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The Hidden War Over Château Miraval

Pitt vs. Jolie: New Twist in Miraval Battle

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The ongoing legal battle between Brad Pitt and Angelina Jolie over the ownership and management of Château Miraval has taken yet another twist with the involvement of the Italian beverage giant, Campari Group. Recently, Nouvel, the company Jolie sold to

Stoli Group, has filed a new lawsuit, demanding that Campari America produce documents related to the management and distribution of the prestigious Château Miraval rosé wines in the United States and France. This latest development adds to the already complex legal saga surrounding the vineyard that Pitt and Jolie purchased together in 2012.

In September 2023, Miraval, operated by Pitt in partnership with the Perrin family of Châteauneuf-du-Pape fame, entered into an exclusive distribution agreement with Campari Group. This partnership was seen as a strategic move, as Campari, known for its iconic aperitif brands like Aperol and Campari, aimed to position Miraval wines as a premium choice for aperitif occasions. However, the Stoli Group, which now owns Jolie's stake in Miraval, is seeking clarity on how Campari secured these distribution rights amid the ongoing legal disputes.

The lawsuit, filed in California on July 29, 2024, requests all documents that could shed light on Campari's role in what Stoli Group has termed "Pitt's scheme to strip Château Miraval of its assets and value." This is not the first time a major player in the beverage industry has found itself entangled in this complex conflict. The dispute originally erupted in 2022 when Pitt sued Jolie for selling her share of Miraval to Stoli Group, owned by Russian billionaire Yuri Shefler, without his knowledge or consent.

In response, Nouvel countersued, accusing Pitt and his wine partner Marc Perrin of illegally sidelining her from the business and deliberately devaluing her investment. In this legal action, Nouvel sought $250 million in damages. Furthermore, in April 2024, Jolie's legal team filed a motion to release communications they claim would prove that Pitt blocked her from selling her stake in Château Miraval unless she agreed to a highly restrictive non-disclosure agreement.

Pitt has consistently argued that Jolie did not contribute to the success of the vineyard and that her sale of shares to the Stoli Group was an act of revenge following their 2016 divorce. Campari's involvement in this legal battle introduces a new layer of uncertainty regarding the future of the ten-year distribution deal they signed with Miraval. Despite the disputes, Miraval's wines, including Miraval Côtes de Provence, Muse de Miraval, Studio by Miraval, and Fleur de Miraval, remain some of the best-

selling rosés in both the United States and France.

As the legal battle continues to unfold, the wine industry watches closely, recognizing that the outcome could significantly impact the distribution and branding strategies of one of the most celebrated rosé producers in the world. The involvement of major industry players like Campari only underscores the high stakes of this dispute, where not just ownership, but the future direction and value of Château Miraval hang in the balance.