

Viña Concha y Toro reaches agreement to acquire French Maison Mirabeau, a leading Provence rosé wine brand

- *The acquisition opens the door to a strategic, recognized, and highly soughtafter French origin among global consumers. With this, Viña Concha y Toro strengthens its premiumization strategy by entering Provence with a leading brand.*
- *“Maison Mirabeau is much more than an investment for Viña Concha y Toro; it is a concrete expression of our conviction in the future of wine and in premiumization as a path to sustainable growth.*

3 February, 2026.- Viña Concha y Toro, through its VCT Europe arm, announced the acquisition of Maison Mirabeau, a leading rosé wine brand from the prestigious French region of Provence. Once approved by the French regulator, with this move the company enters a strategic French origin that is recognized and sought after by global consumers, strengthening its premiumization strategy.

Mirabeau, founded in 2010 by Jeany and Stephen Cronk, has grown to become one of the leading Provence rosé brands. Its wines are widely distributed in the UK, Europe and other global markets, and Mirabeau is the leading Provence rosé supplier to the UK On Trade.

The intention is to run both companies with minimal internal changes, and VCT Europe has confirmed it will respect all existing distribution agreements for Maison Mirabeau. There will be no reference to Concha y Toro in the consumer-facing brands.

Simon Doyle, General Manager of VCT Europe, says: *“This acquisition unites two businesses with strong strategic synergies. Maison Mirabeau is a very impressive wine business whose strengths clearly complement our own. We share common values, a clear vision for the future, and a deep commitment to quality and to sustainability. Together we see significant opportunities to add value for customers, consumers, and shareholders alike. We look forward to enabling Maison Mirabeau to continue their impressive development and growth.”*

Stephen Cronk will continue as Mirabeau’s CEO. He commented: *“Since launching Mirabeau from the garage of our house in Cotignac in 2009, Jeany and I have poured our hearts into shaping it into the worldclass Provence rosé brand it has become. Alongside our dedication to making exceptional wines, we’ve always prioritised genuine engagement with our customers and are deeply committed to advancing our environmental performance. Joining the Concha y Toro family marks an extraordinary new chapter, one that enables us not only to accelerate our commercial momentum, but also to fast-track our environmental objectives and move closer to becoming a truly planet positive business. The whole Mirabeau team is genuinely energised and optimistic about the road ahead, fuelled by bold ambitions, a spirit of*

innovation, and an unwavering commitment to delivering outstanding quality and value for our customers.”

Eduardo Guillisasti, CEO of Viña Concha y Toro, welcomed Mirabeau to the VCT Family of Wineries: *“Maison Mirabeau is much more than an investment for Viña Concha y Toro; it is a concrete expression of our conviction in the future of wine and in premiumization as a path to sustainable growth. Its brand, recognized among the most valued in the French Rosé category, opens the door to a highly relevant new origin and, above all, brings us together with Stephen and Jeany Cronk, founders of Maison Mirabeau, with whom we share a common vision of the wine industry—one deeply committed to sustainability and respect for the environment”*.

“We are confident that Viña Concha y Toro’s global distribution network will enable the essence and quality of Maison Mirabeau to reach new markets and consumers, expanding its international recognition while preserving its unique identity. Its founders and executive team will remain fully involved in this project, contributing passion, expertise, and leadership to continue building a brand with purpose and global ambition”.

“At a time of significant challenges for the wine industry, this decision reaffirms Viña Concha y Toro’s commitment to the development of the sector. It reflects our deep optimism in wine as a unique and irreplaceable product- an essential part of our culture and of the experiences that connect us as people”.

The company adds France to its current production origins, which include Chile, Argentina, California, Spain and Mexico.

Viña Concha y Toro and Maison Mirabeau are both leaders in sustainability in wine, and are certified B Corporations. Stephen Cronk is the co-founder of the Regenerative Viticulture Foundation, to which VCT was already a supporter. Furthermore VCT’s Bonterra Vineyards is one of the largest Regenerative Organic Certified wine estates in the world, while Maison Mirabeau was the first Regenerative Organic Certified vineyard in France.

ABOUT VIÑA CONCHA Y TORO

Viña Concha y Toro is a global leader in the wine industry with a history of more than 140 years. It is currently the leading wine exporter in Latin America and one of the most important wine brands in the world, with a presence in more than 130 countries and 12 distribution offices located in its main markets around the world. Its production origins in Chile, Argentina and the United States give its wines character and identity, giving rise to a large family of unique global brands, recognised worldwide for their quality, innovation and sustainability, such as Casillero del Diablo, Diablo, Don Melchor, Trivento and Bonterra.

Headquartered in Santiago de Chile, it owns more than 12,000 hectares of vineyards planted in the main wine valleys of Chile, Argentina and the United States.

ABOUT MAISON MIRABEAU

Founded in 2010 by husband and wife team Jeany and Stephen Cronk, Maison Mirabeau has rapidly become one of Provence's most successful wine brands and was recently named among the Forbes top 50 wine brands worldwide. Guided by Jeany and Stephen's vision, Mirabeau has built a strong lifestyleled identity, using digital creativity and immersive experiences to place the relaxed, effortlessly stylish rosé moment at the heart of its storytelling.

Stephen, a committed environmentalist, has led the business to B Corp certification and cofounded the Regenerative Viticulture Foundation. Under his leadership, Domaine Mirabeau became the first vineyard in France to be both ROC (Regenerative Organic Certified®) and Certified Regenerative by AGW, setting a benchmark for climate positive viticulture. He was named Drinks Business Green Personality of the Year 2025 and a Wine Business Monthly Industry Leader in the US.

Co-founder Jeany serves on the Board of the Wines of Provence Interprofessional Council, where she cochairs the Marketing Committee, is a regular presence in leading lifestyle media, and in 2025 published her first cookbook celebrating Provençal cuisine and art de vivre in English and German.

Mirabeau wines are now sold in more than forty countries, with particular strength in the UK, the Netherlands and Australia.

Visit maisonmirabeau.com