

June 30<sup>th</sup>, 2022

**FAMILY-OWNED BOLLINGER GROUP ACQUIRES  
HUBERT BROCHARD ESTATE IN THE SANCERRE REGION**

Family-owned Bollinger Group, owners of the iconic Champagne Bollinger, in addition to 5 other historic estates in France and in the United States (Champagne Ayala, Chanson, Langlois-Chateau, Delamain Cognac and Ponzi Vineyards) acquires Sancerre historic estate Hubert Brochard.

Hubert Brochard estate was created by the Brochard Family more than 120 years ago and is currently managed by the 4<sup>th</sup> and 5<sup>th</sup> generation. At the heart of a French region renowned for its high-quality Sauvignon Blanc, the estate comprises 60 hectares of Sancerre and Pouilly-Fumé, farmed with a true respect for the environment.

The acquisition is well aligned with the Bollinger Group strategy to offer its customers and consumers a portfolio of top-quality wines and spirits, coming from the best terroirs cultivated by the “savoir-faire” of the local teams.

Etienne Bizot, President & CEO comments: « The Bollinger Group has 50 years of history in the Loire region where it acquired Maison Langlois Chateau in 1973. We have already made significant investments in the region: in the vineyards, the wine making process and in the distribution of its fine wines. In 2016, we increased our presence in Sancerre with the acquisition of Château de Thauvenay. The acquisition of Hubert Brochard estate represents a unique opportunity to consolidate our footprint in this fantastic region and to continue to promote, in France and internationally, its savoir-faire and the very high quality of its wines.

François-Régis de Fougereux, CEO of Maison Langlois Chateau: « *The Hubert Brochard estate benefits from a fantastic terroir, which will perfectly complement the vineyards we already own in the region* »

Daniel Brochard, Président of Hubert Brochard Estate : « *Each generation has participated in the development of our family estate and we are extremely proud of what we have accomplished, in full respect for tradition and for the work of the oldest generations. Our passion in particular has driven us on this great journey to build an exceptional family estate. The hand-over to our partner Bollinger Group will ensure the continuity of this journey fueled by the same values of entrepreneurship, family spirit, and obsession for quality.* »