

CHABLIS & Huîtres Marennes Oléron

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Press Release

‘Match Made in Heaven’ of Iconic French Oysters and Chablis

*Huîtres Marennes Oléron and Bourgogne Wine Board
showcase gourmet marriage of revered French delicacies*

(3 September, 2019, Hong Kong) – A gastronomic ‘Match Made in Heaven’ of premium French oysters and iconic Chablis wines was presented to Hong Kong media and seafood-wine trade professionals today at PIIN Wine Restaurant. The pairing of two exceptional French delicacies was introduced by leading oyster-farming commune Huîtres Marennes Oléron and The Bourgogne Wine Board.

"Matching crisp dry Chablis with succulent saline Marennes Oleron oysters is really a marriage made in heaven and one of the world's great gourmet pairings." said Bourgogne Wines Official Ambassador, Ivy Ng.

World-famous Marennes Oléron is a renowned mecca for oyster lovers and largest cultivation area in Europe – nurtured for generations in ancient salt marshes known as *Clares* on France’s Atlantic Coast down from the Charente to Gironde river estuaries. Its two main oyster breeds were showcased – refined and juicy *Fines de Claire*; and sweeter, full-flavoured and meatier *Spéciales de Claire*.

Finishing in “claires”, a true speciality of the Marennes Oléron basin since 17th century, it has been recognised at a European level with the Protected Geographical Status label (IGP) and extends over 3,000 hectares.

With famously-mineral overtones and celebrated bone-dry freshness, the complete spectrum of Chablis wines showcased one of the world's most desirable whites in recent times, representing the region’s four appellations: most popular and affordable *Petit Chablis* and eponymous premium classification *Chablis*, which pair perfectly with oysters; and most prestigious *Chablis Premier Cru* and *Chablis Grand Cru*, pairing more commonly with dishes and stronger flavours.

Petit Chablis was showcased with 2017 vintages by *Domaine Christophe et Fils* and *Domaine Ventoura*.

Sébastien Christophe is attracting growing recognition for crafting superb vintages across the Chablis spectrum on the right bank of the Serein River. His *Domaine Christophe et Fils* 2017 Petit Chablis is a gold medal-winner with pleasing Chardonnay aromas of sweet preserved lemon and the distinctive, dry mineral crispness of the Portlandian limestone terroir of his plots.

Domaine Ventoura is helmed Thomas Ventoura, also hailed as a ‘new young talent with a big future’ for faithfully expressing the Portlandian and Kimmeridgian clay-limestone terroir of the family-owned estate in Fontenay près Chablis. While also producing Chablis and Chablis Premier Cru, their 2017 Petit

Chablis is also prestigious award-winner acclaimed for its elegant, fruity and floral nose and crisp character.

Two premium tier **Chablis** appellations are represented by *Domaine Pierre-Louis et Jean-François Bersan* and *Domaine Michaut*.

Pierre-Louis and Jean-François Bersan carry on the tradition of a family of winegrowers dating back to 1453, with wines to this day stored in vaulted cellars from the 11th and 12th centuries. Their 2017 Chablis ideally showcases the eponymous classification, beloved for its fresh fruitiness with delicate hints of citrus.

Domaine Michaut, is a family estate of the Michaut family, also owner of *Domaine de la Motte*. Along with very small yields, their 2016 Chablis benefits from vines on Chablis' two classic soils – Kimmeridgian and Portlandian – between the villages of Beine and Chablis, bringing classic concentration, precision and mineral characteristics

Chablis Premier Cru is meanwhile represented by venerable estate *Maison Simonnet-Febvre*, founded in 1840 and continuing the traditions of a classic family winemaker on the left bank of the Serein river. Well-rounded and charming with a final note of minerality and fine balance between acidity and fruit, their 2017 Premier Cru one of the most highly-rated left-bank Chablis.

Finally, for a treat of 'la crème de la crème' **Chablis Grand Cru**, *Domaine Guy Robin* presents a revered family tradition dating back to 1955 and continued by Marie-Ange Robin on unparalleled escarpment plots with arguably the richest treasure trove of old vines in the region. Their 2016 Grand Cru displays a distinctive palate-coating richness layered with a sunny core of fruit with potent aromas of golden delicious apple, white peach, lemon zest, crushed oyster shells, wet stones and even a hint of fresh cream.

Marenes Oléron oysters are also showcased at Hong Kong Restaurant & Bar from 3-5 September at the Hong Kong Exhibition and Convention Centre, [Booth # 5F-706](#).

