



*Chablis, a crystal-clear
expression of terroir*

PURE CHA[®]BLIS

One grape

One region

One of a kind

Only from France

On the trail of Chablis wines

This presentation is dedicated to the discovery of the wines of Chablis, and is part of the Bourgogne Wine Board's (BIVB) global strategy to educate as part of their promotion of the wines of Chablis.

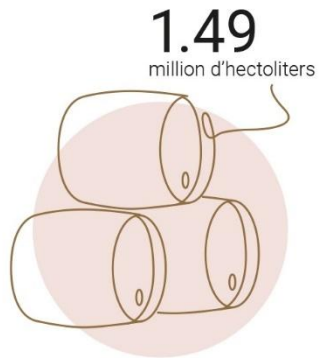
It is a unique trip to the very heart of the Chablis winegrowing area.

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Chablis in France and in the world

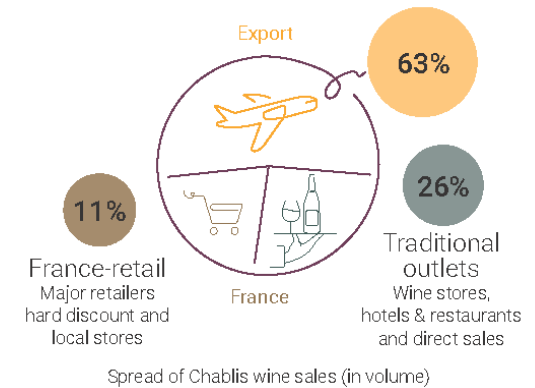
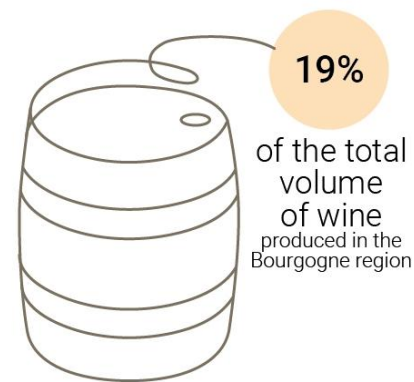
Bourgogne :

Average Production



Chablis :

Average marketable volume



The Bourgogne region: 5 winegrowing areas

- 1 Chablis & Grand Auxerrois
- 2 Côte de Nuits
- 3 Côte de Beaune
- 4 Côte Chalonnaise
- 5 Mâconnais



A millennia of history



The monks contribute to
the development of
winegrowing

XII

Birth of the Chablis
and Chablis Grand
Cru AOCs

1938

Tradition and
modernity

XXI

I – III

The Romans
introduce vines

XII

Its reputation is
established as it is
shipped to Paris

1956-1959

First solutions
against springtime
frosts

A unique soil and subsoil

Kimméridgien



Portlandien/Tithonien



One single varietal

Chardonnay

*Chablis is Chardonnay,
but not every Chardonnay is Chablis*

Rosemary George MW



In Chablis winegrowing region, the Chardonnay grape finds a unique yet fragile equilibrium at maturity, without over-ripening.

Chablis thus offers an exceptional expression of the varietal, with wines that are elegant, mineral, and appreciated for their purity of taste.

A unique climate

Candles



Spraying



Men, Women and expertise



THE FOUR LEVELS OF APPELLATIONS



Levels of Appellations

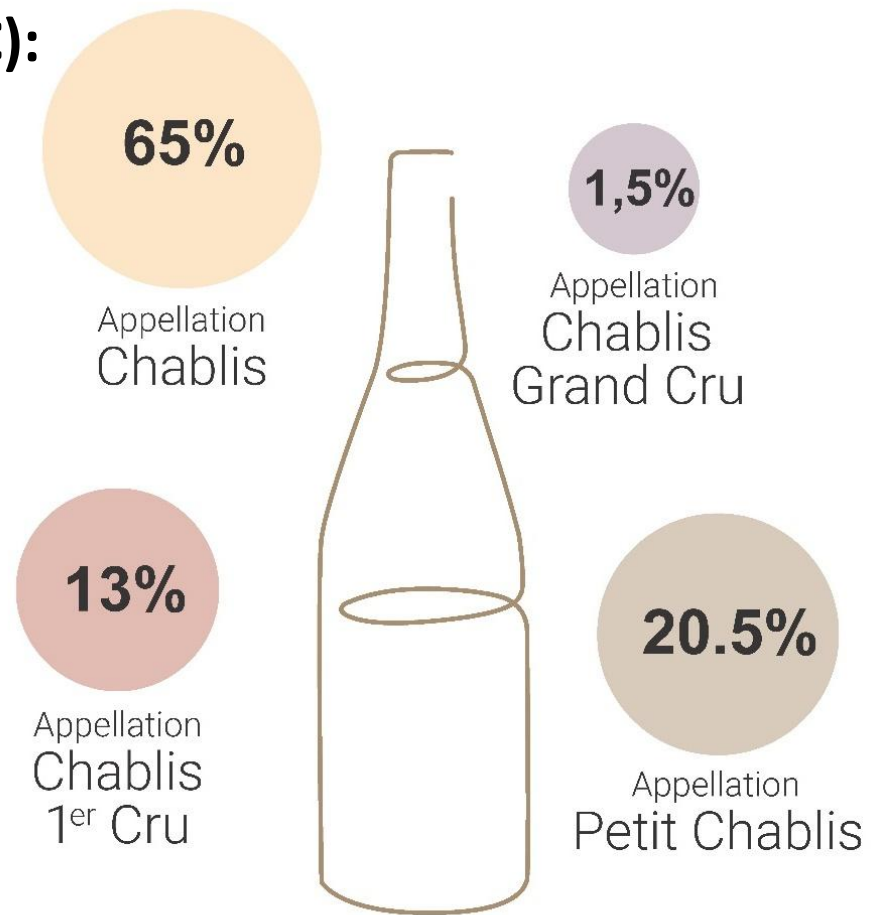
The wines of Bourgogne are classified according to three levels of Appellation d'Origine Contrôlée (AOC):

- Régionale
- Village
- Grand Cru

In Chablis you can find:

