

31st March, 2023

THE BOLLINGER GROUP ACQUIRES CHÂTEAU D'ÉTROYES IN MERCUREY TO STRENGTHEN MAISON CHANSON

Founded in 1829, the Bollinger Group is a family-owned and independent group that brings together Houses and Estates from the best terroirs, with a unique know-how, heritage, and a shared obsession for quality: Champagne Bollinger, Champagne Ayala, Chanson in Burgundy, Langlois-Chateau in Saumur, Hubert Brochard in Sancerre, Ponzi Vineyards in Oregon, USA, Cognac Delamain and Anaë Gin. The Group also operates its own distribution platforms in two major markets: Bollinger Diffusion in France and Mentzendorff in the UK.

The Bollinger Group has recently finalized the acquisition of Château d'Étroyes, a 50-hectare estate at the heart of the Mercurey and Rully terroirs. With this acquisition the Group will expand its footprint in Burgundy and complement the wine offering of Domaine Chanson, one of the oldest houses in the region, founded in 1750.



Etienne Bizot, Chairman and CEO of the Bollinger Group: *"Our family group has nearly 25 years of history in Burgundy where it acquired Domaine Chanson in 1999. It is one of the most recognized wine regions in the world if not the most recognized for its Pinot Noir and Chardonnay. With this acquisition Maison Chanson continues its value strategy by expanding its range of high-quality estate wines in these Village and Premiers Crus appellations.*

Vincent Avenel, Managing Director of Chanson: *"Acquiring Château d'Étroyes represents a unique opportunity to consolidate our estate with the addition of 50ha of great terroirs from the Côte Chalonnaise. Our vines in Côte de Beaune will obtain organic certification in 2024 and it is quite natural that we have set ourselves the objective to convert the vines of Château d'Étroyes within the next 5 years. »*