



LOUIS VIALARD

WINE MERCHANTS

– *in Bordeaux since 1969* –

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# Identity

## ADDRESS – HEAD OFFICE

Louis Vialard SAS  
20 rue de la Rivière  
33250 Pauillac  
France

## CONTACT

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louis-vialard@louis-vialard.com  
www.vialard.com



**26**  
EMPLOYEES



**OVER 5000**  
LABELS IN STOCK



**OF WHICH**  
**90%**  
ARE GRANDS CRUS



**DELIVERY TO**  
**53**  
COUNTRIES



**STORAGE AREA**  
**6500 M<sup>2</sup>**

**STORAGE CAPACITY**  
**4.2 MILLION**  
**BOTTLES**

The story of the wine merchant company Louis Vialard did not begin in Pauillac, along the Gironde estuary. It all began in London, on the banks of the river Thames. In 1951, Louis Vialard was 32 years old and the owner of Château Cissac – a Cru Bourgeois (Haut-Médoc) in the 1932 classification. His plan was both ambitious and pioneering: to launch his wines into the English market. In a daring move he settled in London, incorporated a commercial enterprise under British law and spent the rest of his life travelling tirelessly between his vineyard and the British Isles.

He was one of the first advocates of sustainable viticulture, constantly striving for excellence – not least on his own estate. The early success in marketing Château Cissac led Louis to explore every corner of the *terroir* in search of the best French vineyards, and their wines, for his friends in London to enjoy. Several years later, he established the Louis Vialard company – wine merchants in Bordeaux since 1969 - in order to increase his supply of fine wines and expand their distribution to other markets across the world.

In the late 1980s, Louis Vialard and his children, Danielle and Pascal, introduced me to the art of trading wine. More than 70 years after it all began in London, Maison Louis Vialard upholds the same values and ethics, with a constantly renewed range of wines: a taste for sharing and sharing good taste.

Selection of the wines, development of business relations as well as the executive management function held by Mrs Fanny Alos, are all coordinated from “La Villa de l’Estuaire”, the head office of Maison Louis Vialard. Situated on the banks of the estuary in Pauillac, the building dates back to 1880, and was recently restored in 2020.

To ensure its continued development, Maison Vialard is equipped with a storage and logistics warehouse in full compliance with the highest, current standards (ISO 22000:2018 and FR-Bio -21). This enables the company to manage 4,000 Skus and control a significant, permanent level of stock in a highly secure environment.

The site is designed to offer optimal ageing conditions for the finest wines as well as ensure their shipment around the world according to the customers’ instructions.

The story of Maison Louis Vialard continues to be written each and every day.

