



PURE CHABLIS

One grape

One region

One of a kind

Only from France

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Press Release

Chablis Cheering Summer Sunshine with Hong Kong Campaign Showcasing Beloved Zesty White Wine for All Occasions

“Rejoice Summer Spirits with Chablis in Hong Kong” celebrates elegant pride and joy of Bourgogne’s northern-most wine region at leading retailers – 1 – 30 June, 2021

(12 May 2021, Hong Kong) – France’s iconic Chablis wine region is cheering the summer sunshine with a showcasing the popular zesty white wine for all uniquely Hong Kong occasions. The elegant dry Chardonnay is a fast-growing favourite in Hong Kong for its uniquely pure, crisp minerality and everyday versatility – especially in spring and summer.

A month-long “Rejoice Summer Spirits with Chablis in Hong Kong” campaign from 1 – 30 June, 2021 now celebrates the pride of Bourgogne’s northern-most wine region as a joyous companion to any small unique Hong Kong gatherings – from *dai pai dong* cafes and *yum cha* dim sum to elegant outdoor lunches, garden BBQs, weddings or boat trips.

“The crispy minerality and pure, elegant finesse of Chablis is a bright shining symbol of sunshine beloved in Hong Kong, especially in summer seasons,” said Mr Jean-François Bordet, President of the Chablis Commission of Bourgogne Wine Board (BIVB). “As booming popularity, Chablis is firmly rooted in Hong Kong as a best companion for everyday enjoyment and socialising.”

In the wake of International Chardonnay Day on 27 May 2021, the month-long promotion is across Hong Kong in 24 wine shops and 117 online stores, including *Burgundy etc*, *Corney & Barrow*, *Cuvées*, *Enoteca*, *GDV Fine Wines*, *Grand Wine Cellar*, *House of Connoisseur Limited*, *Kerry Wines*, *L'Imperatrice*, *Links Concept*, *ORD Fine Wines Group*, *Ponti Wine Cellars*, *Rare & Fine Wines*, *The Wine Guild*, *Toast for Wine*, *Wine Shop Asia* and *Wine Warrior*.

The summer showcase embraces all appellation grades of the legendary winegrowing area – from easy-drinking **Petit Chablis** and signature **Chablis**, which together account for nearly three-quarters of the Chablis market in Hong Kong, to most prestigious **Chablis Premier Cru** and **Chablis Grand Cru**.

Among light, bright Petit Chablis especially recommended by BIVB for a casual yet relaxing dinner over ‘dai pai dong’, literally means “big licence stall”, embracing Hong Kong’s iconic wok-fried dishes. *Petit Chablis, 2019, Domaine Louis Moreau* is lively and light with a fresh, pleasant roundness from aromas of white flowers and citrus notes. Attractively coloured white gold, young and lively *Petit Chablis, 2017, Domaine Billaud Simon* is fresh and delicate with plenty of character and bright aromas of lemon and white flower – a perfect companion over a game of Chinese chess in Kowloon Park.

Traditional Chablis vintages are a glorious pairing with typical Chinese dim sum in Hong Kong’s signature tea house, for example *Chablis Bas de Chapelot, 2018, Domaine Eleni et Edouard Vocoret*, a crisp, refreshing single-vineyard Chablis from one of the region’s most exciting up-and-coming producers, with aromas of peaches, waxy lemon rind, smoke

and oyster shell. *Chablis, 2018, Clotilde Davenne*, is powerful, dry and elegant, textured with ripe white fruit, mango and quince flavours, and aromas of citrus, mango, pear and almond – complements a joyous seafood dinner at a fishing village with over half a century of history.

At the top end, for refined Chinese dining, boating or garden party occasions, *Chablis Premier Cru, Montée de Tonnerre, 2016, La Chablisienne* is elegantly pale gold and succulent with intriguing notes of citrus and sweet spices. *Chablis Premier Cru, Beauroy, 2018, Domaine Alain Geoffroy* is delightfully smooth and fresh with light minerality, creamy texture and fruity floral notes – perfect for a harbour junk cruise during sunset time on the renowned Victoria Harbour.

Chablis Grand Cru, Les Clos, 2018, Maison Simonnet-Febvre is uniquely characterful, with a complex nose of exotic fruits, hazelnuts and vanilla that develops exceptionally with ageing – the ultimate celebration for reaching The Peak of Hong Kong with a glorious dinner.

Chablis stands head and shoulders above its Chardonnay cousins elsewhere with signature crisp minerality from chalky subsoil rich in marine fossil deposits dating back 150 million years to the Kimmeridgian geological period, when the legendary plateau was under a warm, shallow sea. The imprint of this terroir is Chardonnay of distinctive purity, with the region's naturally cool climate promoting expression of minerality with unique zesty freshness, uncompromised by overly mature grape flavours.

“Chablis reflects its environment like nowhere else on earth, where Chardonnay becomes Chablis, embodied with finesse, elegance and expressiveness,” added Mr Jean-François Bordet, “Chablis is a crystal-clear expression of its terroir, with minerality its enigmatic symbol.”

Growing popularity of Chablis in Hong Kong is underlined by latest 2020 exports of most affordable **Petit Chablis** and **Chablis** rising 4.4% by volume and 10% by sales, despite setbacks particularly in the restaurant wine market from both social unrest and the Covid pandemic. The surge of these two appellations continued over the first two months of 2021, soaring 49.6% by volume and 73.8% by sales.

For more information about the month-long “Rejoice Summer Spirits with Chablis in Hong Kong” campaign, please visit <http://bit.ly/ChablisPromotionHK>.

