

Press kit



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Introduction

Blackcurrant is a symbol in Burgundy. This berry is more commonly used (and appreciated) as “Crème de cassis” (blackcurrant liqueur). But surprisingly, in France, most people ignore its main qualities and all its uses. Blackcurrant is even totally unknown in some parts of the world.

The Cassissium is a museum where visitors can learn everything about blackcurrant and its various utilizations. The visit includes a guided tour in the liqueur factory to discover Védrenne know-how.



Located in Nuits-Saint-Georges in the heart of Burgundy, the Cassissium is an integral part of rich terroirs, close to wine-growing hillsides. A 1,000m² building hosts a permanent exhibition, a projection room, a tasting room and a shop. This “gastronomic museum” was created in 2001, entirely from Védrenne’s private funds, located in Nuits-Saint-Georges since 1923. Today, the Cassissium welcomes more than 40,000 visitors each year.

Enter a singular exhibition: it explores historical and agricultural aspects about blackcurrant, its uses for medicinal purposes, perfumery and gastronomy. Then the guided tour gives the visitors a complete overview of how blackcurrant liqueur is produced. The visit ends with an essential part: the tasting of our products.

After a full renovation in 2013, both children and adults now wander through a playful and interactive museum. Visitors are not viewers anymore, they become actors of their own visit.



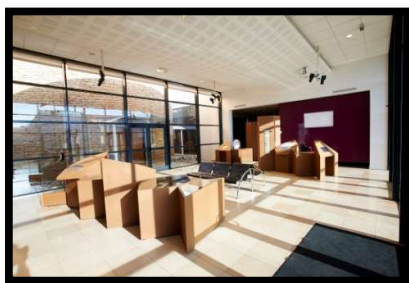
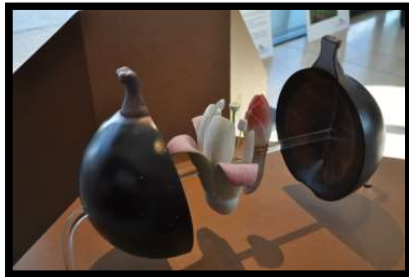
Museum

The Cassissium offer visitors an unusual journey into the blackcurrant's world: thanks to movies, drawers to open, touch screens, various objects, and mechanical animations – a multitude of playful elements that give access to numerous and various information about blackcurrant: a delight for the most curious visitors.

In the museum, you can choose between information and games, it enables visitors to discover every blackcurrant's aspects and its uses. There are four different themes spread into four different universes.

Domestication of the plant :

Historical, Agricultural, botanical and organoleptic aspects of blackcurrant are exposed in four different units. Every different varieties of blackcurrant (varieties, cultivars and hybrids), the importance of the terroirs or the upkeep of the bush are some examples of what you could learn at Le Cassissium. It exists a kind of duality which is cleverly staged there: it puts into perspective popular traditions (ancient tools, records...) and modern practices defined by mechanization (films, touch screens...). Visitors are also invited to compare blackcurrant culture to wine, both being closely linked.



Blackcurrant benefits:

The “admirable properties of blackcurrant” (as explained by the Abbot Pierre Bailly de Montaran in 1712) are displayed in a unit that invites visitors to enter the world of medicine and cosmetics. Information are popularized in order to enable anybody (even younger people) to be aware of the most recent relevant researchs about health and nutrition.



Blackcurrant growing

A whole set of furniture is displayed to enhance all senses: sight, touch, smell and taste. They form a kind of “sensory island”, on which visitors are invited to share their experience about the different techniques of transformation of blackcurrant, their olfactory experiences, visual memory. Moreover, they can discover advertising items from blackcurrant liqueur companies, recipes using blackcurrant among other things.



Pedagogic room :

This room is particularly adapted to receive the youngest visitors, especially for school trips. Groups can meet there and be isolated from the other visitors for pedagogic activities. Also, it hosts small temporary exhibitions.



