

PRESS RELEASE

SAINT-VINCENT TOURNANTE MERCUREY 2017- 28 & 29 JANVIER 2017



« Our country is actually in a very delicate situation: it is very important to have these convivial, simple and heart-warming moments to unite us. Let's all work together to turn this into a great happening for everybody. »

◆ **DOMINIQUE JUILLOT**
MAYOR OF MERCUREY

« Our Burgundian identity unites us all for this occasion: our traditions, our wines, our fine regional products, our know-how, it is all there. Our villages and the Côte Chalonaise invite you to join us. »

◆ **CHRISTOPHE HANNECART**
MAYOR OF SAINT-MARTIN-SOUS-MONTAIGU

« Whereas the winegrowers produce a new vintage every year, the Saint Vincent Tournante happens only once every generation in our appellation. It is major event that will remain engraved in everyone's memory. »

◆ **AMAURY DEVILLARD**
CHAIRMAN OF THE APPELLATION MERCUREY

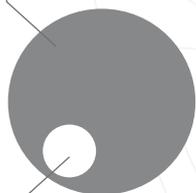


MERCUREY, A PATCHWORK OF « TERROIRS »

TWO LEVELS OF APPELLATION

Mercurey Village

508 ha



Mercurey 1^{er} Cru

142 ha

1^{er} CRU VINEYARDS

Mercurey

Clos Marcilly, Les Puillels, Les Saumonts, Les Croichots, La Cailloute, Les Combins, Les Champs Martin, Clos des Barraults, Clos des Myglands, Le Clos l'Évêque, Clos Voyens, Grand Clos Fortoul, Clos des Grands Voyens, Les Naugues, Les Crêts, Clos Tonnerre, Les Vasées, Les Byots, Sazenay, La Bondue, La Levrière, La Mission, Le Clos du Roy, Griffères, Les Velleys, Clos du Château de Montaigu

Saint-Martin-sous-Montaigu

Les Montaigus, Les Fourneaux, La Chassière, Les Ruelles, Clos Paradis, Clos des Montaigus

Over many generations the Mercurey appellation has developed its many-faceted character which reflects its various soil types. The winegrowers exploit the specific soil type of each individual vineyard in order to extract a multitude of unique flavours. The appellation benefits from an extensive acreage covering the two villages of Mercurey and Saint Martin sous Montaigu.

HISTORY

An *appellation d'origine contrôlée* since 1923, Mercurey earned much renown in the 1950s. Wine domaines from outside the community, winegrowers and traders alike come to invest and evolve their businesses in Mercurey and Saint Martin sous Montaigu.

With its 650 hectares of vineyards and 3,75 million bottles produced every year, Mercurey is the largest red wine appellation in Burgundy. These days its wines are sold all over the world.

The appellation's strong points :

- ♦ its ever higher level of quality which finds its base in the 1950s and which has greatly improved over the last 10 years, as all the winegrowers strive for excellency ;
- ♦ its 32 premiers crus ;
- ♦ its aromatic diversity due to the enormous variety of its soils.

Thanks to its good reputation and under the supervision of the Confrérie de la Chante-flûte the wines of Mercurey now feature on wine lists all over the world, from top-rated sommeliers to the neighbourhood « bistrot ».

While staying true to its reputation for aging well, the Mercurey wines produced these days can also be enjoyed young.

The younger generation of winegrowers blends the tradition and know-how of past generations with geological surveys and technical progress to improve their wines. To reinforce its uniqueness, by paying attention to what soil and micro-climate have to offer, this generation seeks to use each plot, hill or slope to its best advantage.

Through this, today's winegrowers have been able to underline the authenticity of their « terroirs » and to reveal the unique character of each of their vineyards.

This deliberate choice makes the Mercurey appellation one offering a variety of tastes and characters.