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

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 5,771 hectares spread-out in 417 enterprises (négoce, 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 37.4 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 | Neva CHAN | Ally HUI

T : (852) 3157-1383

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

neva.chan@jin-comm.com |

ally.hui@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 wine region is greeting summer with a Hong Kong retail outlet campaign promoting the beloved zesty white wine for all occasions



Among light, bright Petit Chablis especially recommended by BIVB for a casual yet relaxing dinner over 'dai pai dong', literally means "big licence stall", embracing Hong Kong's iconic wok-fried dishes



Traditional Chablis vintages are a glorious pairing with typical Chinese dim sum in Hong Kong's signature tea house



At the top end, for refined Chinese dining, boating or garden party occasions, Chablis Premier Cru is perfect for a harbour junk cruise during sunset time on the renowned Victoria Harbour






Chablis Grand Cru is the ultimate celebration for reaching The Peak of Hong Kong with a glorious dinner







The "Rejoice Summer Spirits with Chablis in Hong Kong" campaign is showcasing the pride of Bourgogne's northern-most wine region as joyous for any small, gatherings – from street food, dim sum and seafood lunches to garden BBQs, wedding parties or boat trips

Appendix I

Recommended Chablis Wines from Bourgogne Wine Board

#	AOC	Domain	Vintage	Retail Price (HK\$)	Tasting Notes
1	Petit Chablis 	Domaine Louis Moreau	2019	HK\$119 from Continental Wines	Bright gold color with aromas of white flowers (hawthorn, acacia) mixed with notes of citrus (lemon, grapefruit). The palate is lively and light, balanced in acidity.
2	Petit Chablis 	Domaine Billaud-Simon	2017	HK\$195 from Rare & Fine Wines	Attractive white gold colour with pale green reflections. The nose is generous, precise, lively and dominated by lemon and white flowers with a mineral backbone. Its soft texture is counteracted by fresh fruits, lemon, grapefruit, apple, fern and mineral notes.
3	Chablis Bas de Chapelot 	Domaine Eleni et Edouard Vocoret	2018	HK\$240 from Les 20	It reveals aromas of peaches, waxy lemon rind, smoke and oyster shell. On the palate, it's medium to full-bodied, satiny and complete, with tangy acids and an elegantly enveloping profile.

4	<p>Chablis</p> 	Clotilde Davenne	2018	HK\$290 from My Cellar	The palate is fresh and tasty. White peach of vine. Mineral and delicate.
5	<p>Chablis Premier Cru Montée de Tonnerre</p> 	La Chablisienne	2016	HK\$275 from Wine Warrior	Very pale gold in colour, a limpid and brilliant wine. Beautiful and pure in the mouth, rich and complex revealing all the potential of the region.
6	<p>Chablis Premier Cru Beuroy</p> 	Domaine Alain Geoffroy	2018	HK\$320 from Xtra Wine	Straw yellow with greenish reflections with pleasant bouquet rich in floral and fruit varieties. Full and round, it is a perfect balance between power and finesse, softness and freshness. Rich and persistent finish.

7	<p>Chablis Grand Cru Les Clos</p> 	Maison Simonnet- Febvre	2018	HK\$914 from WineShopAsia	<p>A complex nose of exotic fruits, hazelnuts, and vanilla. An ample mouthfeel is balanced by a linear tension and a mineral finish. Drink with grilled fish or fish in sauce, grilled white meats or white meats in crem-based sauces.</p>
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Appendix II

Participating Retailers

#	Wine Shop	Domaine Showcased	Website
1	Burgundy etc	- Domaine Christian Moreau Père & Fils - Maison de Montille - Domaine Louis Michel & Fils - Domaine François Raveneau	www.etcwineshops.com/
2	Corney & Barrow	- Domaine Vincent Dampit - Olivier Leflaive	www.corneyandbarrow.com.hk/
3	Cuvéés	- Domaine Gautheron	www.cuvees.com/
4	Enoteca	- Domaine Nathalie et Gilles Fèvre - Domaine Jean-Claude Courtault - Domaine Dampit & Fils	www.enoteca.com.hk/
5	GDV Fine Wines	- Domaine Bernard Defaix	www.gdvwines.com/
6	Grand Wine Cellar	- Domaine Guy Robin - Louis Max	www.gwc.com.hk/
7	House of Connoisseur Limited	- Domaine Billaud-Simon - Domaine Christian Moreau Père & Fils - Domaine Raoul Gautherin & Fils	www.hocwines.com.hk/
8	Kerry Wines	- Corinne and Jean-Pierre Grossot - William Fevre	www.kerrywines.com/
9	L'Imperatrice	- Domaine d'Elise - Domaine Jean-Claude Bessin - Patrick Piuze	www.les20.com/
10	Links Concept	- Maison Simonnet-Febvre - Le Domaine d'Henri - Louis Latour	www.linksconcept.com/
11	ORD Fine Wines Group	- Domaine Jean Collet et Fils	www.onereddot.com/en/
12	Ponti Wine Cellars	- Albert Bichot - Philippe Pacalet - Les Hauts de Milly	www.pontiwinecellars.com.hk/
13	Rare & Fine Wines	- Domaine Billaud-Simon - Louis Latour - Lucien Le Moine	www.rarenfinewines.com.hk/
14	The Wine Guild	- Domaine Gerard Tremblay	www.hkwineguild.com/
15	Toast for Wine	- J. Moreau & Fils	www.toastforwine.com/
16	Wine Shop Asia	- Le Domaine d'Henri - Louis Latour - Maison Simonnet-Febvre	www.wineshopasia.com/
17	Wine Warrior	- La Chablisienne	www.winewarrior.hk/