All museum texts are available in French, English and German.

When blackcurrant becomes a star: the movie

Cassissium's movie, which is narrated by its mascot "Supercassis", is projected in a *Cabotte*, it is a kind of tower made of dry stones just like the little ones you can see throughout the vineyards in Côte d'Or. Supercassis tells visitors the story of his family, his origins and his rise to stardom.



Visit of the Védrenne liqueur factory

The visit of the Védrenne liqueur factory, located right next to the museum, is highly expected by visitors. The guides unveil step by step the production secrets of the well-known “Supercassis” blackcurrant liqueur: the crushing, the steeping in vats, the filtering and the addition of sugar.



This guided tour in the factory is also a good opportunity to learn more about the history of the company Védrenne and to discover local products that contribute to the reputation of Burgundy cuisine.

It eventually allows the visitors to enjoy the very special atmosphere in the largest ageing cellar of Burgundy brandies.



The tasting

Both children and adults share a moment of friendliness at the Cassissium’s bar area. They can taste Védrenne main products: the key product, the blackcurrant liqueur, all kinds of fruits liqueurs, brandies or syrups...



Feedback

5th June, 2015

We enjoyed the tour. Thank you to Matthias for his very informative “tutorial” on how to mix different drinks. Much appreciated. We learnt a lot.

Sybil & John, Australia

(Extract from our visitor's book)

« Un bon moment en famille »

Ce site niché au cœur de la zone industrielle de Nuits Saint George est peu encourageant vu de l'extérieur mais... il ne faut pas hésiter à entrer !!

La visite comprend : un petit film d'une dizaine de minutes sur l'histoire du cassis (très instructif et très apprécié par les enfants), une visite guidée très animée de l'usine de fabrication et une dégustation. Il y a aussi quelques animations pour les enfants et une exposition.

Les points plus :

- les guides sont passionnés, volubiles et connaissent bien leur sujet
- la dégustation n'est pas "chiche" : 4 ou 5 verres de produits de très bonne qualité
- les enfants ne sont pas en reste avec les animations et une dégustation de sirops (gratuit pour les moins 12 ans)

Tarif : 8,50 euros pour les adultes. Au regard de la dégustation, c'est un excellent rapport qualité/prix.

En résumé, une visite "commerciale" de très bonne facture ! Je recommande sans hésiter (5*)

(Written on April 6th 2015 on www.tripadvisor.fr)

Visite et dégustation(s) faites en famille ! Un grand moment de plaisir pour tous ! Nous avons apprécié l'accessibilité de l'entreprise et surtout l'accueil réservé par le jeune personnel dynamique et souriant !

Florence

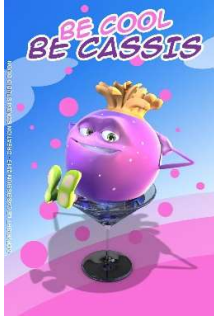
(Written on our Facebook page «Le Cassissium en Bourgogne (officiel) »)

<https://www.facebook.com/florence.garcon.5/activity/582083081894501>, le 8/5/2015



Events

July/August: After-work parties



During summer holidays, Supercassis takes over the museum for some nights where the liqueurs and syrups are mixed to elaborate some delicious cocktails. Visitors participate and learn to bring out the best of flavors.

May: European Night of Museums



During the Long Night of Museums, people can visit the Cassissium for free from 6 pm. An unusual way to discover the world of blackcurrants.

July: Festi'cassis



During a whole weekend, Cassissium teams up with its partners to present blackcurrant and local products, in order to do this, the museum put in place some animations to complete the tour. A game contest and other surprises are also organized. Our partners are:

- Hotel spa resort La Cueillette: located in Meursault and specialised in fruitithérapie.
- Soft détente: a Spa located in Sainte-Marie-La-Blanche that offers cares with blackcurrant based care-products.
- The Château de Gilly: cooking demonstrations using blackcurrants.

