

2021

Destination Beaujolais

Press Kit

Mont Brouilly - Credit Gael Fontaine



DESTINATION
BEAUJOLAIS
UNESCO GLOBAL GEOPARK

HOW TO GET TO BEAUJOLAIS

By car

From the north: Great Britain, Belgium, Luxembourg, Germany
A6-E15 Paris, Dijon, Châlon, Mâcon

From the east: Switzerland, Northern Italy
A40-E21 Geneva, Bourg-en-Bresse
A43-E70 Chamonix, Annecy, Chambéry, Grenoble

From the west
A72-E70 Limoges, Clermont-Ferrand, Saint-Etienne

From the south: Southern Italy, Spain
A7-E15 Toulouse, Montpellier, Marseille, Valence
A89 Bordeaux, Libourne, Périgueux, Brive-la-Gaillarde, Clermont-Ferrand, Thiers, Roanne, Lyon

Motorway exits

- | | |
|---|---|
| A6 Exit 30 Belleville-en-Beaujolais | A89 Exit 35 Pontcharra-sur-Turdine |
| A6 Exit 31.1 Arnas | A89 Exit 36 L'Arbresle |
| A6 Exit 31.2 Villefranche-sur-Saône | A89 Exit 37 Chazay d'Azergues |
| A6 Exit 32 Anse (direction Paris-Lyon) | A89 Exit 38 Marcy-l'Etoile |
| A89 Exit 34 Tarare centre | |

By train

SNCF stations, TGV (high-speed train) stations
oui.sncf
sncf-connect.com/en-en/

- Lyon Part-Dieu
- Lyon Perrache
- Lyon Saint-Exupéry
- Mâcon Loché
- Villefranche-sur-Saône
- Anse
- St-Georges-de-Reneins
- Belleville-en-Beaujolais
- Romanèche-Thorins
- Mâcon-Ville

By plane

International airport
 Lyon Saint-Exupéry
lyonaeroports.com/en

Approximate distances from Villefranche-sur-Saône

ANNECY	175 km	LYON	40 km
BESANÇON	225 km	MÂCON	40 km
BOURG-EN-BRESSE	55 km	MARSEILLE	350 km
CHAMBÉRY	150 km	PARIS	450 km
CHALON-SUR-SAÔNE	100 km	ROANNE	75 km
CLERMONT-FERRAND	155 km	SAINT-ETIENNE	95 km
DIJON	165 km	VALENCE	140 km
GENEVA	170 km	VICHY	150 km
GRENOBLE	140 km	VIENNA	70 km

Key

- Tourist Information Offices
- Beaujolais Wine Appellations
- Beaujolais Wine Route
- Beaujolais Voie Verte cycle route
- Voie Bleue V50 - Cycle Route from Luxembourg to Lyon
- SNCF stations



Gare de Lyon - Perrache
 Gare de Lyon - Part-Dieu
LYON
LYON AÉROPORT



A view of the village of Chagny

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BEAUJOLAIS, AN **EXCEPTIONAL** REGION

Beaujolais welcomes anyone who loves nature, heritage and wine. The Beaujolais region, just a few kilometres from Lyon, has vast natural spaces and has been classified as a UNESCO "Global Geopark" since 2018. The diversity of its land is remarkable. This richness of soils is particularly evident in its world-famous vineyards.

From the crazy extravagance of Beaujolais Nouveaux to the subtle wines with character and ageing potential, the best way to taste and discover the region is along

the Beaujolais Wine Route. This route reveals the beauty of the region's villages including Oingt, a gem perched on the hillside, Beaujeu, the historic capital of Beaujolais and Fleurie, the ultimate "nature" destination. The soul of the Beaujolais region and its hospitality can be felt at the many events organised in the area, from the International Beaujolais Marathon, to the Sarmentelles in Beaujeu, not forgetting Beaujeu-lez-vous and Rosé Nuits d'été, to name but a few.



Find out more about its history...

2,000 years ago, the Saône and Beaujolais entered the history books, when the Roman legions stormed the Gallic lands.

But the history of Beaujolais really came to life in the Middle Ages. At that time, baronies sprang up all over France, including that of the Sires de Beaujeu, who over the centuries conquered a territory stretching from the south of Burgundy to the north of Lyon, giving rise to the Beaujolais region.

In 1400, the last Lord of Beaujeu left Beaujolais to the Duke of Bourbon. The French revolution abolished the provinces and replaced them with departments. Beaujeu remained the capital of Beaujolais until the 16th century, when it was replaced by the less outlying town of Villefranche-sur-Saône. Thanks to its history, culture and traditions, Beaujolais is now recognised as a unique natural, tourist and wine-growing region.

