



**Ces vins dorés au soleil de Provence méritent
des soins extrêmes...J.J.Bréban**

VINTNER AND WHOLESALER OF SPARKLING AND FINE PROVENCE WINES

The House of Breban Wines ("Vins Breban") has been producing and supplying a wide range of wines of varying styles and aromas to restaurants and retail distributors since 1952. Through its distribution channels, "Vins Breban" brings to market each year over 8 million bottles in total comprised of roses, whites, reds, stills and sparkling wines.

These fine wines of the Provence region are produced from grape varietals raised along the shores of the Mediterranean Sea, from the Sainte-Victoire mountain range in the west to the hinterlands of Haute Provence Alps in the east.

Wines from this region inherit their best characteristics from local soil, wines which are notable for their strong character combined with delicate bouquet. The wines of Provence are often described as colorful, lively, aromatic, fruity, and mischievous in nature.





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PROVENCE WINE OF DISTINCTION, BIO AND SPARKLING WINES

Attuned to market trends and changing tastes, the House of Vins Breban has a proud tradition of maintaining close relations with its partners, distributors, retail outlets and restaurants. “Vins Breban” is noted for offering wines that meet the demands of even the most discriminating palate.

Its vineyards cover more than 2,500 hectares. Whether marketed either under the aegis of Vins Breban or as simply wines of the Provence region, such wines are distributed throughout France and in over 15 countries around the world.

The House of Vins Breban produces and sells a wide range of products, including: sharp and fruity white wines, fresh and appealing roses, and powerful full-bodied reds. As Jean-Jacques Bréban, CEO, has said: “These wines are created to bring together family and friends, across generations, to foster an environment that encourages both the young and the young-at-heart to savor moments of togetherness and create fond and lasting memories of the good times.”





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WINES OF PROVENCE BY THE HOUSE OF VINS BREBAN

For three generations, it has been the main purpose of the House of "Vins Bréban" to offer quality wines from Provence to consumers worldwide. Its rosés, whites, and reds are made with great care and in keeping with the most exacting standards with respect to viticulture. Featuring modern and efficient equipment and time-honored winemaking skills, the company maintains a cellar, bottling line, and a laboratory of oenology at the site of production. The company adheres to the highest standards oenological methods to produce representative wines of Provence and sparkling wines, of course, and in keeping with ever changing consumer tastes. The range of wines offered by the House of "Vins Breban" is a representative sampling of wines on offer from Provence: appellation Côtes de Provence, appellation Coteaux Varois en Provence, appellation Coteaux d'Aix en Provence, appellation Bandol, Country Wine of Var department, sparkling wines ...





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"VINS BRÉBAN": THREE GENERATIONS OF FAMILY BUSINESS

Jean-Jacques Bréban, Chairman and CEO of the House of "Vins Bréban", inherited his passion for fine wines from his father, Raymond Bréban.



In 1952, the company founder, Raymond Bréban discovered the wines of Provence and decided to devote his life to the production and promotion of quality wines in Provence.

In 1960, he worked in partnership with two wineries and built lasting relationships with consumers and winemakers over the years. The wine of Provence, their growth, production and marketing are the heart of the House of "Vins Bréban." Always attentive to customers and partners needs, the House considers all factors relating to each particular variety of wine to be produced, taking care to account for soil conditions and always remaining faithful to the traditions of the wine-making art in Provence.

Jean-Jacques Bréban, the son of Raymond Bréban, took the reins of the company in 1968. He continues to work with an unparalleled commitment to product excellence. Under the leadership of Jean-Jacques Bréban, the House relies on principles of quality, authenticity, respect for culture and the farming. Jean-Jacques Bréban is on a constant, never ending quest, to discover new flavors that will faithfully portray the best of past and present winemaking traditions.



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COMPANY VALUES AND ITS COMMITMENT TO SUSTAINABLE DEVELOPMENT

Jean-Jacques Bréban is deepening relationships with partners, while further developing partnerships with the more than 20 independent domaines which currently work in collaboration with “Vins Bréban”. Such collaborative ventures expand the range of “Vins Bréban” wines to more than 55 different wines currently being marketed by the company. Owing to management’s absolute respect for nature, the production of quality wine derived from many noble grape varieties has led the company in the direction of supporting and developing two areas of organic wine production.

With 30 employees, the Bréban family has established a dynamic and efficient company core of committed business professionals. The family team possesses extensive knowledge of the vineyards of Provence, regional wine making techniques, and long-term reliable relationships with its partners and customers. The third generation Bréban family team is devoted to the same winemaking philosophy passed down from the time of Raymond Bréban. Each member of the team is expected to carry forward the commitment to authenticity and the ancestral knowledge of Provence wines.





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EXPORT BUSINESS SUSTAINABILITY AND EXPANSION

Under the leadership of Jean-Jacques Bréban, the company has invested in expanding the company's export business. He continues to promote the oldest wines of France - Provence wines - abroad. The first sales contracts were signed with the United States, Canada and England in 1990. Today, the House of "Vins Bréban" generates about 30% of its annual sales revenues from exports, and aims to expand into new markets such as China, Brazil and Australia.

With 8 million bottles of Provence and sparkling wines marketed each year, the sustainability and expansion of the House's business is driven by the third generation of the Bréban family. J.J. Bréban's son, Laurent, now works for the company and his efforts are dedicated to the sales department management. His youngest daughter, Julie, is the company's main administrative and financial executive.





VINS BRÉBAN

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