



*Chablis, a crystal-clear  
expression of terroir*

PURE CHA<sup>®</sup>BLIS

*One grape*

*One region*

*One of a kind*

*Only from France*

## On the trail of Chablis wines

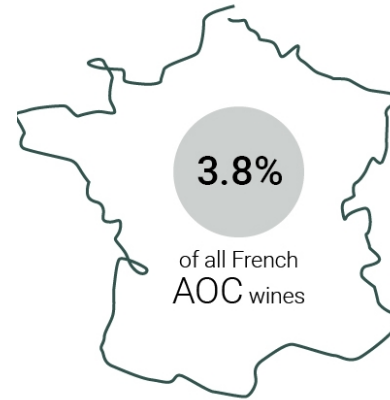
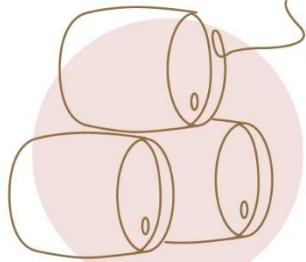
This presentation is dedicated to the discovery of the wines of Chablis, and is part of the Bourgogne Wine Board's (BIVB) global strategy to educate as part of their promotion of the wines of Chablis.

It is a unique trip to the very heart of the Chablis winegrowing area.

# Chablis in France and in the world

## Bourgogne : Average Production \*

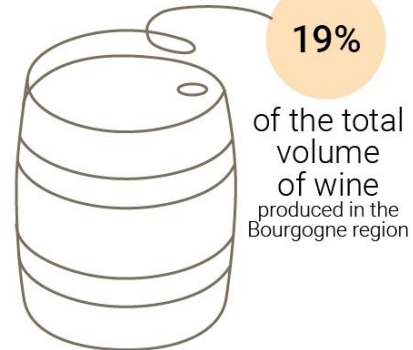
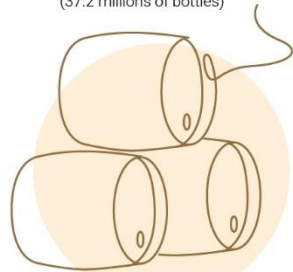
1.43  
million d'hectoliters



## Chablis :

### Average marketable volume \*

279,202 hectoliters  
(37.2 millions of bottles)



## The Bourgogne region: 5 winegrowing areas

- 1 Chablis & Grand Auxerrois
- 2 Côte de Nuits
- 3 Côte de Beaune
- 4 Côte Chalonnaise
- 5 Mâconnais



## A millennia of history



The monks contribute to the development of winegrowing

**XII**

Birth of the Chablis and Chablis Grand Cru AOCs

**1938**

Tradition and modernity

**XXI**

**I – III**

The Romans introduce vines

**XII**

Its reputation is established as it is shipped to Paris

**1956-1959**

First solutions against springtime frosts



## A unique soil and subsoil

- Limestone formed during the Kimmeridgian period (around 150 million years ago), when Chablis was under a warm, shallow sea.
- Contains fossils of small oysters called *Exogyra virgula*.



## One single varietal

*Chardonnay*

*Chablis is Chardonnay,  
but not every Chardonnay is Chablis*

*Rosemary George MW*



In Chablis winegrowing region, the Chardonnay grape finds a unique yet fragile equilibrium at maturity, without over-ripening.

Chablis thus offers an exceptional expression of the varietal, with wines that are elegant, mineral, and appreciated for their purity of taste.

## A unique climate

Candles



Spraying





# Men, Women and expertise



# THE FOUR LEVELS OF APPELLATIONS



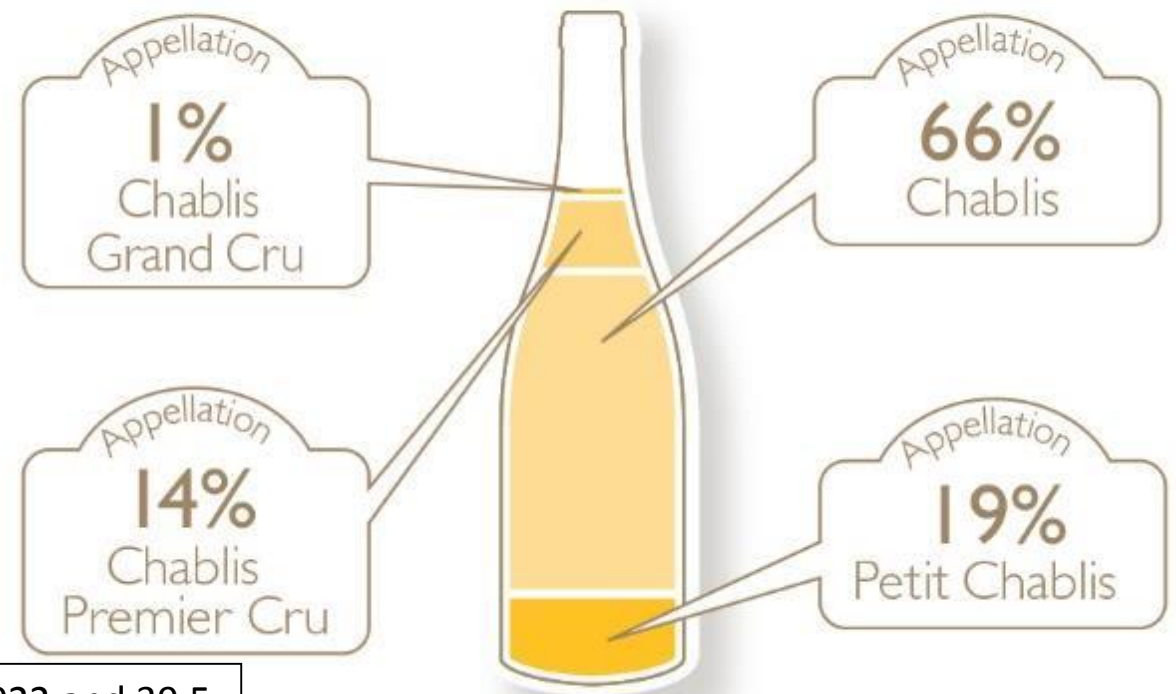
## Levels of Appellations

The wines of Bourgogne are classified according to three levels of Appellation d'Origine Contrôlée (AOC):

