



FLORENT LATOUR APPOINTED CHAIRMAN OF THE MANAGEMENT BOARD OF MAISON LOUIS LATOUR

Maison Louis Latour, the family Burgundy-based wine negociant founded in 1797, has appointed Florent Latour as its new Chairman of the Management Board. With this role Mr. Latour will assume operational control of the company.

Florent succeeds his brother Louis-Fabrice who died earlier this year after thirty three years working at Maison Latour, first as an apprentice to his father and since 1999 as its leader. The untimely passing of Louis-Fabrice has solidified the Latour family's commitment to guarding the company's independence and preserving its unique place in Burgundy's history. Maison Latour has stayed entirely in family hands since its inception and it will continue to remain so. Florent will work in close collaboration with the family shareholders, the Management Board, and the employees whose dedication and loyalty make Maison Latour so special. In keeping with tradition, Florent will run the company while preparing the younger generation of Latour's, the 12th, to take over.



"My brother - the man and the business leader - is deeply missed. He made an indelible mark on Maison Latour and on Burgundy, and we are fully aware of the debt we owe him. Along with the team, I wish to continue along the path that Louis-Fabrice laid out, in a spirit of trust and continuity."

Born in Beaune, Florent spent a large part of his childhood surrounded by the vineyards of Alox-Corton. He is a graduate of HEC and holds an MBA from Harvard Business School. Before taking on this new role, he worked in the technology industry in France and the United States.

Founded in 1797, Maison Louis Latour is a négociant-éleveur with some of the largest holdings of Grand Cru vineyards in Burgundy. Maison Latour crafts memorable wines including Corton-Charlemagne and Château Corton Grancey and operates in a hundred countries. It has around 200 employees and has been promoting French wine-growing expertise throughout the world for 225 years.

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