

ADVINI

DES VIGNOBLES, DES HOMMES, L'ÉMOTION

ADVINI ACQUIRES A MAJORITY SHARE OF STELLENBOSCH VINEYARDS.

Owner of L'Avenir (68 ha), Le Bonheur (165 ha) and the majority shareholder in Ken Forrester Vineyards, AdVini is consolidating its presence in South Africa.

AdVini announced today that it has acquired a majority share in Stellenbosch Vineyards, the torch bearing winery of South Africa's premium wine route. As a storied wine business with a strong history of accolades for its portfolio of brands, Stellenbosch Vineyards is an international player, with distribution in more than 30 countries around the globe. These brands include the prestigious Stellenbosch Vineyards Collection of Fine Wines, Welmoed, Arniston Bay and Versus. With the established winemaking facility, bottling activities and logistical centre that's supported by a reputable back office, the acquisition provides a strategic benefit for AdVini South Africa that complements its activities.



The acquisition follows after an international distribution agreement was entered into at the beginning of the year, which covers the Americas, Asia, Travel-Retail and the rest of the world markets. Stellenbosch Vineyards, with its historic success, will continue to deal directly with existing customers.



"With the addition of Stellenbosch Vineyards, our South African wine offering in the premium segment is vastly becoming an enticing selection, together with international brands that meet the demand of our retail customers and consumers, in a model that is particularly respectful of the social and environmental values," says Antoine Leccia, CEO of AdVini.

"AdVini is present in more than a hundred countries due to its sales network and close relationships with its customers. We, at Stellenbosch Vineyards, are all proud to be joining the AdVini family" says Eduan Steynberg, MD of Stellenbosch Vineyards.

Since its inception, Stellenbosch Vineyards has cultivated long-term relationships with top grape growers to establish its exceptional range of wines. The winery currently sources fruit from several vineyard sites and strongly supports farms that focus on economic, human and environmental factors. As major players in French and South African vineyards, both partners pay close attention to these social issues. In addition, Stellenbosch Vineyards is a registered Fairtrade producer and a member of the Agricultural Ethical Trade Initiative (WIETA).

Stellenbosch Vineyards is located on the historic Welmoed wine farm, which dates back to 1690. Wine enthusiasts are welcome to explore the great quality of wines produced on the farm, alongside its one-of-a-kind wine and food experiences that's pronounced Stellenbosch Vineyards as one of the finest gems of the Stellenbosch wine region.

About Stellenbosch Vineyards

Stellenbosch Vineyards is one of the leading wine producers and exporters in South Africa, set in the heart of South Africa's wine industry - the picturesque Stellenbosch wine region. Internationally celebrated for the company's pioneering performance and exceptional brands, Stellenbosch Vineyards provides innovative, branded and private label solutions in partnership with its customers in various FMCG and other wine sales sectors. With a unique portfolio of exceptional brands, Stellenbosch Vineyards brings 80% of its volume to markets around the globe with the rest sold locally. For more information, visit www.stellenboschvineyards.co.za.

Turnover 2017: 13.5 Million €

About AdVini

With 2.333 hectares of vineyards, in the heart of the most famous French wine regions, AdVini has become the leading actor in France for terroir wines. The extensive portfolio includes Ogier and its Clos de l'Oratoire des Papes in Châteauneuf-du-Pape; Antoine Moueix Propriétés with Château Capet-Guillier in Saint-Emilion and Château Patache d'Aux in Médoc; Domaine Laroche in Chablis, Maison Champy in Burgundy in Côte-de-Beaune; Vignobles Jeanjean and the Mas La Chevalière in Languedoc; Domaine Cazes and its estate Clos de Paulilles in Roussillon; Gassier with the Château Gassier and Château de Roquefeuille in the Provence Sainte-Victoire area; Rigal and Château de Chambert in Cahors.

AdVini is also present in South Africa with 200 hectares of vine in Stellenbosch with L'Avenir, a Wine & Tourism complex, Ken Forrester Vineyards, Le Bonheur Wine Estate and Maison du Cap. Lastly in Chile with Vina Casablanca, 150 ha owned in partnership with Santa Carolina.

AdVini's Wine estates are increasingly growing in notoriety and recognition and export to 106 countries.

Turnover 2017: 250 Million €

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