

COMMERCE

Lalique Group to secure majority stake in Bordeaux wine estate

November 3, 2023



As the group already owns the property's five-star hotel and restaurant, Lalique's purchase only deepens its ties with the wine estate. Image credit: Lalique/Agi Simoes/Reto Guntli

By LUXURY DAILY NEWS SERVICE

French lifestyle brand Lalique is furthering operations in the hospitality space.

The crystal maker is acquiring a majority stake in Chteau Lafaurie-Peyraguey, a wine estate based in the Bordeaux region, securing 75 percent of the company for 18 million euros, or roughly \$19.3 million at current exchange. The deal is expected to close by mid-December 2023 at the latest.

Wine and dine

As the group already owns Chteau Lafaurie-Peyraguey's five-star hotel and restaurant, Lalique's purchase only deepens its ties with the wine estate.

The deal will allow the luxury brand to operate these hospitality spaces on a long-term basis. The vintner, in turn, will benefit from increased visibility and the ability to bring in new customers thanks to the increased resources.



Chteau Lafaurie-Peyraguey focuses on cultivating sweet wines but also produces ros and dry white beverages. Image credit: Lalique/Agi Simoes/Reto Guntli

Dating back to 1618, the centuries-old property includes 47 hectares of land, or 116 acres. There are 74 acres of vineyards and 17 acres of buildings such as the estate itself, eatery, winery, shop, warehouses, hangar and others.

Chteau Lafaurie-Peyraguey focuses on cultivating sweet wines but also produces ros and dry white beverages, made possible by the biodiverse soils and subsoils, long harvests, hand-picked grapes and green pruning.

In line with modern luxury consumer preferences, including those of Lalique shoppers, the estate is also shifting to organic growing practices.

In an effort to boost sales, bolstered advertising activities are already set to take place through Lalique's commercial network and hospitality sector. However, the marketing and sales will continue to be done by Chteau Lafaurie-Peyraguey's current employee team and staff, who will also keep their role as the growers and makers of the wine itself.

Nearby French luxury conglomerate LVMH's Chteau d'Yquem ([see story](#)), Chteau Lafaurie-Peyraguey will be completely consolidated in Lalique Group's results retroactively from July 1, 2023.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.