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AdVini opens exclusive talks to buy France’s leading non-alcoholic wine brand

The proposed Vinadeis deal also includes Mythique, inventories and staff tied to labels generating about €14 million in revenue

Monday, November 16, 2026



French wine company AdVini is in exclusive talks to buy two wine brands from Vinadeis, the wine arm of cooperative group InVivo, in a deal that would deepen its presence in non-alcoholic wine and add a stronger position in wines from Occitanie.

The two companies said on November 12 that the planned transaction covers Bonne Nouvelle, which they described as the leading non-alcoholic wine brand in France, and Mythique, a brand focused on wines from Occitanie. The deal also includes the related business activities, inventories and the teams dedicated to those brands. Together, the two labels generate about €14 million in revenue, according to the joint statement.

The companies said the transaction is expected to close in February 2027. Under the terms outlined by the groups, AdVini would deliver €3.9 million in shares and would also make a cash payment for the inventory being acquired.

The talks come only months after AdVini completed an earlier transaction with Vinadeis on April 30. In that deal, AdVini took over part of Vinadeis' wine operations in exchange for a 7.92% stake in AdVini's capital. The new agreement extends that relationship and shifts additional commercial assets into AdVini's portfolio.

Vinadeis is the former Cordier business and is part of InVivo, one of France's largest cooperative groups. For AdVini, the proposed purchase would add two brands with distinct market positions at a time when wine producers are trying to adapt to changing consumer demand, including rising interest in lower- and no-alcohol products.

In the joint statement, the companies said the addition of Bonne Nouvelle would strengthen AdVini in a non-alcoholic wine segment that is seeing very strong growth both in France and in export markets. That could matter beyond this single transaction because it would further concentrate established commercial brands in the hands of a major wine group and could reinforce competition in a part of the beverage market that has been expanding faster than traditional wine categories.

The proposed purchase of Mythique would also give AdVini a larger foothold in the market for wines identified with Occitanie, one of France's major wine-producing regions. For producers and distributors, origin remains a key selling point, especially in export channels where regional identity often helps differentiate brands on retail shelves.

The announcement also included a governance element linked to the broader relationship between the two groups. The companies said Thierry Blandinières, InVivo’s chief executive, is being considered for appointment as a director of AdVini at the next annual general meeting for the fiscal year ending December 31, 2026. He is also being considered as chairman of AdVini’s strategic committee.

If completed, the transaction would mark another step in consolidation inside the French wine business, where groups are seeking scale in distribution, brand management and export. It would also give AdVini a larger role in the fast-growing non-alcoholic wine segment, an area that is drawing more attention from established wine producers as consumers look for alternatives that keep the wine format without the alcohol.