



## BAGHERA/WINES ANNOUNCES ITS ARRIVAL ON FRENCH SOIL

First online auction: “I (wine) a dream” in aid of the BSB Foundation

**FONDATION**  
**BSB**



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| Lot 38 Richebourg 2016 – 1 magnum – Domaine de la Romanée-Conti, € 8'000 – 16'000 |

Geneva, 8 September 2023 – On 27 September, Baghera/wines will be holding an online auction in aid of the Burgundy School of Business BSB Foundation. Dr. Wine Selection, a well-established and renowned Burgundy company, is driving this initiative. More than 40 estates in Burgundy, Champagne, Bordeaux, and the Rhône have agreed to take part in the auction, offering their bottles for the benefit of the Burgundy School of Business Foundation. These bottles, and many large formats, were pooled to form the “*I (wine) a dream*” sale, organized with the voluntary help of Dr. Wine and Baghera/wines. For Baghera/wines, this is an opportunity to announce its official presence on French soil, with an activity that will be highly effective in organizing auctions in France. The event will take place on 27 September and will be held entirely online on the Baghera/wines website: [www.bagherawines.com](http://www.bagherawines.com), with all proceeds to go to the BSB Foundation, commission-free.

## A firm belief in preservation

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Jérémy Seysses, winemaker at Domaine Dujac, and partners Antoine Prudent and Jean-Philippe Girard, who head up the very humble and authentic Dr. Wine Selection, were the originators of this project, driven by a need to support the work of the BSB Foundation. The school notably trains future managers in the world of wine through experts' teaching. The network of winegrowers and estates did the rest, and it was the enthusiasm of these players that initially convinced Baghera/wines, whose expertise in organizing wine auctions is now undeniable. It subsequently spread to the "climats" whose players understand the importance of education and raising awareness of training that takes account of local needs and particularities.

If passed on correctly, this invaluable knowledge could help the region in many ways, while propelling it towards a future that is both serene and respectful of oenology and wine culture more generally.

Antoine Prudent and Jérémy Seysses, directors of the BSB Foundation, say: "*This fund-raising, which we hope to continue over the long term, is intended to finance bursaries for deserving students from the BSB Business School of Wine & Spirits in difficult situations, Bursaries for students at BSB working on entrepreneurial projects related to wines and spirits*".

## BSB is thus joining forces with Baghera/wines and Dr. Wine Selection by means of its Foundation to create a prestigious auction

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Notably thanks to its internationally recognized *School of Wine & Spirits Business*, BSB is a major player in wine management teaching and research. Over the last few years, the school has also developed genuine academic and scientific expertise in luxury management. Its strategic positioning in these two related sectors, flagships of the French economy, naturally encourages it to lead initiatives that mobilize its rich ecosystems for the benefit of its students.

By way of example, "*I (wine) a dream*" is an operation that draws on the powerful BSB community – graduates, winemakers, partner companies – and the BSB Foundation's ability to unite determination and talents, resulting in an exceptional auction offer, the proceeds of which will foster the development of the School.

"*This superb project is emblematic of the ambition that drives us*", said Laurent Vernerey, Chairman of the BSB Foundation. "*This means taking advantage of our identity, our specialties, the areas in which we operate and, above all, our communities to bring our values of social openness, excellence and entrepreneurial spirit to life, by raising funds that will contribute to the growth of BSB as well as to guiding and supporting its students. By 2023, our aim is to award more than 180 different scholarships to students. This prestigious sale organized by Baghera/wines and Dr. Wine is a fantastic opportunity to achieve this. Without the contribution from the winegrowers and estates in Burgundy, Champagne, Bordeaux and the Rhône, to whom we extend our warmest thanks, this project would not have been possible.*"

Michael Ganne and Julie Carpentier, founders of Baghera/wines, add: "*Local initiatives in Burgundy have always aroused our interest. We are not only close to the domaines and estates, but also to all the entities working to preserve knowledge and concentrate oenological expertise in Burgundy. In addition to being won over by the energy and initiative of all the representatives at Dr. Wine Selection, we were impressed by the responsiveness and enthusiasm of the winegrowers and wineries from Burgundy, Champagne, Bordeaux and the Rhône who responded to Dr Wine Selection's appeal. They have offered remarkable bottles for auction, some of them particularly rare or even unprecedented in their formats, because at the heart of this initiative lies a gesture of support and encouragement!*"

The sale comprises **11 bottles, 39 magnums** and **7 jeroboams**, divided into 50 lots covering appellations that are highly coveted by connoisseurs of France's great terroirs.

