

GASSIER

Craft wines from Provence

Press Review

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Jill Sayles

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Maison Gassier new signature bottle reflects brand legacy

By Jill Sayles | in Brand News, Europe, Liquor & Wines | January 14, 2025

To be released in March 2025, the six-sided vessel embodies the six generations of artisan winemakers



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Maison Gassier pays tribute to its heritage with new signature bottle

By BENEDICT EVANS | Tuesday, 14 January 2025 14:31

Maison Gassier, owned by French wine specialist Advini, is releasing a new six-sided wine bottle to market, which it said embodies the six generations of artisan winemakers, as well as Sainte-Victoire, which underpin its legacy as a premier Château.

Over time, all Maison Gassier cuvées will be bottled in this new hexagonal bottle, which features intricate details such as the '1982' engraving, the founding year of Maison Gassier at the foot of the Sainte-Victoire Mountain.

Currently Gassier wines are distributed through Lagardère, Heinemann and Dubai Duty Free airport shops, and the new design will launch in GTR from March 2025.

In 1982, Antoni Gassier acquired the 40-hectare vineyard in Puylobier.

Then in 1997, his son Georges Gassier followed in his father Antoni's footsteps, and in 2010, Olivier Souvelain joined Maison Gassier.



The certified organic vineyard is characterised by limestone clay soils, and enjoys a particular microclimate that maintains the freshness of the wines.

The Moodie Davitt Report

January 14, 2025

Hannah Tan

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AdVini introduces innovative hexagonal wine bottle design from Maison Gassier

by Hannah Tan | 14 January 2025 | hannah@moodiedavittreport.com

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The hexagonal design celebrates Maison Gassier's six generations of winemakers

Maison Gassier, part of French wine specialist group AdVini, has unveiled a hexagonal bottle design.

It will be rolled out from March and feature across all Maison Gassier cuvées.

Maison Gassier is currently available in the channel through Lagardère Travel Retail, Gebr. Heinemann and Dubai Duty Free.

Since Founder Antoni Gassier acquired the 40-hectare vineyard in Puylobier in 1982, Maison Gassier has been a pioneer of French viticultural craftsmanship.

The new six-sided bottle – inspired by six generations of winemakers and the Sainte-Victoire mountain – symbolises the maison's deep roots and commitment to innovation.

The hexagonal design, with its sculpted edges and engraved 1982 founding date, pays tribute to the French artisanship of the winemaker.

The estate's organic-certified vineyard benefits from a distinct microclimate. Maison Gassier produces wines that offer vibrant freshness and character under the Côtes de Provence and Côtes de Provence Sainte-Victoire appellations.