

Press Release

Huîtres Marennes Oléron and Bourgogne Wine Board Presents 'Match Made in Heaven' of Marennes Oléron Oysters and Chablis Wines

(Hong Kong, 7 September 2016) – Two of France's most famed gourmet delicacies, Marennes Oléron Oysters and Chablis wines, were a match made in heaven for a refined gastronomic tasting experience presented by Huîtres Marennes Oléron and Bourgogne Wine Board at Seafood Room in Hong Kong today.

Located in the North of Bourgogne, the roots of Chablis in limestone soil is enriched by oysters fossils from the sea 150 million years ago – contributing a lively, mineral-driven, bone-dry qualities to drinkers. With the specific climate, as well as the grape variety with a precious balance in taste between fresh and fruitful, Chablis wines are known for their elegance and finesse. Recognised as white wines of exceptional quality, Chablis covers 4 appellations: Petit Chablis, Chablis, Chablis Premier Cru and Chablis Grand Cru.

The mineral overtones and wonderful freshness of the escarpment's wines miraculously marry with the unique texture and succulent taste of world-famous Marennes Oléron Oysters, nurtured for generations in ancient salt marshes on the Atlantic coast of Charente-Maritime. Situated in the South-west of France, the Marennes Oléron Bassin spans 3,000 hectares across the French Atlantic coast and is one of the only two exceptional areas in France to reproduce oysters naturally.

All Marennes Oléron oysters are finished, cultured and prepared in "claires", i.e. old salt ponds between the land and the sea, out of 27 communities of the area. The traditional know-how of finishing oysters in claires gives Marennes Oléron Oysters a unique, less oceanic flavour than those raised in the open sea. They have a better capacity for retaining water at low tide, therefore conserve better after harvesting. Their shells have no exterior parasites, and they have a smooth mother-of-pearl interior. Those grown entirely in claires (called "Pousse en claire") even have a significant growth of flesh with a remarkable flavour and texture as salt content is reduced by the claire itself.

Headlining the perfect and natural oyster-wine pairing were eight Chablis wines, from humble Petit Chablis to venerable Chablis Premier and Chablis Grand Crus, were presented with two grades of Marennes Oléron Oysters, both raw and with novel recipes, by Official Bourgogne Wines Instructor, Mr. Louis Lee, Quality Manager from Marennes Oléron, Mr. Nicolas BROSSARD and 10 oyster farmers from France.

The Pairing

Paired with fresh, raw and juicy Marennes Oléron **Fine de Claire** was fresh, vivid and delightful **Petit Chablis, 2013, La MANUFACTURE**, a brilliant pale gold wine, the colour of rye-straw with greenish hints, with aromas of white flowers mixed with citrus notes over a mineral base – delightfully fulfilling the saltiness of fresh raw oyster. Petit Chablis matches all kinds of raw shellfish and seafood, also partnering seafood pasta or salads, and creamy cheeses such as Brie and Camembert.

Light and lively **Petit Chablis, 2014, William FÈVRE** is matched with fresh, raw and juicy **Fine de Claire**. With a bouquet marked by great freshness, along with fruity, floral and mineral notes, the wine elegantly complemented the juicy oysters in a jalapeno, cucumber and coriander dressing.

Classy, elegant **Petit Chablis, 2014, Domaine Guy et Olivier ALEXANDRE** was matched with sweet, meaty **Spéciale de Claire** in a simple vinegar dressing. The lively, pleasant and fragrant wine, revealing lemon and lemongrass in delicate minerality, has a steely acidity that works well with the traditional shallot vinegar dressing bringing out the sweetness of this special oyster. With a beautiful, pale yellow gold colour with hints of green, it is dazzling, luminous, and crystalline wine; young, fresh and spirited on the nose, with a flourish of fine floral and fruity scents.

With a lovely finesse, **Chablis, 2014, Domaine BEAUFUMÉ** perfectly balanced sweet and meaty **Spéciale de Claire**, served naturally with simple apple dressing. The award-winning winemaker presented a vintage with a delicate

finesse; pale gold color with a very mineral nose typical of the Chablis terroir, evolving into lemony citrus. It is also recommended with savoury tarts, goat cheese salad and grilled fish.

Chablis, Sainte Claire, 2014, Jean-Marc BROCARD was also matched with **Spéciale de Claire** except this time poached decadently with Chablis wine, caviar and baby spinach. With notes of lemon and yellow fruits, the palate is wrapped, balanced and tangy, with a crispness and layers of flavours to cut through the oyster and dance with the caviar.

The finale of premium vintages began with **Chablis Premier Cru, Vaillons, 2013, J. MOREAU & Fils**, a fine vintage with an intense and slightly smoky nose and aromas of almonds and pink grapefruit aromas, paired with **Spéciale de Claire** cooked tempura style with wasabi dipping sauce. The fresh and unctuous palate with notes of dried fruit and lime ideally complemented the spiciness of wasabi and the crispy tempura.

