became clear that the network needed to be expanded to satisfy the guests. Now, with ten times more shuttles since 2010, they have satisfied many users, allowing them to move from one tasting site to the next more quickly.

The network of shuttles will be further improved in 2012 to increase the number of beneficiaries whilst limiting the ecological impact of the event.

■ **One single tasting notebook per day**

Launched in 2010, the SINGLE tasting notebook for each day will be continued in 2012. It has the double benefit of simplifying the work for journalists and the trade whilst lightening their load. The exhibitors are listed with their full contact details along with the wines they are offering for each tasting session.

■ **New look for the welcome stand**

When they arrive at the events, participants will now be welcomed at a new stand, specially redesigned for the 11<sup>th</sup> edition.

In this welcome area, the visitor will be immersed in the heart of the vineyards and in the region through visuals which reflect the values of the event and of Burgundy: prestige, diversity of the land, traditions, etc.

The visitor will thereby be welcomed in a refined, relaxing style before he begins the many tastings of the day.....

■ **The press room: comfortable and practical**

An important location, the press room will once again allow you to benefit from its different services (Internet access, computers, telephones, local and national press, etc.) and its comfort.

One place each day will allow each member of the press to have a break or to complete and send off their articles!

**Journalists and photographers,  
take part in the “Grands Jours de Bourgogne” press trophy!**

Every other year, on this occasion, a jury of Burgundy professionals pays tribute to the work of a journalist, awarding him or her the “Grands Jours de Bourgogne” trophy.

**NEW**

**in 2012, the jury will award a second trophy, for the first time,  
to reward the work of a photographer.**

Up for grabs: two sets of Burgundy wines, each of a value of 2,500 euros.

To take part, simply send the BIVB (before 14 January 2012) one of your reports (TV, radio, written press, web (excluding blogs and social networks)) on the topic of the Burgundy vineyard (its wines, appellations, professions, tastings, landscapes, etc.) presented in an educational manner for one of the two trophies (report and press photography).

⚠ For the 2012 trophy, the article and the reports must have been published/broadcast between 1 March 2010 and 31 December 2011.

**To find out more and to receive the registration form, please contact: Anne-Frédérique GERARD  
anne-frederique.gerard@bivb.com - Tel. 00 33 (0)3 80 25 06 96**