Eric Hosteins

President of Louis Vialard, SAS

## SHAREHOLDINGS

Eric Hosteins (majority) / Vialard Family / Fanny ALOS

**LEGAL FORM:** Simplified joint stock company (SAS) - capital of €3,026,100

**COMPANY REGISTRATION n°:** 469 201 347 00025 **BUSINESS ACTIVITY CODE:** 4634 Z

**VAT n°:** FR 96 469 201 347

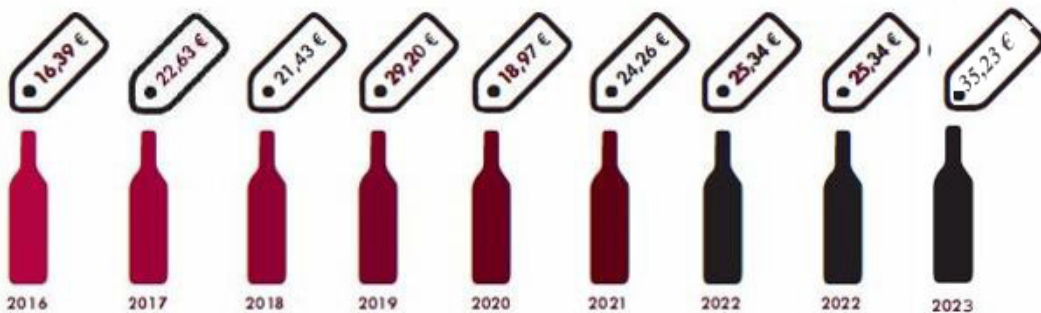
**REX:** FRREX0193836

**CUSTOMS & EXCISE:** FR93346E0004 / FR193346E0004

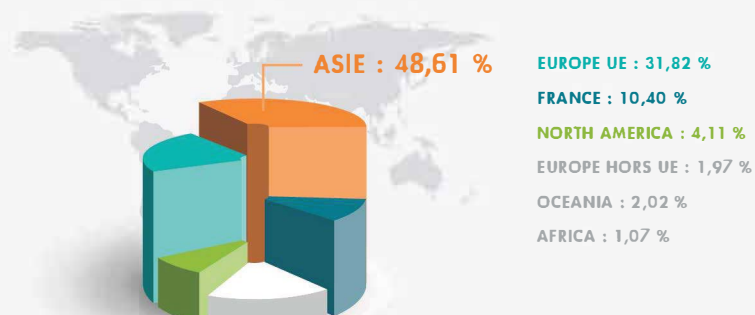
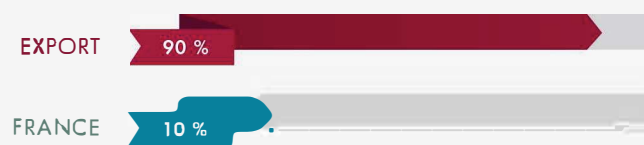
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# Business activity

## AVERAGE SALES PRICE PER 75CL BOTTLE



## SALES: FRANCE AND EXPORT (2022-2023)



AFRIQUE DU SUD	0,17%	ETATS UNIS	3,80%	LUXEMBOURG	0,70%
ALLEMAGNE	18,07%	FINLANDE	0,04%	MALAISIE	0,13%
ARMENIE	0,41%	FRANCE	10,40%	NORVEGE	0,10%
AUSTRALIE	1,05%	GABON	0,57%	NOUVELLE ZELANDE	0,77%
AUTRICHE	1,62%	GEORGIA	0,39%	PAYS BAS	1,09%
AZERBAIJAN	0,19%	HONG KONG	24,05%	POLYNESIE FRANCAISE	0,15%
BELGIQUE	0,32%	ILE DE LA REUNION	0,08%	PORTUGAL	0,65%
BRESIL	0,04%	ILE MAURICE	0,03%	REPUBLIQUE TCHEQUE	0,05%
BULGARIE	0,48%	INDE	0,00%	ROUMANIE	0,08%
CAMBODGE	0,10%	INDONESIE	0,35%	ROYAUME UNI	6,40%
CAMEROUN	0,09%	IRLANDE	0,12%	RUSSIE	0,08%
CANADA	0,31%	ISRAEL	0,43%	SERBIE	0,04%
CHINE	2,22%	ITALIE	0,01%	SINGAPOUR	4,46%
CHYPRE	0,23%	JAPON	4,74%	SUEDE	0,06%
COREE DU SUD	0,56%	KYRGYZSTAN	0,16%	SUISSE	1,28%
DANEMARK	0,96%	LAO	0,01%	TAIWAN	2,94%
ESPAGNE	0,11%	LES PHILIPPINES	0,33%	THAILANDE	7,39%
ESTONIE	0,75%	LETTONIE	0,08%	UKRAINE	0,00%
				VIETNAM	0,34%