October 31st: Halloween night

Le Cassissium opens exceptionally at night for this special occasion. Guided tour of the factory, tasting, cocktails and scary surprises !



Usuful information

Opening hours

	Lundi Monday <i>Montag</i>	Mardi Tuesday <i>Dienstag</i>	Mercredi Wednesday <i>Mittwoch</i>	Jeudi Thursday <i>Donnerstag</i>	Vendredi Friday <i>Freitag</i>	Samedi Saturday <i>Samstag</i>	Dimanche Sunday <i>Sonntag</i>
April 1st - November 11th	10h-13h / 14h-19h						
November 12th - March 31st	fermé closed <i>geschlossen</i>	10h30-13h / 14h30-17h					fermé closed <i>geschlossen</i>
Vacances scolaires School holidays / <i>Schulferien</i>		10h30-13h / 14h30-18h					

fermeture les / closed on / *geschlossen am* : **25.12.2016 ; 01.01.2017**

Length of the tour: from 1.30 to 2 hours.

Entry Fees 2016

These following prices are effective for your visit of the museum, the projection of the movie, the guided tour in the factory and the tasting of the products.

Single :

- Adults : € 9
- Pupils / Students: € 6.50
- Free for children under 12 yo, accompanied by their parents

Groups (minimum 10 people) :

- € 7.50
- Secondary school and High School / Students: € 6
- Primary school: € 5



Access for non-French speaking

At the Cassissium, we speak: French, English and German

Audioguides available for the tour in the factory in: French, English, German, Italian, Japanese and Dutch

Paper formats available for the guided tour in: Chinese, Spanish, Polish and Portuguese

The texts of the museum are entirely translated in French, English and German

The movie is available in French, English and German and subtitled in Chinese, French, Spanish, Italian, Dutch, Portuguese and Russian



Certifications



Vignobles et Découvertes : certification testifying that this site is specialized in oenotourism.



Site Remarquable du Goût: since 2002, the Cassissium is part of the “Sites Remarquables du goût », a Federation that highlights culinary specialties all over France



Label Entreprise du Patrimoine Vivant: Recognition from the State in order to highlight the know-how of French artisanal and industrial companies.



Tourisme et Handicap : this certification certifies that the site is accessible for disabled people.



Mental disability



Motor disability



Certificat d'excellence (**) 2014, 2015 and 2016 TripAdvisor :** this certification rewards companies which received best marks from travelers on Tripadvisor.

How to come to le Cassissium?

By car:

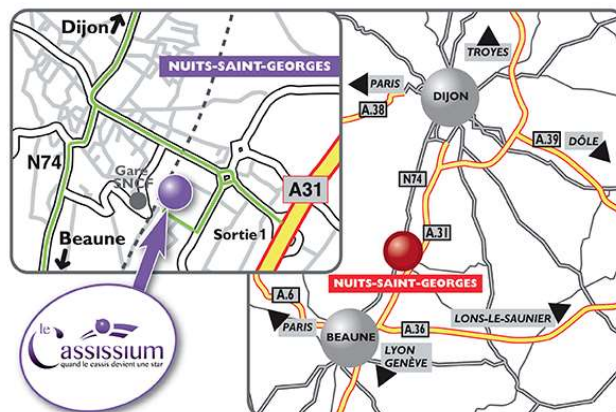
From RN74 (between Beaune and Dijon):

In the center of Nuits-Saint-Georges, go on in the direction of the highway A31. At the 3rd roundabout, go to the right (follow Seurre), then take the 2nd street on the right.

From A31 highway:

Take exit I “Nuits-St-Georges”. After the toll, At the 1st roundabout, go to the left (follow Seurre), then take the 2nd street on the right.

By train: a 5-minute walk from the train station of Nuits-St-Georges (signposted).



Contact details

Press contacts:

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<http://fr-fr.facebook.com/pages/LeCassissium-officiel/>

