



# PURE CHABLIS

*One grape  
One region  
One of a kind*

Press Release

**Unlock Chablis: The interactive game that takes you on a journey to discover Chablis wines**



In a post-pandemic world where the digital is increasingly important, the question of how to engage with and educate people about wine is a big one. Chablis wished to tap into this digital world, allowing wine professionals to be transported into the region virtually; hence 'Unlock Chablis' was born.

Unlock Chablis is a new interactive game that immerses users into the heart of Chablis, and is now available for play. The game takes you on a virtual journey to one of the purest expressions of Chardonnay in the world. As you play, you will discover the history, heritage, and iconic wines of the region. Designed as a digital "escape room" concept, Unlock Chablis tests your Chablis knowledge with regional trivia, vineyard site identification, winemaking steps, and flavour/aroma characteristics.

Developed and tested by the Bourgogne Wine Board (BIVB), the game strikes a perfect balance between challenging and entertaining.

The game is available for individual play or simultaneous play with your team via live video streaming. Whether you are a sommelier, wine importer, or distributor, Unlock Chablis will test your skills and take you on a journey you won't forget.

The game is now available via the following link: <https://unlock.chablis-wines.com/>.

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**Notes to Editors:**

**Contact:**

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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%.

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

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