- Régionale
- Village
- Grand Cru

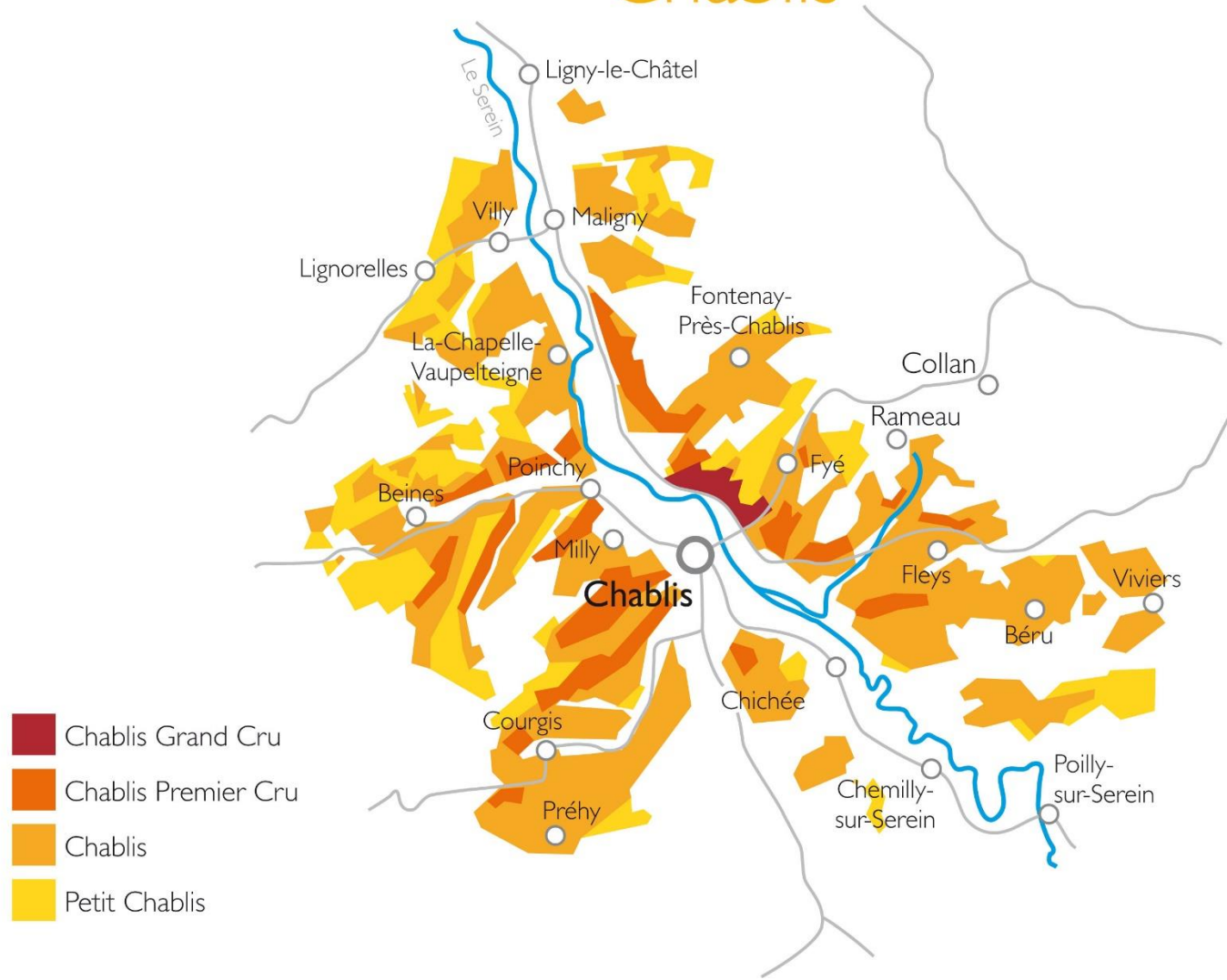
**In Chablis you can find:**

- Village level
  - Petit Chablis
  - Chablis and Chablis Premier Cru
- Grand Cru level
  - Chablis Grand Cru



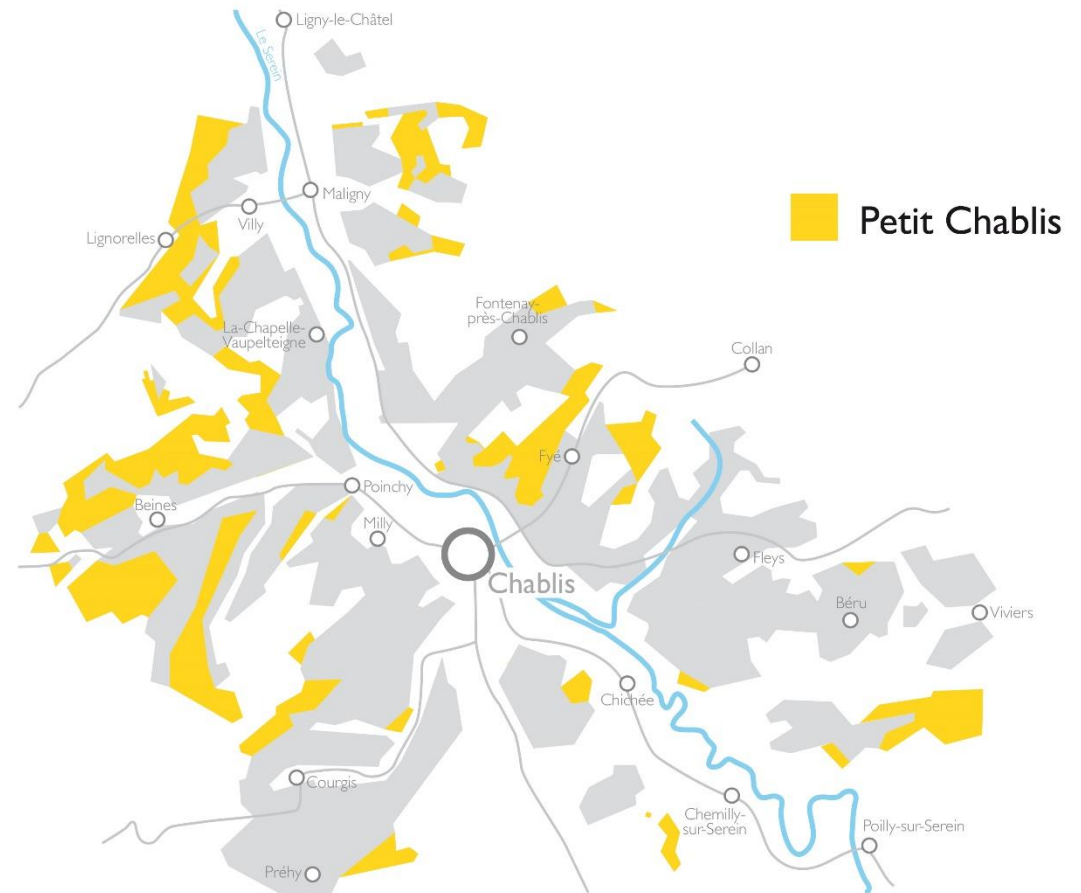
In total, 5.846 hectares in 2022 and 39,5 million bottles produced in average between 2018 and 2022

