
Wine Paris & Vinexpo Paris 2023

Save the date for Beaujolais wines!

Beaujolais winegrowers and *negociants* will be welcoming wine trade professionals from 13 to 15 February 2023 for the Wine Paris & Vinexpo Paris trade fair, and encouraging them to:

- come and get to know the 58 estates, wineries, wine houses and cooperatives at the “Beujonomie by Beaujolais” stand (stand H3 A182) during the whole fair, or at the producers’ individual stands.

This year, at the Beaujolais wine stand, large-size bottles will be highlighted in a dedicated showcase, and during a **Magnum Party** that will be held on **Monday, 13 February at 5 pm**. On the agenda: tasting of vintages bottled in magnums.

- attend the **“Beaujolais: the diversity of a vineyard” master class** organised by Inter Beaujolais on **Monday, 13 February from 11:30 am to 12:30 pm**.

(reservations required at interbeaujolais@beaujolais.com).

The master class will provide participants the opportunity to rediscover the excellence of this new generation of Beaujolais wines. Rediscover the Beaujolais vineyard where the plurality of its terroirs is as impressive as the singularity of its wines. Each terroir, lieu-dit and plot – boasting an extraordinary range of soils (UNESCO Global Geopark) – is a unique source of expression for the winegrowers. Renowned estates and passionate winegrowers shape this Beaujolais, which is committed to excellence (collective approaches, agroecology, outstanding wines, ageing potential, etc.). Come and discover “Beaujolais Nouvelle Generation”, its importance and its wines!

With the participation of: Gaëtan Bouvier, sommelier; Marine Descombe, Château de Pougelon; Edouard Parinet, Château du Moulin-à-Vent.

Useful info: the master class will be held in “Room 1 - Les Masterclasses”, located in Hall 5.2, Paris Expo – Porte de Versailles.

- attend the **“Chénas & Régnié: the identity and comeback of two Beaujolais gems” master class** organised by the Chénas and Régnié crus on **Tuesday, 14 February from 5:30 to 6:30 pm** (reservation required at nathaliecrusdubeaujolais@gmail.com).

The master class will provide participants the opportunity to rediscover the Chénas and Régnié appellations. Driven by new energy, the desire to outdo themselves and a new generation of winegrowers, the two Beaujolais crus produced in very limited quantities will be on exhibit in Paris to display their potential, with tastings as supporting evidence: 6 wines reflecting the diversity and wealth of the terroirs that give them such a unique signature, combining elegance and complexity.

Useful info: the master class will be held in “Room 1 On! Les Masterclasses”, located in Hall 5.2, Paris Expo – Porte de Versailles.

- taste nearly 70 Beaujolais wines at leisure in the Tasting Avenue (Hall 3, at the far end of Aisle D).



EXCEPTIONAL BEAUJOLAIS

With its landscapes spanning across rolling hills and valleys, the Beaujolais vineyard is being boosted by a breath of fresh air. It's a resolutely forward-looking vineyard where a new chapter is starting, on the foundations laid by pioneering wine houses, estates and wineries. With its past, its values, the integrity of the individuals behind it and their profound relationship with their terroir, the Beaujolais vineyard tells a genuine, sincere, deeply-rooted story for each wine it produces. In the Beaujolais region, each exceptional cuvée is the outcome of meticulous work that creates balance between the heritage of age-old practices and the innovation of passionate winegrowers.

Exceptional Beaujolais: conveying 4 powerful messages

The Beaujolais vineyard is striving to highlight the essence of its great wines and its identity:

- **exceptional terroirs and lieux-dits:** a 10-year study (conducted by SIGALES) led to a very detailed characterisation of the Beaujolais soils, highlighting the exceptional geological diversity of the Beaujolais region. As such, Beaujolais is the first French winegrowing region to be awarded the "UNESCO Global Geopark" label.

Its soil diversity, paired with the diligence of its winegrowers, yields high-quality wines with a wide variety of aromatic profiles:

- **wines for cellaring:** the Gamay grape varietal produces wines with crisp fruitiness from a very young age as well as wines with good ageing potential that get even better over time.

- a Chardonnay grape varietal that also thrives, giving rise to white wines worthy of fine gourmet meals.

- **a strong, assertive identity:** Beaujolais is a region where authenticity, sharing, simplicity and conviviality are keywords. It is also a vineyard collectively committed to a **superb comeback**.



The Beaujolais vineyard: an official partner of the ASI Best Sommelier of the World Contest – Paris 2023

Beaujolais wines are proud to partner up with the Best Sommelier of the World alongside other prestigious brands and vineyards. This event, held from 7 to 12 February 2023 and welcoming 68 of the world's top sommeliers to Paris, is a unique opportunity to raise the profile of Beaujolais wines among professionals and wine lovers alike.

On this occasion, the vineyard will organise tastings of its Exceptional Beaujolais wines between each round of the Contest and will be present during the week's high points, accompanied by Beaujolais producers. Also on the agenda is a master class organised with the participation of some 200 sommeliers.

Through this partnership, Inter Beaujolais is asserting its support for the vineyard's comprehensive efforts to promote its vintages of excellence, giving its estates, wineries and wine houses the opportunity to showcase their vineyard among the greatest, and to enhance their attractiveness and unique identity.



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