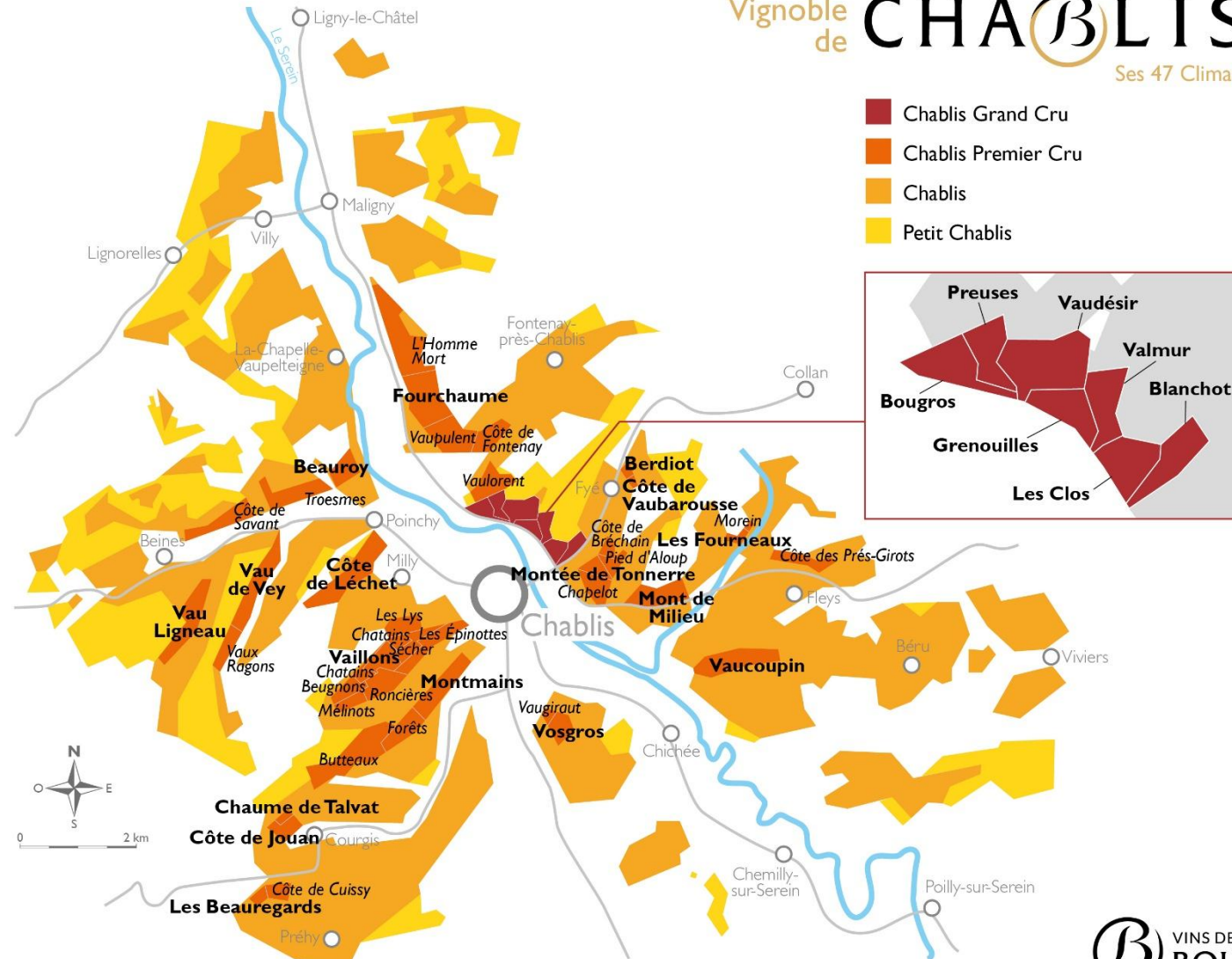
- Village level
 - Petit Chablis
 - Chablis and Chablis Premier Cru
- Grand Cru level
 - Chablis Grand Cru

In total, 5.884 hectares in 2024 and 38,7 million bottles produced in average between 2020 and 2024



