



The United States: A market showing strong growth potential for Chablis

Key figures from 2014 of Chablis wines in the US

4th export market in value for Chablis Wines

6th export market in volume for Chablis Wines

Exports: 1.5 million bottles (-6%/2013), 12.8 million Euros (+4%/2013)

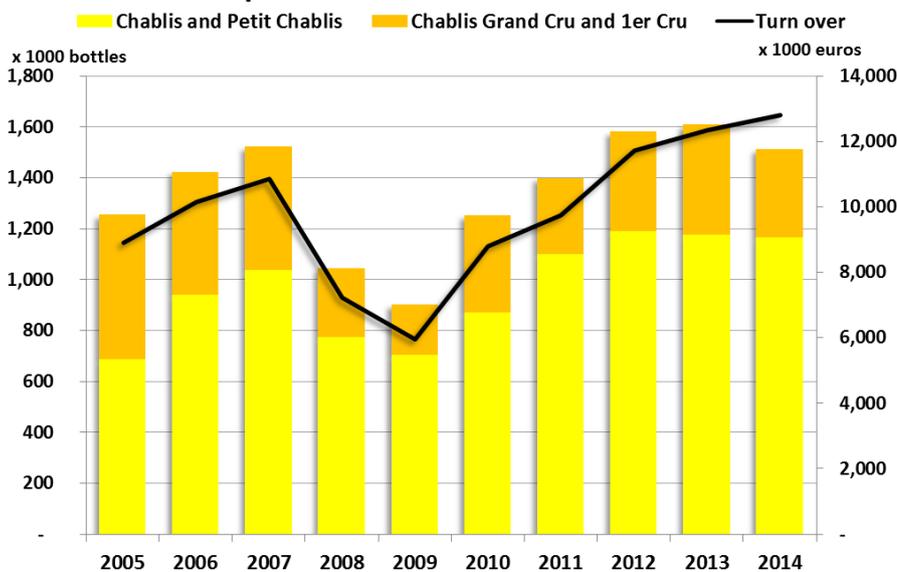


Includes in volume

- ▶ Chablis Premier Cru and Chablis Grand Cru : 23%
- ▶ Petit Chablis and Chablis : 77%

Chablis maintains its position on higher-end segment

Exportation of Chablis wines - USA



Exports of Chablis wines continue to increase in value, despite the small harvest of 2013:

▶ **+4% in value**

▶ **- 6% in volume**

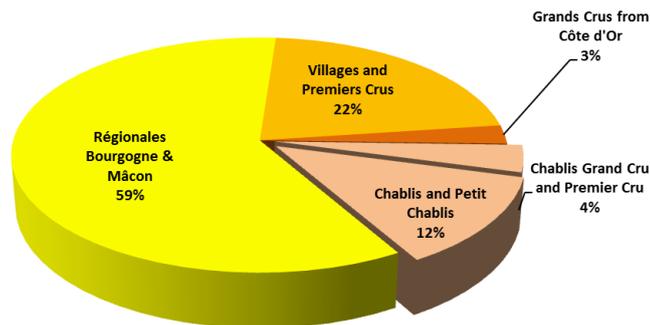
These figures demonstrate Chablis' commitment to aim for the higher-end segment of the market. Chablis wines have regained market shares that were lost during the 2008 crisis.

Exported volumes, which had reached a record in 2007 with 1.5 million bottles, were surpassed again in 2013 with 1.6 million bottles. Since 2010, Chablis wines have strived to win over new, higher-end segments of the market, an effort illustrated by this year's record turnover (+18%/2007). The small harvest of 2013 will only slightly delay a renewed growth of Chablis wines in the US.

Chablis, an unmissable reference amongst Bourgogne's whites

The increase of exports of Bourgogne's wines in the US (+8% in volume from 2010 to 2014) has relied mostly on white wines (63% of exported bottles in 2014).

Part of Chablis wines in the overall Bourgogne white wine export (USA 2014)



The misuse of the name "Chablis" for entry-level wines in the US has put the Chablis category at a disadvantage in this market, one factor that may explain why the share of Chablis wines of all Bourgogne whites exported to the US remains inferior to that of other importing countries. The AOCs of Chablis represent 16% of exported white wines and 10% of all exported Bourgogne wines.

Chablis wines are loved by American consumers

Two studies conducted by Wine Intelligence amongst American consumers show that:

- ▶ 51% of the people surveyed declared knowing Chablis wines
- ▶ 58% of the people surveyed said they had tasted wines made with Chardonnay before (October 2014)

This study also released a ranking of 20 wine regions producing the most bought wines in the US. From April to October 2014, Chablis came in 11th (11th on the West Coast, 10th on the East Coast).

Illinois, a market open to fine wines

Illinois acts as a leader of the Midwest with a relatively high-income population, in search for sophistication and open to high-quality wines. It is the biggest consuming state of wine in this region, with the highest numbers of restaurants, retailers and importers. The latter often distribute wines in bordering states as well. Sales of imported fine wines are also the highest of the Midwest in Illinois.

*Market card written by Pôle Marchés et Développement - BIVB – March 2015
(Sources : Douanes – UBIFRANCE – BIVB - Wine Intelligence)*

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