# Vignoble de Chablis



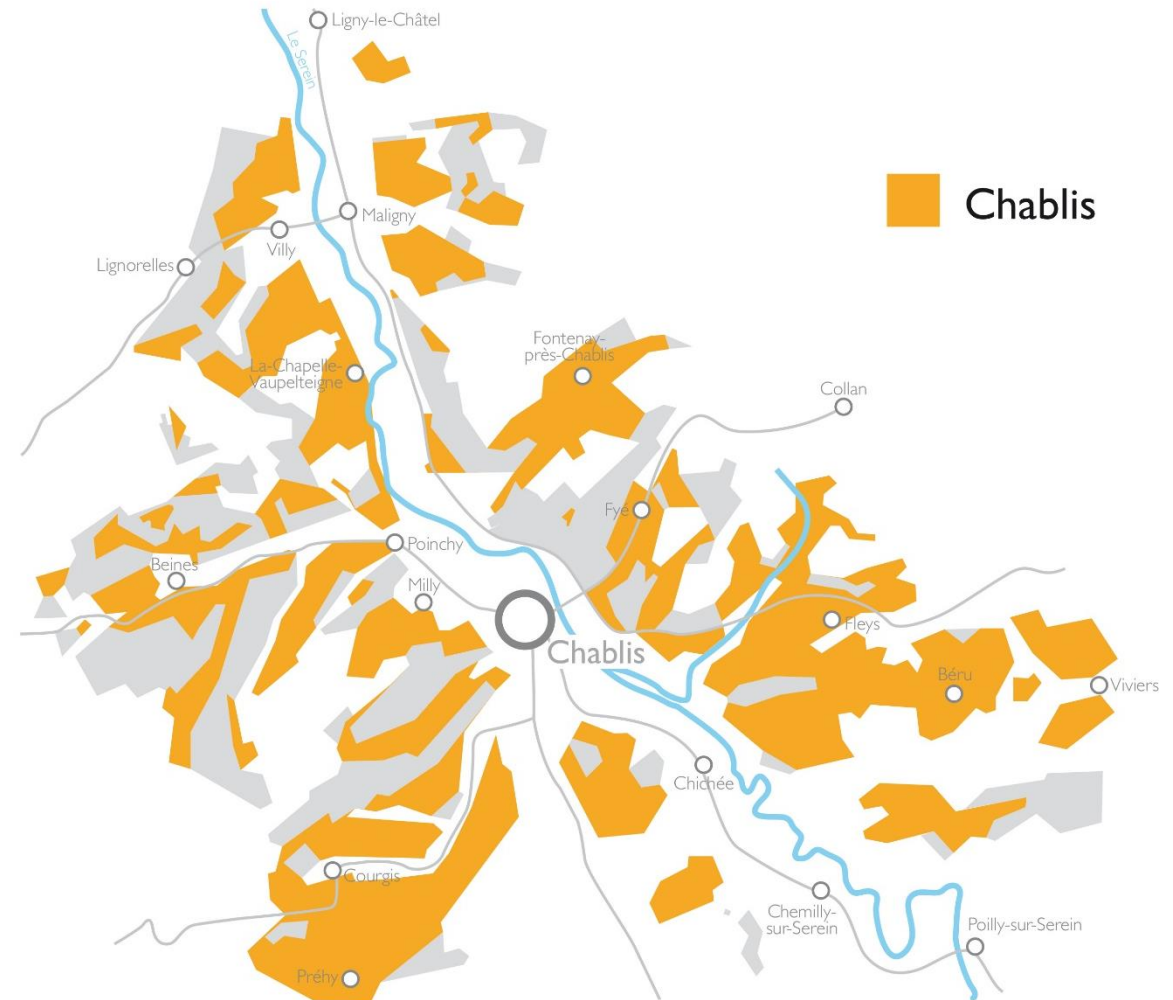
## Petit Chablis

- Decree of 1944
- On the plateaux on the tops of the hills, on limestone formed during the **Portlandian** period
- At an elevation of 230m-280m, with various aspects
- A fresh and lively wine to be drunk young
- Serve at 8-10°C
- Surface : 1 257 ha



