



**BignonLebray**

# **WINE AND SPIRITS LAW**

## Our expertise

Wine and spirits are a major part of the French and international economy.

The world of wine and spirits is impacted not only by French law but also by international rules that need to be deciphered by industry experts.

Bignon Lebray law firm has been involved in wine and spirits for 40 years through a multidisciplinary team of lawyers based in France and internationally.

With expertise in wines and spirits law, Bignon Lebray accompanies all players in the wine and spirits sector as regards all legal matters, whether as advisors or litigators.

Our fields of intervention encompass:

- Incorporation and management of companies, legal form of the companies
- Support in agricultural Company Law
- Legal representation in real estate transactions, sales, or investments in the agricultural and viticultural sector
- Management and support for obtaining administrative authorizations, including operating permits, Sempastous, and Safer approvals.
- Transfer and succession of viticultural and agricultural operations
- Estate taxation
- Taxation of farming and landholding structures
- Drafting, negotiating, and litigating rural leases.
- Competition, unfair competition, counterfeiting
- Trademark and domain name registration services for the winegrowing and winemaking industries.
- Rights of quality signs and designations with control and management organizations and INAO
- Disputes over subsidies or the withdrawal of FRANCE AGRIMER grants
- Proceedings in cases of fraud by DREETS
- Regulation of communication related to alcoholic beverages under the Evin Law
- Product marketing
- Commercial disputes
- Labor law and its specifics related to viticultural activities,
- Negotiations with SAFER

## Our experts



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## Our networks

- International Wine Law Association (AIDV)
- French Rural Law Association
- AgriDées think tank
- Wine Invest & New Experts (WI&NE)



## Some of our most iconic transactions

- Advising the Lhopital family in the context of the majority stake acquisition of [Champagne de Telmont](#) by the Remy Cointreau Group, joined by Leonardo DiCaprio.
- Advising the Latrille family, owner of [Société des Domaines Latrille](#) on its sale of the Juraçon and Juraçon sec wine producing estate to a Canadian investor.
- Advising Reynald Delille in the context of Jean d'Arthuys' investment in the capital of [Domaine de Terrebrune](#) (Bandol).
- Advising [Château Lafitte](#) in its family structure and the defense of its brands.
- Advising the family owners of a champagne production company in the context of a 50% capital investment by a French investor in the same industry.
- Advising Distell Group on the sale of [Bisquit Dubouché & Cie](#) (Cognac) to Campari Group.
- Support for the Moueix family, owners of [Château Fonroque](#), (classified grand cru in Saint-Emilion) certified in organic agriculture and biodynamically controlled, in the context of the sale of this estate to a French investor (CHG Participations).
- Advising Dumont family, owner of the [Domaine de Belleville](#) in Bourgogne, on its sale to an American investor.
- Advising the [Idealwine](#) group, specializing in online sales of wines and spirits (auctions, sales, and trading), on the acquisition of a portion of its share capital by investors.
- Advising [WineFunding](#) on the implementation of its crowdfunding platform.
- Assisting a Chinese investor and their Hong Kong partners with the acquisition and sale of shares in [Château Trianon](#) (Saint-Émilion grand cru).
- Assisting the seller in the transfer of a vineyard in Bordeaux encompassing various appellations.
- Assisting the Dauré family in the sale of the [Le Clos de Paulilles](#) (Collioure) to the Advini Group.
- Assisting in the acquisition of [Maison Roulet – Fransac](#) (Cognac) by the Chinese group ZhangYu.
- Assisting a Mongolian investor in acquiring a vineyard in the Bordeaux region (AOC Saint-Émilion).
- Assisting a Hong Kong-based company with the acquisition of [Château La Commanderie](#) (AOC Pomerol).
- Assisting French companies in defending their intellectual property rights abroad, notably in China (labels and trademarks).
- Assisting and advising on the sale of [Dugas](#), a distributor of wines and spirits.
- Assisting in the sale of [Hine](#) (Cognac).
- Assisting in the sale of [Repaire de Bacchus](#) a chain of wine stores.
- Assisting Belvédère with the acquisition of [Marie Brizard](#) (publicly listed French companies).
- Assisting and advising a foreign investor regarding the acquisition or sale of [ChateauOnline](#).
- Assisting a listed company with the sale of its rum brand, [Cruzan](#).
- Assisting and advising on a rum production contract concluded with Moët-Hennessy.
- Assisting a foreign company in acquiring a controlling interest in [Belvédère](#).
- Assisting [Château Real Martin](#) (Côtes de Provence) in defending its trademarks.
- Assisting [Bernard Schwach](#) and Fils with the sale of Domaine du Moulin de Dusenbach, in Alsace, to the Feyel-Artzner group.

# ABOUT BIGNON LEBRAY LAW FIRM



Bignon Lebray ranks among France's leading independent business law firms. A strategic partner to executives, investors, and institutions, the firm provides comprehensive legal advice and representation across all areas of business law – including Mergers & Acquisitions, Private Equity, Tax, Employment, Public Law, Restructuring, Real Estate, Intellectual Property, Competition & Distribution, Banking & Finance, Environment, and Transport.

Driven by three core values – commitment, technical excellence, and proximity to clients – Bignon Lebray delivers tailored, pragmatic solutions combining legal precision with business insight. Each matter is managed by a dedicated team with the agility and depth to handle complex, high-stakes matters.

With offices in Paris, Lille, Lyon, and Aix-en-Provence, the firm brings together over 100 lawyers and legal professionals, including 35 partners, advising clients across key sectors of the French and international economy.

As the exclusive French member of the Meritas global network – comprising 190 firms and 7,000 professionals in more than 90 countries – Bignon Lebray offers its clients consistent quality, technical excellence, and responsiveness worldwide.

**100**  
LAWYERS

**15**  
EXPERTISES

**4**  
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