10 KEY FIGURES ABOUT BEAUJOLAIS

197,716
inhabitants in Beaujolais

9,496
tourist guest beds

1ST VINEYARD
in the world to be recognised
as a UNESCO Global Geopark

12
appellations including 10 crus

MORE THAN 2,000
wine estates

140 KM
of wine route

280
restaurants

MORE THAN 1,000 KM
of signposted paths

12 TOURIST CYCLE
loops,
1 Voie Bleue and
1 Voie Verte cycle route

MORE THAN 300
listed châteaux

Source: Tourist Observatory
Beaujolais Tourist Office, 2022 data

A VARIETY OF ACCOMMODATION

La Cabane du Crêt **NEW**

Chamelet

A new type of quirky accommodation has appeared in the heart of the countryside between the Pierres Dorées and the Beaujolais Vert. Alban built most of the tree house from local wood and recycled materials. The cabin has a large room with a small kitchen area and composting toilets.

- 🛏️ Sleeps 4 (open all year round)
- 💶 Varies depending on the number of people
- 🌐 la-muzetiere.fr



Photo credit: Victor Pérez



COMING SOON

At Lac des Sapins, the tree houses are currently being renovated and will reopen in spring 2024.

Château de Bagnols - Hotel ★★★★★

Bagnols

This 13th-century medieval château invites those who enter the hotel on a journey back in time. A collection of 25 tastefully decorated apartments.

- 🛏️ 25 suites (open from April to the end of September)
- 💶 Varies depending on the period
- 🌐 chateaubagnols.com/en



ANECDOTE

In the 90s, Tom Cruise came to celebrate Nicole Kidman's birthday at the château. The couple decided that it was missing a swimming pool. Thanks to the funds raised from the birthday, the château was able to invest in the construction of a pool.



© Château de Bagnols



© Denis Laveur

Hôtel Villa Alexandre - hotel ★★★★★

Régnié-Durette

This building which was built in 1794 was converted into a hotel in 2018. Located right in the heart of the vineyards, all the rooms are uniquely decorated with second-hand, antique objects. With a sauna overlooking the vines, this hotel encourages you to unwind.

- 🛏️ 15 rooms (open from February to December)
- 💶 From €220/night per room
- 🌐 hotelvilla-alexandre.fr/en



GOOD TO KNOW

This 4-star hotel has its own "Vignes et Villas Collection" label (Vines and Villas Collection).



© Hôtel & Spa Le Savigny

Hôtel & Spa Le Savigny - hotel ★★★

Blacé

This former family wine estate has been completely renovated into a charming hotel by Stéphane. As an adults-only establishment, it is suitable for visitors looking for a quiet and rejuvenating place to stay. The hotel's restaurant "La Table d'Annie", serves simple, tasty dishes to make you feel at home.

- 🛏️ 15 rooms and 1 junior suite (open all year round)
- 💶 From €90/night for 1 room for 2 people / €235/night for a suite for 3 people
- 🌐 hotelsavignybeaujolais.com

Château de Bellevue - B&B

Villié-Morgon

At the heart of the Beaujolais wine region, the Bellevue castle is a 19th-century residence full of character, once home to one of the children of the Lumière brothers, and Princess Lieven, born Chateaubriand. Each room has a view over the grounds and is designed to accommodate 2 adults.

- 🛏️ 5 guest rooms and a 5-bedroom gite apartment (open all year round)
- 💶 From €129/night for 1 room
- 🌐 chateau-bellevue.fr/en



© Château Bellevue

NATURE ACCESSIBLE TO ALL

The Beaujolais region has a surprisingly wide range of trails - on foot, by bike, mountain bike or horseback, visitors can choose from over 190 walking trails, 12 cycle trails and 20 mountain bike trails. Hike among the vines, lose yourself in the Beaujolais Vert forests, rub shoulders with the peaks or catch a glimpse of the rich built heritage along the way... that's what's on offer if you go hiking in the Beaujolais region.

Beaujolais, UNESCO Global Geopark

In 2018, Beaujolais was the first vineyard in the world to be recognised as a UNESCO Global Geopark.

The combination of its exceptional 500-million-year-old geology and the preservation of this geology make it a remarkable region.

geopark-beaujolais.com/en



NOTE

Throughout the year the Geopark organises geo-events such as guided walks, conferences, workshops and shows etc.

Over 400 km of trails in the Beaujolais region

Criss-crossed by the Pilgrim's Way to Santiago de Compostela, the Way of Assisi and the GR76, the Beaujolais region is a great place for walking. To the north, the 120 km Victor and Estelle trails criss-cross the Crus and Crêtes trails of the Haut Beaujolais. To the south, the 110 km Tour du Beaujolais des Pierres Dorées criss-crosses colourful villages.

Tempo Aventures, a multi-activity park at Lac des Sapins

NEW
Cublize

A brand new multi-activity park opened its doors this year at Lac des Sapins. On the programme: treetop adventure courses, a one-kilometre zip line over the lake, smart adventure games and, last but not least, an orienteering trail.

- Open: June to September (and the All Saints' Day holiday)
- From €20.50 a day for 5-11 year-olds, €22.50 for 12-17 year-olds and €24.50 per adult
- tempoaventures.com



Hiking at Mont-Saint-Rigaud

AN AREA OF ROLLING HILLS FOR **CYCLING**

The Voie Bleue cycle route which runs along the Saône between Mâcon and Lyon is a highlight in Belleville-en-Beaujolais. From Belleville-en-Beaujolais, cyclists can take the safe Voie Verte track into the Beaujolais region. There are also around twenty cycle trails in the region, covering almost 400 km, with different gradients to suit all abilities. On mountain bikes, the 230 km Grande Traversée du Rhône explores the most beautiful paths in the Beaujolais region.

