



Maison Le Star is at Vinexpo for the first time



Maison Le Star, the new Bordeaux operator, has made it into the top 5 wine merchants in less than a year. For the very first time, the group will be exhibiting its wines with a 200m2 stand at Vinexpo Hall 1 stand BC166.

Photo: Guillaume Brochard (left) Stéphane Lefebvre (right).

Created by Guillaume Brochard at the end of 2016 following the purchase of GRM and La Guyennoise, MAISON LE STAR groups together the merchant activities and châteaux of these two companies. With a team of 150 people, a turnover of 75 million Euros in 2016 and almost 600 hectares of vineyards, MAISON LE STAR is confirming its reputation as a key player in the Bordeaux wine industry.

Under the management of Stéphane Lefebvre, MAISON LE STAR is aiming to launch a brand of reasonably priced, accessible wines on an international level.

Its offer is structured around an **entry and mid-level range** of wines with the GRM and LA GUYENNOISE portfolios, a **privately owned** range with a total of nearly 4 million bottles as well as a **premium and prestige range** that is currently being developed by MAISON LE STAR.

MAISON LE STAR, which has its own importation company in Shanghai, will be responsible for the importation into China of the group's wines as well as other, primarily French wines. It will also guarantee the direct distribution of its ranges throughout China using the traditional commercial channels.

In order to provide a high quality and accessible service to new world consumers, it opened a spacious and innovative showroom in Shanghai in late 2016 which showcases all of the Maison's wines. The company is planning to open similar premises to the Shanghai showroom in other places around the world that also have a passion for the wines of Bordeaux and France.

MAISON LE STAR is composed of La Guyennoise in Sauveterre-de-Guyenne, GRM in Pineuilh, châteaux Cazeau (AOC Bordeaux), Giraudot (AOC Bordeaux), Picon (AOC Bordeaux Supérieur), Guillaume Blanc (AOC Bordeaux Supérieur), Grandfont (AOC Bordeaux), Les Roques (AOC Côtes de Duras).

LA GUYENNOISE: 26 000 hl of stainless steel vats - 3 700 m2 of climate controlled warehouses - 1 integrated analysis laboratory - 4 bottling chains - 1 300 m2 of dedicated premises - Bottling capacity for 30 million bottles per year - 15 000 bottles per hour - 2 500 Bag-in-boxes per day - 4 loading bays.

GRM : 20 000 hl of stainless steel vats - 8 000 m2 of warehouses - 1 integrated analysis laboratory - 1 bottling chain - 800 m2 of air-conditioned premises - Bottling capacity for 12 million bottles per year - 6 200 bottles per hour – Certification ISO 14001 (SME approach), ISO 22000, Ecocert, HQE, IFS (November 2017).