



PURE CHABLIS

One grape

One region

One of a kind

Only from France

Raising a Glass to Chablis' Climats

***The region celebrates the first anniversary of the inscription of Bourgogne
Climats to UNESCO's World Heritage List***

Chablis, June 20th, 2016 – On July 4th of last year, the Bourgogne winegrowing region's *Climats* were inscribed to UNESCO's World Heritage List. In the wake of the one-year anniversary, the Chablis commission is inviting wine lovers around the world to celebrate by rediscovering its *Climats*.

Climats are precisely delimited plots of land that benefit from specific geological and climatic conditions, which, combined with the work of producers, have given rise to an exceptional patchwork of vineyards of worldwide renown. Defining and naming these parcels is the result of over 2,000 years of careful observation and tastings, which have allowed the men and women of Bourgogne to draw precise links between a wine and its specific parcel of origin.

In fact, the earliest known written reference to the word "*Climat*" referred to a Chablis vineyard, which was found in a document written in 1537. Today, in Chablis, there are 47 *Climats*: 7 are classified as Chablis Grand Cru (Bougros, Preuses, Vaudésir, Grenouilles, Valmur, Les Clos, Blanchot) and 40 are classified as Chablis Premier Cru. Look for a *Climat* name on your next Chablis wine label to discover how they influence the wines they produce.

To learn more, take flight over Chablis' *Climats* with this bird's-eye video, which was just awarded "Best Film Destined for Professionals" at this year's Oenovideo International Festival:

https://www.youtube.com/watch?v=dVRokB_w4Bg

Show us which Chablis *Climat* you explore by tagging the handle @PureChablis on twitter and @BIVBChablis 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 1.5 hour 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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