



HUGUES
LABORDE

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TWO COLLECTIONS : CREATIVITY & EXPERTISE

HUGUES LABORDE & HIS TEAM



Hugues Laborde embodies deep roots, those of a young man born in Gasgogne, a region known for its wine, freedom, and grounded wisdom. Trained at the agronomy engineering school Purpan in Toulouse, beyond technical expertise, he developed a core belief :

« Wine must return to what it should have never ceased to be : a collective pleasure, accessible, rooted in the land, and free in its form. »

After working with renowned estates in Médoc, the USA, and Saint-Émilion, he trained alongside demanding winegrowers before meeting Jean-Pierre Derouet, who was seeking a successor to carry his vineyard legacy forward.

This was not a simple hiring; it was the passing of the torch.

A collective project : from vine to glass, a human adventure

Since 2018, Hugues has not imposed a style but built a team-driven project. He brought together **a new generation of winegrowers, agronomists, communicators, and technicians**; all driven by the same desire: to breathe new life into Bordeaux and the winemaking profession.

This collective is the beating heart of the estates. Together, they tend the vines, **engage** with clients, **experiment** in the cellar, **replant** trees, move sheep, **manage** social media, and welcome visitors.

Hugues Laborde does not see himself as a solitary figure: “We aim to embody **a shared vision of wine**, shaped with our team, our partners, and our clients.”





A vision for Bordeaux : blending past and future

In a time of crisis for Bordeaux wines (declining consumption, weakened image, standardization), Hugues made a bold bet : to reconcile tradition with modernity, technique with emotion, terroir with freedom.

Together, we :

- **Restructure** estates by honoring **terroir distinctions**.
- Reintroduce **polyculture** (grains, orchards, bees, livestock)
- **Modernize** cellar work in collaboration with œnologist Thomas Duclos.
- **Create** a vibrant brand focused on people and their desires : Hugues Laborde

Above all, we shift the approach : wine is not made for the market, but as a shared, lived experience.



A collective journey that goes beyond the vineyards

The Hugues Laborde project is also :

- ➔ A brand for both **curious newcomers and seasoned connoisseurs**.
- ➔ A **passionate community** involved in our cuvées, tasting, giving feedback, and welcoming other winemakers and their perspectives.
- ➔ A **team of trained sales-ambassadors** representing our vision in wine shops, bars, and private homes.
- ➔ A **will to open doors** : visits, accommodations, tastings, events.



What critics are saying :

« The young and brilliant Hugues Laborde has transformed production at Vignobles Invindia. He is revolutionizing the style and identity of “small bordeaux”. »

— **Le nouveau Bettane+Desseauve, 2025**

« Hugues Laborde is part of **the new wave in Bordeaux** : free of dogma, tasting wines from all regions, and open to every innovation. »

— **Terre de Vins, Septembre 2023**

« **Bringing pleasure.** That is Hugues Laborde's clear ambition. It would be simple if the situation of the Bordeaux vineyard were different. »

— **En magnum +, avril 2025**

Respected establishments that trust us:

- **Georges Blanc**, gastronomic restaurant 2*
- **Le Prince Noir** - Vivien Durand, 1*
- **Les Avant-Comptoirs** - Camdeborde family
- **Les Flots - Bon Temps - Vivre(s)** - Grégory Coutanceau
- **La Maison de Petit Pierre** - Pierre Augé
- **Loiseau des sens** - Bernard Loiseau
- **The Ritz-Carlton, Hôtel de la Paix, Geneva**
- **Auberge d'Hermance**, Geneva
- **Lua**, Hô Chi Minh
- **Nephele**, Hô Chi Minh
- **Square One**, Hô Chi Minh
- **Octo**, Hô Chi Minh
- **Stoker**, Hô Chi Minh
- **The Monkey Gallery Dinning**, Hô Chi Minh
- **An's Saigon**, Hô Chi Minh
- **Le Comptoir Bistro & Books**, Hô Chi Minh
- **Le Comptoir** (french restaurant), Da Nang
- **Si Dinning**, Da Nang

International Distribution :





1987

Foundational meeting between **Jean-Claude Bernard** (winegrower) and **Jean-Pierre Derouet** (buisnessman) at Château Haut-Meyreau.

