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## **Louis Latour and Febvre announce new partnership in ROI.**

Febvre and Company, the family owned wine distributors, has been awarded the agency for Maison Louis Latour, the renowned family run Burgundy House, for the Republic of Ireland.

Maison Louis Latour has been owned and managed by the same family since 1797. Its current owner and President, Louis Fabrice Latour, represents the 11<sup>th</sup> generation. With such a tradition, Maison Louis Latour felt there was a natural synergy between the two companies.

Maison Louis Latour has a very strong tradition and presence within Ireland dating back to their representation by Gilbey's of Ireland. Over the course of two decades Macon-Lugny, Chablis and Pinot Noir have become firmly established within the Irish market.

Louis Fabrice Latour, in making the announcement said: "Febvre and Company, with its excellent network in the Irish hospitality industry will enhance our position as Burgundy's most renowned brand and help us present our Grand Crus in Ireland's finest hotels and restaurants. In addition, we aim to establish Simmonet-Febvre, our property in Chablis and Henry Fessy in the Beaujolais as domains of the future."

Anthony Alken, Managing Director of Febvre and Company, expressed his delight at the new partnership: "Louis Latour and Febvre have many synergies and it is therefore very satisfying that the two companies have come together. Both are family owned companies that value reputation and are committed to serving our customers with quality wines"

Ends.

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Attachment: Editors Note on Louis Latour

**About Maison Louis Latour: [www.Louislatour.com](http://www.Louislatour.com)**

A family owned and run company since 1797, Maison Louis Latour is one of the oldest and most highly respected wine makers in Burgundy, France. The company harvests, matures and vinifies a complete range of the best wines of Burgundy and proudly owns a 48 hectare estate, the jewel in the crown being the beautiful Corton Grancey winery and the 26.5 hectares of Grand Cru in the vineyards of Corton and Corton Charlemagne. The domain extends north to Chambertin and Romanée Saint-Vivant (Grand Cru of the Cote de Nuits) and south to Chevalier Montrachet (Grand Crus of the Côte de Beaune).

Renowned all over the world for the quality of their fine and elegant reds and high class white wines, this family run company remains a reference point amongst other Burgundian producers.

At the end of the 1970's, Louis Latour invested in the Ardèche region and developed Chardonnay production there. The success of this first innovative step was closely followed by an investment in the Var, a region deemed favourable for planting Pinot Noir. The Domaine de Valmoissine started its life at the beginning of the 1990's.

In 2003, Maison Louis Latour decided to purchase Simonnet-Febvre in Chablis to reinforce their position in terms of vineyards holdings in the North of Burgundy. There they produce Cremant de Bourgogne, Chablis, five Chablis premier Crus and three Grand Crus, from the famous vineyards of "les Peruses", "les Blanchet's" and "les Clos".

At the beginning of 2008, Louis Latour purchased the 15 hectare domain of Henry Fessy in the South of Burgundy. This purchase was swiftly followed by more vineyard acquisitions and the domain now covers 70 hectares mainly in the Crus Beaujolais. Already with vineyards in the Beaujolais and Beaujolais-villages appellations, the domain should soon be able to boast holdings in all ten Crus. This step is part of a move towards making Henry Fessy a domain not to be missed in the region.

