



PURE CHABLIS

One grape

One region

One of a kind

Only from France

High resolution images can be downloaded from the following link :
<https://www.dropbox.com/sh/mnmyj7eyzuwptwu/AABxmwqabLyfL27C5vJI Eg-qa?dl=0>

Press Release

Chablis Tipped For Perfect Pairing with Revered Autumn Delicacy Hairy Crab

*Elegant dry Chardonnay famed for minerality and zesty crispness
perfectly matches China's sweet seasonal gourmet icon*

(14 October 2020, Hong Kong) – France's iconic Chablis white wines are tipped for perfect pairing with revered autumn delicacy hairy crab.

The elegant dry Chardonnay from Bourgogne's northern-most wine region is famed for expressive minerality and zesty crispness. For these unique characteristics, it perfectly matches the rich golden roe, sweet meat and distinctive freshness of China's seasonal gourmet icon.

“Minerality is the enigmatic symbol of Chablis,” said Mr Jean-François Bordet, President of the Chablis Commission of the Bourgogne Wine Board (BIVB).

“This makes the region's world famous Chardonnay a natural, lively pairing with hairy crab – the traditional Chinese gastronomic highlight of autumn.”

All four Chablis appellations – *Petit Chablis, Chablis, Chablis Premier Cru* and *Chablis Grand Cru* – wonderfully compliment the historically beloved hairy crab from the Tai and Yangcheng Lakes near Suzhou and Hangzhou in China.

For convenience, Chablis' four appellations for pairing with popular Chinese hairy crab dishes are recommended below :

PETIT CHABLIS, a great entry point to Chablis wines offering great value and accessibility as a superb aperitif, is paired with *Steamed Fresh Hairy Crab*, for zesty freshness that brings out the essential sweetness of the delicacy in its purest form. *Petit Chablis, 2016, Domaine Courtault* is considered a fine contender for this match.

Mid-range **CHABLIS** – by far the largest appellation, notable for its purity, crispness and minerality – perfectly compliments the sweetness and buttery taste of delicate *Hairy Crab Roe Xiaolongbao* (steamed soup-filled dumplings). Representing this fresh style with more body and weight than Petit Chablis is *Chablis, Saint Martin, 2018, Domaine Laroche*.

CHABLIS PREMIER CRU, highly regarded as an “incredibly pure expression of the grape”, rich and complex combining exceptional terroir and historic producers, has a fresh, elegant and complexity that pairs superbly with the rich texture and flavours of *Hairy Crab Roe Mixed Noodles*. A fine choice from this appellation would be *Chablis Premier Cru, Montée de Tonnerre, 2016, Billaud Simon*.

Finally, the crème de la crème, **CHABLIS GRAND CRU**, reserved mostly for special occasions, has a famously rich, bold, fleshy texture that beautifully complements rich-flavoured *Braised Rice with Hairy Crab Roe and Sea Urchin in Clay Pot* and *Pan-fried Japanese Scallop with Hairy Crab Roe*, a sumptuous pan-fried specialty with elaborate ingredients. A noble example is *Chablis Grand Cru, Valmur, 2017, Domaine Jean-Paul et Benoît Droin*.

“Chablis ideally complements most Chinese food, in particular hairy crab, balancing its renowned sweet flesh, golden roe, and creamy and buttery flavours,” added Mr Bordet.

“Whatever choice of appellation and price range, purity, expressiveness and transparency embody a glass of Chablis, which reflects its environment like nowhere else on earth – where Chardonnay becomes Chablis. Even though Chardonnay is made all over the world, when it is grown in Chablis, that spark of minerality and cool climate character is uniquely potent.”

This signature minerality is from subsoil rich in marine fossil deposits dating to a geological period 150 million years ago from when Chablis was under a warm, shallow sea. Chablis is the only region in Bourgogne where the geological period of the Kimmeridgian soil is firmly imprinted in the appellation regulations.

The cooler climate of Bourgogne’s northernmost wine region also produces dry white wine with more freshness and tension, expressing a restrained elegance and fruitiness for Chardonnay wines with unique minerality, crispiness and freshness uncompromised by overly mature grape flavours.

One final important point to note from this exceptional pairing: while it is common to have a vinegar dip with hairy crab, this is not recommended when pairing with Chablis – because vintage vinegar’s strong sweet and sour flavour from added brown sugar overpowers the wine’s characteristic freshness.

For the complete list of recommended appellations and wine from Chablis to pair with seasonal hairy crab, please refer to Appendix I.

To discover more, please like and connect with Chablis Wines on:

Instagram : @VinsdeChablis

Twitter : @PureChablis

Youtube : Vins de Bourgogne BIVB

Hashtag : #PureChablis

-Ends-

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 5,687 hectares spread-out in 417 enterprises (négocies, co-op, 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 37.9 million bottles produced each year, Chablis wines represent 18% of Bourgogne wines offerings and export annually over 66%.

For more information, please contact:

JIN Communications

Minnie KING | Yanton Ho | Neva Chan
T : (852) 3157-1383
E : minnie.king@jin-comm.com |
yanton.ho@jin-comm.com |
neva.chan@jin-comm.com

BIVB Chablis

Françoise Roure
Marketing Communication Manager
T : +(33) 3 86 42 42 22
E : francoise.roure@bivb.com



France's iconic Chablis white wines are tipped as a 'marriage made in heaven' paired with revered autumn delicacy hairy crab



PETIT CHABLIS, a great entry point to Chablis wines offering great value and accessibility as a superb aperitif, is paired with Steamed Fresh Hairy Crab, for zesty freshness that brings out the essential sweetness of the delicacy in its purest form

Mid-range **CHABLIS** – by far the largest appellation, notable for its purity, crispness and minerality – compliments the sweetness of delicate Hairy Crab Roe Xiaolongbao (soup dumplings)



CHABLIS PREMIER CRU, highly regarded as an “incredibly pure expression of the grape”, rich and complex combining exceptional terroir and historic producers, has a fresh, elegant and complexity that pairs superbly with the rich texture and flavours of Hairy Crab Roe Mixed Noodles

CHABLIS GRAND CRU, reserved mostly for special occasions, has a famously rich, bold, fleshy texture that beautifully compliments rich-flavoured Pan-fried Japanese Scallop with Hairy Crab Roe, a sumptuous pan-fried specialty with elaborate ingredients

Appendix I

Recommended Chablis Wines for Hairy Crab Pairing

#	AOC	Domain	Vintage	Retail Price (HK\$)	Distributor
1	Petit Chablis	Domaine Courtault 	2016	HK\$175	ENOTECA
2	Chablis	Saint Martin, Domaine Laroche 	2018	HK\$190	Watson's Wine
3	Chablis Premier Cru, Montée de Tonnerre,	Billaud Simon 	2016	HK\$435	Etc Wine Shops
4	Chablis Grand Cru, Valmur,	Domaine Jean-Paul et Benoît Droin 	2017	HK\$740	Watson's Wine