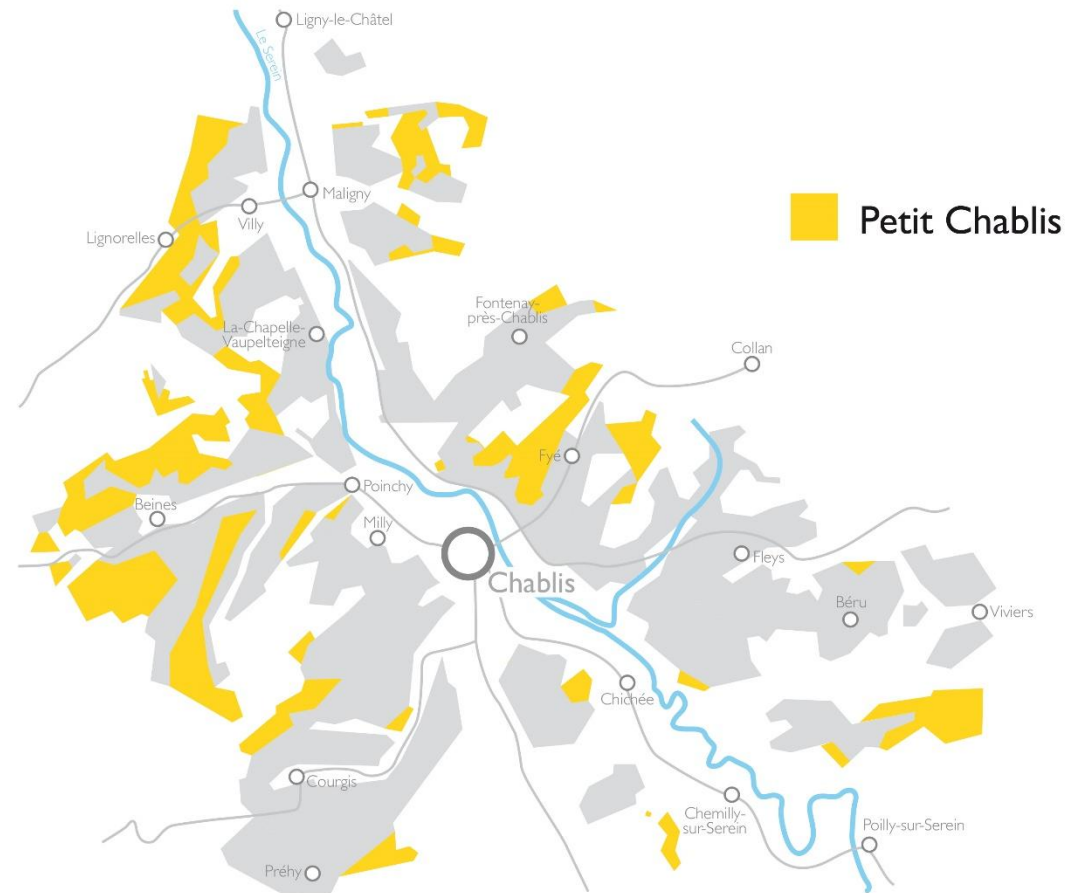
Vignoble de CHABLIS

Ses 47 Climats



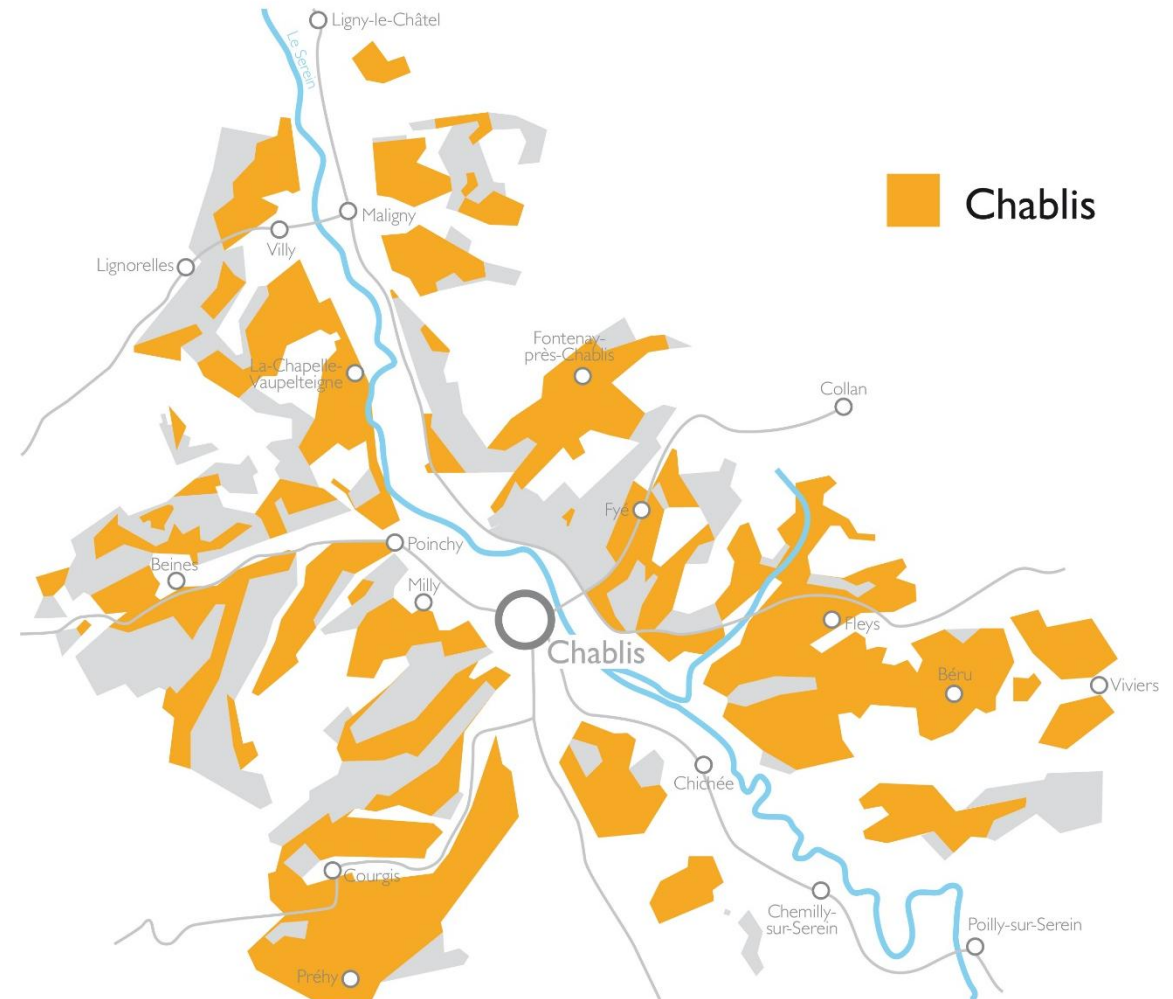
Petit Chablis

- Decree of 1944
- On the plateaux on the tops of the hills, on limestone formed during the **Portlandian** period
- At an elevation of 230m-280m, with various aspects
- A fresh and lively wine to be drunk young
- Serve at 8-10°C
- Surface : 1 296 ha (2024)



