



VIDAL-FLEURY JOINS THE GONZÁLEZ BYASS UK FAMILY OF WINES

Vidal-Fleury is delighted to announce that from 1 September 2025, González Byass UK distributes its wines on the UK market.

"After a long-term partnership with Louis Latour Agency, we have decided to change our strategy and found a perfect fit for the next chapter of Vidal-Fleury in the UK".

González Byass UK is a subsidiary of the historic González Byass wine business, distributing a considerable portfolio of wines and spirits from around the globe.

Both companies will work closely together to ensure a harmonious transition for customers and trade partners. González Byass will distribute a selection of Vidal-Fleury's red, white, and rosé wines from across the Rhône, from Côte-Rôtie in the north to Châteauneuf-du-Pape in the south.

Melissa Draycott, Managing Director of GBUK, added:

"We are thrilled to welcome Vidal-Fleury to our portfolio. The winery's long heritage, combined with its commitment to producing high-quality wines that reflect the character of the Rhône's diverse appellations, makes it an exciting addition to our family. We look forward to working together to grow the brand in the UK."

Antoine Dupré, General Manager and Head Winemaker of Vidal-Fleury commented:

"We are excited to partner with González Byass to increase distribution in the UK. Rhône wines already resonate strongly with UK wine lovers, and we're eager to make our range even more accessible to consumers."

VIDAL FLEURY

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VIDAL-FLEURY

Founded in 1781, Vidal-Fleury is a wine merchant and producer, offering one of the widest ranges of Crus in the Rhône Valley, with around twenty of the most prestigious appellations, from north to south:

- In the north: Côte-Rôtie, Condrieu, Saint-Joseph, Cornas, Hermitage and Crozes-Hermitage.

Syrah, the only red variety is sometimes blended with white varieties such as Viognier in Cote-Rotie; Viognier, Marsanne and Roussanne are used to make white wine.

- In the south: Châteauneuf-du-Pape, Gigondas, Vacqueyras, Tavel, Cairanne, Côtes-du-Rhône Villages, Côtes-du-Rhône, Ventoux and Muscat de Beaumes-de-Venise.

Very attached to the region and admiring the diversity and complexity of its different terroirs, Antoine Dupré, General Manager, points out that each wine needs personalised care, adapted to its own evolution and origins, to acquire the character of its appellation and reach a level of excellence.

Vidal-Fleury is a love of the land, the grapes and the wine, but it's also a guarantee of quality that has been reflected for over 200 years.