A closer look at the Voie Verte cycle path

The Voie Verte is a 15 km cycle path through countryside between Belleville and Beaujeu. Its entire length is a safe route and is perfect for a family outing. Cyclists can also make the most of the region's attractions along the way, with views of Mont Brouilly, visits to vineyards and crus, meetings with winegrowers and the chance to sample local produce at the Maison du Terroir Beaujolais.



Beaujolais Voie Verte cycle route



Route

From Beaujeu to Belleville-en-Beaujolais



Distance

15 km



Gradient

Very slight

Voie Bleue



Route

From Lyon to Luxembourg



Distance

700 km



Gradient

Slight

Grande traversée du Rhône by mountain bike



Route

From Beaujolais to Condrieu



Distance

230 km



Gradient

+ 6,500 m

Access' cycle, a bike hire company like no other **NEW**

Porte des Pierres Dorées

Access' cycle is keen to promote mobility for all, with electric bike hire and electric tricycles adapted for disabled people. It can also deliver the tricycles to the banks of the Saône so that you can enjoy the accessible Voie Bleue track. The bikes it has for hire come from French brands such as Starway and Rador.

- From €25 for 2 hours (choice of: 2 hours, 4 hours or one day)
- access-cycle.fr



COMING UP

The Voie du Tacot, which follows the route of the old Beaujolais railway, is currently being redeveloped to provide a 24 km cycle route between Liergues and Sarcey.

UNMISSABLE NATURAL SITES



Lac des Sapins

Cublize

Nestled in the heart of a natural setting, this lake offers travellers a moment to unwind, with a 1,500 m² well-equipped beach and Europe's largest organic swimming pool.

€ Free (lake beach) / €5 per adult (organic swim)

beujolaisvert.com/lac-des-sapins-2/

Carrières de Glay

Saint-Germain-Nuelles

The Carrières de Glay are former golden stone quarries that were used in the construction of traditional buildings throughout the southern Beaujolais region. Although no longer in operation, they are open to visitors all year round. A footpath leads around the quarries.

destination-beujolais.com/en/les-carrieres-de-glay.html



Mont Brouilly

Saint-Lager

Reaching 484 metres high, Mont Brouilly is the emblem of the region. Travellers can enjoy a unique 360° panoramic view of the surrounding plains and vineyards.

destination-beujolais.com/en/le-mont-brouilly.html

Mont Saint-Rigaud

Monsols

Located in the heart of the Beaujolais Vert region, the site is an essential nature stop-off. The highest point in the Rhône department at 1,009 m, the summit of the Mont can be reached on foot or by bike.

destination-beujolais.com/en/le-mont-st-rigaud.html

Terrasse de Chiroubles

Chiroubles

Accessible via the many hiking trails in the area, the climb is rewarded with a superb panoramic view of the Beaujolais hillsides. This is the summer HQ for the "Beaujolez-vous" events, where the friendly and sociable atmosphere of the Beaujolais region takes pride of place.

destination-beujolais.com/en/la-terrasse-de-chiroubles.html



A GOURMET REGION WITH EXCEPTIONAL WINES

In the Beaujolais region, from north to south, from Burgundy to the Pierres Dorées, more than 2,000 wine estates proudly uphold the values of Beaujolais. Covering 13,500 hectares, the vines produce wines with ageing potential and high-quality appellations.

Beaujolais, 12 appellations and 2 emblematic grape varieties

The vast majority of Beaujolais wines are red (94% of production). Gamay, the essential Beaujolais grape variety, is used to produce red and rosé wines. Chardonnay also flourishes in the Beaujolais limestone soil to produce great white wines. In total, there are 12 appellations, including 10 crus: Saint-Amour, Juliéna, Chénas, Moulin-à-Vent, Fleurie, Chiroubles, Morgon, Régnié, Côte-de-Brouilly and Brouilly.

The Wine Route, 140 km of adventure from north to south

The Beaujolais Wine Route is a great way to explore the vineyards and characterful villages and meet the local people. To guide travellers, 7 tours have been created, each organised around a must-do activity such as a picnic in the vineyards, an aperitif at the top of the Tour d'Oingt or a 'meet the winegrower'.

routedesvins-beaujolais.com/en/



DID YOU KNOW?

Every village in the Beaujolais crus has its own wine-tasting cellar. They are the focal point of the village, providing visitors the friendly atmosphere of a local bistro and the expertise of a wine merchant.



“In the footsteps of the Marquis de Montaignu” at Château de la Chaize **NEW**

Odenas

As well as touring the grounds of the château, the garden and the winery, visitors can discover more technical aspects such as bottling and geothermal energy. The tour ends with a tasting of five crus accompanied by local dishes.