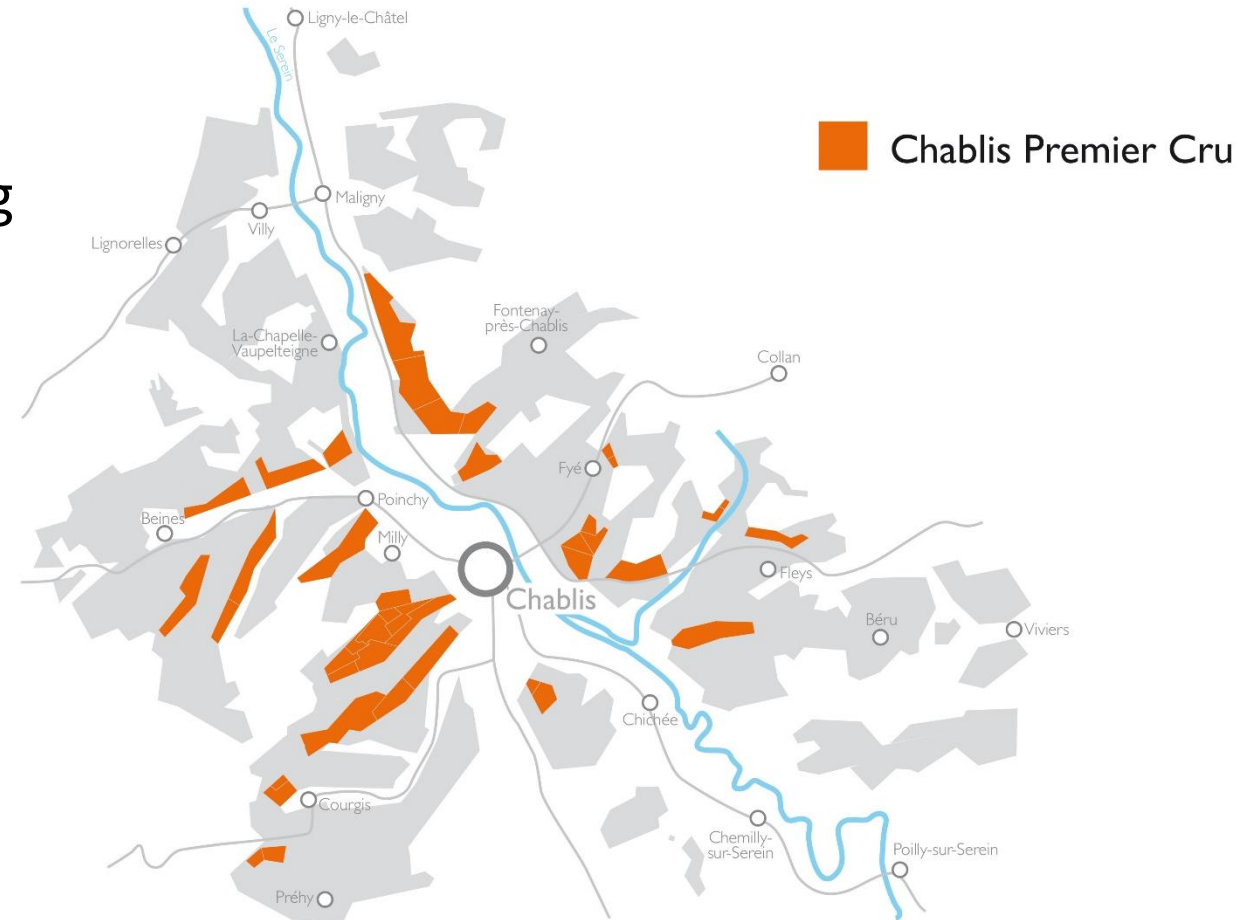
Chablis

- Decree of 1938
- Planted on limestone soil formed during the **Kimmeridgian** period
- Notable for its **purity, crispness and minerality**
- Serve at 10-11°C
- Surface : 3 719 ha (2024)



Chablis Premier Cru

- Decree of 1967
- On limestone slopes formed during the Kimmeridgian period
- The very essence of Chardonnay over some very special terroirs
- Serve at 10-11°C
- Surface : 772 ha (2024)



The *Climats*: The expression of terroir in the Bourgogne region

- ***Climat***: The definition of *terroir*
- ***Climat***: The very **DNA** of the Bourgogne winegrowing region

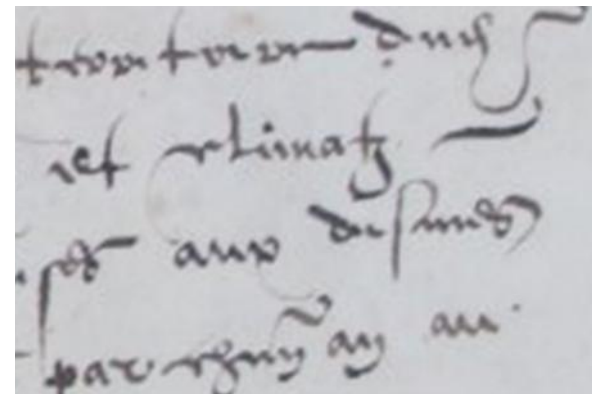
A precisely defined **plot**

Enjoying **specific geological and climatic conditions**

Identified and enhanced by winegrowers



CLIMATS DU
VIGNOBLE DE
BOURGOGNE
PATRIMOINE MONDIAL



Chablis Premier Cru

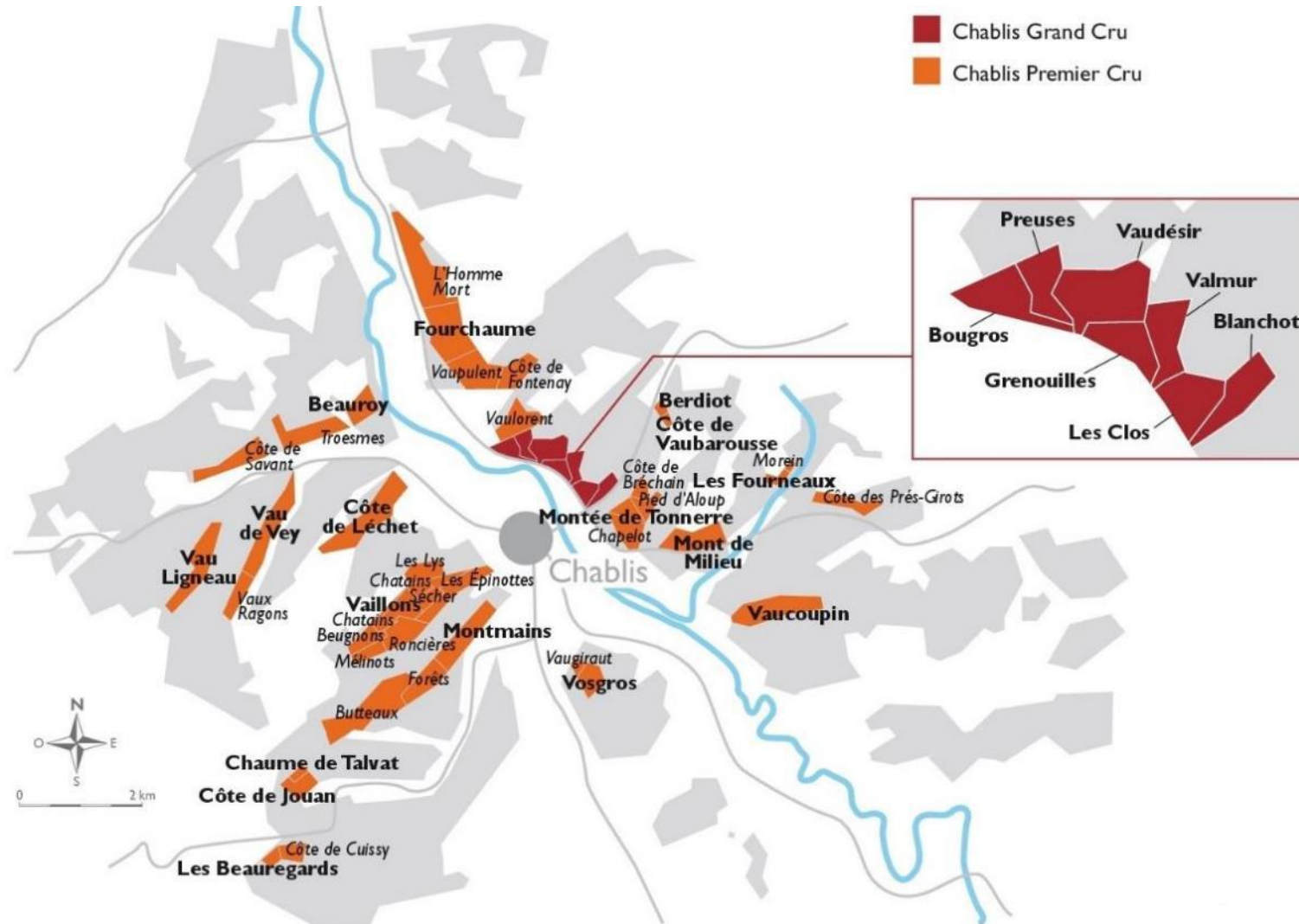
40 Climats, including 17 main ones or flagship ones

The most famous: Mont de Milieu, Montée de Tonnerre, Fourchaume, Vaillons, Montmains, Côte de Léchet, Beuroy and Vaucoupin.

