



PURE CHABLIS

One grape

One region

One of a kind

Only from France

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Press Release

“Magic of Chablis and Music” Spotify Playlist Heralds Summer Rhapsody

Hong Kong wine critic Ronny Lau shares tips to pair soulful Chablis with sensational sounds



(18 May 2022, Hong Kong) – The iconic French wine region of Chablis is launching a collection of Spotify playlists this month – “[Magic of Chablis and Music](#)” (see Appendix I) – in perfect synchrony with International Chardonnay Day on 26 May 2022 and International Music Day on 21 June 2022. It will be music to the ears of Hong Kong wine lovers, who can sip delicious Chardonnay with their favourite tunes playing in the background on bright sunny days, the pure, elegant, minerally notes of the wine resonating in blissful harmony with the melody.

Chablis connoisseurs – of which there are many in Hong Kong since crisp, dry white wine and hot, humid weather go hand in hand – and newcomers to these zesty cool-climate whites will be able to download a collection of 12 easy-listening songs on the “[Magic of Chablis and Music](#)” Spotify Playlists. Curated with the assistance of Hong Kong wine and music critic Ronny Lau, the hits will enhance the emotional outpouring that accompanies a Chablis wine-savouring experience.

Selecting wines from a region that proudly produces some 37.2 million bottles of elegance and acidity each year is no simple feat. The area is carved into four appellations – lovely, light, lively **Petit Chablis** and **Chablis** wines are ideal for immediate enjoyment, while the more profound **Chablis Premier Cru** and **Chablis Grand Cru** tend to reveal their full glory after years in the cellar. The Chablis wine professionals have suggested eight recommendations, two from each appellation, to assure uplifting pairings.

“Learning about wine through music is an enjoyable and memorable way of broadening your knowledge and appreciation of wine. Hence, we are excited to release the [‘Magic of Chablis and Music’](#) Spotify Playlists this summer,” says Paul Espitalié, President of the Chablis Commission of Bourgogne Wine Board. “Music and Chablis are partners in the dance of life that draws people together.”

Beautiful wine like beautiful music touches the heart; they make ideal companions, each a stirring, sensory composition of many wondrous notes. The mood evoked by a particular piece of music elevates the perception of taste, and the closer the sound equates to the wine in terms of texture, structure and tone, the more telling the perceived effect on mouthfeel.

Wine-and-music pairing master Ronny Lau, Chairman of the Hong Kong Wine & Spirits Writers Association and compiler of a six-CD boxset titled *“Music & Wine: The Perfect Matching”*, offers four simple tips to match the two in the most delightful manner.

He advises accompanying lean, delicate wines like Chablis with mellow music such as folk or acoustic recordings, and since volume is linked to the perception of flavour intensity, then keep the sound low. Chablis’ remarkable minerality and purity, meanwhile, is best paired with simple, catchy melodies, and their pronounced acidity highlighted by compositions favouring treble rather than bass.

“If the music playing in the background is perceived as powerful and bold, the wine in the glass will be described in the same way. When the music is soft and mellow, those qualities will be attributed to the wine,” says Lau, citing scientific studies by Oxford University and Edinburgh’s Heriot-Watt University which concluded sound can change the perceived taste and texture of wine.

He also reveals how listening to a well-matched song can pinpoint the subtleties of the four Chablis appellations. From the [“Magic of Chablis and Music”](#) Spotify Playlist, Carla Bruni’s joyful delivery of “Little French Song” is in tune with the fresh, light, mellow wines of **Petit Chablis**. Sing along with *Petit Chablis, 2020, Domaine Gérard Tremblay*, a crisp, fresh and supple unoaked Chardonnay bursting with mint, citrus and a hint of liquorice, or perhaps the aromatic *Petit Chablis, 2020, Domaine Louis Moreau*, whose fruity bouquet of apples and citrus lingers on a round, fine palate.

The **Chablis** appellation is also famed for its invigorating wines, but these typically blossom from an easy nose into a more layered finish. Lau suggests sipping them to the beat of “Ces Mots Simples”, a Vanessa Paradis number that advances from simple acoustic guitar to rhythmic strings. “Paradis sings gently, ending in the punchline, ‘I love you’”. Saying those three little words is not easy, like the making of a bottle of Chablis,” he notes.

