

FOOD AND BEVERAGE

LVMH adds Napa Valley winery to stable

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Colgin Cellars in Napa Valley. Image credit: LVMH

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton has acquired a 60 percent stake in Colgin Cellars.

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Founded in 1992, Colgin Cellars is run by founder Ann Colgin and her husband Joe Wender. The addition of this winery expands LVMH's portfolio, which includes vineyards from Burgundy, France to Brazil.

In grape company

As part of its LVMH deal, Ms. Colgin and Mr. Wender will retain a 40 percent equity in their business. They, along with chief operating officer Paul Roberts and winemaker Allison Tauziet, will continue to run the winery.

Colgin Cellars is located in Napa Valley, CA's Pritchard Hill area. Situated in the northern end of the IX Estate, the winery was unaffected by recent wildfires in California.



Ann Colgin and Joe Wender. Image credit: LVMH

In particular, Colgin Cellars is know for four of its wines: "Tychson Hill" Cabernet Sauvignon, "Cariad" Napa Valley

Red Wine, "IX Estate" Napa Valley Red Wine and "IX Estate" Syrah.

The winery has made a name for itself by releasing limited runs of premium wines. These wines are mostly distributed to an exclusive client list, but the brand also sells to high-end restaurants and retailers, with a presence in more than 30 countries.

"After a social introduction to Mr. Arnault several months ago and discussions with the LVMH team, I realized that I could not find a better partner for Colgin Cellars to preserve our founding spirit and our exquisitely handcrafted red wines, into the future," said Ms. Colgin in a statement. "We are happy to join the LVMH Group to continue to offer our loyal customers the unique and high-end experiences we've been creating for them, for over a quarter of a century."

LVMH unveiled the secrets of an exceptional place in a 360-degree experience focusing on its winemaking.

In addition to leather goods and apparel houses, LVMH's brand stable also includes cognac, Champagne and winemakers such as Hennessy, Veuve Clicquot and Chteau Cheval Blanc, the latter of which is the subject of the conglomerate's 360-degree experience. While LVMH's spirits business may be lesser known among consumers compared to fashion powerhouses such as Louis Vuitton and Dior, executing interactive campaigns that educate on vineyard operations may help keep its wines top of mind ([see story](#)).

"We share with Colgin Cellars the same desire to offer the very best quality products," said Bernard Arnault, chairman and CEO of LVMH, in a statement. "I am therefore delighted to welcome Colgin's unique heritage into LVMH, reaffirming our strategy of selective acquisition of the best existing terroirs, and enriching our collection of iconic wines such as Chteau Cheval Blanc, Chteau d'Yquem or Domaine du Clos des Lambrays."

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