Each Climat has its own style. Some are more zesty, such as Montée de Tonnerre and Côte de Léchet. Others are more delicate and fruity, like Beuroy and Fourchaume.

Each Climat brings its own personality, depending on the soil and the aspect.

47 Chablis Climats

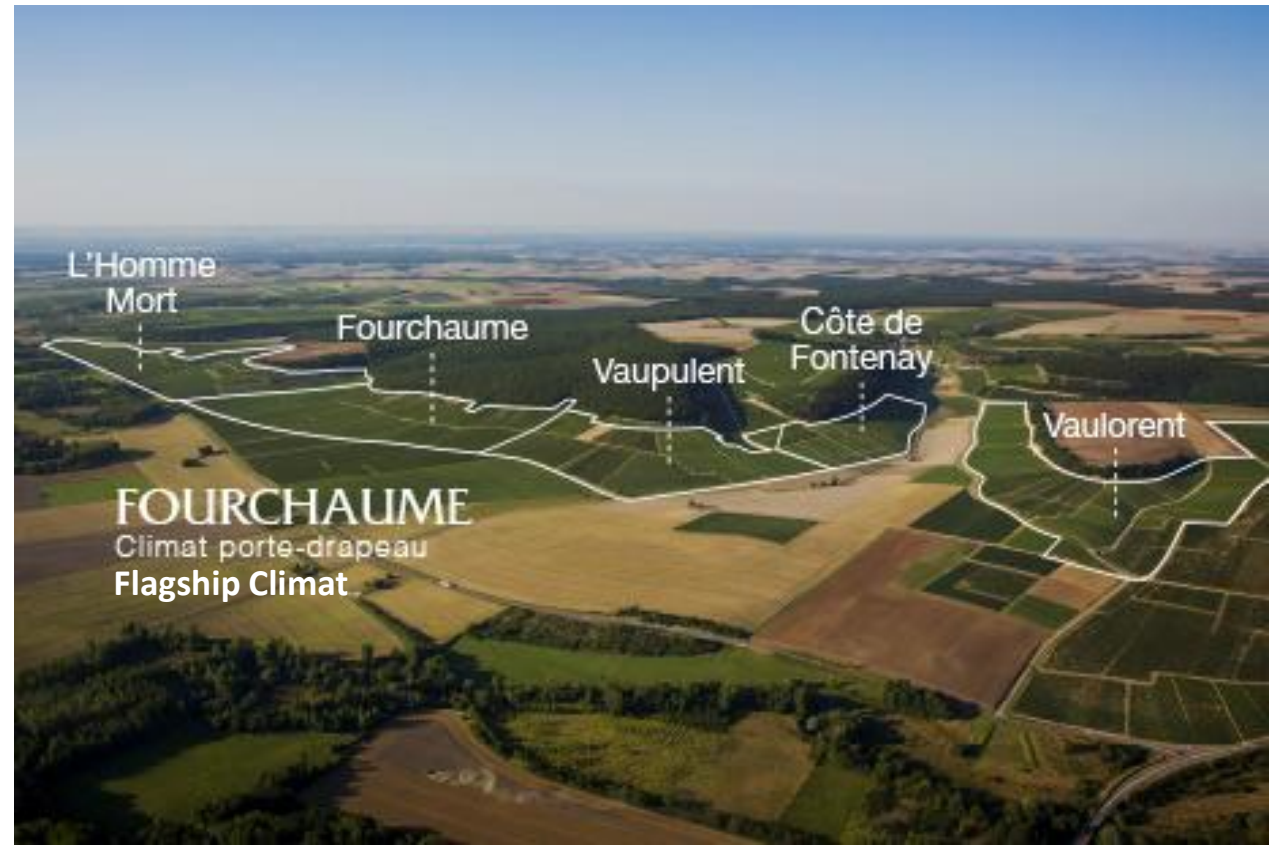


Chablis Premier Cru

What is a flagship Climat ?

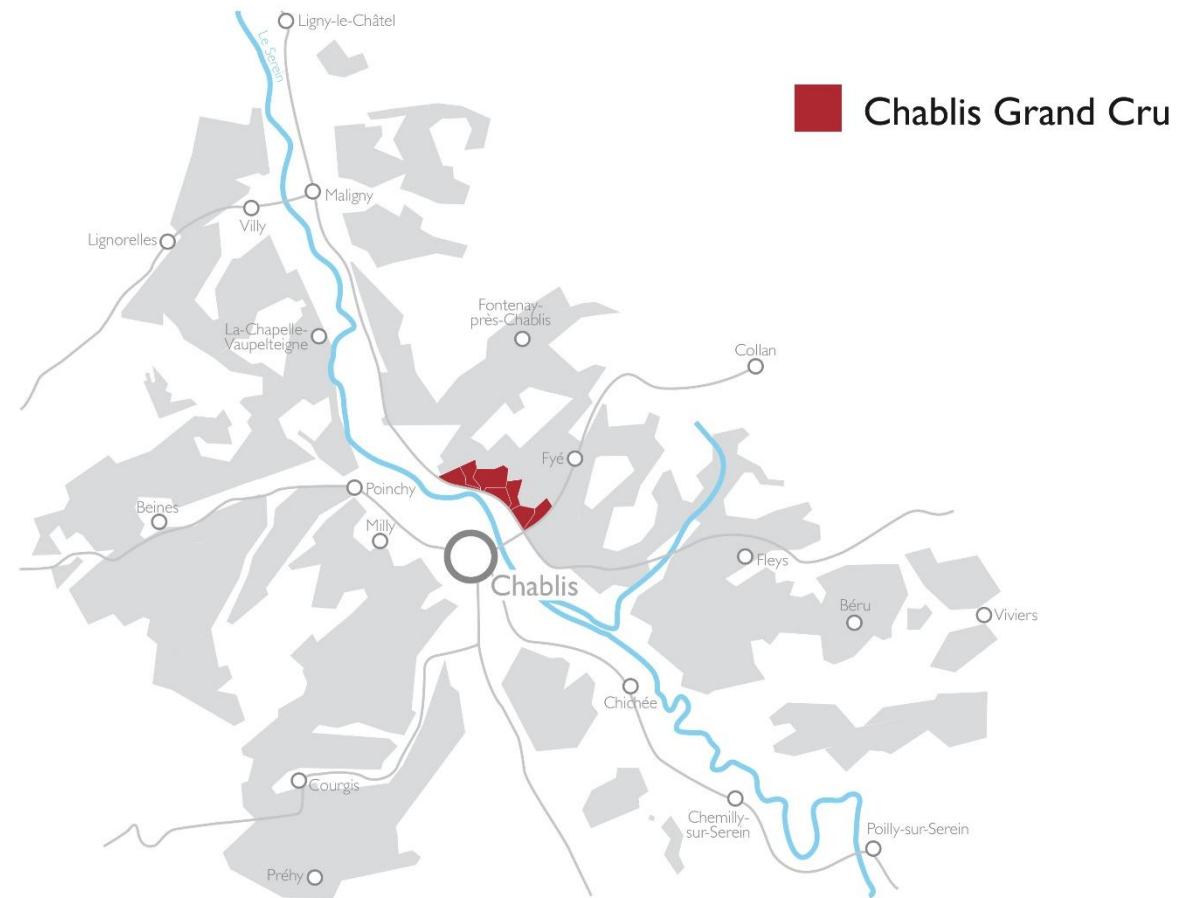
Right bank example: the **Climat Fourchaume** is surrounded by the Climats L'Homme Mort, Vaupulent, Côte de Fontenay and Vaulorent.

