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Viña Concha y Toro Acquires Majority Stake in Provence Rosé Producer Maison Mirabeau

Chilean wine giant aims to boost premium portfolio and global reach while maintaining Mirabeau’s leadership and sustainability focus

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Viña Concha y Toro, one of the world’s largest wine companies, has reached an agreement through its European subsidiary, VCT Europe, to acquire a majority stake in Maison Mirabeau, a leading Provence rosé producer. The transaction is subject to regulatory approval and financial terms have not been disclosed. Both companies are certified B Corporations and have stated that the partnership is based on shared goals for premium growth and sustainability.

Maison Mirabeau was founded in 2010 by Stephen and Jeany Cronk in Cotignac, France. Since its launch, the brand has become one of the most recognized names in Provence rosé, with distribution in the UK, across Europe, and in more than 40 international markets. The company is also a major supplier to the UK on-trade sector. In 2025, Mirabeau expanded its reach into China through new distribution agreements with Brinkman Beverages and Sommelier International.

VCT Europe confirmed that both businesses will continue to operate with minimal internal changes. Existing teams will remain in place, and all current customer and supplier relationships will be maintained. The company also stated it will honor all existing distribution arrangements for Maison Mirabeau and use its global network to support further market development.

Stephen Cronk will remain as CEO of Maison Mirabeau under the new ownership structure. He will join Simon Doyle, general manager of VCT Europe, and Andrea Mirone, finance and operations director at VCT Europe, on a newly formed board of directors for the brand. Jeany Cronk will continue as brand representative and creative advisor and will maintain her role as co-president of the marketing commission at Wines of Provence.

Simon Doyle described the acquisition as a union of two businesses with strong strategic synergies. He said that both companies share common values, a clear vision for the future, and a deep commitment to quality and sustainability. Doyle emphasized that the partnership offers significant opportunities to add value for customers, consumers, and shareholders.

Eduardo Guilisasti, CEO of Viña Concha y Toro, said that acquiring Maison Mirabeau is central to the group’s long-term strategy. He highlighted that Mirabeau is recognized among the most valued brands in the French rosé category and provides access to a highly relevant new origin for Concha y Toro’s portfolio. Guilisasti also noted that both companies are deeply committed to sustainability and environmental responsibility.

Concha y Toro’s Bonterra Vineyards is one of the largest Regenerative Organic Certified wine estates globally. Maison Mirabeau was the first vineyard in France to achieve Regenerative Organic Certification. Both companies have made sustainability a core

part of their business models.

The acquisition follows a period of strong sales growth for Maison Mirabeau. The company was recently included among Forbes' list of the world's top 50 wine brands. Its wines are sold in more than 40 countries, with particular strength in the UK, Netherlands, and Australia.

Concha y Toro is headquartered in Santiago, Chile, with more than 12,000 hectares of vineyards across Chile, Argentina, and the United States. The company exports wines to over 130 countries and owns several well-known brands including Casillero del Diablo, Don Melchor, Trivento, and Bonterra.

The deal marks an important step for Concha y Toro as it seeks to expand its presence in premium wine segments and strengthen its global portfolio with high-value brands from renowned regions such as Provence. Both companies have expressed confidence that their combined expertise and resources will help accelerate commercial momentum while advancing environmental objectives.

Distribution plans for Maison Mirabeau wines in new markets such as Argentina are still under review by Concha y Toro. The company has stated that it will work to preserve Maison Mirabeau's unique identity while leveraging its global distribution network to reach new consumers worldwide.