

## The Burgundy wine event at the heart of their terroirs

Exclusive international meeting for the trade

### 10<sup>th</sup> edition of the Grands Jours de Bourgogne: *An even greater success!*

Les Grands Jours de Bourgogne 2010 is now over, and the outcome has matched the hopes raised by the previous event. The unique concept of a trade show organised across the vineyard and its terroirs is more attractive to professionals than ever, as the following figures show:

- 2100 visitors, 40% of whom were new participants, representing a 10% increase in visitor numbers
- 964 exhibitors (937 in 2008)
- 40 countries represented, including 12 new ones (India, Indonesia, Lithuania, Poland, etc.)
- 168 journalists, including 37% new to the event
- 15 tasting venues

### The visitors: who are they?

The refined enrolment procedure provides more detailed information on visitors: 45% were French and 55% foreign.

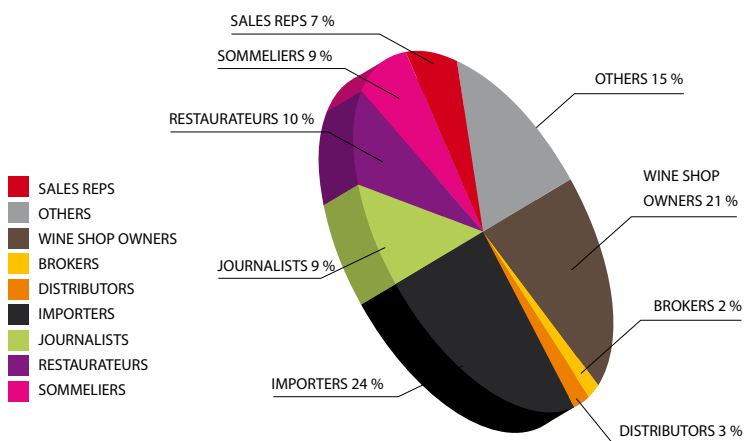
The most represented foreign countries were Belgium (15.5%), followed by the United States (12%), and Italy (9.4%).

The Grands Jours 2010 event demonstrated the growing interest in Burgundy Wines in Asian countries. New countries such as India, Indonesia and Thailand made their first appearance at the Grands Jours, with Asian countries thus accounting for 14% of visitors, almost on a par with the 15% of North-American visitors.

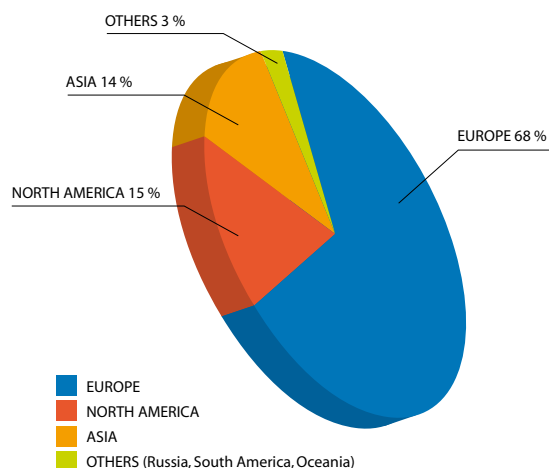
With regard to professional categories, importers and wine shop owners remain in the majority, with respective levels of participation of 24% and 21%.

On average, key influencers took part in 4 events and stayed in Burgundy for 4 days.

Breakdown by  
**professional category**



Breakdown by  
**geographical area**



## Why do they come, and what do they think?

*(Results taken from the satisfaction survey sent to the 2100 participants in the Grands Jours de Bourgogne, for which we had a response rate of 36%)*

The Grands Jours de Bourgogne event still enjoys an image as a professional trade show. 72% of survey respondents come to the Grands Jours with the aim of finding new suppliers, and 68% to discover new vintages. Furthermore, 90% of those asked stated that they had placed an order or intended to place one very soon.

The organisation of the trade show is approved by visitors: 96% are satisfied with overall organisation, 89% particularly appreciate the ability to meet a large number of exhibitors during the week, and 90% are satisfied with the organisation of the trade show over several locations. According to visitors this is indeed the best way to discover Burgundy and its terroirs.

The shuttle service introduced in 2006 was extended with the provision of 7 additional shuttles (20 shuttles compared to 13 in 2008). 88% of visitors are satisfied with this service, which enables them to travel in complete safety between tasting venues. The Grands Jours de Bourgogne association also seeks to encourage key influencers to adopt a responsible approach to consumption, by distributing information leaflets and breathalyzers.

**Among the new features this year, the daily tasting notebooks were much appreciated (92% satisfied or very satisfied) as was the provision of badges at tasting venues (94% satisfied or very satisfied).**

**90% of visitors hope to follow up the contacts they have made with a purchase and 99% of participants stating their intention to return for the 2012 edition!**

## Among journalists

*(Results taken from the satisfaction survey sent to 168 journalists taking part in the Grands Jours de Bourgogne, to which we had a response rate of 49%)*

In total, 168 journalists took part in the Grands Jours de Bourgogne 2010 (compared to 163 in 2008), 1/3 of whom had not previously participated in this event. According to the survey we asked them to fill in, the press room, which was dedicated exclusively to them,

was very much appreciated, both with regard to the standard of reception (99%) and the quality of services and information provided (95%).

The Grands Jours de Bourgogne Press Trophy is developing a little more each year: 14 entrants in 2010 compared to 11 in 2008. 86% of journalists who answered the survey think that it is a good idea, and 84% would like to take part in it in 2012. By way of reminder, this trophy rewards a journalist for an informative article on Burgundy wines, and is awarded by a panel of professionals.

Generally speaking, journalists were satisfied and found the Grands Jours de Bourgogne enjoyable (83%) and very interesting (79%). The "multi-site" approach, as currently employed, is largely to their liking, with 2/3 of them appreciating the opportunity to taste our wines "in their native terroirs".

## The opinion of the exhibitors

*(Results taken from the satisfaction survey sent to the 964 exhibitors at the Grands Jours de Bourgogne, for which we had a response rate of 33%)*

This year, the Grands Jours de Bourgogne hosted 964 exhibitors, divided across 15 tasting venues. They gave a mark of 7.2/10 to the events in which they participated and 89% of them are satisfied with the communications and information provided in relation to the Grands Jours de Bourgogne.

The exhibitors also approve of the method of organisation. The concept of a trade show organised across several locations has become increasingly effective, both for visitors and exhibitors, and 73% of the latter are satisfied with the fact that the Grands Jours de Bourgogne takes place in this way. 62% of them also believe that organisation across several locations provides a better opportunity to discover Burgundy.

**75% of exhibitors are satisfied with the number and type of key influencers attending the Grands Jours event.**

**95% of exhibitors say that they intend to participate in the 11th edition of the Grands Jours de Bourgogne.**

SO, SEE YOU ALL AGAIN IN 2012!