Producers with vines in the Climat called L'Homme Mort can call their wine Chablis Premier Cru L'Homme Mort or Chablis Premier Cru Fourchaume, because the Climat L'Homme Mort is a subdivision of the Climat Fourchaume.



Chablis Grand Cru

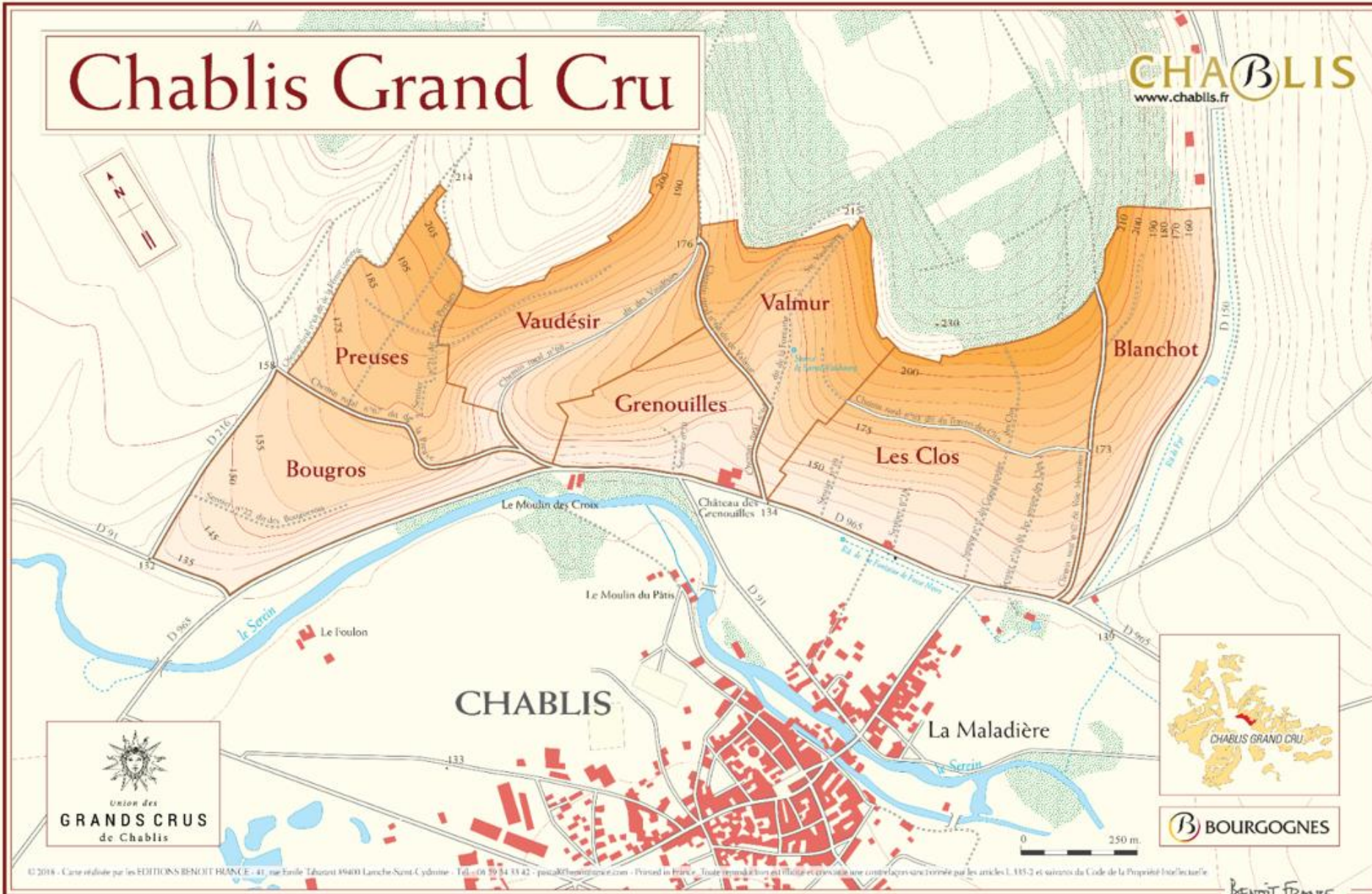
- Decree of 1938
- Steep slopes **where in some places the Kimmeridgian limestone** shows on the surface
- **Mainly facing south/south-west:** an aspect which ensures the vines are always bathed in light
- **Minimum ageing until March 15th of the year after the harvest**
- **1 Chablis Grand Cru appellation, 7 Climats**
- Serve at 12-14°C
- Surface : 101 ha





Chablis Grand Cru

CHABLIS
www.chablis.fr



Food and wine combinations

Chablis wines go well with a wide range of dishes, which accounts for their international popularity.

Their purity and sophistication brings out the best in food, while neither masking nor swamping other flavors.

Chablis wines awaken the senses

There is a wide range of Chablis wines, going from wines for sharing to wines for special occasions.

**From Petit Chablis to Chablis Grand Cru,
these wines make every occasion extra special**

Food and wine combinations

Petit Chablis: Serve chilled and enjoy as an **aperitif**, or simply on its own. A convivial wine for simple pleasures.



Chablis: Chablis is the perfect accompaniment to **seafood**, **grilled fish** and **oysters**. But that's not all. Its depth brings out the very best in Swiss **cheeses**, aged goat's cheeses and mature Cheddar as well as being the perfect partner for white meats and roast poultry.



