

FOOD AND BEVERAGE

## Pernod Ricard adds French winery to luxury portfolio

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*Chateau Sainte Marguerite is being acquired by Pernod Ricard. Image credit: Chateau Sainte Marguerite*

By LUXURY DAILY NEWS SERVICE

French wine and spirits group **Pernod Ricard** is taking a majority stake in family-owned winery Chateau Sainte Marguerite.

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Located in the Var department on France's southeastern Mediterranean coast, Chateau Sainte Marguerite has been a Cru Class Ctes-de-Provence ros since 1955. Pernod Ricard's acquisition is the latest sign of consolidation in the premium wine and spirits sector.

### Family ties

The Chateau Sainte Marguerite estate dates to 1929. It has been owned by the Fayard family since 1977 and has been certified 100 percent organic by the ECOCERT organization since 2003.

"Chateau Sainte Marguerite is one of the 18 prestigious cru class' wines of Provence and we are delighted to pass another milestone in our development, both in France and internationally, thanks to the expertise of Pernod Ricard and its incredible distribution network," said Jean-Pierre Fayard, founder of **Chateau Sainte Marguerite**, in a statement.

Chateau Sainte Marguerite has established a well-known reputation in the super premium and ultra-premium categories, and its wines will be part of Pernod Ricard's luxury portfolio along with Champagne house Perrier-Jout and sparkling wine label Mumm.



*Champagne house Perrier-Jouët is also part of the Pernod Ricard luxury portfolio. Image credit: Perrier-Jouët*

The deal is expected to be completed in the next few months.

The winery will continue to operate with its current leadership, led by Olivier Fayard. Pernod Ricard's deputy managing director Cyril Claquin will spearhead the brand's integration and strategy within the group's international network.

Other groups have also expanded their wine and spirits portfolios.

Last summer, French spirits group Remy Cointreau unveiled Telmont as its new Champagne brand with a laser focus on sustainable production and organic offerings. Founded as Champagne de Telmont in 1912, the house was acquired in October 2020 and rebranded ([see story](#)).

In February 2021, Mot Hennessy acquired a 50 percent stake in Champagne brand Armand de Brignac, owned by rapper and entrepreneur Shawn Jay-Z Carter ([see story](#)).

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