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Barfontarc Winery Begins €4 Million Expansion

The French co-operative will add an underground cellar to double storage capacity and support a premiumization strategy.

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The Barfontarc co-operative winery in Baronville, in France’s Aube region, is moving ahead with a new €4 million investment that its leaders say is meant to prepare the business for long-term growth rather than solve a short-term problem. The project, which follows the development of a wildlife-focused wine tourism area in 2025, is the winery’s largest since 2006 and is centered on a new underground cellar extension that

will add storage for lees aging and raise total capacity to 6 million bottles from 3.5 million.

The extra space will allow Barfontarc to store an additional 2.5 million bottles, giving the winery more room than it currently needs. Olivier Martin, the co-operative's director, said the decision was deliberate and reflected "confidence in the future." He said the goal was to ensure enough flexibility as the winery continues to pursue higher-end production and improve quality across its range.

Barfontarc is handling four projects at once. In addition to the underground cellar, it has renovated and insulated its bottling and disgorgement area, built a new structure for equipment used to maintain 10 hectares of vines recently acquired by the co-operative, and installed a barrel cellar that can hold 100 barrels and three large 45-hectoliter casks. The work is part of a broader premiumization strategy aimed at strengthening the winery's position in the market.

The co-operative has also replaced the original roof with photovoltaic panels that are expected to supply 30% to 35% of its energy needs. Martin said the investment is intended to keep Barfontarc "a high-performance producer" while continuing to raise wine quality.