Chablis Grand Cru, Vaudésir, 2013, LAMBLIN et Fils paired with **Spéciale de Claire** baked with olive oil and soft herbs. With an expressive nose and nice complexity through elegant fruit tones balancing the minerality, the exceptional wine followed with wonderful notes of exotic fruit, toast, nuts and spices, with the oyster cooked in a simple way to enhance the elegance of both.

Chablis Grand Cru, Les Clos, 2008, Domaine Louis MOREAU finally paired with **Spéciale de Claire**, baked with grilled cheese and summer truffle. The powerful wine's very mineral bouquet, displaying an elegant finesse and impressive length with hints of mushroom or undergrowth, was a distinguished match for the savory baked oyster and truffle.



Marennnes Oléron oysters are also showcased at the Hong Kong Seafood Expo from 6 – 8 September at the Hong Kong Convention & Exhibition Centre (Hall 5BC, booth 5-70).

For more information on Chablis wines, please visit www.chablis-wines.com.


For more information on Marennnes Oléron Oysters, please visit www.huitresmarennnesoleron.com.

- Ends -

Types of Marennes Oléron Oysters

<p>Fine de Claire PGI (Protecter Geographical Indication)</p> 	<ul style="list-style-type: none"> ○ For lovers of less fleshy, more juicy oysters with a refined taste ○ Uniform shape Agreeable marine odour Less fleshy, translucent mantle Green or blue gills Finished taste, particular to <i>claires</i> Taste with a good salt balance Soft consistency Short duration on the palate
<p>Speciale de Claire PGI</p> 	<ul style="list-style-type: none"> ○ For lovers of meaty oysters with a pronounced flavour, longer on the palate ○ Consistent shape Large quantity of flesh with an ivory coloured mantle White or green gills Agreeable marine odour Finished flavour of <i>flavour</i> oysters A sweetness predominant over saltiness Firm consistency Long on the palate

Appellations of Chablis Wine

<p>Petit Chablis appellation</p> 	<p><i>This "village" appellation can be produced across all the communes in the Chablis region.</i></p> <p>Character of the Wines With a clear or crystalline appearance, with a color of rye straw, sometimes with a greenish tinge, this dry white wine develops aromas of white blossom (hawthorn, acacia) mingled with citrus notes (lemon, grapefruit) over a mineral base (flint, typically referred to as the odor of a flintlock gun). Sometimes one can find aromas of peach and white-fleshed fruit. The mouth is zesty and light, with balanced acidity. This lively attack is followed by a pleasing roundedness. Its salty whiff is part of the character of the land. It has a fatness to complement its crispness, producing a lasting sensation on the palate. It is general drunk young, ideally two years after harvest.</p> <p>Terroirs The terroirs of the Petit Chablis appellation are located on the higher slopes or the beginnings of the plateau. They are made up of hard, brown limestone, or sometimes silty, sandy soils, in general at an elevation of between 230 and 280 meters, with varied orientation.</p> <p>Petit Chablis in Figures Appellation d'Origine Contrôlée created in 1944. Figures from 2015 : The appellation Petit Chablis represents 19% of Chablis wines. Production area : 1 030 ha (1 hectare = 10,000m²) Harvest : 60 969 hl (1 hectoliter = 100 liters, or 133 bottles) Average annual harvest between 2011 and 2015 : 53 226 hl</p>
---	--

Chablis
appellation



The appellation village of Chablis is produced in the communes of Beines, Béru, Chablis, Fyé, Milly, Poinchy, La Chapelle-Vaupelteigne, Chemilly-sur-Serein, Chichée, Collan, Courgis, Fleys, Fontenay-Près-Chablis, Lignorelles, Ligny-le-Châtel, Maligny, Poilly-sur-Serein, Préhy, Villy and Viviers.

Character of the Wines

A fairly light hue of golden straw or greenish-gold, this white wine has a very fresh, bright and mineral nose; one can find flint, green apples and lemon, with notes of undergrowth and mousseron or Fairy Ring mushrooms. Other aromas often include linden, mint and acacia, along with licorice and freshly-cut hay. Ageing turns the wine more golden and tends to bring out spicy notes. On the palate, the aromas persist at length thanks to their crispness and purity. Dry and wonderfully sophisticated, Chablis has a unique personality and is easily identifiable.

The name "Chablis" is usurped around the world by wines which have no right to use it. So be aware: there is only one true Chablis and it comes from Bourgogne!

Terroir

No other French wine region has affirmed such faith in geology. The main bedrock comes from the Jurassic epoch, or more precisely the Kimmeridgean age (150 million years ago). Deposits of tiny oysters can be found in the rock, which were left by the warm, shallow sea that once covered this territory. These creatures were in the shape of a comma, which gives rise to their name: *Exogyra virgula*.

Chablis in Figures

Appellation d'Origine Contrôlée created in 1938.

Figures from 2015 :

The appellation Chablis represents 66% of Chablis wines.

Production area : 3 574 ha (1 hectare = 10,000m²)

Harvest : 211 760 hl (1 hectoliter = 100 liters, or 133 bottles)

Average annual harvest between 2011 and 2015 : 195 139 hl

Chablis Premier Cru
appellation



Today, 40 **Climats** can be associated with the label Chablis Premier Cru, including 17 main "flag-bearing" Climats.

