



## Cité des Vins et des Climats de Bourgogne: A new management association and director

Bourgogne, 4 July 2019



© BIVB / Aurélien Ibanez

Following the creation of the management association for the Cité des vins et des Climats de Bourgogne on 13 June, François Labet and Louis-Fabrice Latour, Co-Presidents of the Bourgogne Wine Board (BIVB), have appointed Olivier Le Roy as Director of the Cité des vins et des Climats de Bourgogne. He will take on this role starting 2 September as part of the BIVB team in charge of the project, working closely with Jérôme Diguët, Project Manager for the Cité des vins et des Climats de Bourgogne, with whom he will oversee construction of the three Cités.

### Creation of the Management Association of the Cité des vins et des Climats de Bourgogne



On 13 June, the general assembly of the association in charge of managing the Cité des vins et des Climats de Bourgogne met to adopt its statutes, in the presence of the presidents of the BIVB, of the Confédération des Appellations et des Vignerons de Bourgogne (CAVB), and the Fédération des Négociants-Eleveurs de Bourgogne (FNEB). **This marked the founding of the structure which will run the Cité des vins et des Climats de Bourgogne in Beaune, Chablis and Mâcon.**

**The choice of this management structure, via a so-called public-interest association affiliated to the BIVB, meets the requirements of patronage and will have a direct influence on the activities and economic model of the future sites.** The public-interest character means the Cités' activities purpose must be centered on culture, heritage, and education, notably building on the recognition by UNESCO of the *Climats* of Bourgogne and its long history.

### Olivier Le Roy

A graduate of the international section of Sciences Po in Paris, Olivier Le Roy has held various advisory and strategy posts, has headed different institutions, worked in commercial development, and the management of real estate projects.

His objective is to contribute to the promotion of Bourgogne through its Cités, its wines, *terroirs*, and *Climats*. The Cité des vins et des Climats de Bourgogne, with three sites in Beaune, Mâcon and Chablis, is a unique and far-reaching project which he will develop through his expertise and solid track record.



### Principal missions:

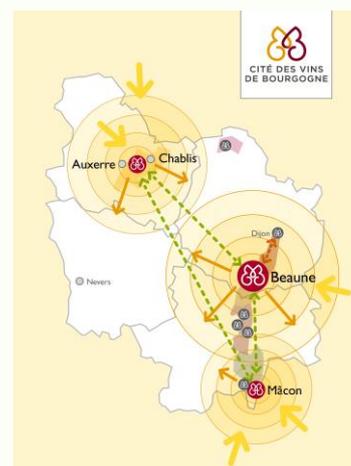
- **Bringing his vision and expertise** to internal and external partners in terms of the project's design
- **Representing the Cité** to the general public, winemakers, tourism stakeholders, institutions, the medias, and enterprise
- **Defining the commercial, marketing and communication strategy** to accompany the opening of the site (defining the offer, partnerships, tools, referencing, etc.)
- **Recruiting, training, and managing the teams** (commercial, administrative, technical, and operational)
- **Defining and implementing tourism activities** to foster links with local wine-producing areas
- **Monitoring evolution of footfall and activity ratios** to ensure the site's financial stability

### About the Cité des vins et des Climats de Bourgogne

Accessible to all, the Cité des vins is a cultural and touristic initiative dedicated to Bourgogne and its *Climats*. It will welcome visitors on three sites, in Beaune, Chablis, and Mâcon. This network reflects a pedagogical and cultural ambition. Backed by local and regional authorities, the Cité is being built on the initiative of the BIVB and the town of Beaune, in conjunction with the Association des Climats du Vignoble de Bourgogne.

#### Each site will offer:

- ▶ Visitor trails to explore the patchwork of landscapes, *terroirs*, and *Climats*, work in the vines, vinification, aromas, and the diversity of Bourgogne wines
- ▶ Tasting workshops, training, multi-sensorial experiences, exploration of food/wine pairings
- ▶ Cultural exhibitions, conferences, etc.
- ▶ A boutique and tourist information space



### The next stages

- ▶ **2019** Further study of architectural and scenographic design
- ▶ **End Sept** Choice of designer-constructor of the Cité in Beaune
- ▶ **2019-2020** Development of content and messages  
Development of the visitor offer (boutique, training, food-and-wine space, etc.)  
Plan for patronage prospection  
Drawing up a plan for commercialization and launch of the Cités
- ▶ **Early 2020** Start of work on all three sites
- ▶ **2020** Promotion begins
- ▶ **Eté 2021** Opening of the three Cités des Vins et des Climats de Bourgogne

Follow the evolution of the Cité network on [www.cite-vins-bourgogne.fr](http://www.cite-vins-bourgogne.fr)

Contact: Cécile Mathiaud – Head of PR, BIVB

Tel. +33 (0)3 80 25 95 76 - +33 (0)6 08 56 85 56 – [cecile.mathiaud@bivb.com](mailto:cecile.mathiaud@bivb.com)

FOLLOW US:



Find all our press releases and thousands of rights-free photos on our site: [www.bourgogne-wines.com](http://www.bourgogne-wines.com)

Sign up for news alerts: [click here](#)