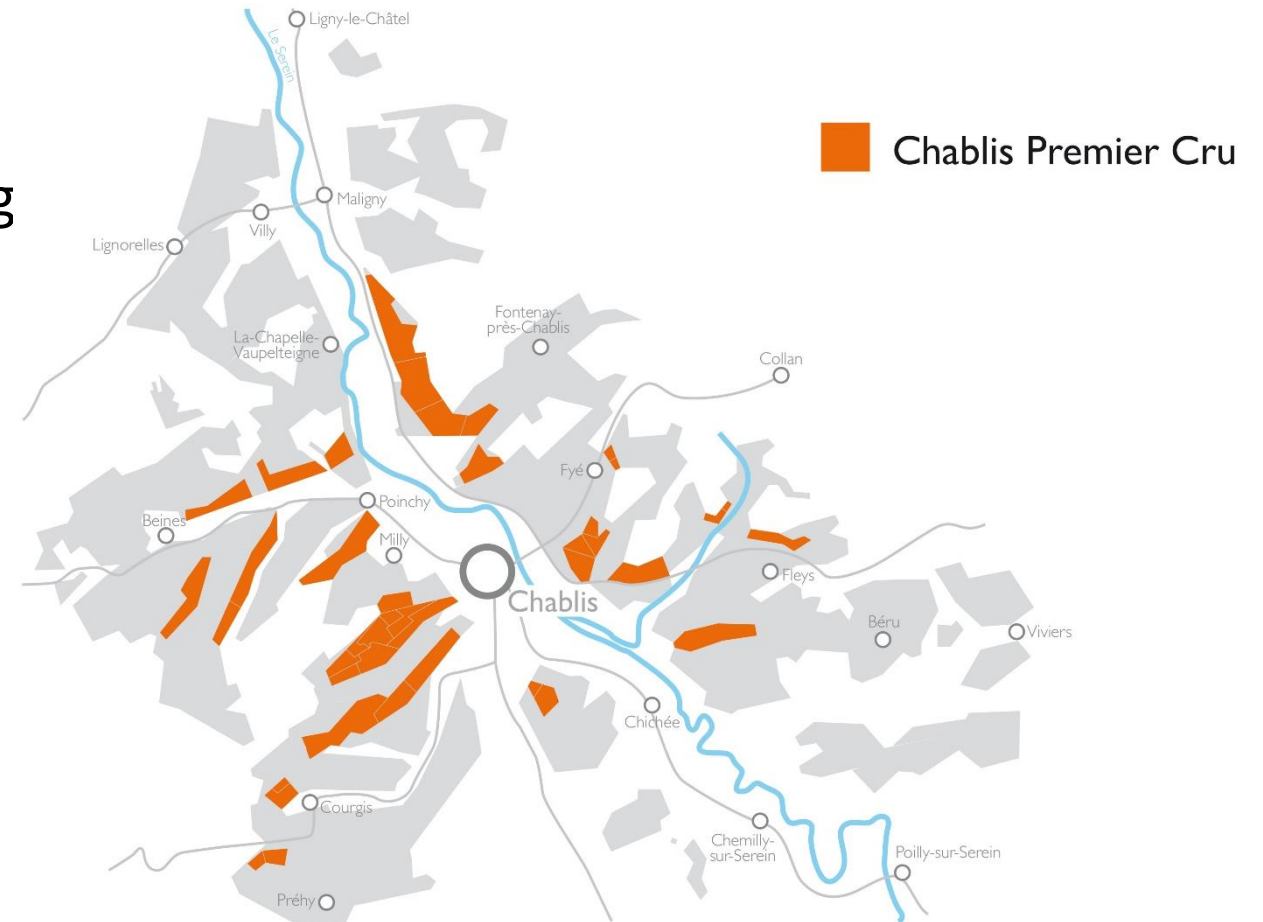
## Chablis

- Decree of 1938
- Planted on limestone soil formed during the **Kimmeridgian** period
- Notable for its **purity, crispness and minerality**
- Serve at 10-11°C
- Surface : 3 716 ha



## Chablis Premier Cru

- Decree of 1967
- On limestone slopes formed during the Kimmeridgian period
- The very essence of Chardonnay over some very special terroirs
- Serve at 10-11°C
- Surface : 772 ha



## Chablis Premier Cru

**40 Climats, including 17 main ones or flagship ones**

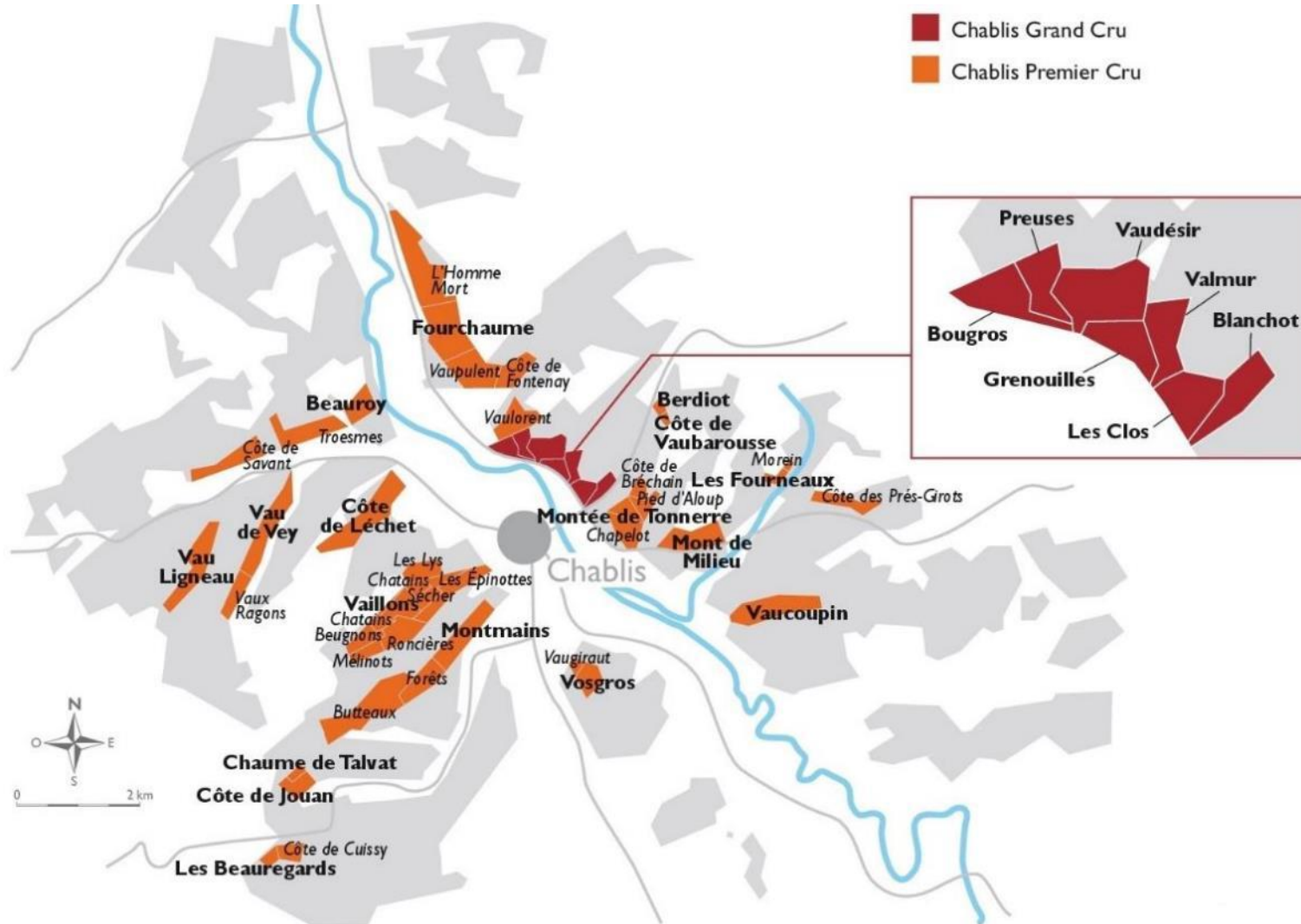
**The most famous:** Mont de Milieu, Montée de Tonnerre, Fourchaume, Vaillons, Montmains, Côte de Léchet, Beauroy and Vaucoupin.