Chablis promotions in Hong Kong continue with a range of trade seminars and a Winter edition of the traditional Chablis White Party in November, following the successful Spring edition last February.

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

For more information on Marenes Oléron oysters, please visit www.huitresmarenesoleron.com.

Keep in touch via Social Media :

Marenes Oléron Oysters

Facebook : <https://www.facebook.com/LesHuitresMarenesOleron/>

Instagram : <https://www.instagram.com/leshuitresmarenesoleron/>


Chablis Wines

Facebook : <https://www.facebook.com/BourgogneWines/>

Instagram : <https://www.instagram.com/vinsdechablis/>


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Appendix I – Four Types of Marennes Oléron oysters

<p>Fine de Claire PGI (Protected Geographical Indication)</p>  	<p>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>
<p>Spéciale de Claire PGI</p>  	<p>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>claire</i> oysters A sweetness predominant over saltiness Firm consistency Long on the palate</p>
<p>Pousse en Claire PGI & Label Rouge</p>   	<p>Lovers of good fleshy oysters with a pronounced flavour, long on the palate Consistent shape Abundant flesh, ivory coloured mantle Green or white gills Agreeable odour of the claire water and algae Finished aroma and flavour, typical of the region Predominant sweet flavour Firm consistency, biteable Very long on the palate</p> <p>[availability TBC]</p>
<p>Fine de Claire Verte PGI & Label Rouge</p>   	<p>Lovers of green oysters with a refined taste Consistent shape Sufficient quantity of flesh, translucent or white mantle, no milkiness Green gills Agreeable marine odour Finished flavour, typical of the region Balanced taste, salty, then sweet Soft to firm consistency Medium longevity on the palate</p> <p>[not available for tasting at the event]</p>

Appendix II – 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. The appellation Petit Chablis represents 19% of Chablis wines. Production area (2018) : 1108 ha (1 hectare = 10,000m²) Average annual harvest between 2014 and 2018 : 53 402 hl (1 hectoliter = 100 liters, or 133 bottles)</p>
<p>Chablis appellation</p> 	<p><i>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, Préhly, Villy and Viviers.</i></p> <p>Character of the Wines A failry 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.</p> <p>Terroir No other French wine region has affirmed such faith in geology. The main bedrock comes from the Jurassic epoch, or more precisely the Kimmeridgian</p>

	<p>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: <i>Exogyra virgula</i>.</p> <p>Chablis in Figures Appellation d'Origine Contrôlée created in 1938. The appellation Chablis represents 66% of Chablis wines. Production area (2016) : 3 656 ha (1 hectare = 10,000m²) Average annual harvest between 2014 and 2018 : 187 234 hl (1 hectoliter = 100 liters, or 133 bottles)</p>
<p>Chablis Premier Cru appellation</p> 	<p><i>Today, 40 Climats can be associated with the label Chablis Premier Cru, including 17 main "flag-bearing" Climats.</i></p> <p>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.</p> <p>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.</p> <p>Chablis Premier Cru in Figures Appellation d'Origine Contrôlée created in 1938. The appellation Chablis Premier Cru represents 14% of Chablis wines. Production area (2018) : 777 ha (1 hectare = 10,000m²) Average annual harvest between 2014 and 2018 : 39 527 hl (1 hectoliter = 100 liters, or 133 bottles)</p>
<p>Chablis Grand Cru appellation</p>	<p><i>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.</i></p> <p>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. One 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</p>



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.

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

Production area (2018) : 100 ha (1 hectare = 10,000m²)

Average annual harvest between 2014 and 2018 : 4 154 hl (1 hectoliter = 100 liters, or 133 bottles)

About Huîtres Marennes Oléron

The Marennes Oléron Oysters Quality Group (GQHMO) is a defence 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: LesHuitresMarennesOleron

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, please contact:

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

JIN Communications

Minnie KING | Zoe CHAN | Ally HUI

T : +852 3157-1383

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

zoe.chan@jin-comm.com | ally.hui@jin-comm.com

Sopexa Hong Kong

Julia IACONELLIJ

T : +852 2909 6919

E : Julia.iaconelli@sopexa.com

(Event Pic)

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A gastronomic 'Match Made in Heaven' of premium French oysters and iconic Chablis wine was presented to Hong Kong media and seafood-wine trade professionals today at PIIN Wine Restaurant



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

World-famous Marennes Oléron is a renowned mecca for oyster lovers and largest cultivation area in Europe – nurtured for generations in ancient salt marshes known as Claires on France's Atlantic Coast down from the Charente to Gironde river estuaries