



# PURE CHABLIS

*One grape  
One region  
One of a kind*

Press Release

## CHABLIS AND SPICE AND ALL THINGS NICE

Chablis' range of incredible dry white wines are synonymous with the Christmas period - offering something truly unique for the festive season.

A **Petit Chablis** served up with salty snacks for a pre-dinner drink, a fresh **Chablis** perfectly partnered with a sumptuous poached salmon, or an all-out special celebration with a fabulous **Chablis Grand Cru** – each Chablis appellation has something different to offer the classic Christmas celebrations and dining. However, for something a little different, spice things up this Christmas and partner Chablis up with some flavoursome Persian or Indian cuisine.

Curry is now often named the most popular dish in the UK with top-quality curry-houses, takeaways or street-food stalls found across the country. Select a wine to match the complexity of flavours found in Indian food such as a **Chablis Premier Cru**. A dish such as this [prawn curry](#) is the perfect partner to an aged Chablis Premier Cru. To blend with the fruity and nutty aromas of the dish a Chablis Premier Cru Fourchaume, with its dense mineral structure and subtle fruity notes, would provide an ideally balanced match.

Chablis wines are both powerful and subtle so are easily adapted to the sweet and spicy flavours found in more exotic cuisines. Persian dishes are full of flavour with spices such as turmeric, saffron and cinnamon combined with slow cooked vegetables and meat to provide rich and warming meals. Often incorporating fresh herbs and lemon, balance those citrus and aromatic flavours with a crisp **Chablis** or **Petit Chablis**. The crisp acidity of Chablis also helps balance any salty or oily flavours and enhances the flavours without overpowering them.

Surprise guests this Christmas with a suitably spicy Chablis food pairing for a meal to remember. For recipe inspiration and to discover more about the full range of Chablis wines visit <https://www.chablis-wines.com/tasting/the-recipe-blog/blog,1844,7690.html?>

- Ends -

---

## **Notes to Editors:**

### **Chablis food pairing package:**

A number of Chablis wine samples, partnered with an extra special food-pairing package, are available for press. Please contact Sopexa UK for more information.

### **Contact:**

For more information or imagery please contact Léa Riccetti at Sopexa [lea.riccetti@sopexa.com](mailto:lea.riccetti@sopexa.com) Or Françoise 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 14,390 acres spread-out in 417 maisons and domaines. 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 67%.

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

---

Françoise Roure  
BIVB  
Tel.: +33 (0)3 86 42 42 22  
E: [francoise.roure@bivb.com](mailto:francoise.roure@bivb.com)  
Twitter : @PureChablis  
Instagram : @VinsdeChablis  
#PureChablis