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H&A Group plans major expansion in Spain aiming to double winery clients within five years

Barrel leasing leader targets 400 Spanish wineries while emphasizing sustainability, innovation and tailored support for wine producers

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H&A Group, a global leader in barrel leasing, has announced plans to double its client base in Spain over the next five years. The company aims to reach 400 wineries across the country, expanding its presence in all major Spanish wine regions. H&A, which entered the Spanish market in 2007, currently manages more than 300,000 barrels for around 200 clients. In its last fiscal year, the company reported revenues of 37 million euros in Spain, representing about 10% of its global income. The group has experienced double-digit growth in recent years.

Francisco Sánchez, director of H&A Renting España, explained that the company’s goal is to become a trusted partner for wineries, providing tools to help them face current challenges and build the wines of tomorrow. H&A’s Spanish headquarters are located in Madrid, with an additional office in Logroño near a 6,000-square-meter logistics

hub—one of the largest in the group. The company operates in all key wine-producing regions of Spain, offering specialized support to its clients.

Despite strong growth, H&A expects slightly lower revenue in Spain this year due to a lack of new clients and reduced investment from existing ones. However, the company remains committed to expanding its footprint and services in the Spanish market.

Internationally, H&A was founded in Bordeaux in 2004 and now operates in six countries: France, Spain, Italy, Portugal, the United Kingdom and the United States. The group manages over one million barrels for approximately 2,000 clients worldwide and generates more than 400 million euros in annual revenue. Each year, H&A moves about 150,000 barrels across its markets.

Alexis Brousse, H&A’s commercial director, said that the company is targeting further international growth with a focus on Australia, New Zealand and China. China is seen as a key future market for the group. In Japan, H&A currently works only with spirits companies and not with wineries.

H&A offers a range of services designed to address challenges faced by wine and spirits producers. These include new barrel rentals, leaseback programs—where wineries sell their existing barrels to H&A and lease them back—inventory management and simplified administrative processes. The company also handles collection and recycling of barrels at the end of their useful life.

Brousse highlighted that these services help wineries optimize their financial structure and free up resources for investment in quality and innovation. There is growing demand for second-hand barrels due to cost considerations and sustainability goals among wineries.

Environmental responsibility is central to H&A’s business model. The company practices circular economy principles by recovering and refurbishing 100% of the barrels it manages—a process certified by Bureau Veritas. Barrels can be used for up to 20 years through various stages: first for aging wine, then for fortified wines like Sherry or Madeira, and finally for spirits such as whisky or rum.

In Spain, H&A has introduced new barrel programs called ‘Ready,’ ‘Life,’ ‘Aged’ and ‘Phoenix.’ These programs offer tailored solutions for each stage of wine production while maintaining strict standards for quality, traceability and environmental respect.

The current international trade environment presents challenges such as increased costs due to U.S. tariffs. However, H&A sees this as an opportunity because its business model remains resilient during both stable periods and times of crisis.

With its focus on sustainable growth and innovation in barrel management, H&A Group is positioning itself as a key partner for wineries navigating an evolving global wine industry.