**Baghera/wines** will receive no fees or commissions for this charity sale.

## top lots in the sale

Lot 3 — Champagne Seloisse Millésime 2010 | 1 Bottle | € 1'600 – 3'200

Lot 7 — Petrus 2011 | 1 Magnum | € 4'500 – 9'000

Lot 20 — Domaine Dujac, Clos de la Roche – Côte de Nuits 1999 | 1 Magnum | € 5'000 – 10'000

Lot 38 — Domaine de la Romanée-Conti, Richebourg 2016 | 1 Magnum | € 8'000 – 16'000



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## KEY DATA

for the auction « **l (wine) a dream** » by Baghera/wines

Total no. of bottles: 57

Date: September 27, 2023 – 2pm CEST

Number of lots: 50

Online auction

Online catalogue accessibility: September 7, 2023 on [www.bagherawines.com](http://www.bagherawines.com)

## about baghera/wines, experts in exceptional wines

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European leader in rare wine auctions based in Geneva, Baghera/wines offers a new approach to sales of exceptional vintages by placing conviviality and sharing at the heart of their events. For the past five years, passionate experts Michael Ganne and Julie Carpentier have developed a bureau dedicated exclusively to rare wines, and which guides collectors in all aspects of enhancing the value of a collection.

In 2018-19, the historic sale of Henri Mayer's personal cellar, to date the world's most important wine auction ever (CHF 34.5M), followed by an unprecedented sale exclusively dedicated to the wines of the Domaine de la Romanée-Conti and then by the final bottles from Domaine René Engel, propelled Baghera/wines to the position of European leader in wine auctions.

The experienced team working with Baghera/wines' experts offers excellent tailor-made professional advice to international collectors passionate about rare fine wines including the organization of master classes, as well as careful selection of wines for private tastings, dinners and events combining music and wine. In September 2020, Baghera/wines officially inaugurated its new Geneva establishment, incorporating a private club and boutique dedicated to fine wines, within the Beau-Rivage hotel, Geneva. In October 2022, the company further developed its activities in Asia, with the opening of Baghera/wines Singapore Ltd. in Singapore. The entity began holding physical and online auctions from December 2022. In 2023, Baghera/wines France was set up to organize auctions in France, and a second club dedicated to collectors and events was inaugurated in Nuits-St-Georges.

[bagherawines.com/en/about-us](https://bagherawines.com/en/about-us)

## about BSB and the BSB Fondation

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Founded in 1899, **BSB** is one of the Top 15 French business schools and enjoys the triple crown with international accreditations EQUIS, AACSB and AMBA (less than 1% of business schools in the world). It has more than 3,000 students spread over 3 campuses (Dijon, Lyon, Paris) – a quarter of whom are international (70 nationalities) – and 200 academic partners in 55 countries around the world. Its *School of Wine & Spirits Business*, launched in 2013, is a world reference in the sector.

The **BSB Foundation** has contributed to the development of BSB since 2014 by supporting general interest missions based on three key pillars:

- **Excellence** : building the future of BSB by supporting academic innovation and excellence, applied research and international influence.
- **Equality** : participating in the social and societal commitment promoted by BSB by helping students and encouraging diversity.
- **Entrepreneurship** : encouraging an entrepreneurial spirit among students, graduates and associations, in order to support high-impact projects.

[fondation.bsb-education.com](https://fondation.bsb-education.com)

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