1990-2010

Expansion of the estate, growth of bottle and door-to-door sales

2010

Jean-Pierre takes over after Jean-Claude's departure.

2013-2018

Acquisition of five new estates in Entre-deux-Mers, Fronsac, and Saint-Émilion.

2018

Hugues Laborde takes over the estates; restructuring and project overhaul.

2020

Partnership with œnologist Thomas Duclos, introducing a fresh new style.

2025



Official launch of the Hugues Laborde brand; new strategy and vision for the vinyards.



What we do and how we do it

Peasant common sense at the heart of our approach

- 27 soil pits dug to map out our terroirs
- Each grape variety matched to the most suitable soil
- If a plot is no longer right for vines, we plant **cereals, orchards, or let our Béarnaise cows graze**
- More **sustainable farming practices** (green manures, eco-grazing with sheep from the Daignac farm).

« We're only passing through, and we owe it to the land entrusted to us to treat it with care.»
Hugues Laborde



A committed vinification

- Maturation methods **adapted to grape variety and terroir** (large wooden vats, amphorae, concrete...)
- Varietals selected for **climate resilience and drinkability** (cabernet franc leads the way)
- **Objective** : freshness, finesse, immediate pleasure.

« You have to understand that a "canon" is more than just wine, it's also friendship.»
Louis de Funès

OUR ESTATES



FRONSAC

● CHÂTEAU LA VIEILLE CROIX

■ LIBOURNE

SAINT-ÉMILION GRAND CRU

● CHÂTEAU LE CONTE

● CHÂTEAU TOUZINAT

● CHÂTEAU AURORE

**BORDEAUX
ENTRE-DEUX-MERS**

● CHÂTEAU HAUT-MEYREAU

Château Haut-Meyreau

Dardenac - HVE



Flagship estate(110 Ha) :
Bordeaux / Entre-deux-Mers.



4 main terroirs : asteriated limestone,
Pyrenean gravel, clay-sandy soils, dense
limestone