Two enticing Chablis names that have done this extremely well are *Chablis, Sainte Claire, 2020, Jean-Marc Brocard*, whose lemony notes express the characteristic freshness and finesse of the Kimmeridgian terroir, and *Chablis, 2020, J. Moreau & Fils*, the fruit of the region’s oldest winery. Redolent of pear, pomelo and grapefruit, it unfolds further with florals and a lightly spicy finish.

Upping the octaves in terms of complexity, **Chablis Premier Cru** wines are a superb balance of strength and subtlety. Treading a fine path between richness and acidity, *Chablis Premier Cru, Vaillons, 2018, La Chablisienne* abounds with graceful mineral notes and fleshy white fruit before finishing long and deep. Apples and pears, meanwhile, are the vibrant heart of *Chablis Premier Cru, Côte de Lechet, 2020, Domaine Fourrey*, which exudes elegance, light spice and a slightly waxy texture.

Lau habitually pairs Chablis Premier Cru with upbeat songs of faster tempo and thicker texture. A fitting choice from the [“Magic of Chablis and Music”](#) Spotify Playlist would be “In a Tree” by Priscilla Ahn, whose angelic voice is bolstered by a mix of acoustic guitars and drums.

The most soulful Chablis hail from the southwest-facing **Chablis Grand Cru** vineyards where grapes can bathe for longer in the sun, and to complement them, Lau recommends Joanna Wang’s husky reworking of the golden classic, “You’re Breaking My Heart”. Intensifying in lustre and body over years in the cellar, *Chablis Grand Cru, Les Clos, 2018, Simonnet-Febvre* is born of deep soil in the most extensive Grand Cru plot. This rich, luscious wine unleashes aromas of exotic fruit, hazelnut and vanilla, and an ample mouthfeel.

Another perfect lead in this moving duet of wine and sound is the opulent *Chablis Grand Cru, Vaudésir, 2019, Domaine Jean-Paul & Benoît Droin*. A symphony of hazelnut, grilled almond, chalk and flint flavours, it captivates the senses with its purity and delicacy.

“There is nothing better than a glass of well-chilled Chablis in your hand in the height of summer, but you can derive more pleasure from wine by simultaneously drinking and listening to the right kind of music,” explains Lau. “For example, even if you have not heard Carla Bruni’s “Little French Song” before, when it is playing a glass of Petit Chablis will seemingly taste even better than it usually does.”

Chablis is more than just a wine; it is a bottling of artistry and emotion. Owing its uniqueness to great finesse, minerality and elegance, each pour of Chablis reflects not only the splendid terroir of the Serein valley within the celebrated Bourgogne winegrowing region, but also the history, philosophy, astronomy, culture and people of this close-knit community. It is the spiritual home of the Chardonnay grape, and the extraordinary versatility for everyday and special-occasion drinking of its wines allows everyone to curate a stimulating playlist to accompany them.

To discover more about Chablis wines, please visit www.chablis-wines.com or like and connect with Chablis Wines on:

Instagram: @VinsdeChablis

Twitter: @PureChablis

Youtube: Vins de Bourgogne BIVB

Hashtag: #PureChablis

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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 5,821 hectares and encompass 417 enterprises (négoce, co-ops, estates). Elegantly simple, Chablis wines can only come from France. Divided into four appellations (Petit Chablis, Chablis, Chablis Premier Cru, and Chablis Grand Cru), these 100% Chardonnay-based wines embody purity and minerality. With about 37.2 million bottles produced each year, Chablis represents 18% of the Burgundy wine supply; more than 65% of Chablis wines are sold to export markets.