€ €75 per person

chateaudelaizaize.fr/en



Tasting and the “Jean and the Winery” show at Maison Jean Loron **NEW**

NEW

La Chapelle-de-Guinchay

In the century-old cellars of Maison Jean Loron, enjoy an original experience in the form of an immersive tasting tour with a comedy theatre troupe.

[Dates: October and november \(duration: 1 hour\)](#)

€ €30 per person

boutique.loron.fr



“La Vie de Château and its Wine and Chocolate workshop” at Château de Champ-Renard **NEW**

Blacé

A tour of the estate, the ageing cellar, the vines and the wine vats is followed by a workshop in which four of the estate's wines are paired with Henri Desmoulin's chocolates.

€ €45 per person

chateaudechamprenard.com

REMARKABLE GASTRONOMIC EXPERIENCES

In Beaujolais, local specialities will appeal to food lovers of all backgrounds in search of authenticity. All you have to do is push open an artisan's or restaurant's door and let yourself be carried away by the intoxicating smells of the local specialities. Beaujolais gastronomy also means more

than 300 'Bistrots Beaujolais' around the world, where you can taste the distinctive Beaujolais wines, enjoy unusual food and wine pairings and, above all, enjoy pleasant Beaujolais events.



Vallée de la Gastronomie

Stretching 620 km between Dijon and Marseille, the Vallée de la Gastronomie brings together 3 regions with a wealth of gastronomic delights. The Beaujolais region is part of this valley and has a wide range of gourmet "Vallée de la Gastronomie" experiences: wine tasting courses, picnics in the vineyards, immersion in the daily life of a winegrower - there's an array of possibilities.

valleedelagastronomie.com/en

i DID YOU KNOW?

The Martins butcher's in Saint-Étienne-des-Oullières won a silver medal at this year's Mondial du Saucisson Rabelais (Rabelais World Sausage Championship).

RESTAURANTS THAT COMBINE AUTHENTICITY AND HOSPITALITY



L'Auberge du Cep - Fine-dining restaurant 1 Michelin star Fleurie

Chef Aurélien Merot's fine-dining restaurant, which was completely renovated in 2022, serves generous, fine, spicy and tart local cuisine.

aubergeducep.com/en/

La Robe Rouge - Bistro Villié-Morgon

The Guignier family has restored an old lime kiln to create a restaurant and wine cellar concept. Savoury, gourmet dishes made with local, seasonal produce are served in an intimate dining room or on the panoramic terrace.

la-robe-rouge.fr

i GOOD TO KNOW

Free themed wine tasting every Saturday.



MEET LOCAL ENTHUSIASTS

Jean-Marc Montegottero, A Beaujolais success story

Founder of Huilerie Beaujolaise in Beaujeu

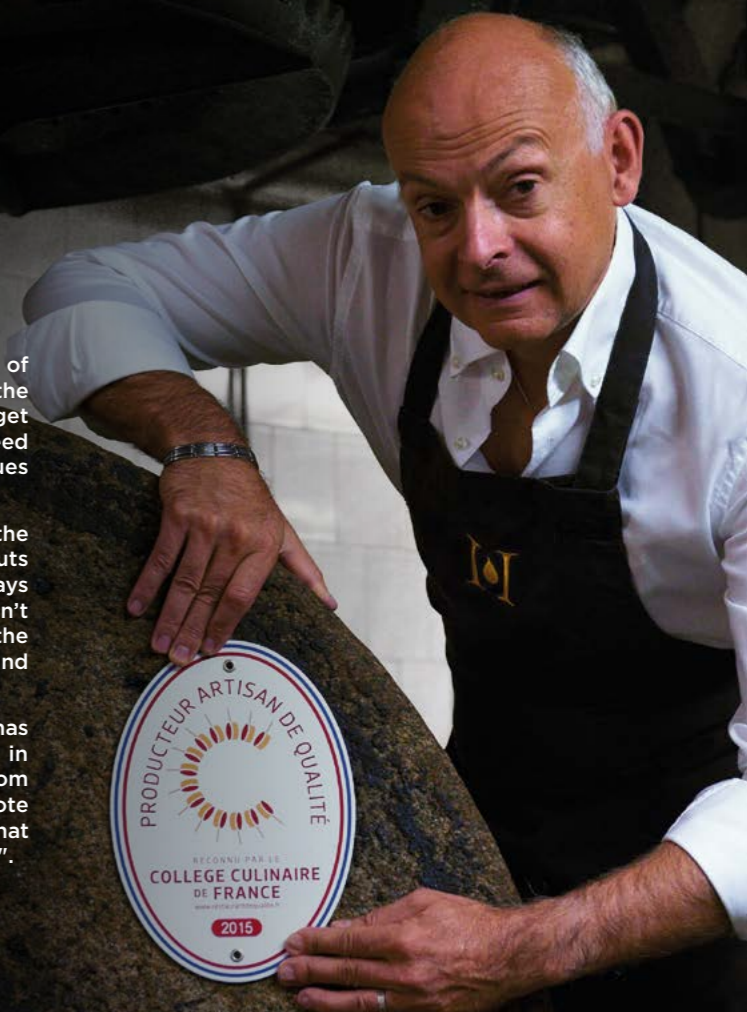
Jean-Marc tells the story of his early days in the trade at the age of 18, when he discovered an old mill in ruins in the back room of the hardware store his parents had bought. He asked his father to get it up and running again, and found a mentor, Gustave, who agreed to take him under his wing: "I wanted to learn his old techniques from him".

