



BOURGOGNES

Bureau Interprofessionnel des Vins de Bourgogne



Burgundy Wines launches their first seminar of accreditation for foreign educators

Singapore, July 30 2008

For the first time, the Bureau Interprofessionnel des Vins de Bourgogne (BIVB) – along with L'Ecole des Vins de Bourgogne (the Burgundy Wine School) – received four foreign educators to participate in an accreditation program focusing on theory classes, wine tastings and numerous visits of Burgundy vineyards and Domaines. Four foreign educators, from the United Kingdom, the United States and Singapore, were chosen by the BIVB for their high level of notoriety and will be responsible for transmitting the culture of the Burgundy Wines at seminars organized in their home countries for key influencers and wine amateurs.

The first Singaporean educator to become accredited by the BIVB and the Burgundy Wine School

Lim Hwee Peng, Director of WineCraft Marketing & Services was recently accredited by the BIVB and the Burgundy Wine School. Speaking at the seminar, Lim Hwee Peng commented: *"It is a real pleasure for me to be accredited by the BIVB and the Burgundy Wine School and it is now my role and duty to transmit the values and history of The Burgundy Wines back in Singapore to our key audiences."*

Today, Hwee Peng is Director of the WineCraft Marketing & Services, a regional Wine & Spirit, Food & Beverage marketing company which offers services in three areas: marketing communication, wine education and trade marketing representative for wineries, agency and trade merchants. Hwee Peng, also a reputable wine journalist received in 1998, a Higher Certificate in Wine and Spirits from The Wine & Spirit Education Trust, London.

An ambitious program for some of the finest wines in the world

This seminar is part of the export program of the BIVB which places a strong focus on training, and which objective is to provide educators of high quality in each country of the export program. According to Nelly Blau-Picard, Export Communication Manager at the BIVB *"It is important for us to ensure that mentors in each country of the export program are properly trained and rewarded for their hard work and expertise in the wine industry. Through these seminars, we aim to ensure that when people talk about Burgundy Wines, they refer to the essentials of the Burgundy Wines: history, terroir, uniqueness, elegance, refinement as well as international reach."*

Photos available upon request.

About the Bureau Interprofessionnel des Vins de Bourgogne (BIVB)

The Bureau Interprofessionnel des Vins de Bourgogne is a professional organization which brings together all winegrowers and wine-merchants of Burgundy. Burgundy today is a 26,000 hectare puzzle, representing only 0,5% of the world vine production, but which still adds up to 203 million bottles. No other French region so neatly sums up one work – "terroir" – all the potential for great quality wines. For what makes Burgundy wines stand out is the intimate relationship between the soil, the influence of the microclimate, the grape variety and the work of the man.

More information on the BIVB is available on the website: www.burgundy-wines.fr/

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