



BURGUNDY  
SCHOOL OF  
BUSINESS

LEAD  
FOR  
CHANGE

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**EXPERT PROFESSOR**  
**DEPARTMENT: WINE & SPIRITS**

**DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)**  
**RESEARCH AXIS: WINE & SPIRITS**

## EDUCATION AND DEGREES

- 1972 Master en Science de l'Education
- 1974 Bachelor's Degree in international relations

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 1973 - ... Wine-grower
- 1976 - ... Professor in Wine, Culture and Languages (Burgundy School of Business)
- 1995 - 2011 (Jules Guyot Institute)
- 2002 - 2010 (University of Dijon)
- 1995 - 2000 (University of Dijon)
- 1983 - 2000 (ENSBANA)
- 1970 - 1972 (University of Wisconsin)

## TEACHING

### DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

## SCIENTIFIC ACTIVITIES

### RESEARCH FOCUS

- Wine & Spirits

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Lecat, B., Chapuis, C., MCGarry Wolf, M., Wine and war: Burgundy wine production and consumption during World War I. *Journal of Wine Research*, 2021, 32,(1): 11-37. **CEREN COMPL. LIST**

Ballantyne, D., Terblanche, N.S., Lecat, B., Chapuis, C., Old world and new world wine concepts of terroir and wine: perspectives of three renowned non- French wine makers. *Journal of Wine Research*, 2019, 30,(2): 107-121.

Lecat, B., Brouard, J., Chapuis, C., Fraud and counterfeit wines in France: an overview and perspectives. *British Food Journal*, 2017, 119,(1): 84-104.

Lecat, B., Chapuis, C., Food and Wine Pairing in Burgundy: The Case of Grands Crus. *Beverages*, 2017, 3,(10): 1-26.

Lecat, B., Chapuis, C., Brouard, J., Cogan-Marie, L., The Case of Cruse Affair for the Bordeaux Wines (Winegate) and Its Consequences on the Burgundy Wine Industry. Special issue on Understanding consumer expectations and reducing asymmetry between consumers and producers: a challenge for food producers in a monopolistic competition market. *Recent Patents on Food, Nutrition & Agriculture*, 2016, 8,(1): 25-30.

### Books

Chapuis, C., *Les vins, bières et spiritueux du monde de A à Z*, Paris: Pocket, 2014, 416 p.

Chapuis, C., *La Mémoire des Coteaux*, Fontaine-lès-Dijon: Editions de Bourgogne, 2010, 180 p.

Chapuis, C., *Vineyard Trails*, Fontaine-lès-Dijon: Editions de Bourgogne, 2009, 128 p.

Chapuis, C., *Québec entre deux mondes*, Paris: Timée-Éditions, 2008, 187 p.

Chapuis, C., *Le Chemin des Vignes*, Fontaine-lès-Dijon: Editions de Bourgogne, 2007, 127 p.

### Book chapters

Chapuis, C., Touristes en Pays de Vignes. Lebault, Y., *In climats veritas : Regards singuliers sur les vins de Bourgogne*, Chambolle-Musigny: Terre en vues, 2019.

Cogan-Marie, L., Lecat, B., Caseau, C., Chapuis, C., How important is spiritourism in France? An exploratory study. Wagner, D., Mair, M., Stöckl, A.F., Dreyer, A., *Kulinarischer Tourismus und Weintourismus*, Wiesbaden: Springer Gabler Fachmedien, 2017, 29-41.

Cogan-Marie, L., Charters, S.J., Fountain, J., Chapuis, C., Lecat, B., Is good wine enough? Place, reputation and wine tourism in Burgundy. Thach, L., Charters, S.J., *Best Practices in Wine Tourism: 15 Case Studies from Around the World*, New York: Miranda Press, 2016, 79-97.

Chapuis, C., Charters, S.J., La nature du vin. Gallo, J., Charters, S.J., *Economie et management du vin*, Paris: Pearson, 2014, 15-26.

Chapuis, C., Charters, S.J., The world of wine. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, 13-23.

Chapuis, C., Les Dames de Tart. Paneitescu, C., Cora Fusatau, L., *Vigne, vin et ordres monastiques en Europe*, Chaire Unesco, 2013, 142-155.

Chapuis, C., Lecat, B., Embedding food and drink cultures: the case of Burgundy. Sloan, D., *Food and Drink: the cultural context*, Oxford: Goodfellow Publishers, 2013, 114-133.

Chapuis, C., Le riche passé viticole de Dijon. Garcia, J-P., Rigaux, J., *Vignes et vins du Dijonnais, oubli et renaissance*. 2nd ed., Clemencey: Terres en vues, 2012, 29-39.

### **Textbooks/educational books**

Chapuis, C., Dunn, P., *L'anglais du travail*, Chennevières-sur-Marne: Assimil, 2014, 206 p.

Chapuis, C., Dunn, P., *Dictionnaire des vins, bières et spiritueux du monde*, Paris: Editions Pocket, 2013, 624 p.

