vinetur

Bordeaux's Ulysse Cazabonne expands european footprint with acquisition of wine merchant Lavinia

A strategic move to solidify its position in the fine wine distribution market

Wednesday, February 14, 2024



In a significant development within the wine industry, Ulysse Cazabonne, one of the most esteemed wine merchants based in Bordeaux, has announced its acquisition of the European fine wine merchant, Lavinia. This move marks a pivotal moment in the fine wine distribution sector, as it aims to solidify Ulysse Cazabonne's standing as a

leading distributor of Bordeaux's exceptional wines while expanding its footprint across Europe.

Lavinia, since its inception in Madrid in 1999 by founder Thierry Servant, has grown to become a prominent name in the wine retail industry. With a portfolio that spans five European locations—Madrid, Barcelona, Paris, Geneva, and a store in Portugal—Lavinia has curated an impressive collection. The merchant boasts approximately 4,500 wines, champagnes, and liquors from over 30 countries, featuring some of the globe's most celebrated vintages. Under the stewardship of Thierry's daughter, Charlotte Servant, and her husband, Matthieu Le Priol, Lavinia has also ventured into e-commerce, further broadening its reach and accessibility to fine wine enthusiasts.

The acquisition by Ulysse Cazabonne is a testament to the shared values and visions of both companies. Ulysse Cazabonne, nestled within the picturesque vineyards of Margaux, has a nearly half-century-long history of sourcing, storing, and distributing the finest wines Bordeaux has to offer. Their state-of-the-art storage facilities underscore their commitment to preserving the quality and heritage of these wines.

François Dugoua, the general manager of Ulysse Cazabonne, expressed that the integration of Lavinia was a natural progression for the company. It aligns with their strategic goal of supporting and evolving the distribution of not only Bordeaux's great wines but also those from around the world. Dugoua highlighted the synergies between the two entities, noting Lavinia's extensive network, diverse offerings, and deep understanding of their clientele as key factors that resonate with Ulysse Cazabonne's mission to foster a global appreciation for fine wines.

On the other side, Matthieu Le Priol, the general manager of Lavinia, echoed this sentiment. He expressed confidence that Ulysse Cazabonne's expertise would enable Lavinia to continue its trajectory of success, staying true to the original vision of the Servant family. Le Priol emphasized the cultural and commercial synergies of the acquisition, suggesting that it's the shared ethos of the two companies that will lend strength to this new chapter.

This acquisition is not just a business transaction; it represents a fusion of two entities with a deep passion for wine culture and a commitment to excellence in wine distribution. For Ulysse Cazabonne, this move is a strategic step toward broadening its influence and reach within the global wine market. For Lavinia, becoming part of a company with such a storied history in Bordeaux's wine trade offers new avenues for growth and the opportunity to further innovate in wine retail and distribution.

As the wine industry continues to evolve, the joining of Ulysse Cazabonne and Lavinia marks a significant moment that could shape the future of fine wine distribution in Europe and beyond. It underscores a growing trend of consolidation within the sector, driven by a mutual desire to enhance the accessibility and appreciation of fine wines across the globe.