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AdVini Enters Exclusive Talks to Buy Bonne Nouvelle and Mythique

The share-based transaction would bring roughly 14 million euros in annual sales, strengthening its foothold in no-alcohol wine

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French wine group AdVini said Thursday, Nov. 12 that it had entered exclusive negotiations with Vinadeis by InVivo to buy the Bonne Nouvelle and Mythique wine brands, a move that would extend the strategic partnership the two companies began earlier in 2026 and further push AdVini into the fast-growing no-alcohol segment.

The proposed deal covers the two brands, the related business activities and inventories, and the teams dedicated to them, according to a company statement released through GlobeNewswire. AdVini said the brands generate about 14 million euros in annual sales.

Bonne Nouvelle is positioned as a leading alcohol-free wine brand in France, while Mythique is an export-focused Occitanie label. If completed, the transaction would give AdVini a stronger foothold in a part of the market that is drawing more attention as traditional wine consumption comes under pressure. It could also add to the consolidation under way in the French wine business, particularly among producers trying to build scale in export markets and broaden their offerings beyond conventional wine categories.

AdVini said the two sides were considering a transaction paid entirely with 112,216 AdVini treasury shares, valued at 35.20 euros each for the purposes of the deal. That would put the share-based portion of the consideration at roughly 3.95 million euros. The associated inventories would be transferred through a separate cash payment, the company said.

The companies expect to sign final documentation and close the transaction in February 2027, subject in particular to the completion of information and consultation procedures with employee representative bodies and the collection of their opinions. AdVini said its board had already approved the overall operation.

The planned purchase follows a previous step in the relationship between the two groups. On April 30, AdVini completed the acquisition of part of the wine activities of Cordier by InVivo, which has since been renamed Vinadeis. After that transaction, Vinadeis by InVivo held a 7.92% stake in AdVini’s capital, the company said.

Under the latest plan, InVivo would deepen its ties to AdVini not only through the transfer of brands and assets but also through governance. AdVini said it would propose the appointment of Vinadeis by InVivo, represented by InVivo Chief Executive Thierry Blandinières, to AdVini’s board at the annual shareholder meeting that approves the accounts for the year ended Dec. 31, 2026. Subject to that appointment and other corporate approvals, Blandinières could also chair AdVini’s strategic

committee.

The announcement gives a clearer picture of how AdVini wants to respond to a difficult period for the wine industry. In its statement, the company pointed to structural problems across the sector, including the limited scale of exporters in some markets and weaker demand for non-premium red wines in countries including China. AdVini also said it was trying to get closer to consumers, sharpen product segmentation and marketing, and anticipate demand from younger drinkers, including interest in wines with little or no alcohol.

That context helps explain the importance of Bonne Nouvelle in particular. The no- and low-alcohol category has become a key area of investment across the broader beverage industry as producers of wine, beer and spirits look for growth outside traditional consumption patterns. For AdVini, adding a long-established no-alcohol wine brand could strengthen its position in a segment that is expanding in France and abroad, while giving the company another product line that may travel well in export markets. AdVini said 67% of its wines are sold internationally.

Mythique would serve a different role. AdVini said the brand is a pioneer of Occitanie wines and makes most of its sales abroad. That would complement the group’s portfolio of regional French wine labels and potentially reinforce its presence in markets where French appellation and terroir-driven brands remain important.

InVivo, one of Europe’s largest agricultural groups, framed the proposed deal as part of a broader effort to give wine businesses more scale, agility and capacity for innovation at a time of economic, geopolitical and climate-related strain. The company said the sector is dealing with declining consumption and climate change effects on production, pressures that are forcing producers to rethink both sourcing and market strategy.

AdVini said the partnership with InVivo could also help it secure bulk wine supplies and strengthen its international capabilities. That matters in a market where midsize producers are under pressure to gain bargaining power, spread costs and maintain access to distribution abroad.

AdVini, founded in 1872, describes itself as an international wine group with operations in France and South Africa. Its portfolio includes vineyard estates and wine brands across several French regions, as well as sparkling and no-alcohol offerings. InVivo said it operates in 38 countries, with 90 industrial sites, and has major businesses in grain trading, agriculture, food and wine.

For now, the proposed acquisition remains at the negotiation stage. But if it closes in February 2027 as planned, it would mark another step in the reshaping of the French wine sector, where producers are looking for larger platforms, stronger brands and exposure to categories that may hold up better as drinking habits change.