Food and wine combinations

Chablis Premier Cru: Its purity, sophistication and nobility are a perfect match for a wide range of flavors. To be enjoyed with **poultry** and **veal** in creamy sauces, ***andouillettes***, **snails**, or cooked **oysters**. It is ideal with **hard cheeses** and **Bourgogne cheeses** like Epoisses. But it is also wonderful with warm asparagus, rabbit, crab, scallops and poached fish.



Chablis Grand Cru: A wonderful partner to **lobster** and **langoustine**, **foie gras**, **poultry** and **white meats** in cream or mushroom sauces, raw fish or fish cooked with cream or butter.



Conclusion

The Chablis wine region, located in a relatively concentrated geographical area, shares a single varietal and draws all its authenticity from the Kimmeridgian soil. It nonetheless offers an extensive pallet of wines and expressions, to delight a wide public.

- A single varietal, Chardonnay
- Kimmeridgian soil
- Four levels of *appellation*
- 5,884 hectares of vines (2024)
- 38,67 million bottles produced annually (average 2020/2024)
- Sold in around 100 countries
- and a purity that is inimitable

Pure Chablis, one grape, one region, one of a kind.

Join us on www.chablis-wines.com

 @VinsdeChablis



Comments

Slide 4: In the north of France, the Chablis winegrowing area is halfway between Paris and Beaune, and not far from Champagne.

Slide 5: The wines of Chablis have been part of local life for more than a thousand years. Let's look at some of the key moments that shaped their story:

- Without the Romans, there might never have been vineyards here—and no Chablis. They brought vines to the region between the 1st and 3rd centuries.
- Later, the monks of Saint Martin de Tours and the Cistercians of Pontigny Abbey (that's the abbey pictured on the right of the slide) developed the art of viticulture. They became true ambassadors for Chablis wines. Over time, they learned how to make the most of the different terroirs and planted vines on the best slopes.

In 867, as Vikings moved up the Loire, Benedictine monks from Tours fled to Auxerre, near Chablis. King Charles the Bald granted them the land around Chablis. They soon received numerous donations—often vineyards—both for their religious service and for their own use. This made them the main landowners in the area.

In 1114, a Cistercian monk named Hugues de Mâcon founded the Abbey of Pontigny, the second daughter house of Cîteaux. The abbey became famous and also received vineyards in Chablis. The Cistercians also developed the vineyards and contributed to the development of vine-growing practices in the region.

- The location of Chablis also helped its success. Its proximity to Paris encouraged trade. From the 16th century onward, Chablis wines gained a solid reputation. They were shipped from the port of Auxerre, traveled up the Yonne, and then along the Seine to Paris on flat-bottomed boats called *coches d'eau*. Soon, Chablis was being served at the tables of French kings—and later, exported to places like England and Russia, well before the arrival of the railway.

1455 marks the first recorded sale of Chablis wine to a merchant from outside the region—a trader from Maubeuge, near the Belgian border.

- Before phylloxera struck in the late 19th century, the Yonne was one of the largest vineyard regions in France.
- In 1908, local growers created a union to fight fraud. At the time, far more “Chablis” was being sold around the world than the vineyards could actually produce. The name had become a generic term for white wine. This collective effort eventually led to the official recognition by the INAO of the Chablis and Chablis Grand Cru *Appellations d'Origine Contrôlée* in 1938.
- After phylloxera, war, and devastating frosts—like the one in 1945—the vineyards were nearly wiped out, with only about 500 hectares remaining. People say sheep grazed on the Grand Cru slopes, and kids even went sledding there. Recovery began only with mechanization in the 1950s and the introduction of vineyard heating after the catastrophic frost of 1957. The generous 1970 vintage marked the start of a new era of prosperity.

Today, the vineyard covers just under 5,900 hectares.

Slide 6: Two key geological stages define the Chablis vineyard: the Kimmeridgian and the Portlandian.

Here, the subsoils are more recent than in the rest of Bourgogne. About 150 million years ago, the sea covered what is now Chablis. The layer we call the Kimmeridgian was formed during that period. The term itself refers to a slice of geological time that gave its name to this type of soil.

The upper and middle Kimmeridgian layers form a formation 50–100 meters thick, made up of alternating limestone clays, marls, and marly limestones (marls are a natural mix of clay and limestone). The soil here is pale gray, sometimes almost white. This is where the core of Chablis expresses itself—the soils of the Chablis Premier Cru and Chablis Grand Cru appellations.

The Petit Chablis appellation grows mostly on slightly younger soils, about ten million years more recent, dating from the Tithonian (also known as the Portlandian).

So what's the difference between the Kimmeridgian and Portlandian limestones? During the Kimmeridgian period, sea levels were lower, allowing erosion products such as clay to mix with marine carbonates. This led to the formation of marls and the presence of fossilized oysters. Oysters prefer shallow waters and don't migrate much. During the Portlandian, by contrast, sea levels were higher, so there was less material from land erosion and the limestone that formed was harder.

The name "Kimmeridgian" comes from the village of Kimmeridge in Dorset, in southern England, where this geological stage was first identified. Likewise, "Portlandian" comes from the Isle of Portland, also in England.

In the 20th century, geologists sought to standardize the geological time scale. They adopted "Tithonian" as the official international term for the uppermost stage of the Jurassic, replacing "Portlandian." However, in Chablis, the name Portlandian remains commonly used in everyday language.

Slide 7: The only varietal authorized in the Chablis region is Chardonnay. Although this grape – which has become the international reference in terms of white wine – is recognized around the world, its expression through the soil, the climate and winemakers' expertise in Chablis is unique and unrivalled. Chardonnay, from Bourgogne, is an early budding variety. Chardonnay offers a perfect interpretation of the Chablis *terroir*.

Slide 8: Technical progress

The vineyards of Chablis are located in the north of France and enjoy a unique climate : a long hard winter and a hot summer. Between April and September, Chablis sees an average of 1,285 hours of sunshine.

By comparison :

Dijon: 1,433 hours

Reims: 1,190 hours

Montpellier: 1,771 hours

Due to its geographical situation, the Chablis wine region suffers springtime frosts at a time when the buds are developing. Local winegrowers have learnt to protect their crops from these frosts. Spring frosts are characteristic of this region. Over time, and having suffered major losses some years, winegrowers have learned to manage these climate events. In 1959, heaters for use in the vines were first adopted. Today, to help protect their crops against the frost, a range of methods are used, including heated cables and anti-frost fabrics, along with spraying of certain plots of Chablis Premier Cru and Chablis Grand Cru vines. The spraying technique, as the name suggests, involves spraying the vines with water, which freezes around the buds, forming a protective cocoon that maintains the temperature at 0° C. One might call this an igloo approach. Spring frosts can be disastrous for Chablis—several vintages have seen dramatic outcomes (Quote from Chablis winegrower Jean-Paul Droin: “1945 was a terrible year. My grandfather had bought his first electric press and he didn’t get to use it. All the vines froze on the night of May 1. In 1957, he only declared 1 hl of Chablis Grand Cru compared to 32 hl in 1951”).
Picture taken in 2016 by Aurélien Ibanez. Chablis only declared half a harvest that year, same as in 2021.

