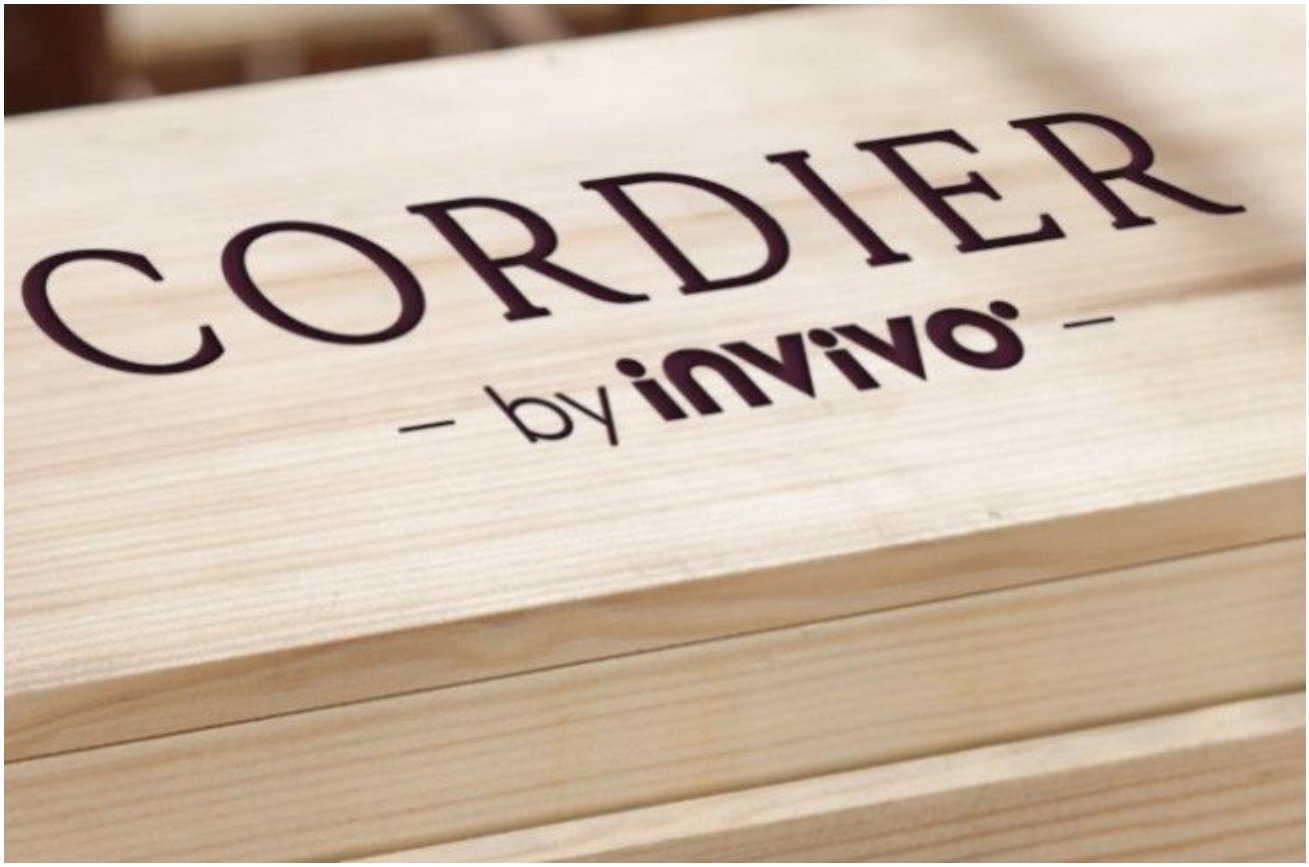
vinetur

AdVini Buys Cordier Brands to Expand Abroad

The French wine group gains Café de Paris, a bottling site and sales teams in key export markets.

Monday, May 11, 2026



The French wine group AdVini has completed a deal to take over part of the business of Cordier by InVivo, in a move that strengthens its export sales force, gives it a larger role in sparkling wines and adds roughly €40 million to €50 million in annual revenue.

The agreement took effect on April 30 and transfers to AdVini the Cordier and Café de Paris brands, along with €1.8 million in cash and €9.7 million in assets, for a total value of about €11.5 million. In exchange, InVivo will hold about 7.8% of AdVini’s capital, and Thierry Blandinières, InVivo’s chief executive, will join AdVini’s board.

The transaction also includes Cordier’s staff, about 80 employees, and its Saint-André-de-Cubzac bottling site in Gironde, which becomes AdVini’s eighth industrial facility. The company said the addition fits its strategy of controlling more of the wine chain, from production to distribution, while expanding abroad.

AdVini, based in Saint-Félix-de-Lodez in the Hérault region, reported 2025 revenue of €270 million and has 950 employees. Cordier by InVivo had revenue of €191 million and 420 employees. InVivo itself reported revenue of €11.4 billion.

For AdVini, the deal is meant first to deepen its international sales network. The company said it will gain commercial teams in the Netherlands, Belgium, Japan, Canada and the United States. Export already accounts for 60% of AdVini’s revenue, up from less than 5% before the 2000s, and the company wants that share to rise to 70%.

Antoine Leccia, AdVini’s chief executive, said the group sees the acquisition as a way to reinforce its presence in markets where French wine companies often lack scale and marketing budgets. He argued that the challenge is not only making wine but also building the commercial structure needed to sell it abroad.

The purchase also gives AdVini a stronger position in sparkling wines through Café de Paris, a brand already sold in Japan, the United States and Switzerland. The company said it plans to use its existing sales network to expand distribution into additional countries. It is also considering using the Saint-André-de-Cubzac site to develop alcohol-free wine production, an area still at an early stage but one that shares some technical requirements with sparkling wine.

Another goal is Bordeaux. AdVini said it is taking back the Cordier brand to strengthen its position in the region. The group already owns nearly 200 hectares there, five châteaux and a négociant business under the Jules Lebègue label.

InVivo, after separating from Cordier by InVivo, has renamed its wine subsidiary Vinadeis by InVivo as of May 2026. The unit brings together 10 cooperative wineries and 4,100 growers across southern France and the Rhône Valley, with brands including Mythique and Bonne Nouvelle.

The deal reflects a broader shift in French wine as producers face weaker consumption at home, pressure from climate change and growing competition abroad. For AdVini, which has spent years building an integrated model around vineyards, bottling sites and sales offices overseas, Cordier offers both scale and access to new markets at a time when size and distribution matter more than ever.