



PURE CHABLIS

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One region
One of a kind*

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Press Release

CHABLIS WINEMAKERS BUILD FOR THE FUTURE WITH HIGH YIELDS AND HIGH AMBITIONS

After a complicated year in 2021, Chablis winegrowers are smiling again with the arrival of the 2022 vintage. The yields are close to the maximum allowance – chiming with winemakers' hopes to build back volumes and continue to meet the boisterous export market Chablis continues to enjoy.

Due to this, the 2022 vintage will be soon released in the UK. With 3.8 million bottles sold between August 2021 and August 2022, the UK market is currently the largest export market for Chablis.

Explained Paul Espitalié, president of the Chablis Commission: *"The UK continues to be our most important export market and we believe a key element to the continuing success of Chablis wines. We are investing in understanding the UK market to ensure we're keeping existing Chablis fans happy, but sharing with wider wine drinkers everything our wines have to offer."*

"We want to increase awareness of our Petit Chablis and Chablis wines in our communications. These appellations have just as much to offer the market particularly in the current financial climate in terms of offering great value wines."

Chablis has big ambitions for the future with sustainability at the heart of its objectives. With 17% of Chablis vineyards now fully organic and the Bourgogne-wide plan to be carbon neutral by 2035, winemakers are busy planning ways to be more sustainable.

Said Espitalié: *"The last few years have certainly brought challenges for winemakers in Chablis with the changing and unpredictable climate, however we are able to learn from these experiences and plan for the future. We are already considering Chardonnay varieties more resistant to these early frosts we're seeing, as well as methods such as a propeller ventilating system to help circulate warmer air between the vines, the installation of heated*

cables, or aspersion (the process of spraying vines with water before a frost, to add protective layer of ice).

“We believe it’s important to not just look at this year, but look ahead to what the future may hold as climate change continues impact winemaking. We want to get ahead of potential issues which may arise as well as be as sustainable as possible to ensure we continue to deliver on quality and quantity for future years.”

- Ends -

Notes to Editors:

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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%.

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