By cultivating this know-how, Jean-Marc always makes sure that the quality of his oils (mainly from nuts: walnuts, almonds, hazelnuts etc.) is up to scratch: "One oil, one nut! It's an approach I've always followed, even when I wasn't earning anything: don't cheat, don't cut corners, don't use additives." He sells his oils directly from the Huilerie Beaujolaise shop, but above all to restaurant owners, and counts many Michelin-starred chefs among his customers.

Jean Marc is also a man of values, and for some years now he has been committed to offering organic products, investing a lot in reforestation and caring for walnut trees: "Man can't only take from the earth; you also have to know how to give. If we could promote techniques that don't rely on chemistry to give back to the soil what has been taken away from it, that would be a great result for me".

huilerie-beaujolaise.fr/gb/

Credit: Huilerie Beaujolaise



Philippe Aufranc, a winegrower who embodies hospitality

Aufranc vineyard in Fleurie

In his wine-tasting cellar, Philippe tells the family story of the vineyard, which began in 1935 with his grandparents Léon and Marie-Antoinette Aufranc.

It was an obvious choice for Philippe to take over the family estate: "At the time, the eldest son took over the vines, so we didn't necessarily ask him what he wanted to do, but I've always liked it." Philippe is keen to make the traditional methods of growing vines and making wine durable, he adds: "Our vineyard is a real heritage, because in one hectare of vines, there are at least five different generations of vines."

This winegrower is a true enthusiast: "I am happy in my vineyards, when they're healthy, I'm happy [...] I'm proud of my job so I want to tell others about it." Equally a proud ambassador for his land, he says: "We have a beautiful region, which isn't isolated, we're just a stone's throw from Paris and Lyon [...] we have gastronomy, scenery and hospitality". Until he retires, Philippe says he will continue to develop the tourist trade on his estate.

domaine-aufranc.fr



REMARKABLE HERITAGE

Between the Pierres Dorées villages, remarkable estates and more niche sites, the Beaujolais region is packed full of architectural gems. Beaujeu, the historic capital, Villefranche-sur-Saône and its Renaissance courtyards and Oingt, a medieval town, are all memorable places for a timeless journey.

THE HILLSIDE PERCHED JEWELS OF THE PIERRES DORÉES REGION

Oingt, “Plus Beaux Villages de France”

Once through the fortified gate at Nizy, visitors can wander through the medieval streets, climb to the top of the Donjon tower and admire the golden-coloured historic monuments. Liven up a stroll by meeting passionate artisans.



NEW
“Les Fléaux d’Oingt” - a journey through sound
 Visitors can take an audio tour of the village of Oingt, guided by QR codes. This guided tour lets the stones of the village “speak” and tells their story.



Ternand, “Petite Cité de Caractère”

This small village nestling on a rocky headland is a listed historic monument. Visitors can admire the beauty of its houses and discover the remains of the château and its 12th-century keep.



Theizé, a village where the golden stones originated

Theizé is a peaceful village perched on the slopes of Mont Bansillon, overlooking some of the many vineyards in the area. At the top of the village, you can see the old church and the Château de Rochebonne.

TOWNS AND VILLAGES WITH UNIQUE HISTORIES

Villefranche-sur-Saône

This town, gateway to the Beaujolais region, boasts a rich heritage of Italianate Renaissance architecture, which you can discover by following the guided tour, “The Hidden Treasures Trail”.

Maison Vermorel **NEW**

Maison Vermorel, one of Villefranche-sur-Saône’s outstanding heritage sites, is set to open its doors in the summer of 2024 and become a real place to live. This project, supported by the town, has several areas, including a culinary centre with a bistro and a wine cellar, a centre for Villefranche’s economic players and a cultural centre with an artistic programme and cultural education projects.



Clochemerle

The village of “Vaux-en-Beaujolais”, was the inspiration for writer Gabriel Chevallier’s novel “Clochemerle”. This satirical novel, which tells the story of quarrels over the construction of a public urinal was an instant success.

DISCOVER
 In the village, a free museum recounts the life of Gabriel Chevallier through his works, sketches and various paper and audiovisual documents. Open all year round.



Beaujeu

Giving its name to the Beaujolais region and appellation, this small town is a historic landmark not to be missed.

NOT TO BE MISSED
 The Maison du Terroir Beaujolais is a real showcase for the region, featuring the products of numerous local artisans and producers. Open all year round.

Fleurie

This village, classified as a ‘green’ resort, is the ultimate nature destination and is easily identifiable by the Virgin Mary chapel overlooking the village.

DISCOVER
 By taking the Chemin des Lys, visitors can climb up to the Virgin Mary to enjoy the panoramic view over the vineyards of the Fleurie cru and the Saône valley.



