

Eléonore Latour Helps Reframe Maison Louis Latour For A New Generation

For 12 Generations, Maison Louis Latour's Leadership Remained Entirely Male. At 28, Eléonore Latour Brings A Fresh Perspective To The Historic Burgundy House As She Works To Keep It Relevant Today.

By [Layne Randolph](#), Contributor.

Eléonore Latour and Maison Louis Latour's Next Chapter

Eléonore Latour belongs to the 12th generation of one of Burgundy's most historic wine families, but her role inside Maison Louis Latour is not simply to inherit a legacy. At 28, the French lawyer who passed the Paris bar and joined the family business at 25 is now Chief Brand Officer at the family-owned house, founded in 1797.

When I spoke with Eléonore recently over Zoom, she was sitting in what was once her great-great-grandmother's bedroom, now her office. It was a fitting setting for a 28-year-old executive trying to do two things at once: protect more than two centuries of family inheritance and make one of Burgundy's most historic houses relevant to younger drinkers.



Eléonore Latour, Chief Brand Officer, Maison Louis Latour, 12th generation
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Five generations of Louis Latour (right to left): 1. Louis Latour (VII, 1835-1902) 2. Louis Latour (VIII, 1874-1941) 3. Louis-Noël Latour (IX, 1903-1982) 4. Louis Latour (X, 1932-2016) 5. Louis-Fabrice Latour (XI, 1964-2022)
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The Family Behind Maison Louis Latour

"I always wanted to join the business," she said during our call, but the timeline of her entry into the business was shaped by loss. She recalled childhood walks through the vineyards with her father, Louis-Fabrice Latour, CEO from 1999 to 2022, and how her father drew her and her brothers into the business through its more playful sides when they were young. But after her father died when she was 24, her entry into the family business accelerated.

Her uncle, Florent Latour, became CEO in 2022, and she describes him now as a mentor as they work side by side. Asked whether being the first woman in the family's executive ranks worried her, she said yes, but added that youth, more than gender, was the sharper challenge.

"Sometimes you have to fight to be taken seriously," she said. "But I know what I want to do. I'm quite serious about it, like, let's get things moving."

How Maison Louis Latour Stays Current

Éléonore represents something larger than generational succession. She is part of a younger cohort of wine leaders trying to answer a question old European houses must confront.

How do you maintain brand authority when younger consumers no longer give automatic reverence to legacy wine houses?

"I think the idea is to be able to take the brand into the 21st century by staying relevant today and staying modern. We didn't really live by marketing for decades. That's something we didn't understand. We were producing wine. The wine was selling. We didn't need to be able to talk about it. We didn't need to explain ourselves. Well, today, what we see with young consumers is that they want to understand. So that's kind of our role to explain it."



Maison Louis Latour
S. CHAPUIS, COURTESY OF MAISON LOUIS LATOUR



MAISON LOUIS LATOUR 2002 Batard Montrachet, France. (Photo by Stanley Shin/South China Morning Post via Getty Images)

Younger consumers, she said, want to understand what they are tasting, what a brand stands for, and whether it reflects values they care about. For a house that has spent generations letting its name do much of the talking, that shift demands a response.

Recent market data suggests Latour's instincts are not misplaced. The [International Organization of Vine and Wine \(OIV\)](#) reports that global wine consumption fell 3.3% in 2024, including a 3.6% decline in France, underscoring the pressure on producers to connect with audiences.

Still, younger French adults have hardly abandoned wine altogether. According to the [2025 SOWINE/Dynata](#) barometer, 45% of French 18-to-25-year-olds now name wine as their favorite alcoholic beverage, with Chardonnay as their top variety and Burgundy as the most popular French region.

"We are trying to connect a bit more by remaining approachable—remaining financially approachable—because sometimes it's an issue of, 'I can't afford the wine.' So that's why we've always tried to have really good value for money."

Maintaining The Core Principles Behind Maison Louis Latour

Latour said the house remains committed to the principles that have long defined it as a Burgundy producer. "We are from Burgundy, so we know how to make Chardonnay and Pinot Noir. And we have never ventured outside of that zone of comfort. The wines, we want them to be elegant. We want them to be mineral; we want them to be powerful."

Éléonore speaks with unusual clarity about what legacy brands can no longer assume, but she carries her old-world pedigree with ease. She never forgets what she is part of, nor what her family has built and preserved for centuries. Sitting in her great-great-grandmother's bedroom, guided by her uncle, and still following in her father's footsteps, her purpose is clear. "You have to protect what has been created and accomplished, by my father, grandfather, and all the Latours before that. My absolute duty, as a member of the 12th generation of Maison Louis Latour, is to uphold that legacy."