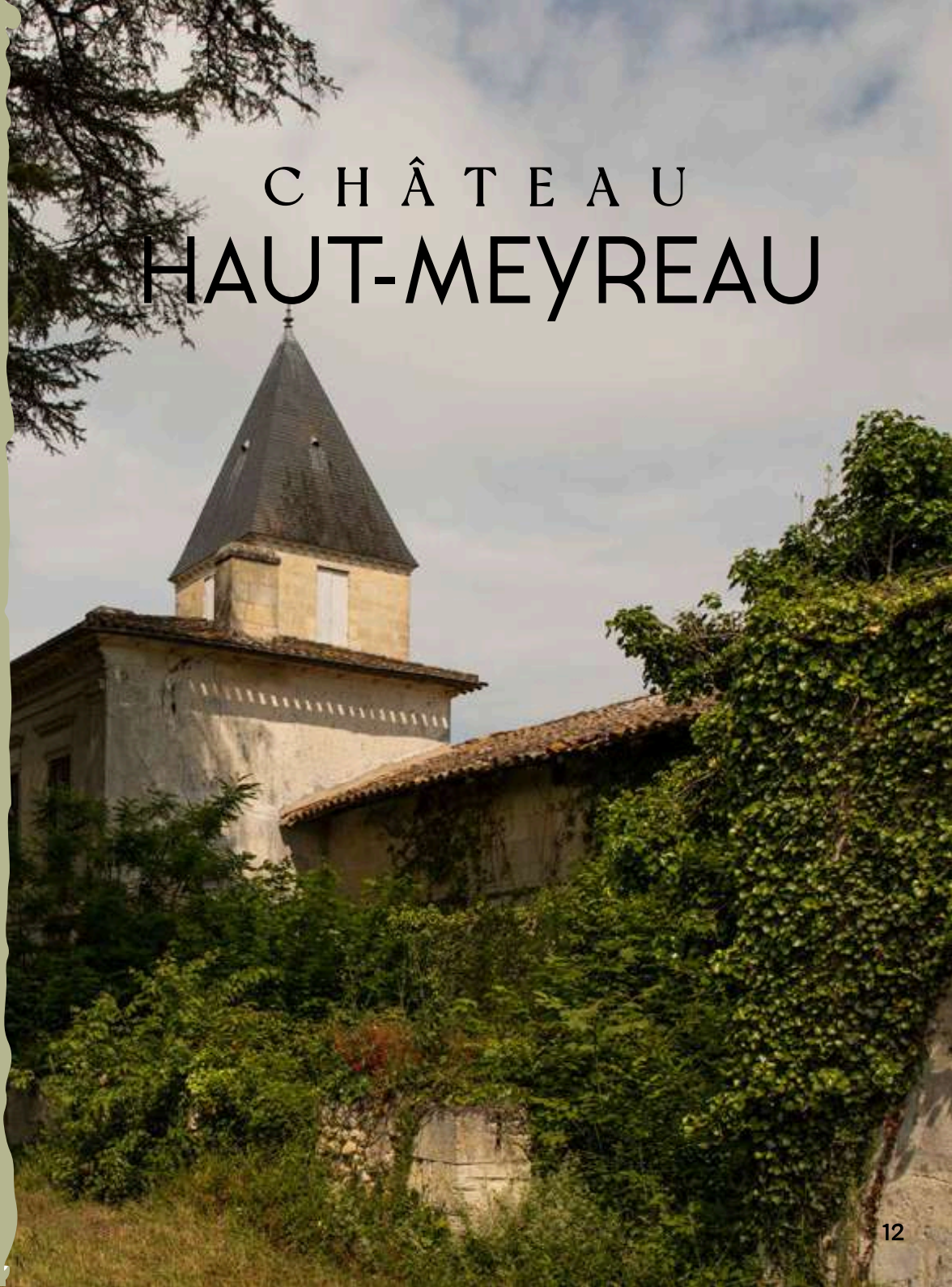


Varietals : merlot, cabernet franc, cabernet
sauvignon, malbec, sauvignon blanc, sauvignon
gris, sémillon, muscadelle



A modern estate with orchards, livestock, and
cereal crops; a model and experimental site.

CHÂTEAU HAUT-MEYREAU



Château Aurore

Moulon, Organic



Small organic estate (12 Ha)