CHÂTEAUX TO VISIT

Châteaux en Beaujolais **NEW**

Ten wine châteaux in the Beaujolais region have joined forces to offer a new wine route from the north of Beaujolais to the Pierres Dorées, dedicated to discovering the region's symbolic châteaux such as Château de Poncié, Château des Jacques and Château de la Chaize. Interested visitors can visit their website, then pick up a road map and have it stamped at each château they visit to enjoy a special benefit from the second visit onwards. This could include a free bottle of wine, access to an area usually closed to the public, or a sample of an old vintage, etc.

- € Prices vary depending on the estate
- i chateauxbeaujolais.fr

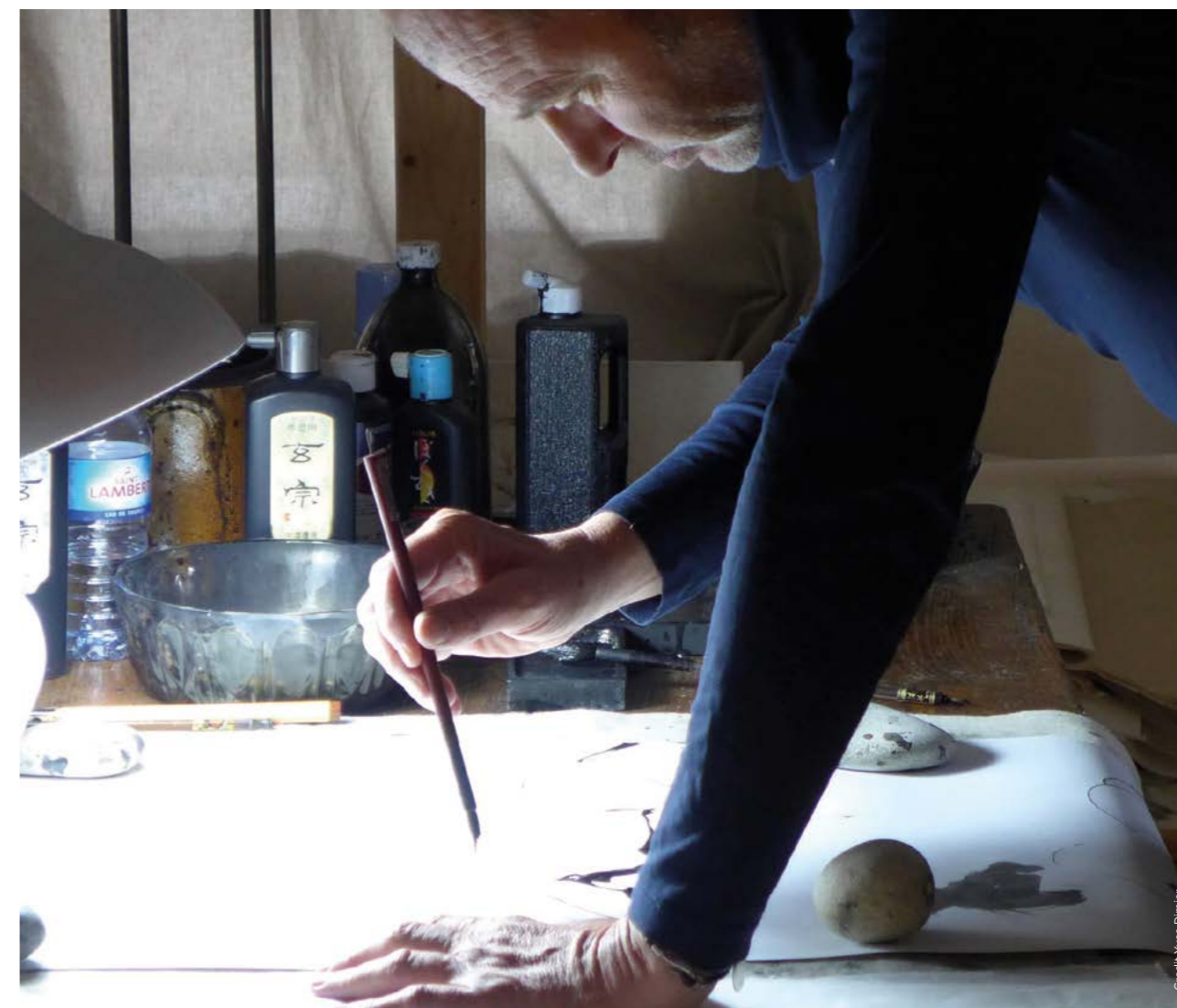
Château de Jarnioux

This golden stone château dates back to the 13th century and is a Renaissance building. This estate, owned by the Lord of Gléteins, changed hands between families until 1779, when Charlotte, the heir at the time, married Gabriel de Clavière. Their descendants who still own the château, give guided tours. The tour includes an explanation of the château's history, followed by a visit to the gardens, the prison, the chapel and some of the château's rooms.