Charater of the Wines

The various **Climats** each bring their own character to the resulting wine, depending on the soil and the aspect; they are all structured and long in the mouth. From the more mineral, which are closed when younger, to the more floral, which develop delicate, subtle aromas, the Climats of Chablis Premier Cru enchant the palate. Behind their pale golden appearance, the nose does not immediately express all its potential, and requires a little aeration. This is a wine for ageing, from 5 to 10 years.

Terroir

One particularity concerning Chablis Premier Cru is that the **Climats** are spread between the right and left banks of the River Serein, a tributary of the Yonne which flows through the region from south to north.

Chablis Premier Cru in Figures

Appellation d'Origine Contrôlée created in 1938.

Figures from 2015 :

The appellation Chablis Premier Cru represents 14% of Chablis wines.

Production area : 786 ha (1 hectare = 10,000m²)

Harvest : 43 119 hl (1 hectoliter = 100 liters, or 133 bottles)

Average annual harvest between 2011 and 2015 : 42 210 hl

Chablis Grand Cru appellation



The Chablis Grand Cru appellation comprises seven **Climats**: Blanchot, Bougros, Les Clos, Grenouilles, Preuses, Valmur, and Vaudésir.
It is mainly produced in the village of Chablis, but also at Fyé and Poinchy.

Chararter of the Wines

A crystalline greenish-gold, with age its noble hue evolves to a light yellow. This is a wine for keeping, for 10 to 15 years, sometimes more. On the nose, the mineral aromas of flint are intense. They nonetheless give way to linden, nuts, a hint of honey and almond. The Fairy Ring or mousseron mushroom aroma is a typical touch. On the palate, the balance is perfect between liveliness and body, encapsulating the charm of an inimitable and authentic wine. The jewel in the crown of Chablis, it is a wine rich in nuances that finds expression through each individual **Climats**.

Terroir

The **terroirs**, formed in the Upper Jurassic era, 150 million years ago, are composed of limestone and marl with *Exogyra virgula*, tiny oyster fossils. Chablis Grand Cru is one of the rare French AOC wines to make reference to its geology, notably the Kimmeridgian age.

Chablis Grand Cru in Figures

Appellation d'Origine Contrôlée created in 1938.

Figures from 2015 :

The appellation Chablis Grand Cru represents 1% of Chablis wines.

Production area : 102 ha (1 hectare = 10,000m²)

Harvest : 4 214 hl (1 hectoliter = 100 liters, or 133 bottles)

Average annual harvest between 2011 and 2015 : 4 555 hl

About Huîtres Marennes Oléron

The Marennes Oléron Oysters Quality Group (GQHMO) is a defense and management organisation. It contributes to the preservation and enhancement of territories, local traditions, know-how as well as the features of the four types of Marennes Oléron oysters. It develops and assists in applying the product specifications, and also dedicates to the implementation of control and inspection plans.

- Website: <http://www.huitresmarennesoleron.com/>
- Facebook: LesHuitresMarennesOléron

About Bourgogne Wine Board

Created in 1989, the Bourgogne Wine Board (BIVB), a professional organisation, is the voice of Bourgogne's wine producers and merchants. The BIVB aims to promote Bourgogne wines in France and abroad and to enhance what makes Bourgogne so unique: its terroir, its men & women, and the winegrowers' "touch". The headquarters of the BIVB are located in Beaune and the BIVB has two branches (Mâcon and Chablis).

- Website: www.chablis-wines.com
- Facebook: BourgogneWines
- Instagram: VinsdeChablis

For more information or high resolution images, please contact:

Jin Communications

Minnie KING | Joyce LI

T: +852 3987-8458

E: minnie.king@jin-comm.com |

joyce.li@jin-comm.com

Sopexa Hong Kong

Ruby TSANG

T: +852 2909 6969

E: ruby.tsang@sopexa.com

Huîtres Marennes Oléron

Melissa MICHAUD

Communication Manager

T: +33(0)5 46 85 06 69

E: m.michaud@crcpc.fr

Bourgogne Wine Board

Françoise ROURE

Marketing Communication Manager

T: + 33(0)3 86 42 42 22

F: + 33(0)3 86 42 80 16

E: francoise.roure@bivb.com



Located in the North of Bourgogne, the roots of Chablis in limestone soil is enriched by oysters fossils from the sea 150 million years ago – contributing a lively, mineral-driven, bone-dry qualities to drinkers. With the specific climate, as well as the grape variety with a precious balance in taste between fresh and fruitful, Chablis wines are known for their elegance and finesse.



Recognised as white wines of exceptional quality, Chablis covers 4 appellations: Petit Chablis, Chablis, Chablis Premier Cru and Chablis Grand Cru.

Situated in the South-west of France, the Marennes Oléron Bassin spans 3,000 hectares across the French Atlantic coast and is one of the only two exceptional areas in France to reproduce oysters naturally.