

# MAISON GINESTET

- 1897 -

GRANDS CRUS CLASSÉS  
DOMAINES & CHÂTEAUX  
BRANDS



2020 REVIEW



MAISON GINESTET  
- 1897 -



## Let's share a glass of Bordeaux

We will remember year 2020 but for sure not regret it. It's time for Maison Ginestet to take stock of our year achievements. Covid, Brexit Saga, Trump tax & US election, currencies and market indexes volatility, ect... have affected strongly most of our customers, particularly in the Hospitality and Tourism business. Unpretentiously and to be honest we have the feeling that during this year we have not wasted our time...

Time for trips and fairs has been reallocated to strategic reflection, business development and Team building. While our shipments declined smoothly our order entries in value are equivalent to those of last year. The quality and diversity of our partners, the large range of our commercial offer, the deepness of our inventory plus our sales people based in various markets (USA, China, Thailand, Vietnam, Japan, Europe) have allowed us to get through this year relatively well. During this unprecedented situation, we have taken the opportunity to strengthen our relationship with the most prestigious distributors in the world.

Despite the remaining difficulties and uncertainties, 2021 will be the year for Recovery. People all over the world are already looking forward to boarding in planes, visiting hotels bars and restaurants and sharing a glass of Bordeaux together. We will make sure they enjoy their tasting.

SANTÉ !

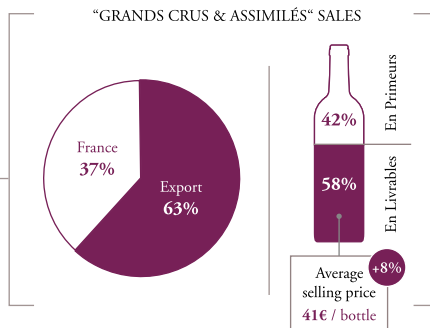
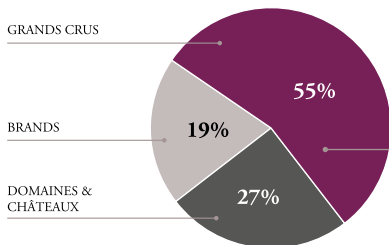
**F. LEDERER**

*January 2021*

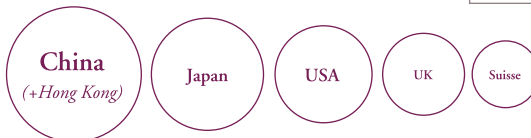
# Maison Ginestet in Figures 2020

GLOBAL TURNOVER -12%  
**80 M€**

GLOBAL "GRANDS CRUS & ASSIMILÉS" TURNOVER -10%  
**43 M€**



## TOP EXPORT MARKETS



**58** delivered countries  
including **3** new



**1289** customers  
including **112** new  
(+9%)



Workforce : **85** members  
Sales team : **34** members  
➔ **8** based abroad



**1 200 000** bottles  
of **Grands Crus Classés**  
sold on **52** vintages

**50 M€ Grands Crus** for sale available in our cellars on **50** vintages

**47 M€ Equity capital**

# Commercial Team France / Belgium



David CHEVALIER  
Sales Director  
France, Belgium

“GRANDS CRUS & ASSIMILÉS” TURNOVER

-19%

15 M€

En Livrables - Average selling price

Off Trade : 17€ / bottle

On Trade : 26€ / bottle

FRANCE Off Trade — En Livrables

-34%



Alexandre LABEYRIE  
Off Trade - Key Accounts  
France & Belgique



Dorian RANSAC  
Off Trade  
France



Mathieu BACCARANI  
Off Trade  
France



FRANCE On Trade

-50%

→ E-commerce

+44%



Adrien COHO  
On Trade & e-commerce  
France



Florian ISINGRINI  
On Trade  
France & Belgique

## Grands Crus Buyers



Rémi ANDRIEU  
“Grands Crus”  
Purchasing Manager



Cassandre PAUBERT  
“Grands Crus”  
Assistant Buyer

# Commercial Team Export



Lisa BOUSQUET  
Export Manager  
Excluding China & Asia Pacific

“GRANDS CRUS & ASSIMILÉS” TURNOVER

-3%

19 M€

En Livrables - Average selling price : 44€ / bottle



Dmitry GAVRISHCHENKO  
Russia and Eastern Europe



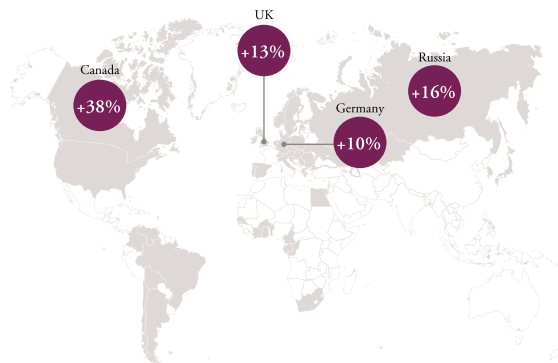
Paul AMBROSINO  
Canada, America, UK, Africa



Dominique CRUSE  
UK, Ireland, Luxembourg, Sweden,  
Norway West Indies



Edouard MOTTE  
Germany, Switzerland, Austria, Italy,  
Netherlands, Denmark, Spain, Portugal



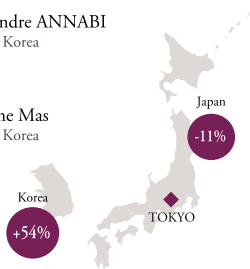
## JAPAN / KOREA - Tokyo office



Alexandre ANNABI  
Japan, Korea



Pauline Mas  
Japan, Korea



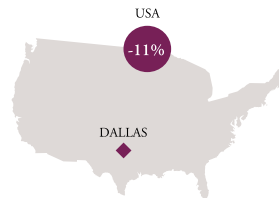
## USA - Dallas and Bordeaux office



Patrice LANCIEN  
USA



Lisa BOUSQUET  
Export Manager



# Commercial Team China / Asia Pacific



**Thibault DELPECH**  
Sales Director  
China, Asia Pacific and India

*Based in Bangkok*

"GRANDS CRUS & ASSIMILÉS" TURNOVER **-18%**

**9 M€**

En Livrables - Average selling price : **106€ / bottle**

## CHINA - Shanghai office



**Richard XU**  
China, Hong Kong



**Siyuan LI**  
Customer service  
& marketing

## CHINA - Hong Kong office



**Julien MASSET**  
Hong Kong, China, Asia Pacific  
*(Based in Vietnam in 2020)*

## THAILAND - Bangkok office



**Thibault DELPECH**  
China, Hong Kong,  
Asia Pacific and India



**The best is yet to come in 2021**

Team building, Success, Innovation, Development, Motivation, Open Minded...



T O B E C O N T I N U E D



[www.maison-ginestet.com](http://www.maison-ginestet.com)

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