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From the “Magic of Chablis and Music” Spotify Playlist, Carla Bruni’s joyful delivery of “Little French Song” is in tune with the fresh, light, mellow wines of Petit Chablis

The Chablis appellation is also famed for its invigorating wines, but these typically blossom from an easy nose into a more layered finish



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Appendix I
“Magic of Chablis and Music” Spotify Playlists


#	AOC	Singer	Song
1	<u>Petit Chablis</u>	Carla Bruni	Little French Song
2		Keren Ann	Jardin D’hiver
3		Lisa Ekdaht	Give Me That Slow Knowing Smile
4	<u>Chablis</u>	Vanessa Paradis	Ces Mots Simples
5		Charlotte Gainsbourg	In The End
6		Coralie Clement	Share The Day
7	<u>Chablis Premier Cru</u>	Priscilla Ahn	In A Tree
8		Corinne Bailey Rae	Put Your Records On
9		Tanya Chua, Carla Bruni	Photographs
10	<u>Chablis Grand Cru</u>	Joanna Wang	You’re Breaking My Heart
11		Norah Jones	Don’t Know Why
12		Katie Melua	Wonderful Life

Appendix II

Recommended Chablis Wines from the Chablis Commission, Bourgogne Wine Board

#	AOC	Domain	Vintage	Retail Price	Tasting Notes
1	<p>Petit Chablis</p> 	<p>Domaine Gérard Tremblay</p>	<p>2020</p>	<p>HK\$268 from The Wine Guild</p>	<p>A pale straw yellow in colour. A nose of fresh mint and citrus fruits with a hint of liquorice. Fresh and supple on the palate with notes of grapefruit peel leading to a crisp yet persistent finish. Try with quenelles of halibut in a saffron sauce, fillets of sole with a salmon mousseline or a plate of oysters.</p>
2	<p>Petit Chablis</p> 	<p>Domaine Louis Moreau</p>	<p>2020</p>	<p>HK\$195 from Victoria Wines</p>	<p>This Petit Chablis is a fresh and very aromatic wine. Its fruity nose carries a suggestion of apple and citrus notes. In the mouth, a nice gustatory attack is combined with a round and fine palate. Enjoy as an apéritif.</p>
3	<p>Chablis Sainte Claire</p> 	<p>Jean-Marc Brocard</p>	<p>2020</p>	<p>HK\$285 from CWS Fine Wines</p>	<p>Yellow gold in colour, with notes of lemon and yellow fruit on the nose. The mouth is wrapped, balanced and tangy. A specific wine that is hard to resist on any occasion. Pair it with shellfish, salmon and tuna.</p>

4	<p>Chablis</p> 	J. Moreau & Fils	2020	HK\$288 from Cellarmaster Wines	<p>Pale and bright gold, the wine has a well-developed nose with aromas of white fruit such as pear and citrus fruit like pomelo. Floral notes of acacia and linden tree blossom. A very fresh and round mouth with grapefruit aromas and beautiful minerality; a persistent and lightly spicy finish.</p>
5	<p>Chablis Premier Cru Vaillons</p> 	La Chablisienne	2018	HK\$338 from Watson's Wine	<p>Pale gold in colour with silvery highlights. A limpid and brilliant wine. Fresh, floral and fruity on the nose with a touch of vanilla. On aeration a delicate mineral note completes the aromatic array. Good persistence. Fresh and full on the palate with beautiful fleshy white fruit, and a remarkable balance between richness and fine acidity. Mineral and long "serious" finish. A fine, energetic display of this Chablisien terroir.</p>
6	<p>Chablis Premier Cru Côte de Lechet</p> 	Domaine Fourrey	2020	HK\$260 from Hung Yuen Provisions (in-store)	<p>This vintage develops a rich bouquet of iodine, limestone and flint. On the palate, it is both rich and sharp like steel, showing heady notes of citrus, green apple and apricot.</p>

7	<p>Chablis Grand Cru Les Clos</p> 	Simonnet-Febvre	2018	HK\$914 from Wineshopasia.com	<p>The wine reveals green hues in the glass with a complex nose of exotic fruit, hazelnut and vanilla. An ample mouthfeel is balanced by a linear tension and a mineral finish. Initially very closed, this wine develops exceptionally well over time without losing its minerality.</p>
8	<p>Chablis Grand Cru Vaudésir</p> 	Domaine Jean-Paul & Benoît Droin	2019	HK\$780 from Watson's Wine (in-store exclusive)	<p>There is always a clear gear shift when you reach the grands crus of the Droin cellar, with their greater density and focus. The Vaudésir is much like the Vaillons: open and inviting already, and of all the grands crus, should begin to drink the earliest, though its drinking window should not be underestimated. Chalky lift and a white peach scent make for an enticing wine.</p>