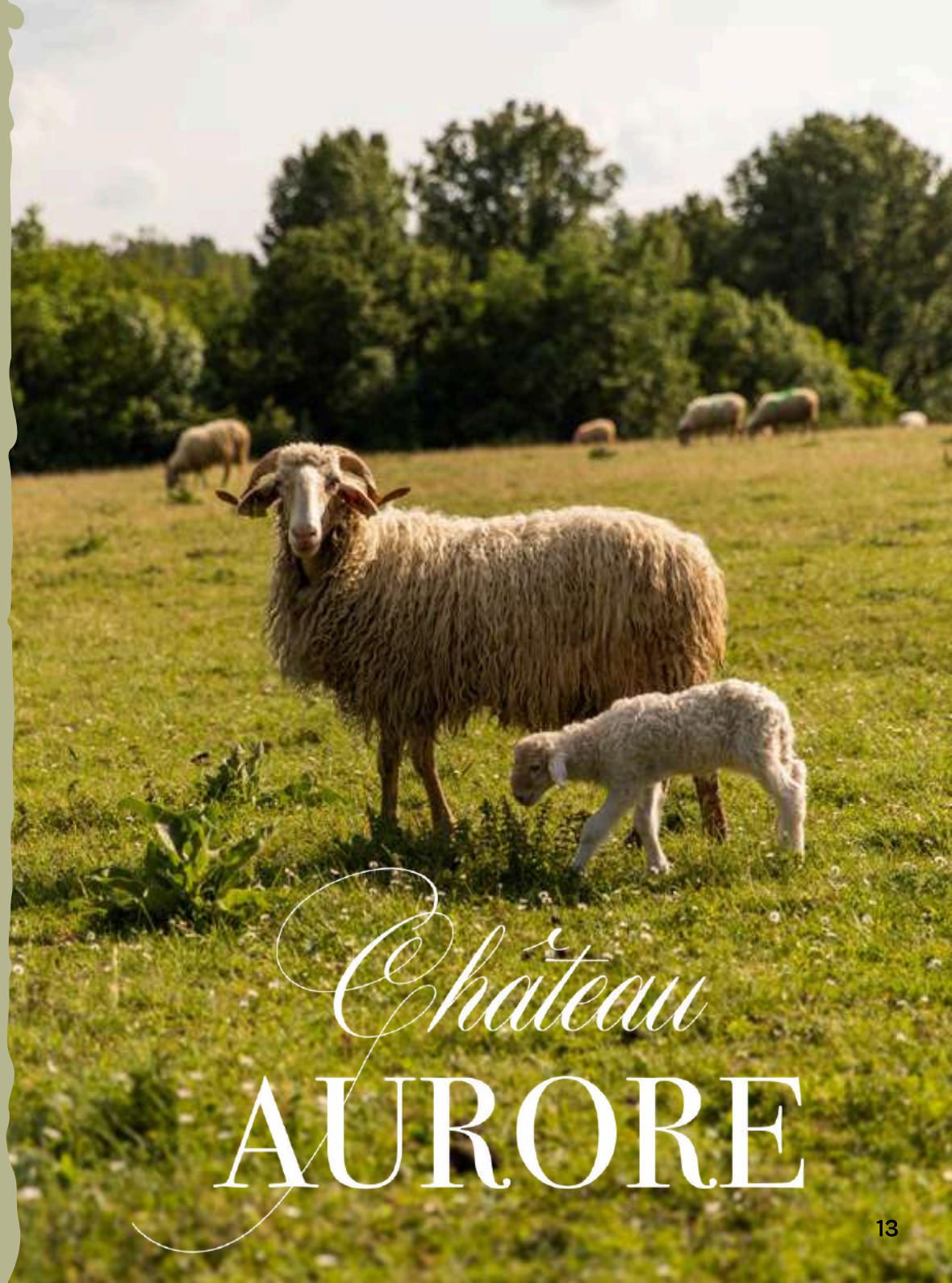
Terroirs : Pyrenean gravel
and asteriated limestone



Varietals : merlot, cabernet franc,
petit manseng, sauvignon



A hidden gem of Entre-deux-Mers with
strong, unique character



Château
AURORE

Château La Vieille Croix

Fronsac



Discreet estate (13 Ha)



Terroirs : Fronsadais molasses
(blue clay)