- 🕒 Open: from 1 May to 31 October, every Saturday and Sunday, open all year round for groups by prior booking.
- € €8 per adult
- i seigneurie-jarnioux.com

BEAUJOLAIS, A REGION OF ARTISTS AND ARTISANS

The Beaujolais region has a highly diverse range of arts and crafts to discover. Porcelain, pottery, wrought-iron sculptures, stained glass, jewellery, watercolours, cashmere garments, calligraphy to name just a few. The village of Oingt, in particular, is home to a number of artists. Here's an unexpected meeting with one of them...



Yves Dimier, an inspiring calligrapher

Yves Dimier practices the art of calligraphy in his studio in Oingt. After trying his hand at various visual arts, such as illustration, engraving and photography, calligraphy was a revelation. "I came across a Chinese ideogram with an ink stone, a stick and a paintbrush at a friend's house. It caught my eye and in hindsight, it changed my life", he says.

He points out that this Chinese art is a form of expression "Calligraphy is a 3,000-year-old discipline that is a path of awakening". He says, "We repeat our movement to perfect it, we're looking for pure movement". In fact, he "tries to put drawing into this form of writing" and works from live models. The final work is only the consequence of the intention, as he explains: "We set the intention before setting the shape, the intention precedes and accompanies the movement".

Yves Dimier wants to make the art of calligraphy more accessible, so he organises courses for the general public and meetings with schoolchildren, particularly in Villefranche. "It's important to take the mystery out of calligraphy, to show that it's simple".

Other projects are also in the pipeline, watch this space...

- € Course price: €45 for a 3-hour workshop
€70 for a full-day course (plus a small supplement for materials provided)
- i en.yvesdimier.com/

UNMISSABLE EXPERIENCES

Vineyard picnics

Winegrowers welcome visitors for a tour of the vineyard and a taste of their wines before setting off into the middle of the vines for a unique gourmet picnic. Several packages are available: the simple package (drinks only), the social package (including a picnic with local produce and drinks) and the elegant package (including a picnic prepared by a local chef).

- 🕒 *When? From 1 June to 30 September*
- 💶 *Varies depending on the vineyard and the package chosen*
- 📍 destination-beaujolais.com/en/pique-nique-dans-les-vignes.html

Meet the winegrower

This tour focuses on meeting the winegrower, who has been awarded the "Vignobles et Découvertes" label and is passionate about their work and the Beaujolais soil. For one hour, the winegrower will show you around their vineyard and then offer a guided tasting of 3 wines, accompanied by local sausage or cheese.

- 🕒 *From 1 June to 30 September*
- 💶 *Varies depending on the vineyard*
- 📍 destination-beaujolais.com/en/les-offres-gourmandes/visites-privilege-vignobles-decouvertes-5857433.html

Aperitifs at the Tour d'Oingt, a drink with a panoramic view

From the 18-metre-high Tour d'Oingt, visitors can enjoy a moment of pure Beaujolais hospitality in an exceptional setting. The programme includes a tour of the Tour d'Oingt, a guided tasting of the estate's wines (white, red and rosé) and a typical Beaujolais mâchon (traditional early morning meal consisting of pork products or tripe).

- 🕒 *When? From June to September. - Limited places*
- 💶 *€12 for children over 6 / €20 per adult*
- 📍 routedesvins-beaujolais.com/en/aperos-de-la-tour.html



Hameau Dubœuf **NEW SHOW**

Romanèche-Thorins

Hameau Dubœuf was the first vineyard and wine theme park in Europe to offer unique collections, shows and wine tasting. A new show "L'Impérial" invites visitors to immerse themselves in the "splendour of the Second Empire" thanks to light and sound projections.

- 🕒 *Open: Wednesday to Sunday: 10am to 6pm*
- 💶 *The hamlet tour is free for children under 7, €8 for children aged 7-15 and €20 for adults*
- 📍 duboeuf.com/en/

La Maison du Terroir Beaujolais

Beaujeu

The Maison du Terroir Beaujolais shop is a real showcase for the region, featuring products from a host of local producers, including wines from the 10 Crus of Beaujolais, mohair wool products from the Ferme d'Amalthée and terrines from BOK Conserverie Artisanale, to name just a few.

- 🕒 *Open: From 1 March to 31 December, 7 days a week, 10am-12.30pm / 2pm-6pm*
- 💶 *Free access*
- 📍 lamaisonduterroirbeaujolais.com



Château de Pizay enoteca

Belleville-en-Beaujolais

A fun introduction to oenology through eight workshops including quizzes on colour, aromas, flavours, etc.

- 🕒 *Open: Monday to Sunday, opening times vary*
- 💶 *€20 with a complimentary glass of wine and access to the Tasting Area (duration: 45 minutes)*
- 📍 vins-chateaupizay.com/en/

Les Rendez-Vous de Bobosse Restaurant

Belleville-en-Beaujolais

As a Beaujolais institution, this venue is split in two, with a charcuterie/delicatessen section and a second section dedicated to the restaurant. Visitors can sample "Bobosse" local specialities such as the famous andouillettes and sabodets (French sausage), cooked sausages and other quenelles.

