



# PURE CHA<sup>B</sup>BLIS

*One grape*

*One region*

*One of a kind*

*Only from France*

## INIMITABLE CHABLIS WINES FOR A SPLENDID OCCASION

With street party festivities soon set to take place across the UK it's time to select some of the finest wines on offer for an extra special celebration. As the number one export market for Chablis wines with 3.4 million bottles sold in the UK in 2021, Brits are selecting Chablis as their wine choice for a multitude of occasions – and for good reason. The diverse range of Chablis' wine appellations make them incredibly versatile and offer some of the best white wines on the market - guaranteed to please at any occasion. With the UK set to break out the bunting and wave the flag for this year's Platinum Jubilee street party celebrations, the high-quality range of wines Chablis has to offer are the ideal choice.

Made by passionate winemakers in the beautiful region of Chablis in France, these dry white wines are renowned worldwide for their crisp minerality and freshness. With Thursday 26 May 2022 officially Chardonnay Day, now is the perfect time to taste everything this outstanding grape variety has to offer. Chablis wines are made solely with Chardonnay grapes – grown on the vineyards of its inimitable terroir, and have a purity which is instantly recognisable.

The diverse range of Chablis wines offer the versatility to match with foods and flavours from across the globe - ideal for the UK's melting pot of culinary influences set to be enjoyed across the country at street parties this June.

For any light snacks such as puff pastry cheese bites or those salty snacks enjoyed before lunch, the **Petit Chablis** appellation offers fresh and vibrant wines which are best drunk when

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young - with aromas of white flowers and mixed citrus notes over a mineral base. The diverse range of both Petit Chablis and **Chablis** wines means there's a Chablis wine to fit any occasion – with picnic party food at a street party no exception. Even for classic street party food staples such as sausage rolls, scotch eggs and cucumber finger sandwiches, Chablis' pure and delicate flavour makes them an ideal partner. The vineyards of Chablis are deeply intertwined in the region's thousand-year-old history – with the winemaking savoir-faire of generations of winemakers evident in the top-quality wines created today.

The **Chablis Premier Cru** appellation includes 40 Climats which are in reference to individual plots of vineyards within this appellation's designated area. Each Climat is individually named and labelled as such, with each one expressing its own unique taste created by the 'terroir' and land it is grown on making the appellation incredibly diverse in flavour. The more complex flavours found in Chablis Premier Cru make it an ideal partner to any flavoursome food dishes such as coronation chicken, spicy meat kebabs, or exotic dips and salsa.

And for something extra extravagant – the prestigious **Chablis Grand Cru** will give any street party celebration the wow factor. The most premium of Chablis' wine appellations, Chablis Grand Cru is made up of 7 Climats: Blanchot, Bougros, Les Clos, Grenouilles, Preuses, Valmur, and Vaudésir. Best enjoyed aged 10 to 15 years, these full-bodied white wines offer intense mineral scents balanced with almond and honey touches. Flavours are beautifully balanced in acidity and liveliness. Serve with seafood such as lobster, crab salad, or a fresh plate of oysters with a ginger or fennel dressing to bring out the subtle complexities of the wine, or for something simple - just partner up with a good quality goat's cheese or gouda.

To discover more about Chablis' full range of wines, as well as inspiration for food pairings, visit [www.chablis-wines.com](http://www.chablis-wines.com).

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## CHABLIS' STREET PARTY FOOD PAIRING IDEAS

### **1. Petit Chablis, 2020, Domaine Louis Moreau (Jeroboams, £17.95)**

**Street party pairing:** Comté, ham and spinach savoury muffin

Vg = Vegan cauliflower and spinach savoury muffin

### **2. Chablis, 2020, Domaine Sébastien Dampé (VINVM, £20.45)**

**Street party food pairing:** Palace Culture Cashew 'goat' cheese and onion tart

### **3. Chablis, 2020, Domaine Séguinot-Bordet (Mr Wheeler Wine, £16.95)**

**Street party food pairing:** Chaource, tomato chutney, black onion seed, charcoal cracker

Vg = Cashew cheese with herbes de Provence

### **4. Chablis Premier Cru, Fourchaume, 2020, Domaine Alexandre (Hennings Wine Merchants, £33.95)**

**Street party food pairing:** Crab cocktail, lettuce, capers

Vg = Peas, radishes

### **5. Chablis Premier Cru, Côte de Léchet, 2019, Isabelle et Denis Pommier (Lea & Sandeman, £34.95)**

**Street party food pairing:** Smoked trout finger sandwiches, cucumber, dill

Vg Smoked mushroom slices

### **6. Chablis Grand Cru, Bougros, 2018, Domaine William Fevre (VINVM, £56.30)**

**Street party food pairing:** Peach and Coronation chicken on crouton

Vg = Peach and Coronation curried aubergine

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## Notes to Editors:

### **Contact:**

For more information or imagery please contact Genna Robert at Sopexa (+44(0)738 489 4001 / [grobert@sopexa.com](mailto:grobert@sopexa.com))

François Roure, Marketing Communication Manager, BIVB Chablis (+33 3 86 42 42 22/ [francoise.roure@bivb.com](mailto:francoise.roure@bivb.com))

**About the Chablis Commission:** The Chablis Commission of the Bourgogne Wine Board manages the worldwide promotion of the wines of Chablis. Located only two hours from Paris, Chablis is the most northern of the five wine-producing regions in Bourgogne, Chardonnay's birthplace. Chablis' vineyards are composed of 14,384 acres spread-out in 380 domains. Divided into four appellations (Petit Chablis, Chablis, Chablis Premier Cru and Chablis Grand Cru) these 100% Chardonnay based called for an invite to purity and minerality. With between 35 and 40 million bottles produced each year, Chablis wines represent a third of white Bourgogne offerings and export annually over 65%.

[www.chablis-wines.com](http://www.chablis-wines.com) / Twitter: @PureChablis #PureChablis / Instagram @VinsdeChablis

### **UPDATED KEY FIGURES**

- UK is the leading export market for Chablis by volume, with 3.4 million bottles (equivalent 75 cl), which represents 15% of Chablis exports in 2021
- UK is the second export market by value with 29 million euros (24.8 million GBP), behind the USA.
- Chablis Premier Cru and Grand Cru AOC's have gone up both in volume (+51%/2020) and sales (+30%/2020) in the UK revealing increasing demand for higher value wines from the region

[www.chablis-wines.com](http://www.chablis-wines.com)

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

Twitter : @purechablis - #purechablis  
Instagram : @VinsdeChablis

  
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