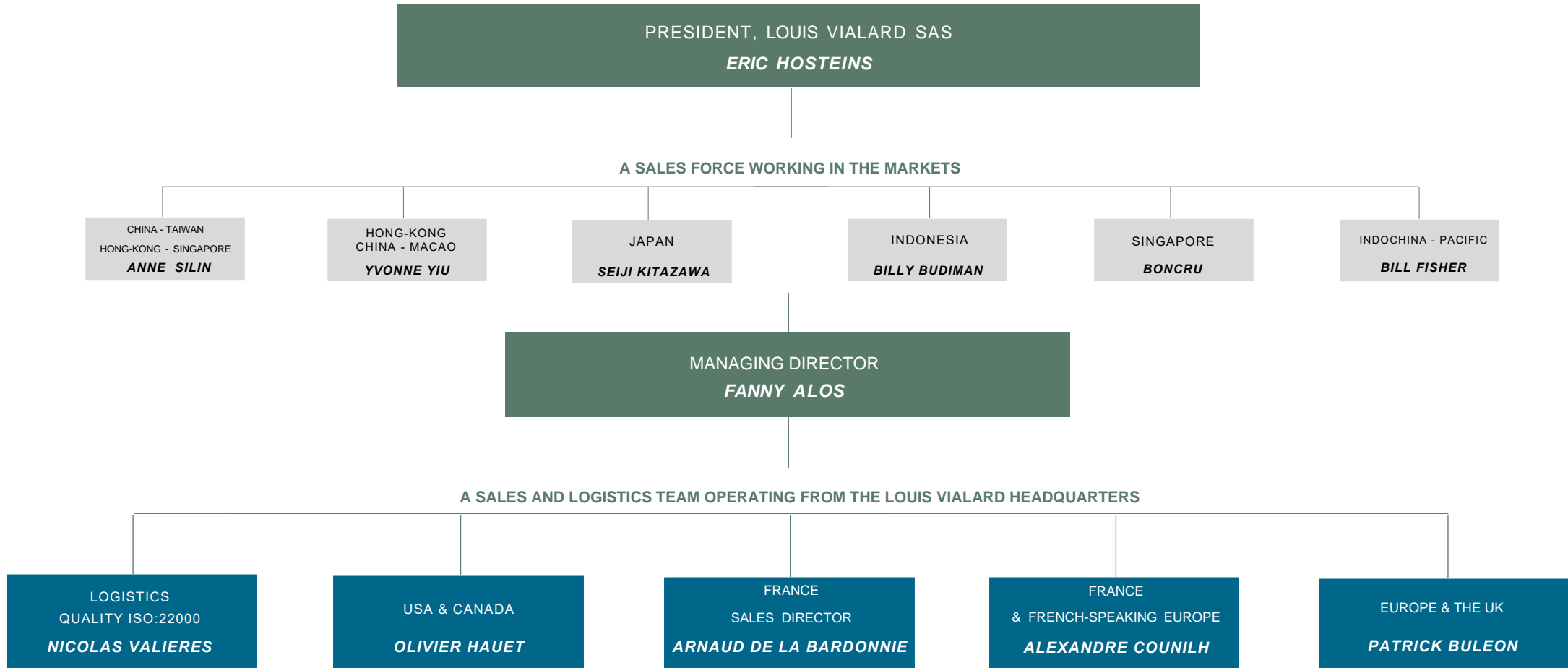
## ORDERS DISPATCHED PER DAY



## OVERALL SALES



# The teams



# The range



## THE *GRANDS CRUS* OF BORDEAUX AND INTERNATIONAL FINE WINES

Maison Vialard takes a modern approach to the profession of wine merchant in Bordeaux by supplying a range of renowned wines from both France and overseas, alongside the *Grands Crus Classés* of Bordeaux, which are historically its core activity.

The entire range is available for shipping from the Louis Vialard high security cellars, which are certified ISO22000 and located in the town of Saint-Laurent Médoc.



## THE WINES OF DOMAINES VIALARD

Exclusively distributed worldwide, Château Cissac – a Cru Bourgeois Supérieur, owned by the Vialard family – remains the flagship of Maison Louis Vialard's range of wines.



[www.chateau-cissac.com](http://www.chateau-cissac.com)

## A REGULAR SELECTION OF WINES

Maison Vialard is constantly on the lookout for new trends, exploring the needs of tomorrow and working closely with a number of estates and châteaux, chosen for their ethical and sustainable approach to their work. In line with this mutual philosophy, that ensures the utmost respect for the wines, the people and the environment, Maison Vialard carefully stores and dispatches its range of wines, in compliance with the highest standard-FR-BIO-21 -from its cellars in Saint-Laurent Médoc.



# Storage conditions



A 6,500 M<sup>2</sup> STORAGE AREA  
IN THE HEART OF THE MÉDOC, SPECIFICALLY DESIGNED  
FOR WINE UNDER DUTY AND TAX SUSPENSION

## TEMPERATURE CONTROL

 SUMMER **19°C** MAXIMUM

 WINTER **13°C** MINIMUM

## HIGH SECURITY

 SECURE ACCESS

 ALARMS, VIDEO SURVEILLANCE,  
SECURITY SERVICE



The wines belonging or entrusted to Louis Vialard are stored in a unique facility specifically designed for wine under duty and tax suspension.



## GRANDS CRUS

A storage capacity of  
1.2 million bottles

## BOTTLES IN WIRE CONTAINERS

- Product customisation
- Storage capacity: 3 million bottles
- Labelling and capping line



# Certification

## Certified Quality Approach ISO 22000:2018

*Food Safety*



## Certified Organic Farming



FR-BIO-21

## Partnership



Our company aims to ensure the full satisfaction of our customers, through the quality and commitment of our teams, as well as the quality of our products and services. We undertake to supply products in compliance with customer needs with regard to food safety.

Executive management is committed to a Quality Approach, through the implementation of a Food Safety Management System, in compliance with the ISO 22000:2018 standard and according to the HACCP principles and methodology.

A quality policy that focuses on the following points:

### Maintaining and expanding our market share

Changing export regulations relating to international markets, as well as our customers' own specific requirements, quickly motivated us to seek compliance with the ISO 22000:2018 standard. Certification was achieved in 2018, then renewed in 2020.

### Compliance with international standard requirements

and with all regulatory requirements, as well as customer demands relating to food safety, by implementing and maintaining a management system.

### Our warehouse

Acquiring our facility in Saint-Laurent du Médoc has allowed us to implement a global quality, safety and environmental approach.

Our aim is geared towards ensuring the satisfaction and safety of our customers and staff.

### A corporate endeavour

Quality is a joint effort that requires the full support of our teams. It has become a genuine corporate endeavour here at Louis Vialard.

