



## 47 Louis Latour



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

The Burgundy company is a great example of how making and selling wine on a large scale needn't be a barrier to critical success and acceptance by those in the know. It has amassed centuries of heritage since Jean Latour planted his first vines in Aloxe-Corton and has been a serious player in export markets since the late 19th century, earning respect for wine quality and great value.

The word innovation tends to be over-used as a description for almost any new product to market, but some of the risks taken by Latour in its illustrious history have genuinely proved to be game-changers. It introduced Grand Pouilly to the US after Prohibition – popularising a style that later became Pouilly-Fuissé – and was the first to plant Chardonnay grapes in the Ardèche.

Current global sales are 6 million bottles and it is especially strong in key French fine wine-drinking markets including the US, UK, Japan and Canada.

In 2019, it released Bellevue Pinot Noir 2017, a new red wine from the Domaine de Valmoissine property in the Var sub-region in Provence.