

French wine company AdVini consolidates position in SA with Stellenbosch Vineyards acquisition

AdVini - owner of L'Avenir, Le Bonheur and the majority shareholder in Ken Forrester Vineyards - has acquired a majority share in Stellenbosch Vineyards, consolidating its presence in the South African wine industry.



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As a storied wine business with a strong history of accolades for its portfolio of brands, Stellenbosch Vineyards is an international player, with distribution in more than 30 countries around the globe. These brands include the prestigious Stellenbosch Vineyards Collection of Fine Wines, Welmoed, Arniston Bay and Versus. With the established winemaking facility, bottling activities and logistical centre that's supported by a reputable back office, the acquisition provides a strategic benefit for AdVini South Africa that complements its activities.

The acquisition follows an international distribution agreement entered into at the beginning of the year, which covers the Americas, Asia, Travel-Retail and the rest of the world markets. Stellenbosch Vineyards, with its historic success, will continue to deal directly with existing customers.

"With the addition of Stellenbosch Vineyards, our South African wine offering in the premium segment is vastly becoming an enticing selection, together with international brands that meet the demand of our retail customers and consumers, in a model that is particularly respectful of the social and environmental values," says Antoine Leccia, CEO of AdVini.

Since its inception, Stellenbosch Vineyards has cultivated long-term relationships with top grape growers to establish its exceptional range of wines. The winery currently sources fruit from several vineyard sites and strongly supports farms that focus on economic, human and environmental factors. As major players in French and South African vineyards, both partners pay close attention to these social issues. In addition, Stellenbosch Vineyards is a registered Fairtrade producer and a member of the Agricultural Ethical Trade Initiative (WIETA).

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