- 🕒 *Open: charcuterie Tuesday to Saturday 8.30am to 7pm and Sunday 9am to 1.30pm / restaurant Tuesday to Saturday 11am to 3pm*
- 📍 rdvbobosse.com

YOUR **PRESS** TRIP

“MEETING THE PEOPLE OF BEAUJOLAIS” GETAWAY

Taking the time to discover Beaujolais means meeting the people who passionately cultivate the art of entertaining.

A night at the ★★★★★ Villa Alexandre hotel *Régnié-Durette*

Camille discreetly welcomes visitors to her charming hotel with its unique rooms, set menu and outdoor swimming pool.

Day 1

Visit to Château de la Chaize - Odenas

Meet Boris, the estate's managing director, to follow the new guided tour, discover the estate's technological prowess and taste the crus.

Lunch at La Robe Rouge - Villié-Morgon

A bistro in the middle of the vineyards, where you can sample dishes prepared by the Chef, Thomas Guignier.

Discover the Huilerie Beaujolaise - Beaujeu

Meet Jean-Marc Montegottero, a self-taught man with a passion for his craft, who offers not only a tour of his old mill but also a tasting of oils in his shop.

Dinner and overnight stay at the Villa Alexandre hotel

Day 2

Visit to the village of Oingt

Visit the village accompanied by Francis, a volunteer from the village association, to discover the different stories of Oingt and to climb to the top of the tower.

Lunch at La Table du Donjon - Oingt

Chefs Jean-Marc and Mathieu serve authentic and creative home-cooked cuisine, using seasonal produce.

Meet the artists of Oingt

Meet the passionate artists of Oingt, including glass spinner Cendrine, stained glass artist Christelle and watercolour artist Didier Georges.



A REGION MARKED BY **UNIQUE** **EVENTS**

2023

October

16-21 October

Festival Nouvelles Voix in Villefranche-sur-Saône

19th edition of a festival devoted to the most promising artists on the contemporary music scene. The festival was created in 2005 by Alain Moreau and the conurbation authority. Over the last 19 years it has become a demanding and innovative musical event.

- € From €26 (open seating)
- i theatredevillefranche.com

19-22 October

Fascinant Week-End

The Fascinant Week-End brings together Vignobles & Découvertes-accredited destinations across France to offer a celebratory and unusual programme of wine tourism activities. The programme includes an art workshop "Introduction to Travel Journals" at Château de Buffavent, a tasting at Château de Javernand with an introduction to agroecology and a walk with a "rirologue" (psycho-corporal technique for developing the joy of living).

- i destination-beaujolais.com/en/programme-du-fascinant-week-end.html

November

Sunday 12 November

Touroparc Run **NEW**

For the first time, four races are being organised in the heart of the Touroparc animal park: a children's race, a 5 km, 10 km and 20 km run. The event is a chance to run in aid of Touroparc Conservation.

- € From €8 for the 5 km (each entry includes access to the park from 2pm to 5pm on race day)
- i touroparc-run.fr

15-19 November

Sarmentelles de Beaujeu

Although the event was first held to celebrate the release of the Beaujolais Nouveau wine, it is now known for the party atmosphere it creates. These five days are marked by gourmet markets and wine fairs to be found throughout the streets of Beaujeu town centre.

- € Depending on the activity
- i sarmentelles.fr/en/

Saturday 18 November

The International Beaujolais Marathon

For the 19th edition of the marathon, participants will run between Fleurie and Villefranche-sur-Saône through vineyards, châteaux and wine vats with bands and tastings. Over 20,000 runners are expected this year. In the afternoon and evening, there will be a host of events, including the much-anticipated Beaujolais Nouveau showcasing on the forecourt of the Hôtel de Ville.

- € From €25 for the 13km of the Rhône
- i marathondubeaujolais.org/en/

2024

June

14-16 June

(3rd weekend in June)

Bienvenue en Beaujonomie

Some forty Domaines & Maisons from the Beaujolais region are inviting wine lovers to celebrate culinary art and French gourmet cuisine. Participants can sit around a large table to share exceptional dishes and wines, all in a chic and relaxed atmosphere. This event is all about socialising and meeting new people.

- € Varies depending on the events
- i bienvenue-en-beaujonomie.fr/en

July-August

Beaujolez-vous

Free events throughout the Beaujolais region from Tuesday to Saturday in July and August: from Temps Danse on Tuesdays in Belleville-en-Beaujolais for swaying your hips to the music, to concerts on the Chiroubles terrace on Wednesdays, and the night market with local producers in Fleurie on Thursdays, to name but a few.

- € Free
- i destination-beaujolais.com/en/beaujolez-vous.html

Rosé, Nuits d'été

The villages, which are decorated and illuminated for the occasion, look at life through rose-tinted glasses and reveal their superb heritage in a different light. The programme includes events combining the discovery of Beaujolais rosé wines and celebrations. Every week throughout the summer, winegrower aperitifs are organised in the cellars on Thursdays, cultural evenings on Fridays, night markets on Saturdays and wine and heritage walks on Sundays.

- € Varies depending on the events
- i destination-beaujolais.com/en/rose-nuits-d-ete.html

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