Chapuis, C., Dunn, P., Fontenille, A., *Inglés de los negocios*, Chennevières sur Marne: Assimil, 2013, 783 p.

Chapuis, C., Dunn, P., Fontenilles, A., *L'anglais des affaires*, Paris: Assimil, 2011, 781 p.

### **Papers in Academic Conferences**

Lecat, B., Brouard, J., Chapuis, C., Lessons from the past (1822-1973): How did "Nicolas wine Merchant Chain" use promotion tools and luxury codes to grow over time?. *2017 Global Fashion Management Conference (GFMC)*, July 6th-7th 2017, Vienna, Austria.

Cogan-Marie, L., Caseau, C., Lecat, B., Chapuis, C., How important is spiritourism in France? An explanatory study. *Culinary and wine tourism conference*, October 21st-23rd 2015, Vienne, Austria.

Cogan-Marie, L., Chapuis, C., Charters, S.J., Lecat, B., Key drivers of success for wine tourism in Burgundy: A comparison between the Cote d'Or and Beaujolais. *9th Conference of the American Association of Wine Economists*, May 26th-30th 2015, Mendoza, Argentine.

Lecat, B., Chapuis, C., Brouard, J., Bizot, J-Y., Are Burgundy wines too cheap? An investigation on land prices, rent prices, tenant farming and wine price. *2015 Global Fashion Management Conference, Track Fashion, Design, Innovation and Wine Marketing*, June 25th-28th 2015, Florence, Italy.

Ballantyne, D., Chapuis, C., Lecat, B., Terblanche, N.S., Old world and new world wine concepts of terroir: global thought leaders. *Faculty Of Business International Research Collaborations Conference*, June 11th 2014, Oxford, United Kingdom.

Ballantyne, D., Chapuis, C., Lecat, B., Terblanche, N.S., What is the concept of terroir? Discussion with Bernard van Berg, a wine-grower in Meursault: a case study on "the most simply wine". *8th International Conference of the Academy of Wine Business Research*, June 28th-30th 2014, Geisenheim, Germany.

Chapuis, C., Charters, S.J., Lecat, B., Is terroir just a conveniently untranslatable French term? Part 1: the case of France. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Chapuis, C., Charters, S.J., Lecat, B., Special Session on Terroir and Wine Marketing – Global Perspectives. *42th Academy of Marketing Science (AMS) Annual Conference*, May 15th-18th 2013, Monterey, United States.

Chapuis, C., Lecat, B., Case study on food and drink cultures in Burgundy. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Chapuis, C., Lecat, B., The invention of a food & wine tradition in Burgundy: the influence of some major Burgundian figures. *International Conference on Innovation & Trends in Wine Management*, June 22nd 2012, Dijon, France.

Chapuis, C., Les Cisterciennes et le Clos de Tart. *Colloque international "Vigne, vin et ordres monastiques en Europe : une longue histoire"*, October 27th-29th 2011, Lasi, Romania.

Chapuis, C., Lecat, B., Wine Climates in Burgundy and holy names: will the consumer be influenced by religion?. *Conference on "Religion as brands, the marketization of religion and spirituality"*, October 13th-15th 2011, Lausanne, Swiss.

Chapuis, C., Burgundy: Current perspectives. *5th international Conference of the Association for Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealan.

Chapuis, C., The amazing travels of Burgundy's cultivars. *5th international Conference of the Association for Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealan.

Chapuis, C., Ce que les Etats-Unis ont apporté à la viticulture bourguignonne. *3rd Bacchus Conference*, June 7th-9th 2007, Ontario, Canada.

Chapuis, C., La viticulture dijonnaise : un exemple de viticulture urbaine. *3rd Bacchus Conference*, June 7th-9th 2007, Ontario, Canada.

Chapuis, C., Nourriture et vin sur la table de Voltaire. *3rd Bacchus Conference*, June 7th-9th 2007, Ontario, Canada.

#### **Papers/digital media in professional journals**

Chapuis, C., André Ropiteau, le Bourguignon de Tahiti. *Pays de Bourgogne*, 2020, 260.

Chapuis, C., Faussaires et Falsificateurs du vin de Bourgogne. *Pays de Bourgogne*, 2020, 260.

Chapuis, C., In Memoriam, Jean-François Bazin, 1942–2020. *Pays de Bourgogne*, 2020, 260.

Lecat, B., Brouard, J., Chapuis, C., Futures in Bordeaux: how does the En-Primeur System work. *Wine and Viticulture Journal*, 2018: 88-97.

Chapuis, C., Le terroir, un concept bourguignon. *Pays de Bourgogne*, 2016, 247: 26-32.

Chapuis, C., Des abeilles sur le coteau de Corton. *Pays de Bourgogne*, 2015(244): 32-34.

Chapuis, C., La libération d'Auxey-Duresses par le lieutenant Jean-Claude Servan-Schreiber. *Pays de Bourgogne*, 2015(244): 37-39.

