



## Bacchus in Bourgogne Second Interdisciplinary and International Wine Conference

3rd – 4th – 5th November 2005  
Beaune-Dijon, Bourgogne – France

[www.bacchusinbourgogne.com](http://www.bacchusinbourgogne.com)

Following the success of "Bacchus to the Future" organized in 2002 by Brock University (St Catharines, Ontario, Canada), we are happy to announce the second edition of Bacchus: "Bacchus in Bourgogne".

According to the "Bacchus to the Future" philosophy, this conference seeks to cross boundaries of specializations to allow wine scientists, experts and professionals to meet and to exchange ideas related to their different fields of research or practice.

**A number of leading wine specialists and experts will make presentations at Bacchus in Bourgogne, including:**

**Dr. Gilbert Garrier**, Université de Lyon, author of "L'étonnante histoire du beaujolais nouveau", Editions Larousse, 2002, and of "Histoire sociale et culturelle du vin", Editions Bordas, 1998

**Jacques Fanet**, author of "Great Wine Terroirs", University of California Press, 2004, and "Les Grands Terroirs du Vin" Éditions Hachette Pratique, 2001

**Olivier Assouly**, researcher at the «Institut français de la Mode», author of "Les nourritures nostalgiques", Editions Actes Sud, 2005, and "Les Nourritures divines", Editions Actes Sud, 2002.

**Dr. Philippe Roudié**, Emeritus Professor in Geography, Université Michel de Montaigne - Bordeaux 3

**M. Pierre Henry Gagey**, Managing Director Maison Louis JADOT, Beaune

**Dr Michel Salgues**, former Winemaker Roederer Estate California

**M. Robert Tinlot**, former Director General of OIV (Organisation Internationale de la Vigne et du Vin)

**"Bacchus in Bourgogne" will focus on three key areas of interest:**

- Science and Technology of Wine: viticulture, oenology, sensory evaluation.
- Business and Marketing of Wine: communication, economy, finance, human resources management.
- Culture of Wine: history, culture, literature, gastronomy, education.

The central theme chosen for the European edition of "Bacchus" is the notion of "terroir". All the wine growing regions in France and throughout the world are giving thought to the identification of their "terroirs"; 70 years after the creation of the "appellations d'origine" in France, a region like Burgundy which has 101 "appellations" is a most appropriate locale for a conference with this focus. New World wine countries either embraced or rejected this system to define their wine appellations and brand their wines. Some experts explained the poor performance of Western European wines in New World markets by the difficulty New World consumers had in understanding the subtleties of appellations and crus denominations. The concept of "terroir" needs to be clarified both for the professionals and the consumers.

### **Organizing Committee:**

The conference is organized by Groupe ESC Dijon-Bourgogne (Burgundy School of Business), Brock University and the Cool Climate Oenology and Viticulture Institute (CCOVI)

This conference will be actively supported by the CRCI (Regional Chamber of Commerce), the Conseil Régional de Bourgogne (Burgundy Regional Council), the city of Beaune, the city of Dijon and the BIVB (Inter-professional council for Burgundy wine).