Each Climat has its own style. Some are more zesty, such as Montée de Tonnerre and Côte de Léchet. Others are more delicate and fruity, like Beauroy and Fourchaume.

Each Climat brings its own personality, depending on the soil and the aspect.



# 47 Chablis Climats



## The *Climats*: The expression of terroir in the Bourgogne region

- ***Climat***: The definition of *terroir*
- ***Climat***: The very **DNA** of the Bourgogne winegrowing region

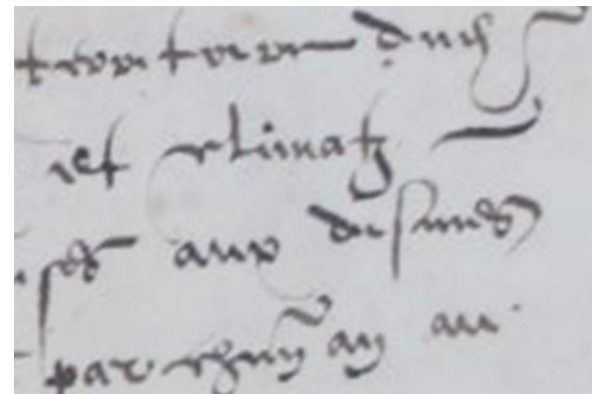
A precisely defined **plot**

Enjoying **specific geological and climatic conditions**

**Identified and enhanced by winegrowers**



CLIMATS DU  
VIGNOBLE DE  
BOURGOGNE  
PATRIMOINE MONDIAL

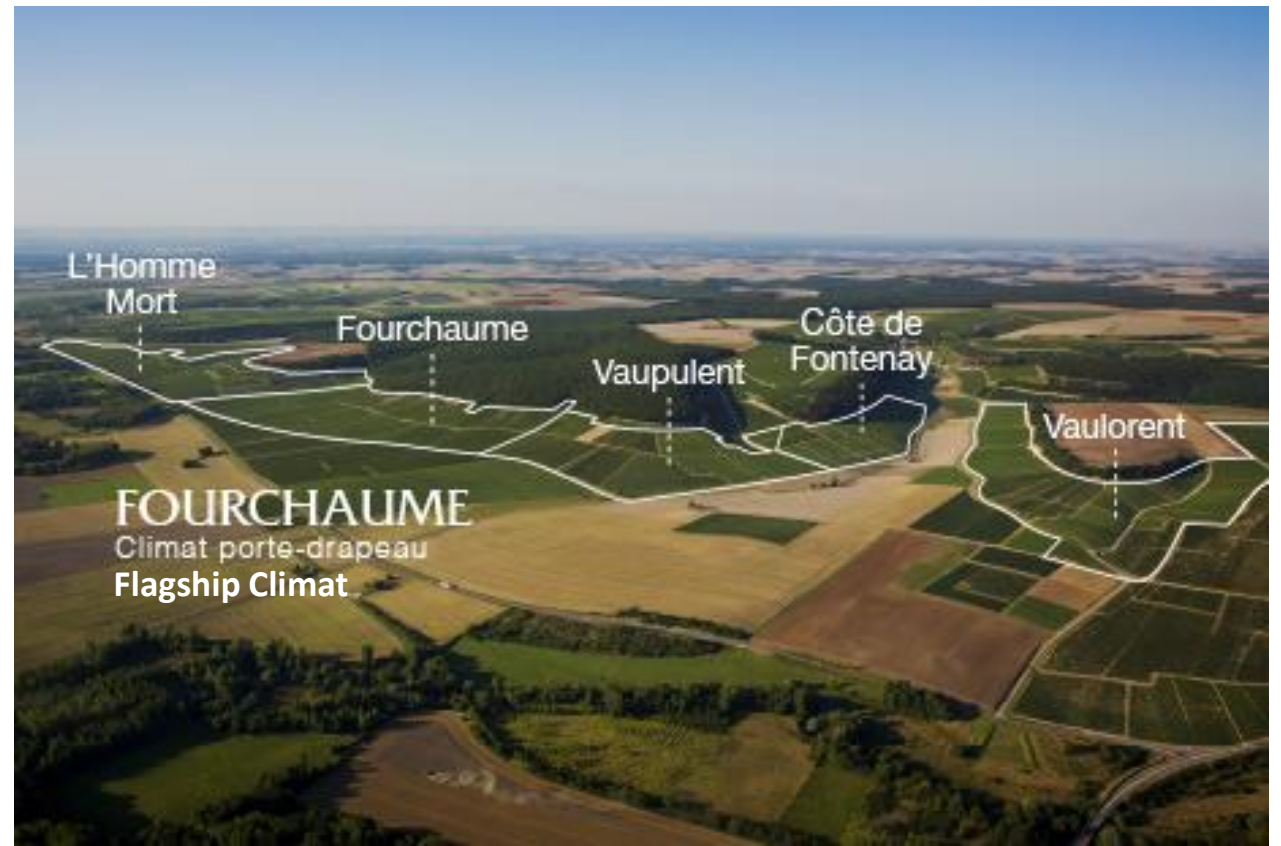


## Chablis Premier Cru

What is a flagship Climat ?