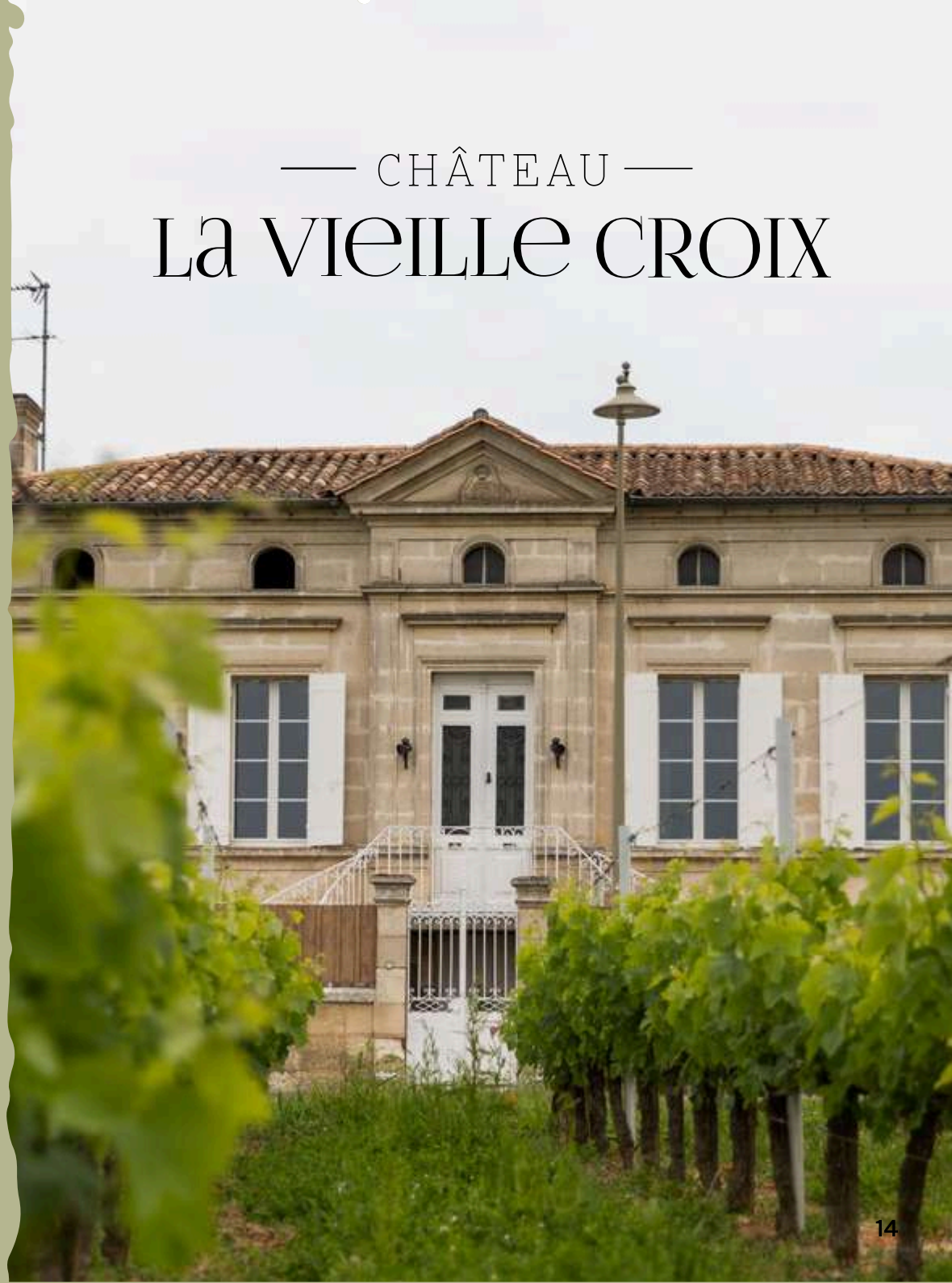


Varietals : merlot, cabernet franc,
malbec



Exceptional terroir and old vines, some over
50 years old, producing wines with personality.

— CHÂTEAU — La VIEILLE CROIX



Château Le Conte

Saint-Émilion Grand Cru



5,5 Ha carefully restructured



Terroirs : clay-limestone with asteriated limestone 1.5m below the surface



Varietals : merlot



A confidential Grand Cru with contemporary flair



Château Touzinat

Saint-Émilion Grand Cru



7,7 Ha meticulously
restructured



Terroirs : clay-limestone over a vein
of Fronsadais molasses



Varietals : merlot, cabernet franc, carménère



A Grand Cru with outstanding potential

CHÂTEAU TOUZINAT





- L'Atelier -

L'Atelier collection

Create, dare, share

- Community-driven, **bold, and accessible cuvées.**
- **Eye-catching packaging**, simple messaging, convivial moments.
- Authentic wines for a new generation eager to **discover a fresh image of Bordeaux.**

<< Here, every member play a role. Every bottle delivers a new experience >>



CLASSIQUES
revisités


Classiques Revisités collection

Reinterpreting the appellations

- Saint-Émilion, Fronsac, Entre-deux-Mers : familiar **styles reimagined with boldness.**
- **Precision** in maturation, plot-based vinification, expertise-driven approach.
- **Offering a new tasting experience** through established appellations infused with our identity.

