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Lauvige Group Begins Construction of €6 Million Logistics Hub in Southern France

New Eurêka project aims to boost efficiency and sustainability as company adapts to shifting wine industry demands

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Construction equipment has been active for several weeks in the Nicopolis industrial zone of Brignoles, in the Var region of southern France. The Lauvige Group, led by Joël Lauvige, is starting a new phase in its industrial development with the launch of the Eurêka project. This follows the group’s previous investment in Épure, an advanced bottling plant inaugurated in July 2022. The new project aims to address a growing

need for modern logistics space as the company adapts to changes in the wine industry.

While some divisions of the Lauvige Group have felt the impact of declining wine consumption, its logistics and transport subsidiary, SAS L3ET, has continued to grow. The division has reported double-digit growth rates in recent years. This performance has helped balance the group’s overall results and reinforced Joël Lauvige’s belief that his company still has a future in the wine sector.

The Eurêka project is scheduled for completion in 2026 and is expected to be operational at the start of 2027. The building will be constructed on stilts on a 5,600-square-meter plot. It follows the same design principles as Épure, which was developed over six years with input from architects, engineers, and psychologists. Joël Lauvige has emphasized his commitment to building a sustainable business model that conserves resources and takes responsibility for its social impact.

The new logistics site represents an investment of €6 million, significantly less than the €21.3 million spent on Épure. However, the approach remains consistent: focus on efficient architecture and long-term value. The stilted design will free up parking space for staff and visitors. The structure must support loads of up to 6 tons per square meter and will have capacity for 3,000 pallets across three loading docks.

Inside, there will be three floors of 250 square meters each. The top floor will house a staff restaurant, kitchen, and terrace. The middle floor will be available for lease, while the ground floor will serve as storage space. Solar panels will be installed on the roof to expand the company’s self-sufficiency in energy production. According to Joël Lauvige, current photovoltaic installations already generate 2,000 megawatts annually—more than enough to cover the group’s annual consumption of 1,500 megawatts.

This investment comes at a challenging time for the wine industry. Wine is currently the only liquid bottled by Lauvige Group, but consumption has declined across France and Europe. In 2024, the company reported revenue of €23 million with a workforce of 75 employees, down from €26 million in 2023.

Joël Lauvige notes that Provence enjoyed two decades of strong growth before recent market shifts. The company expanded during those years by creating jobs and investing in advanced production facilities. Now, some clients who had previously brought bottling operations in-house are returning to Lauvige Group’s services—a trend that is helping stabilize operations at Épure.

The group expects to reach financial equilibrium again by 2026 and is planning further projects despite current market pressures. In addition to its core business, Lauvige Group has partnered with Mycophyto, a startup based in Grasse that develops biological solutions for soil health aimed at reducing water use and chemical fertilizers. Joël Lauvige describes this as a partnership based on shared values rather than immediate commercial gain.

Lauvige Group remains attentive to broader trends in wine production and packaging. It currently leads the Provence market for contract bottling of still wines—both traditional and dealcoholized varieties. While demand for alternative wines is not yet strong enough to justify major new investments, Joël Lauvige says he is monitoring developments closely. He also sees potential in bottle reuse systems but notes that viable economic models have yet to emerge.

The launch of Eurêka marks another step in Lauvige Group’s strategy to combine industrial growth with environmental responsibility as it navigates ongoing changes in the wine sector.