

Press Release
#BourgogneWines
#PureChablis



Bourgogne is Back: Australia, it's time to Take a Closer Look

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The Bourgogne Wine Board (BIVB) is delighted to announce its return to the Australian market, introducing the concept of “Take A Closer Look”: inviting Australians to take a fresh look at the region’s iconic wines. Through a three-year communications campaign featuring a series of engaging initiatives, trade professionals, media, and consumers 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.

Renowned worldwide for its exceptional wines, Bourgogne is also home to a rich diversity of lesser-known appellations. At the forefront of this campaign are the **lesser-known Village appellations** – such as Rully, Monthélie, or Bouzeron – and **Bourgogne and Mâcon plus a geographical denomination wines**. **Petit Chablis and Chablis** will also be in the spotlight, with consumers invited to rediscover these already well-

loved wines with a fresh perspective. All these hidden gems are being showcased for their accessibility and affordability: with a remarkable quality/price ratio, they are an excellent response to wine-lovers' expectations for more affordable wines that express that indefectible link with the place where they were born.

A Welcome Return

As the 14th largest market for Bourgogne wines by volume and accounting for 90.5% of Bourgogne's total turnover within Oceania¹, it is only natural for the Bourgogne Wine Board to reaffirm its presence Australia.

White wines are at the forefront of Bourgogne's exports to Australia, representing 65% of all volumes exported to the market. The Chablis, Petit Chablis, and Bourgogne AOCs lead the way (Chablis and Petit Chablis accounting for almost half of all white exports, and 26% for the Bourgogne AOC).

Red wines make up another 26% of Bourgogne's exports here, and again Bourgogne AOC comes out on top, representing two thirds of red wine shipments.

With *Régionale* appellations at the forefront of Australian consumption – and as Bourgogne and Mâcon plus a geographical denomination wines make up 15% of these appellations² – there is clear interest in Bourgogne's hidden gems. The three-year communications campaign to support this is being greeted with enthusiasm by representatives of Bourgogne:

François Labet, President of the Bourgogne Wine Board

"There is growing interest in lesser-known appellations like Bourgogne and Mâcon plus a geographical denomination in Australia. Notably, exports of the Mâcon appellation nearly tripled in 2023. The dynamic between Bourgogne and Australia is vibrant and evolving: the new campaign will definitely strengthen this."

Jean-François Bordet, President of the Chablis Wine Commission of the Bourgogne Wine Board

"We're excited to return to Australia with an engaging three-year communications program. Since the end of COVID, exports of Petit Chablis and Chablis to Australia have demonstrated remarkable dynamism, reflecting their appeal – and for good reason: they beautifully showcase the unique Chablis terroir, offering accessibility and charm that resonate with Australian consumers."

Andrea Pritzker, MW and official Ambassador for Bourgogne Wines on the Australian market

"There is a huge amount of interest in the wines of Bourgogne amongst the trade and consumers here. In recent years, the increase in demand coupled with smaller volumes has seen prices soar across the region."

¹ Source : Bourgogne Wine Board Market Data - Australia

² Source : The Essentials of Bourgogne Wines - [74211.pdf](#)



As such, everyone is seeking good value wines to offer their customers and both Bourgogne and Mâcon plus a geographical denomination wines really deliver.

Chablis and Petit Chablis have always been well received in the Australian market and are going from strength to strength in terms of appellation 'brand recognition'. It's wonderful to see these wines also featured within this campaign, as they pair so well with Australian produce."

A Thousand Stories to Tell

Bourgogne holds countless stories waiting to be told — woven through its wines, landscapes, and passionate winemakers.

Bourgogne and Mâcon plus a geographical denomination wines offer the perfect entry into these stories. An introduction to the reality of terroir, these wines are gaining popularity in the Australian market, allowing consumers to step off the beaten paths, discovering wines such as Mâcon-Vinzelles or Bourgogne Chitry. Remaining accessible to today's consumers while adhering to strict production conditions and precise plot delimitations, each glass embodies the unique complexities of its origin.

Throughout the campaign, other exciting appellations will take centre stage: the **lesser-known Village appellations**. Names such as Auxey-Duresses, Saint-Véran, Givry, or Irancy represent just a small sample of the appellations being propelled forward by a dynamic new generation of winemakers. With exceptional quality-to-price ratios, these wines are an ideal choice for today's consumers.

Petit Chablis and **Chablis** are also in the spotlight – well-established but offering an amazing diversity that still needs to be explored, once again reflecting the land from which they originate. At times overlooked, Petit Chablis wines are a perfect, accessible step into these iconic wines, ideal for enjoying amongst friends, while Chablis itself is an appellation which fits into the Australian diet and lifestyle seamlessly.

Still More to Come

This three-year campaign launched in early 2025 – with many exciting activations on the horizon: the Bourgogne Wine Board is partnering with *National Liquor News*, working together on a **Bourgogne and Chablis Buyers' Guide**, set for publication in the May edition.

Also in May, the **Trade Tasting**, featuring an exclusive **Bourgogne masterclass**, will be taking place on Tuesday 27th.

From 29th September to 13th October, **Merivale restaurants across Sydney will be running an exciting Chablis promotion**.

As well as these events, make sure to keep an eye out on social media for several **content creation and podcast partnerships** taking place throughout 2025 and beyond.



The BIVB is bringing the rich history, craftsmanship, and diversity of Bourgogne wines back to Australia—making them more accessible than ever. This campaign is an invitation to **explore Bourgogne wines from a fresh perspective**, uncover hidden gems, and connect with the passionate new generation shaping the region's future.

Australia, it's time to take a closer look at Bourgogne wines.

About the 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 Burgundy 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.

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