



PURE CHABLIS

One grape

One region

One of a kind

Only from France

Celebrate the Holidays with Chablis' Elegance

One of the purest expressions of the Chardonnay grape, Chablis wines will keep your festive season fresh and lively.

New York, NY, November 16th, 2016 – This holiday season, wake up your palate without exhausting your wallet with Chablis' crisp white wines. In Chablis, Bourgogne's most northern region, Chardonnay vines sink their roots deep into clay-limestone soil, which, combined with the region's cool-climate, is what gives its wines the lively, mineral-driven, bone-dry qualities Chablis drinkers love. Indeed, Chablis' wines, compared with other Chardonnay wines, strike a precious balance in taste between fresh and fruitful, making all the elegance and finesse of Chablis wines.

Available from \$15-\$40 and typically low in alcohol, these will enliven your taste buds, during a season where heavy reds are most often poured, while lending themselves beautifully to a variety of dishes. From Petit Chablis to Chablis Grand Cru, the wines of Chablis offer a wide range of aromatic profiles and expressions to suit simple gatherings among friends or more formal occasions. There is a Chablis wine to suit every occasion!

Petit Chablis (\$15) is a great entry level wine as it is fresh, friendly and easy to enjoy, allowing wine drinkers to discover the region at a reasonable price. Bring it to your Friendsgiving or serve it as an aperitif, with simple finger foods, such as cheese puffs and mini quiches.

Chablis (\$20) produces elegant and pure Chardonnay wines and introduces notes of minerality, the trademark of the region. Impress your colleagues by bringing it to your work holiday party and sip it as you peruse a cheese board – it compliments aged goat cheese, vintage cheddar and comté – or even a sushi platter. Or, if you plan to serve oysters on Christmas Eve, Chablis is its match made in heaven.

Chablis Premier Cru (\$25-\$35), the very essence of Chardonnay, offers great diversity: some, such as Montée de Tonnerre or Côte de Léchet, are crisp with a mineral quality, moving towards the aroma of gunflint; while others, such as Beuroy or Montmains, are smooth and fruity. Pair mineral ones with

your Thanksgiving turkey, to cleanse your palate between bites, while rounder styles will stand up well to the flavors of Christmas ham.

Chablis Grand Cru (starting at \$35), inimitable and one of Chablis' treasures, offers fuller-bodied wines of richer styles and great minerality. Be sure to sip it if you treat yourself to foie gras this holiday season, as its intense minerality will compensate for the strong taste of this noble dish. For seafood lovers, Chablis Grand Cru's subtle aromas and its persistent finish make it a classic partner for grilled lobster or delicate fish dishes in creamy sauces.

This holiday season, show us which Chablis wine you try out by tagging the handle @PureChablis on twitter and @VinsdeChablis on Instagram!

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About Chablis wines

The Chablis Commission, part of the Bourgogne wine board, manages the worldwide promotion of the wines of Chablis. Located only 2 hours from Paris, Chablis is the most northern of the 5 wine-producing regions in Bourgogne, Chardonnay's birthplace. Chablis' vineyards are composed of 13,343 acres spread-out in 300 estates. Elegantly simple, Chablis wines can only come from France. Divided into four different appellations (Petit Chablis, Chablis, Chablis Premier Cru, Chablis Grand Cru), these 100% Chardonnay based wines call for an invite to purity and minerality. With around 40 million bottles produced each year, Chablis wines represent a third of white Bourgogne offerings and export annually over 65%.

For media queries – imagery, samples, or interviews with the Chablis Commission – please contact:

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