

Launch of "Secret de Famille" wines **boasting the new "Bourgogne Côte d'Or" appellation**

In recognition of the prestige of their noble origins, the regional appellation wines hailing from the Côte de Beaune and Côte de Nuits have finally obtained the "Bourgogne Côte d'Or" appellation, beginning with the 2017 vintage.

With its "Secret de Famille" Burgundy Pinot Noir and Chardonnay duo, since 2007 the House of Albert Bichot has offered two wines hailing exclusively from plots in the Côte d'Or, renowned for some of Burgundy's greatest wines.

On the occasion of the launch of the new "Bourgogne Côte d'Or" appellation and in celebration of the "Secret de Famille" range's 10th anniversary, Albert Bichot has completely revamped its packaging, resulting in a sleeker, more refined modern look.

Bourgogne Côte d'Or "Secret de Famille" wines are crafted from a meticulous blend of grapes from plots located in villages famous for their great white wines (Saint-Aubin, Meursault, Puligny-Montrachet...) and their great red wines (Nuits-Saint-Georges, Chambolle-Musigny, Marsannay...).

In order to produce these genuine "haute couture" Burgundy wines, yields are limited and the vinification and ageing techniques used are the same as for the "village" appellations.

MAISON ALBERT BICHOT
6 Boulevard Jacques Copeau
21200 Beaune - France
Tel : +33 (0)3 80 24 37 37
Email : bourgogne@albert-bichot.com
www.albert-bichot.com

Press contact: Isabelle PHILIPPE
Tel : +33 (0)3 80 24 37 02 / +33 (0)6 31 41 40 32
isabelle.philippe@albert-bichot.com

