



Joseph Drouhin

L'ÉLÉGANCE NATURELLE
DES GRANDS BOURGOGNES

THE FAMILY AMBASSADOR

Laurent Drouhin



Laurent loved playing hide-and-seek in the hectare of cellar. He emerged with a Proust's madeleine whose noble aromas are those of fermenting grapes.

By regularly accompanying his father in the vineyards, Laurent also understands the importance of preserving the family heritage. "Our name must embody family values that carry a certain idea of wine," he summarizes. To him, Drouhin signifies a duty of excellence. After graduating from the Business School in Paris, he initially took on the role of sales representative in the capital.

Around the year 2000, he ventured to the Caribbean before seizing the North American market.

With his wife and two children, Aurore and Amaury, he settled in the New York region, from where he oversees the commercialization and marketing of all Drouhin wines with a special relationship with

Dreyfus Ashby, importers of the family's wines since the 1960s. Thus, he carries the family values and his perception of wine to every corner of the globe.