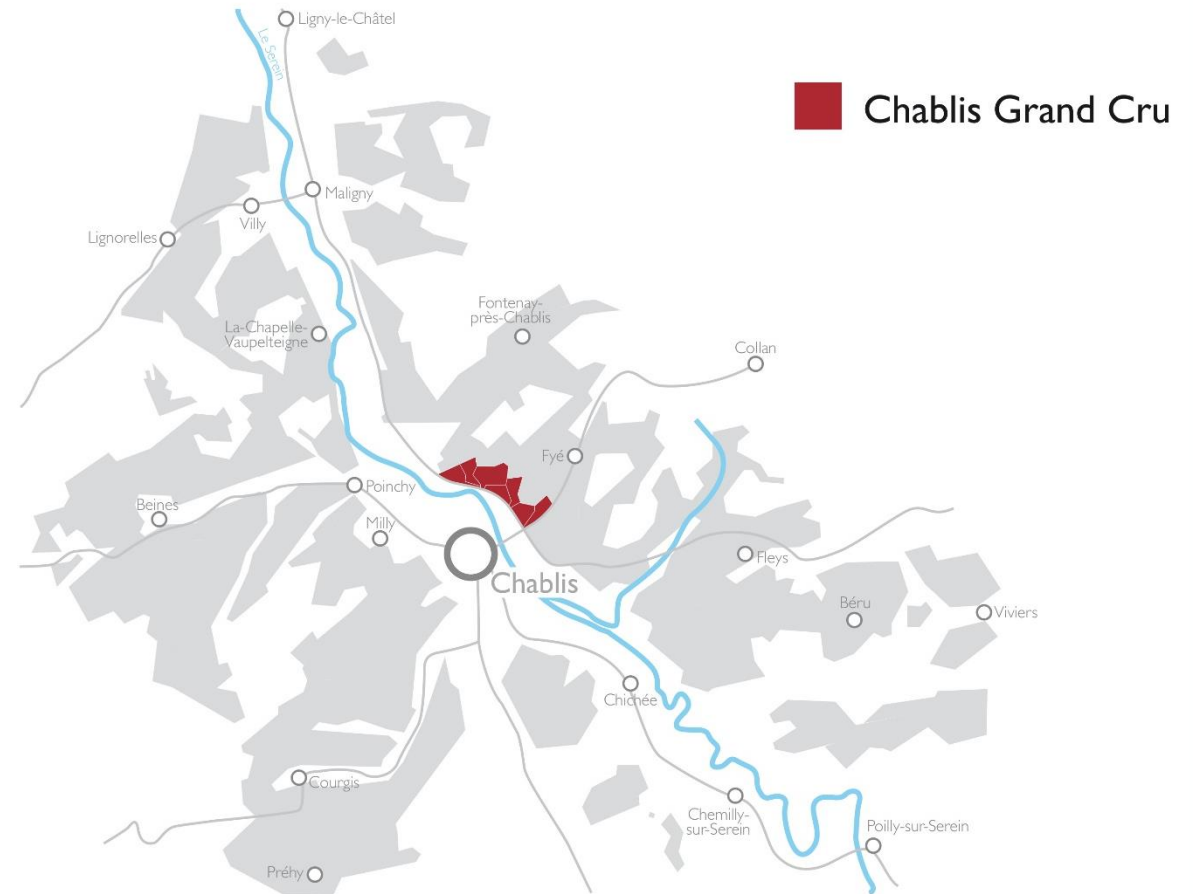
Right bank example: the *Climat Fourchaume* is surrounded by the Climats L'Homme Mort, Vaupulent, Côte de Fontenay and Vauloirent.

Producers with vines in the Climat called L'Homme Mort can call their wine Chablis Premier Cru L'Homme Mort or Chablis Premier Cru Fourchaume, because the Climat L'Homme Mort is a subdivision of the Climat Fourchaume.



## Chablis Grand Cru

- Decree of 1938
- Steep slopes **where in some places the Kimmeridgian limestone** shows on the surface
- **Mainly facing south/south-west:** an aspect which ensures the vines are always bathed in light
- **Minimum ageing until March 15th of the year after the harvest**
- **1 Chablis Grand Cru appellation, 7 Climats**
- Serve at 12-14°C
- Surface : 101 ha

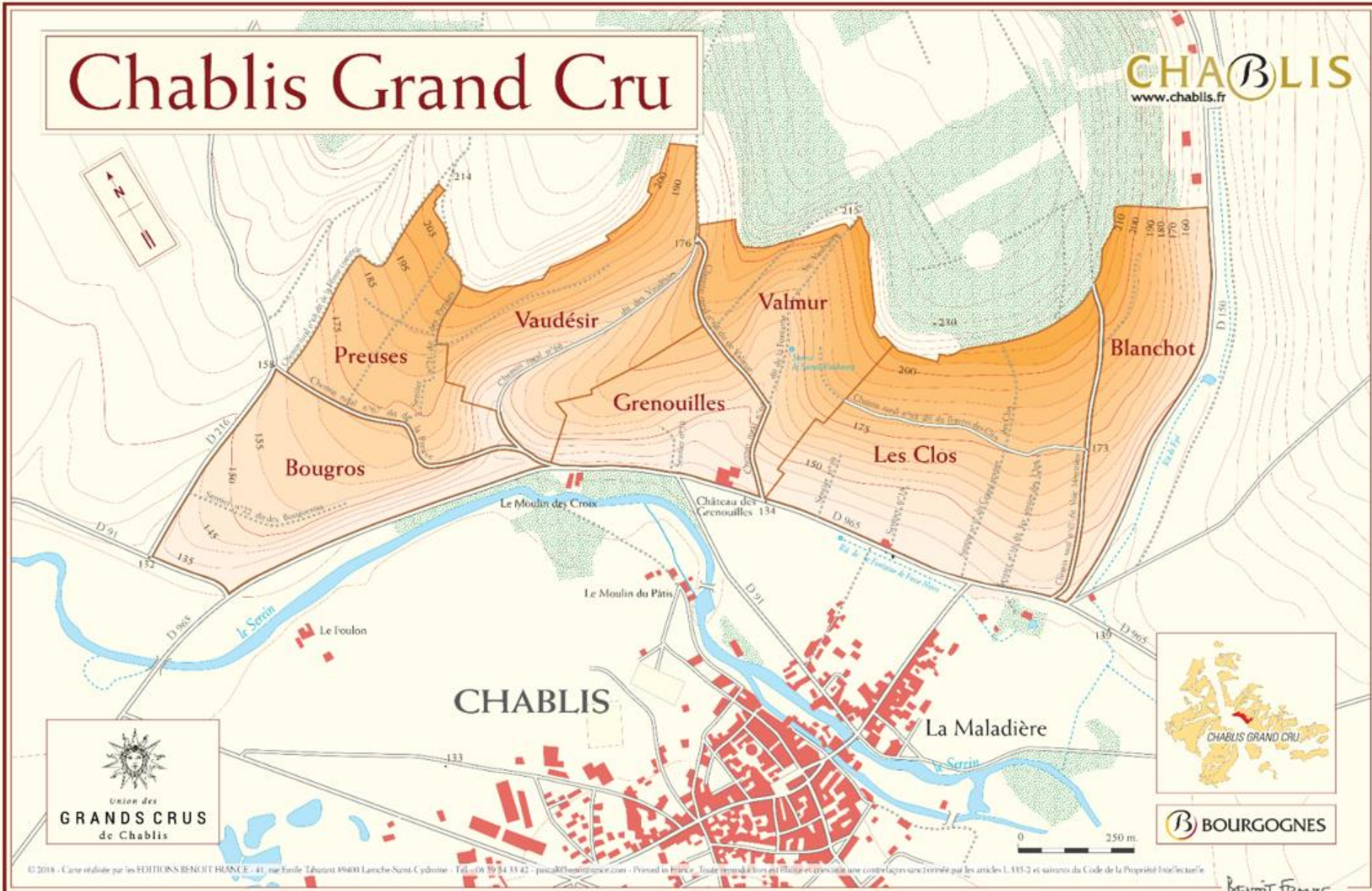


PURE CHABLIS



# Chablis Grand Cru

CHABLIS  
www.chablis.fr



## Food and wine combinations

Chablis wines go well with a wide range of dishes, which accounts for their international popularity.