Slide 9: The knowledge is transmitted from generation to generation, and some of today's wine producers are the thirteenth or fourteenth generations. The new generations go through a thorough training, and have often travelled around the world. This new education helps them combine tradition and modernity.

The enterprises:

- **1 cooperative** representing just under a quarter of production

- **379 wine estates**, who commercialize over the equivalent of 10 000 bottles,

- **37 maisons de négoce**

• Portraits (from left to right):

- Paul Gagnepain - Domaine de la Côte de Fasse
- Claire et Marine Race - Domaine Denis Race
- Guillaume Michaut - Domaine 47°N7°E
- Jérémy et Céline Venon – Domaine Venon
- Eléonore Moreau - Domaine des Pèlègrins
- Antoine et Laurent Robin - Domaine Antoine et Laurent Robin.

- Jeanne Vilain, Marie-France, Guillaume et Marianne Vilain - Domaine Chaude Ecuelle
- Camille Besson – Domaine Besson
- Pierrick Laroche – Domaine des Hâtes
- Eve Grossot et ses parents – Domaine Grossot

- Richard Rothier et Amandine Marchive – Domaine des Malandes
- Thomas Ventoura - Domaine Ventoura
- Charlène et Laurent Pinson – Domaine Pinson

- Eleni et Edouard Vocoret – Domaine Eleni et Edouard Vocoret
- Nathalie, Gilles et Julie Fèvre – Domaine Nathalie et Gilles Fèvre
- Caroline et Clément Lavallée – Domaine Grand Roche
- Céline Chevallier – Domaine Chevallier
- Marion et Thierry Mothe - Domaine du Colombier
- Vincent Wengier - Domaine Wengier

- Clément, Didier, Alexandre et Michel Lamblin, Lamblin et Fils
- Mathieu, Olivier et Maxime Savary - Domaine Savary
- Isabelle Gautheron – Domaine des 4 Chemins
- Alain et Cyril Gautheron – Domaine Gautheron
- Luc et Camille Schaller – Domaine Schaller
- Frédéric Soupé – Domaine Soupé

Slide 11:

- Petit Chablis: 1 296 hectares in 2024 – 60 662 hL on average 2020-2024
- Chablis: 3 719 hectares in 2024 – 188 096 hL on average 2020-2024
- Chablis Premier Cru: 771 hectares in 2024 – 37 220 hL on average 2020-2024
- Chablis Grand Cru: 99 hectares in 2024 – 4 050 hL on average 2020-2024

Total marketable volume of Chablis wines on average 2020 -2024 : 290 028 hL

Slide 16: What is a Climat?

A Climat is a local word to describe a specific plot of vines in the Bourgogne winegrowing region.

It is a precisely defined area that enjoys unique geological and climatic conditions which, when combined with the work of local winegrowers, and translated through the varietals of Chardonnay in Chablis, and Chablis and Pinot Noir elsewhere in the region, come together to form an exceptional patchwork of wine-producing land with its own hierarchy and a global reputation.

The Climats over the centuries:

As far back as the 7th century, certain names of famous Grand Cru were already being recognized and cited, such as the “Clos de Bèze” in Gevrey. Over the centuries, the reputation of Bourgogne wines was driven firstly by the monks of Cîteaux and then by the Dukes of Bourgogne. Some wines, named after their original Climat, gained a reputation beyond the confines of France, such as Clos de Vougeot and Montrachet.

From 1935 onwards, the INAO formalized the use of the term “Climat” and adopted it for official documents for all Bourgogne appellations, whatever their hierarchical level.

One of the earliest reference to the word Climat in the Bourgogne region dates back to 1537 on a document from Chablis.

The Climats, terroirs of Bourgogne, have been inscribed on the UNESCO World Heritage List as a ‘cultural landscape’ since 4th July 2015.

Slide 17: There are 40 *Climats*, including 17 main or flagship *Climats*.

These *Climats* can be found on both sides of the river Serein, which runs through Chablis.

As such, there are Chablis Premier Cru right bank wines, surrounding the Chablis Grand Cru *appellation*, and Chablis Premier Cru left bank wines.

The volumes represented by the eleven biggest *Climats* of Chablis *Premier Cru* is equivalent to 80% of the volume of the Chablis Premier Cru *appellation*.

These eleven *Climats* of Chablis *Premier Cru*, Vaillons, Fourchaume, Montmains, Beauroy, Côte de Léchet, Vaucoupin, Vau de Vey, Montée de Tonnerre, Mont de Milieu, Les Fourneaux, Vau Ligneau.

Slide 21: The seven *Climats* of the appellation Chablis Grand Cru are all situated on a the same hill, on the right bank of the Serein river, benefitting from a south/south-west exposure that is beneficial to the evolution of Chardonnay.
For the appellation Chablis Grand Cru, the wines are aged at least until the 15th of March of the year following the grape harvest.

Slide 24: Food and wine pairing

▪ **Petit Chablis**

When should one drink Petit Chablis?

- As a pre-dinner drink: Petit Chablis is an ideal wine to drink before dinner. Its freshness and simplicity waken your taste buds.
- It can be served on different occasions such as a drink with friends.

⇒ It is a wine accessible to all, in every sense of the word (drinking occasions, price...)

⇒ Ideal serving temperature: 8°C to 10°C.

▪ **Chablis**

⇒ Chablis combines itself with a multitude of dishes: it sublimates them without masking them.

⇒ Thus, it would be a shame to limit Chablis and food pairings to conventional associations: Chablis/fish or Chablis/oysters. These wines produce superb sensations when paired with goat cheeses, white meats, poultry, and vegetable tarts...

⇒ Ideal serving temperature: 10°C to 12°C.

Other possible food combinations: terrine, bass or salmon marinated in herbs, cod with vanilla, sushi, shellfish and other seafood products, tandoori chicken, and *Blanquette de veau*.

Slide 25: Underline the diversity of the *Climats* of Chablis Premier Cru, the wide selection of wines and therefore the wide selection of possible food and wine combinations. Purity, elegance, and sophistication.

Chablis Grand Cru – power and purity – go with even more things because of their strength.