CONFRÉRIE DE SAINT-VINCENT & DISCIPLES DE LA CHANTEFLÛTE DE MERCUREY

AS EARLY AS THE 19TH CENTURY MUTUAL AID SOCIETIES OR BROTHERHOODS OF WINE-GROWERS EXISTED. TODAY'S CONFRÉRIE DE LA CHANTEFLÛTE CONTINUES THIS TRADITION. THE CONFRÉRIE ENLIVENS THE VILLAGE WINE FESTIVALS, SUCH AS THE SAINT VINCENT DE MERCUREY AND THE PAULÉE DE LA CÔTE CHALONNAISE.

The altitude of the vineyards ranges between 230 and 320 meters

RED

PINOT NOIR



Red clay soils



3 300 000 bottles per year (85%)

WHITE

CHARDONNAY



Rather chalky, white soils



450 000 bottles per year (15%)



LA SAINT-VINCENT TOURNANTE MERCUREY 2017 *BETWEEN 50 AND 80 THOUSAND VISITORS ARE EXPECTED*

In 1938 the Confrérie des Chevaliers du Tastevin du Château du Clos de Vougeot created the Saint Vincent Tournante.

Since then, this annual and prestigious festival is held in a different wine village in Burgundy every year, ranging from Chablis to Mâcon. In 2017 the appellation Mercurey has the honour to organise the Saint Vincent Tournante on 28 and 29 January.

FESTIVAL PROGRAMME

This Burgundian festival respects the customs and traditions of Burgundian folklore.

Saturday morning will see the traditional parade of some 90 banners and statues of Saint Vincent to the church of Touches for a festive mass, followed by the investiture of old winegrowers by the Confrérie des Chevaliers du Tastevin.

To do homage to our local Burgundian produce Eric Pras, three Michelin-star chef of Maison Lameloise, Chagny, has been enlisted to design the menu for the gastronomic meal on Saturday evening.

The convivial spirit of Burgundian tradition will fill the streets of our two villages.

For this occasion all inhabitants will decorate their respective neighbourhoods and our local heritage will be embellished by thousands of flowers in all colours of the rainbow. Each neighbourhood has its distinctive primary colour and a theme, based on local history or the culture of wine.

As to the winegrowers, they are pleased to tickle the visitors' tastebuds with their wines, served in 13 tasting cellars distributed over the two villages. Over 17,000 bottles are ready to be poured out into our visitors' glasses !

GLASSES WITH FESTIVAL LOGO

GLASSES WITH THE FESTIVAL LOGO WILL BE AVAILABLE FOR SALE (€ 35 PER SIX GLASSES) AT THE CAVEAU DIVIN IN MERCUREY AS WELL AS IN THE SHOPS OF COOPÉRATIVE BOURGOGNE DU SUD (GIVRY, SANTENAY AND BEAUNE).

FESTIVAL PARTICIPANTS

Participants in the festival are :

- ♦ a delegation of winegrowers from each Burgundian appellation ; 90 villages from Chablis to Mâcon will delegate 3 to 8 people each
- ♦ the Chevaliers du Tastevin will participate in the traditional parade on Saturday morning
- ♦ local, military and religious authorities
- ♦ professionals and suppliers from the wine trade
- ♦ private clients, restaurants, wine shops, importers and traders
- ♦ the public in general

Depending on weather conditions and barring any unforeseen event, the two villages expect to welcome between 50,000 and 80,000 people over the course of the weekend.

COMMUNICATION REGARDING THE FESTIVAL

Since March 2016 various forms of communication have been used in order to reach a wide public both in France (from Paris to the Lyon region) and abroad (Belgium and Switzerland) :

- ♦ an ever expanding, interactive website ; active use of social media
- ♦ press conferences and VIP meetings ; invitations for national gastronomic, cultural and lifestyle press
- ♦ partnership with Ebra Group (Journal de Saône-et-Loire, Bien Public, Le Progrès, Le Dauphiné Libéré...)
- ♦ partnership with A Chalon, l'Office de Tourisme du Grand Chalon



Saint-Vincent 2017
Mercurey

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