



Press release

16 February 2021

Boisset la Famille des Grands Vins Acquires Moncigale

NUITS ST.-GEORGES, France (February 16, 2021) – Boisset is delighted to announce the completed acquisition of Moncigale from Marie Brizard, following the approval of the French competition authorities. The addition strengthens the family collection with an important strategic pillar in the South of France specializing in rosé wines. Moncigale, established in 1921, adds another dimension to our portfolio of historic wineries with deep roots in their established terroirs. Moncigale's strength in the southern Rhône Valley and Languedoc further strengthens Boisset in those regions, while adding a dynamic presence and establishing leadership in fashionable rosé from the south of France. With over 300 grower relationships, it secures exceptional, qualitative, long-term presence in the region for fine wines.

The winery site in Beaucaire boasts a strategic location at the crossroads of the southern France's most desired terroirs. It includes over 630,000 square feet of wine production facilities, 3,000,000 gallons of capacity, and the most advanced winery for the development of a rich pipeline of innovation and emerging trends in the wine world, from eco-cert certified organic wines, to low-alcohol and low-calorie wines, alternative packaging including cans, pouches, and eco-friendly premium bag-in-box, to wine based cocktails and ready-to-drink portfolios. Moncigale has established itself further as a strategic partner in developing private labels for Europe's critical and fast-growing retail market, as well as a complete collection of established wines, namely, Moncigale, Terra Meridia, and Mistral Valley, as well as Fruits & Wine.

With French exports growing at an average 6% CAGR worldwide over the last decade, and Moncigale's role in the South of France the crossroads, with enticing innovation and leadership in the rosé category, this unique addition to the Boisset family strengthens its long-term leadership in the key terroirs of France and California while opening new doors for dynamic growth and innovation.

To learn more, please visit: www.moncigale.com/en

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