



## 25 LOUIS LATOUR

**COUNTRY OF ORIGIN:** FRANCE  
**OWNER:** LATOUR FAMILY



The historic Burgundy producer has risen seven places in this year's rankings, after a year which saw the release of its 2017 Pinot Noir from the Pierres Dorées region in southern Beaujolais.

Commercial director Bruno Pepin told *DI*: "This is the first vintage of that wine which is really commercial from a point of view of quality and quantity available. This wine is really key for us in developing the 'greater Burgundy' region in the years to come, extending the traditional boundaries of Burgundy to new areas."

Louis Latour's global sales top 6m bottles with the US, France, the UK, Japan and Hong Kong its main markets.

"The company has performed consistently well over the past few years," added Pepin. "The challenges have been to match market demand with the small volumes produced between 2012 and 2016 and to cope with some of the price increases.

"We are seeing growth potential in all of our emerging markets, from Australia to eastern Europe, and we believe there is more room for growth. Interest in fine wine has clearly grown in the world and the awareness for our region has expanded.

"There is also no doubt that the average quality of the wines has improved in the past 20 years."