

Press Release

#BourgogneWines
#PureChablis

Beyond the Label: Take a Closer Look at Bourgogne Wines

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The ‘Take a Closer Look’ campaign arrives in Brazil with events in São Paulo and Rio de Janeiro.

The Bourgogne Wine Board (BIVB) announces the launch of the campaign ‘Take A Closer Look’: inviting Brazilians to take a fresh look at the region’s less known wines. Through a series of events in São Paulo and Rio de Janeiro, wines professionals, media and opinion leaders will have the opportunity to step off the beaten path and explore what defines Bourgogne wines —emotion, experience, terroir, savoir-faire, and authenticity— offering a deeper connection to the region and its winemaking heritage.

The campaign will be launched by Anne Moreau, a sixth-generation representative of Domaine Louis Moreau in Chablis and current president of the BIVB Communication Commission. With solid experience in international markets — including Brazil, the U.S., and Asia — Anne brings a strategic and insightful perspective on Bourgogne wines and the region's diverse terroirs.

The campaign invites to explore two key dimensions.

First, it shines a light on lesser-known appellations—such as some Village AOCs like Irancy, Viré-Clessé, Montagny, Auxey-Duresses—that deserve more attention for their authenticity and character. Second, it offers a renewed perspective on Chablis wines, which many may believe they already know. Far from being just dry white wines made from Chardonnay, Chablis holds surprises in its diversity, depth, and expression of terroir.



Chablis Grand Cru parcels of Blanchot and Les Clos, seen from Montée de Tonnerre.

In 2024, Bourgogne wines broke records in Brazil, with a 17.5% growth in volume and a 21.8% increase in value compared to 2023, totaling €8.5 million in sales. White wines were the main highlight, especially Chablis and Petit Chablis, which saw growth of over 70% in volume and 75% in value. Today, white wines from Bourgogne represent 74.3% of all French AOC white wines exported to Brazil.

Although Brazil accounts for less than 1% of Bourgogne's total exports, it is by far the main destination for the region's wines in South America, concentrating 89% of the volume and 79% of the revenue on the continent.

"We especially want to shine a light on our beautiful yet lesser-known appellations, which offer exceptional value in terms of quality, price, and enjoyment. These include the Village appellations, as well as Bourgogne and Mâcon wines with geographical designations like Bourgogne Hautes Côtes de Nuits or Mâcon-Lugny. And of course, there's our Crémant de Bourgogne — a sparkling expression of our signature grape varieties and unique terroirs, with a festive touch of elegance on top!"

- Anne Moreau, President of the BIVB Communication Commission.



Still More to Come

The campaign will continue with a series of events for wine industry professionals, including sommeliers, enologists and importers. **Two in-person workshops on Bourgogne wines** will take place on June 11 in Rio de Janeiro and June 12 in São Paulo. A dedicated **Chablis wines workshop** will follow in São Paulo on June 26. To expand access across the country, the campaign will also feature **two webinars**: one focused on Bourgogne wines on July 23, and another dedicated to Chablis wines on September 4. All events will be hosted by **Paulo Brammer and Alexandra Corvo**, official Bourgogne wine ambassadors in Brazil.

About Bourgogne Wine Board

The Bourgogne Wine Board is a professional organization that brings together all winegrowers and wine merchants from the Bourgogne region. Its role is to represent and protect the interests of Bourgogne winemakers and merchants, to define industry policy in technical, economic and marketing terms, and to conduct promotional activities.

Bourgogne is like a 32,000-hectare patchwork, representing just 0.5% of world wine production with an average of almost 200 million bottles annually. No other French region so neatly encapsulates the notion of *terroir* in such great quality wines. What makes Bourgogne wines stand out from the crowd is the intimate relationship between the soil, the influence of the microclimate, the grape variety, and the work of the winegrower.

Why do we not translate Bourgogne into Borgonha anymore? To re-affirm their identity, the region and the producers are reverting to the original French iteration of the name, Bourgogne. Bourgogne is our Family name, and our appellations are our first names.

Contact:

Fernanda Fonseca & Gabriel Malagrino

pandoraexpvinho@gmail.com

Tatiana Antonio – Account Director at Hopscotch Brazil

tantonio@hopscotchgroupe.com

Cécile Mathiaud – Head of PR at BIVB

cecile.mathiaud@bivb.com

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