Their purity and sophistication brings out the best in food, while neither masking nor swamping other flavors.

### **Chablis wines awaken the senses**

There is a wide range of Chablis wines, going from wines for sharing to wines for special occasions.

**From Petit Chablis to Chablis Grand Cru,  
these wines make every occasion extra special**

## Food and wine combinations

**Petit Chablis:** Serve chilled and enjoy as an **aperitif**, or simply on its own. A convivial wine for simple pleasures.



**Chablis:** Chablis is the perfect accompaniment to **seafood**, **grilled fish** and **oysters**. But that's not all. Its depth brings out the very best in Swiss **cheeses**, aged goat's cheeses and mature Cheddar as well as being the perfect partner for white meats and roast poultry.





## Food and wine combinations

**Chablis Premier Cru:** Its purity, sophistication and nobility are a perfect match for a wide range of flavors. To be enjoyed with poultry and veal in creamy sauces, *andouillettes*, snails, or cooked oysters. It is ideal with hard cheeses and Bourgogne cheeses like Epoisses. But it is also wonderful with warm asparagus, rabbit, crab, scallops and poached fish.



**Chablis Grand Cru:** A wonderful partner to lobster and langoustine, foie gras, poultry and white meats in cream or mushroom sauces, raw fish or fish cooked with cream or butter.





## Conclusion

The Chablis wine region, located in a relatively concentrated geographical area, shares a single varietal and draws all its authenticity from the Kimmeridgian soil. It nonetheless offers an extensive pallet of wines and expressions, to delight a wide public.

- A single varietal, Chardonnay
- Kimmeridgian soil
- Four levels of *appellation*
- 5,846 hectares of vines
- 39,5 million bottles produced annually (average 2018/2022)
- Sold in around 100 countries
- and a purity that is inimitable

***Pure Chablis, one grape, one region, one of a kind.***

Join us on [www.chablis-wines.com](http://www.chablis-wines.com)

 @PureChablis -  @VinsdeChablis



# Comments

**Slide 4:** In the north of France, the Chablis winegrowing area is halfway between Paris and Beaune, and not far from Champagne.

**Slide 5:** The wines of Chablis have a history that dates back over millennia:

- The vines were introduced by the Romans
- Monks (Benedictine and Cistercian) developed them (Photo of the Abbey of Pontigny on the right).
- River/canal connections to Paris meant that trade was established well before the development of the railways in France (without the Parisian market, there might have been no Chablis). Chablis was seen on the tables of Paris, the precursor to export...

From the 16<sup>th</sup> century onwards, the wines of Chablis became more and more famous. Brought to Paris via the port of Auxerre, the wine appeared on the table of the King of France, and set off to conquer the world – England, Russia etc.

Prior to the construction of the railways, all the wines were transported on the river Yonne and shipped up the Seine on flat bottomed boats called *coches d'eau*.

The winegrowing area suffered with phylloxera at the end of the 19<sup>th</sup> century, followed by the First World War.

In 1908, a union was formed to fight against fraud – a lot more Chablis was being sold around the world than was being produced. Chablis had become a symbol of white wine. This union was at the root of the *appellations* recognized by the INAO in 1938 for Chablis and Chablis Grand Cru.

It was only after mechanization in 1956 and the introduction of heating in the vines that the region enjoyed renewed growth. The generous vintage of 1970 brought the wealth back to the Chablis region. The last fifteen years have been marked by the arrival of new generations with an excellent education, and who have travelled all around the world. They are starting to combine tradition and modernity (knowledge that has been kept for centuries, and new technologies).

**Slide 6:** Around 150 million years ago, Chablis was covered by the sea, during which time the unique Kimmeridgian layer was formed.

The upper and middle Kimmeridgian is a complex of between 50-100 meters, alternating limestone clay, marl and calcareous marl. The soil is pale gray in color, sometimes almost white. This is the soil where the Chablis, Chablis Premier Cru and Chablis Grand Cru appellations flourish. The Petit Chablis appellation spreads over slightly more recent soils and subsoils (roughly ten million years old), dating back to the Tithonian (Portlandian). What differentiates Kimmeridgian and Portlandian limestones ?

**(Slide 6):** During the Kimmeridgian era, the lower sea level made it much easier for products of land erosion such as clay, to mix with carbonate sediments. This explains the presence of marl and oyster fossils, since the latter do not like deep waters. During the Portlandian era, however, the sea level was much higher: the products of land erosion were less abundant resulting in a harder limestone. Once the final sea bedrock was set, erosion is what shaped the landscapes as we know them today. The formation of the Alpes is the most significant moment in the shaping of the Chablis landscape : the hard Portlandian limestone cracked, while the softer marl limestone from the Kimmeridgian showed better resistance to the pressure.

**Slide 7:** The only varietal authorized in the Chablis region is Chardonnay. Although this grape – which has become the international reference in terms of white wine – is recognized around the world, its expression through the soil, the climate and winemakers' expertise in Chablis is unique and unrivalled. Chardonnay, from Bourgogne, is an early budding variety. Chardonnay offers a perfect interpretation of the Chablis *terroir*.

**Slide 8: Technical progress**

The vineyards of Chablis are located in the north of France and enjoy a unique climate : a long hard winter and a hot summer. Between April and September, Chablis sees an average of 1,285 hours of sunshine.

By comparison :

Dijon: 1,433 hours

Reims: 1,190 hours

Montpellier: 1,771 hours

Due to its geographical situation, the Chablis wine region suffers springtime frosts at a time when the buds are developing. Local winegrowers have learnt to protect their crops from these frosts. Spring frosts are characteristic of this region. Over time, and having suffered major losses some years, winegrowers have learned to manage these climate events. In 1959, heaters for use in the vines were first adopted. Today, to help protect their crops against the frost, a range of methods are used, including heated cables and anti-frost fabrics, along with spraying of certain plots of Chablis Premier Cru and Chablis Grand Cru vines. The spraying technique, as the name suggests, involves spraying the vines with water, which freezes around the buds, forming a protective cocoon that maintains the temperature at 0° C. One might call this an igloo approach, Spring frosts can be disastrous for Chablis—several vintages have seen dramatic outcomes (Quote from Chablis winegrower Jean-Paul Droin: “1945 was a terrible year. My grandfather had bought his first electric press and he didn't get to use it. All the vines froze on the night of May 1. In 1957, he only declared 1 hl of Chablis Grand Cru compared to 32 hl in 1951”).