Nu comme un verre



 Bordeaux Red
No added sulfites

 Château
Haut-Meyreau


 Merlot

 8 months
Concrete &
stainless steel



 Bordeaux White

 Château
Haut-Meyreau

 Colombard
Muscadelle
Sauvignon

 4 months
Stainless steel

Single varietals



Bordeaux



Château
Haut-Meyreau



100% Cabernet franc



Concrete vat



Bordeaux



Château
Haut-Meyreau







100% Cabernet sauvignon







Concrete vat

Single varietals



-  Bordeaux
-  Château Haut-Meyreau
-  100% Malbec
-  Concrete vat



-  Bordeaux
-  Château Haut-Meyreau
-  100% Muscadelle
-  Stainless steel vat

Pet' au casque



Vin de France



Château
Haut-Meyreau



Merlot
Cabernet Sauvignon



Stainless steel vat

Complètement raisin



Bordeaux rosé



Château
Haut-Meyreau



Merlot



6 months
Stainless steel vat

Les Raisins de la colère



Bordeaux
No added sulfites



Château Aurore



Merlot
Cabernet franc



8 months
Concrete vat

Fleurs du mal



Entre-deux-Mers



Château Aurore



Sauvignon blanc
Sauvignon gris



6 months
New barrels and
concrete

The Haut-Meyreau trilogy



Bordeaux



Château
Haut-Meyreau



Clay-limestone
terroir



Merlot
Cabernet sauvignon
Cabernet franc



12 months
Stainless steel
Concrete
Wooden steel



Entre-deux-Mers



Château
Haut-Meyreau



Limestone terroir



Sauvignon blanc
Sauvignon gris
Sémillon



6 months on lees
Stainless steel



Bordeaux



Château
Haut-Meyreau



Limestone terroir



Merlot
Cabernet sauvignon



3 months
Stainless steel

L'Éclat : premium wines from Château Haut-Meyreau



Bordeaux



Château
Haut-Meyreau



Clay-limestone



Merlot
Cabernet sauvignon
Cabernet franc
Malbec



12 to 18 months
Barrel
Wooden tun
Concrete vat



Entre-deux-Mers



Château
Haut-Meyreau



Asteriated limestone








Sauvignon blanc
Sauvignon gris








10 months
Barrel

Château Aurore



-  Bordeaux
-  Château Aurore
-  Asteriated limestone
-  Merlot Cabernet franc
- 12 to 18 months
-  Wooden tun
Concrete vat



-  Bordeaux
-  Château Aurore
-  Clay-limestone and asteriated limestone
-  Merlot
Cabernet franc
-  Wooden tun

Château La Vieille Croix



Fronsac



Château La Vieille Croix



Fronsadais molasse



Merlot
Cabernet franc
Malbec



12 months
Barrel
Concrete vat

La Belle Endormie



Fronsac



Château La Vieille Croix



Fronsadais molasse



Merlot
Cabernet franc






12 months



New barrel
Concrete vat

L'Instant H








-  Bordeaux
-  Château Haut-Meyreau
-  Asteriated & Perigord limestone
-  100% Cabernet franc
-  Wooden tun



-  Fronsac
-  Château La Vieille Croix
-  Fronsadais molasse
-  100% Cabernet franc
-  6 months Concrete vat



-  Saint-Émilion Grand Cru
-  Château Touzinat Prieuré
-  Clay-limestone
-  100% Cabernet franc
-  12 to 18 months Amphora Barrel

Château Le Conte



Saint-Émilion
Grand Cru



Château Le Conte



Clay-limestone



100% Merlot



12 months
Barrel
Amphora
Galileo concrete sphere

La Fantaisie du Conte



Saint-Émilion



Château Le Conte



Clay-limestone



100% Merlot



12 months
Galileo concrete sphere

Château Touzinat



Saint-Émilion
Grand Cru



Château Touzinat



Clay-limestone



Merlot
Cabernet franc



12 months
Concrete
Barrel & amphora

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 HUGUES LABORDE

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