

"After nearly two centuries, Seignouret Frères continues to combine the vision and expertise of a global wine negotiant with the intimate knowledge and understanding of the workings of Bordeaux's grands crus."

ERWAN FLAGEUL / LAURENT BARRIER

## TWO CENTURIES OF TRADITION

FOUNDED IN 1830, SEIGNOURET FRÈRES IS ONE OF BORDEAUX'S OLDEST WINE NEGOCIANTS. The company's story first began on the other side of the Atlantic. Born in Bordeaux in 1783, entrepreneur François Seignouret moved to New Orleans in 1808, where he set up shop as an upholsterer and cabinet-maker. Business in New Orleans was booming following the Louisiana Purchase and the young Frenchman enjoyed great success.

By 1820, François Seignouret's renown had spread and he was lauded as the designer of the most elegant furniture in the South. Today ownership of a "Seignouret" remains a privilege.

To answer the growing demand for French wines overseas, François Seignouret began exporting wine from his hometown of Bordeaux in 1830. He converted his New Orleans workshops into wine cellars where he bottled the most sought-after grands crus, including Chateau Margaux, Chateau Lafite, Chateau Latour, Chateau Mouton Rothschild and Chateau Haut-Brion.

François Seignouret passed away in 1852. His wine export business was run by the Seignouret family until 1927, when it was acquired by the Brou de Laurière family. In 2011 long-time wine negotiant Laurent Barrier and estate owner Erwan Flageul joined forces to helm the company.

## A SINGULAR APPROACH

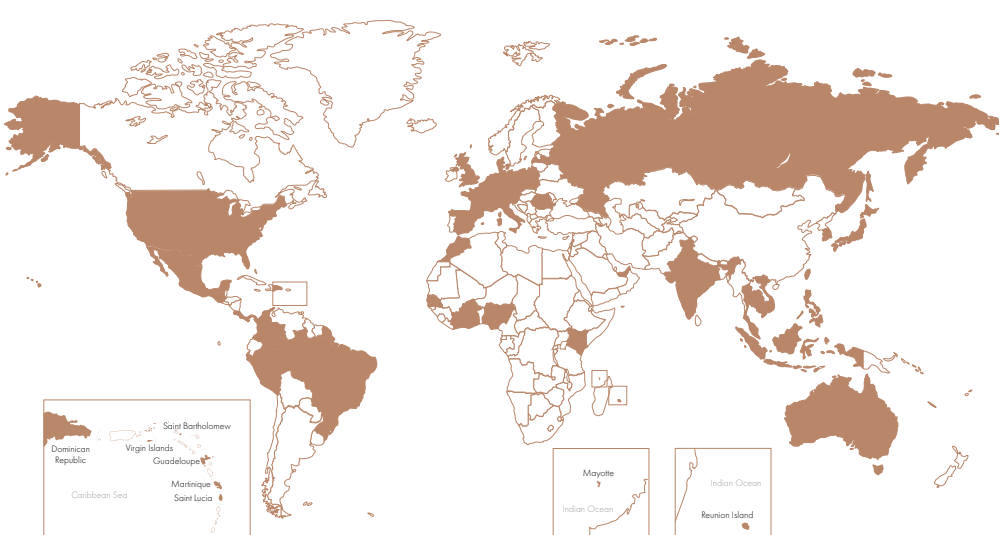
ONE OF ONLY A FEW REMAINING NEGOCIANT COMPANIES IN BORDEAUX TO BE PRIVATELY OWNED, Seignouret Frères takes a singular approach to the negotiant business, combining a pursuit of fine wines and in-house signature brands with a zeal for winegrowing and winemaking. Over the years, Seignouret Frères has made a priority of staying close to our customers and partners. The human touch is essential to our approach as we seek to be as proactive and responsive as possible.

**THE FINEST SELECTION**  
Seignouret Frères draws on two centuries of experience and knowledge of local terroirs to select the finest grands crus of the region and unearth some of Bordeaux's lesser-known gems. The company's portfolio of wines also includes its sought-after signature brands, which are crafted by Seignouret's in-house team of wine-making experts. Each precious cru is carefully stocked in the company's facilities at ideal temperature and humidity levels.

**MASTERY OF THE VINE**  
Seignouret Frères co-owner Erwan Flageul is also the owner of Chateau Brillette, a fifty-hectare estate in Moulis-en-Médoc that has been in his family for generations. Erwan is a winegrowing and winemaking aficionado, and he brings his finely honed knowledge of the vine to Seignouret Frères.

**SEIGNOURET FRÈRES AROUND THE GLOBE**  
Export markets represent more than 80% of Seignouret Frères' business. The company has always been very prominent in niche markets in French territories overseas, the Pacific, Southeast Asia, the Caribbean, Africa, Eastern Europe, Central America and South America.

Seignouret Frères also works with duty free stores and airline companies.



Australia • Austria • Belgium • Brazil • Burkina • Cambodia • Colombia • Costa Rica • Czech Republic • Denmark • Dominican Republic • France • French Polynesia • Gabon • Germany • Ghana • Great Britain • Guadeloupe • Guatemala • Guyana • Hong Kong • India • Indonesia • Italy • Ivory Coast • Japan • Kenya • Latvia • Lebanon • Malaysia • Martinique • Mayotte • Mexico • Morocco • Netherlands • New Caledonia • Nigeria • Panama • Peru • Philippines • Poland • Reunion Island • Romania • Russia • Saint Bartholomew • Saint Lucia • Saint Pierre and Miquelon • Senegal • Singapore • South Korea • Spain • Switzerland • Taiwan • Thailand • Togo • United Arab Emirates • USA • Vietnam • Virgin Islands

## SEIGNOURET FRÈRES SIGNATURE WINES

At Seignouret Frères we are passionate about creating outstanding wines. Our team includes some of the best experts in Bordeaux winegrowing and winemaking techniques and is responsible for creating high quality, consistent blends, vintage after vintage. Our signature brands, including Demazel and Ph. Bouchard & Cie, are conceived with the expectations of consumers in mind.

We approach our relationships with our suppliers with great care, identifying and selecting partners who share our vision and dedication to quality to create long-term relationships built on mutual trust and expertise. Today Seignouret Frères works with one hundred estates, many of which are still family-run, throughout the appellations of Bordeaux.



DEMAZEL  
THE SPIRIT OF EXCELLENCE



PH. BOUCHARD & CIE  
AN ICONIC BRAND

## A SPECIALIST IN GRANDS CRUS AND RARE VINTAGES

SEIGNOURET FRÈRES ENJOYS ALLOCATIONS FROM BORDEAUX'S CLASSIFIED GROWTH ESTATES IN Pauillac, Margaux, Saint-Emilion, Saint-Julien, Saint-Estèphe, Graves and Sauternes. We receive bottles of these precious nectars directly from the estates and stock them under ideal conditions in our in-house cellars. We also work with Bordeaux's grands crus to provide our customers with en primeur offerings.

Our cellars house a meticulously curated selection of fine vintages dating back all the way to the early twentieth century and including the most sought-after years: 1924, 1929, 1945, 1947, 1949, 1961, 1970, 1982, 1990...