Picture taken in 2016 by Aurélien Ibanez. Chablis only declared half a harvest that year, same as in 2021.

**Slide 9:** The knowledge is transmitted from generation to generation, and some of today's wine producers are the thirteenth or fourteenth generations. The new generations go through a thorough training, and have often travelled around the world. This new education helps them combine tradition and modernity.

The enterprises:

-**1 cooperative** representing just under a quarter of production

-**379 wine estates**, who commercialise over the equivalent of 10 000 bottles,

-**37 maisons de négoce**

• Portraits (from left to right):

- Paul Gagnepain - Domaine de la Côte de Fasse
- Claire et Marine Race - Domaine Denis Race
- Guillaume Michaut - Domaine 47°N7°E
- Jérémy et Céline Venon – Domaine Venon
- Eléonore Moreau - Domaine des Pèlerins
- Antoine et Laurent Robin - Domaine Antoine et Laurent Robin.
  
- Jeanne Vilain, Marie-France, Guillaume et Marianne Vilain - Domaine Chaude Ecuelle
- Camille Besson – Domaine Besson
- Pierrick Laroche – Domaine des Hâtes
- Eve Grossot et ses parents – Domaine Grossot

- Richard Rothier et Amandine Marchive – Domaine des Malandes
- Thomas Ventoura - Domaine Ventoura
- Charlène et Laurent Pinson – Domaine Pinson

- Eleni et Edouard Vocoret – Domaine Eleni et Edouard Vocoret
- Nathalie, Gilles et Julie Fèvre – Domaine Nathalie et Gilles Fèvre
- Caroline et Clément Lavallée – Domaine Grand Roche
- Céline Chevallier – Domaine Chevallier
- Marion et Thierry Mothe - Domaine du Colombier
- Vincent Wengier - Domaine Wengier

- Clément, Didier, Alexandre et Michel Lamblin, Lamblin et Fils
- Mathieu, Olivier et Maxime Savary - Domaine Savary
- Isabelle Gautheron – Domaine des 4 Chemins
- Alain et Cyril Gautheron – Domaine Gautheron
- Luc et Camille Schaller – Domaine Schaller
- Frédéric Soupé – Domaine Soupé

**Slide 11:**

Petit Chablis: 1 257 hectares in 2022 – 59 036 hL on average 2018-2022

Chablis: 3 716 hectares in 2022 – 193 328 hL on average 2018-2022

Chablis Premier Cru: 772 hectares in 2022 – 39 538 hL on average 2018-2022

Chablis Grand Cru: 101 hectares in 2022 – 4 444 hL on average 2018-2022

Total production of Chablis wines on average 2018-2022 : 296 345 hL

**Slide 18:** What is a Climat?

A Climat is a local word to describe a specific plot of vines in the Bourgogne winegrowing region.

It is a precisely defined area that enjoys unique geological and climatic conditions which, when combined with the work of local winegrowers, and translated through the varieties of Chardonnay in Chablis, and Chablis and Pinot Noir elsewhere in the region, come together to form an exceptional patchwork of wine-producing land with its own hierarchy and a global reputation.

The Climats over the centuries:

As far back as the 7th century, certain names of famous Grand Cru were already being recognized and cited, such as the “Clos de Bèze” in Gevrey. Over the centuries, the reputation of Bourgogne wines was driven firstly by the monks of Cîteaux and then by the Dukes of Bourgogne. Some wines, named after their original Climat, gained a reputation beyond the confines of France, such as Clos de Vougeot and Montrachet.

From 1935 onwards, the INAO formalized the use of the term “Climat” and adopted it for official documents for all Bourgogne appellations, whatever their hierarchical level.

One of the earliest reference to the word Climat in the Bourgogne region dates back to 1537 on a document from Chablis.

The Climats, terroirs of Bourgogne, have been inscribed on the UNESCO World Heritage List as a ‘cultural landscape’ since 4th July 2015.

**Slide 17:** There are 40 *Climats*, including 17 main *Climats*.

These *Climats* can be found on both sides of the river Serein, which runs through Chablis.

As such, there are Chablis Premier Cru right bank wines, surrounding the Chablis Grand Cru *appellation*, and Chablis Premier Cru left bank wines.

The volumes represented by the eleven biggest *Climats* of Chablis *Premier Cru* is equivalent to 80% of the volume of the Chablis Premier Cru *appellation*.

These eleven *Climats* of Chablis *Premier Cru*, Vaillons, Fourchaume, Montmains, Beauroy, Côte de Léchet, Vaucoupin, Vau de Vey, Montée de Tonnerre, Mont de Milieu, Les Fourneaux, Vau Ligneau.

**Slide 22:** The seven *Climats* of the appellation Chablis Grand Cru are all situated on a the same hill, on the right bank of the Serein river, benefitting from a south/south-west exposure that is beneficial to the evolution of Chardonnay.  
For the appellation Chablis Grand Cru, the wines are aged at least until the 15<sup>th</sup> of March of the year following the grape harvest.

**Slide 24: Food and wine pairing**

▪ **Petit Chablis**

When should one drink Petit Chablis?

- As a pre-dinner drink: Petit Chablis is an ideal wine to drink before dinner. Its freshness and simplicity waken your taste buds.
- It can be served on different occasions such as a drink with friends.

⇒ It is a wine accessible to all, in every sense of the word (drinking occasions, price...)

⇒ Ideal serving temperature: 8°C to 10°C.

▪ **Chablis**

⇒ Chablis combines itself with a multitude of dishes: it sublimes them without masking them.

⇒ Thus, it would be a shame to limit Chablis and food pairings to conventional associations: Chablis/fish or Chablis/oysters. These wines produce superb sensations when paired with goat cheese, white meats, poultry, and vegetable tarts...

⇒ Ideal serving temperature: 10°C to 12°C.

Other possible food combinations: terrine, bass or salmon marinated in herbs, cod with vanilla, sushi, shellfish and other seafood products, tandoori chicken, and *Blanquette de veau*.

**Slide 25:** Underline the diversity of the *Climats* of Chablis Premier Cru, the wide selection of wines and therefore the wide selection of possible food and wine combinations. Purity, elegance, and sophistication.

Chablis Grand Cru – power and purity – go with even more things because of their strength.