



# PURE CHABLIS

*One grape*

*One region*

*One of a kind*

*Only from France*

## **Celebrate #ChardonnayDay with its purest expression Chablis**

*Chablis wines are celebrated around the world as some of the purest and most distinctive expressions of the Chardonnay grape.*

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Chablis, May 16<sup>th</sup>, 2016 – This Chardonnay Day - May 26<sup>th</sup>, 2016 - there is no better way to celebrate than by enjoying a glass of Chablis from Bourgogne, the Chardonnay grape's original birthplace. Chablis, an official denomination which can only designate a wine originating from France, is considered the world's most mineral pure expression of Chardonnay – the only authorized grape variety for its production – and a prime exhibit of the idea that a good wine speaks deeply of its place of origin. In Chablis, Bourgogne's most northern region, Chardonnay vines sink their roots deep into clay-limestone soil, which, combined with Chablis' cool-climate, gives its wines the lively, mineral-driven, bone-dry qualities Chablis drinkers love.

The richness of Chablis wines is the result of the combination of a unique soil and a specific climate, a highly-esteemed grape variety and the work and expertise of all those involved. 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.

Whether you are looking to discover what distinguishes Chablis from other Chardonnay-based wines or are already an avid fan, there is a Chablis appellation for everyone's taste and desires:

- **Petit Chablis** 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. Petit Chablis represents 19% of the overall production of Chablis wines.
- **Chablis**, the largest appellation representing 66% of the overall production, produces elegant and pure Chardonnay wines and introduces notes of minerality, the trademark of the region.
- **Chablis Premier Cru**, 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 Beauroy or Montmains, are smooth and fruity. Chablis Premier Cru represents 14% of the overall production of Chablis wines.

- **Chablis Grand Cru**, inimitable and one of Chablis' treasures, offers fuller-bodied wines of richer styles and great minerality. It represents only 1% of the overall production of Chablis wines.

This #ChardonnayDay, show us which Chablis wine you try out 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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