Chapuis, C., Le docteur Lavalley (1820-1860) père fondateur des AOC. *Pays de Bourgogne*, 2015(242): 24-29.

Chapuis, C., Le parler vigneron. De quelque parler vigneron de mon village et du Bourgogne. *Pays de Bourgogne*, 2015(243): 32-36.

Chapuis, C., L'Yonne, voie royale pour le commerce des vins de Bourgogne du Moyen-Âge au XIX<sup>e</sup> siècle. *Pays de Bourgogne*, 2015(244): 20-27.

Chapuis, C., Napoléon et les grands vins de Bourgogne. *Pays de Bourgogne*, 2015(245-246): 28-34.

Chapuis, C., Aviation et viticulture : un autre regard sur la vigne. *Pays de Bourgogne*, 2014(241): 18-23.

Chapuis, C., Henri Bouchard, sculpteur de la vigne. *Pays de Bourgogne*, 2014(239): 18-20.

Chapuis, C., La publicité des vins de Bourgogne au cours des âges. *Pays de Bourgogne*, 2013(238): 3-15.

- Chapuis, C., Le Tastevin. *Pays de Bourgogne*, 2013(237): 26-31.
- Chapuis, C., Old time Vintage Customs. *Revue viticole chinoise*, 2013: 10-21.
- Chapuis, C., Les années d'études d'Henri Vincenot à l'ESC Dijon (1928-1930). *Pays de Bourgogne*, 2012(234): 3-10.
- Chapuis, C., Les climats révélés. *Pays de Bourgogne*, 2012(231): 2-3.
- Chapuis, C., Maurice Emmanuel (1862-1938) compositeur et illustrateur du chant choral. *Pays de Bourgogne*, 2012(234): 26-31.
- Chapuis, C., Lecat, B., Les Noms Saints au travers des Appellations Bourguignonnes. *Pays de Bourgogne*, 2012(231): 76-79.
- Chapuis, C., Pitiot, S., Le clos de Tart : climats et sous-climats. *Pays de Bourgogne*, 2012(231): 70-71.
- Chapuis, C., La chanson vigneronne en Bourgogne. *Pays de Bourgogne*, 2011(230): 11-17.
- Chapuis, C., La riche histoire du vin d'Auxerre. *Pays de Bourgogne*, 2011(228): 8-16.
- Chapuis, C., Les ouvriers de la vigne. *Pays de Bourgogne*, 2011(228): 6-11.
- Chapuis, C., Pierre Poupon, moine défricheur de la littérature du vin. *Pays de Bourgogne*, 2010(227): 13-19.
- Chapuis, C., Renaissance de vignoble bourguignons. *Pays de Bourgogne*, 2010(224): 3-17.
- Chapuis, C., L'étonnant Voyage des Cépages bourguignons. *Pays de Bourgogne*, 2009(221): 3-14.
- Chapuis, C., Le pain des vignerons. *Pays de Bourgogne*, 2009(222): 19-24.
- Chapuis, C., Les Gaulois, la vigne et le vin. *Pays de Bourgogne*, 2009(223): 19-25.
- Chapuis, C., René Gogney reconstitue le puzzle de l'histoire. *Pays de Bourgogne*, 2009(223): 29-33.
- Chapuis, C., La viticulture à Talant. *Pays de Bourgogne*, 2008(219): 12-16.
- Chapuis, C., USA et Bourgogne : le verre de l'amitié. *Pays de Bourgogne*, 2008(218): 23-24.
- Chapuis, C., La viticulture et le commerce du vin à Chalon. *Pays de Bourgogne*, 2007(216): 47-58.
- Chapuis, C., Le vignoble bourguignon à l'époque de Vauban. *Pays de Bourgogne*, 2007(215): 4-15.
- Chapuis, C., Le vignoble bourguignon à l'époque des Lumières. *Pays de Bourgogne*, 2007(217): 14-24.
- Chapuis, C., Vendanges du temps jadis. *Pays de Bourgogne*, 2007(220): 3-10.

### **Press tribunes**

Chapuis, C., "Pinard", "rouquin" et "picrate" : une histoire du vignoble bourguignon pendant la Grande Guerre. *The Conversation*, June 24th 2021, [theconversation.com](http://theconversation.com)

### **Research seminars**

Chapuis, C., Cogan, L., Lecat, B., Food and Wine Tourism in Burgundy, *Dominican University's Wine Marketing Conference: Innovations and Best Practices Conference 2013*, May 12th 2013, San Rafael, United States.

Chapuis, C., Lecat, B., The exceptions of exceptional terroirs: the case of Burgundy vineyard: theory and practice..., *Workshop on Innovation & Trends in Wine Management*, June 21st 2013, Dijon, France.

### **Professional conferences**

Ballantyne, D., Chapuis, C., Lecat, B., Terblanche, N., Old world and new world wine concepts of terroir: Global thought leaders. *Second bi-annual Wine Marketing: Innovations and Best Practices Conference*, July 11th-12th 2015, Brescia, Italy.