



PURE CHABLIS

One grape

One region

One of a kind

Only from France

Savor the holidays with Chablis Premier Cru

Lively and bright, Chablis Premier Cru wines bring an elegant touch to your season's festivities

New York, NY, November 7th, 2017 – This holiday season, wake up your palate with **crisp white wines from Chablis**, Bourgogne's northernmost region, where the **cool climate and Kimmeridgian soil** meet to produce **lively, mineral-driven Chardonnay-based wines**. To make the holidays even more memorable this year, treat yourself and your loved ones to wines from the **Chablis Premier Cru** appellation: praised for its high quality sites, it yields elegant and complex wines tailored to accompany sophisticated and delicate foods. **Open them now to enjoy their delicious food-friendliness, or wrap them up for the wine lover in your life, as these wines can be aged to let their personalities fully develop.**

The Chablis Premier Cru appellation counts **40 Climats**, precisely delimited plots of land that benefit from specific geological and climatic conditions, with **each one of them bringing their own character** to the resulting wine. One particularity concerning Chablis Premier Cru is that the **Climats are spread between the right and left banks of the Serein river** and wines from each bank express a different character.

Climats from the left bank, such as *Côte de Lechet, Vaillons and Montmains*, tend to produce **fresher, leaner wines with bright acidity**. Those from the **right bank**, including *Vaulorent, Fourchaume, Mont de Milieu and Montée de Tonnerre*, are perhaps the most famous due to their proximity to the Chablis Grand Cru sites. They offer **richer and riper wines** that are rounder in the mouth with fuller fruit flavors.

As an aperitif, a Chablis Premier Cru can be sipped while enjoying a cheese board offering both hard cheeses and local Bourgogne varieties such as Epoisses.

Served with appetizers, Chablis Premier Cru's salty notes marry well with caviar, oysters and shellfish dishes, such as sea urchin soufflé, stuffed crab, lobster and scallops, whether raw as a carpaccio or cooked in a sauce.

With your main course, the mineral styles of Chablis Premier Cru wines will pair well with your Thanksgiving turkey, to cleanse your palate between bites, while rounder styles will stand up well to the flavors of Christmas ham. Salmon, both smoked and poached, also makes a great match as Chablis Premier Cru wines' crispness brings a light touch to the fatty texture of the fish. Their crispness also works to add some backbone to foods with a melting texture, such as risotto and pasta in rich mushroom sauces.

Whether you choose a Chablis Premier Cru wine from the left or the right bank, be sure that its mineral notes will be the perfect partner to the grilled, braised and smoked flavors of your holiday dishes.

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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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