



CHATEAU
...
*La
fleur de
Boüard*

Born in 1956 in Saint-Émilion, Hubert de Boüard de Laforest grew up at Angelus, to the rhythm of work in the vineyard and cellars. He quickly decided to follow in the footsteps of the six generations that had gone before him on this estate.

Hubert de Boüard



Graduate of the Bordeaux Faculty of Oenology, and proud to have studied under Emile Peynaud, he left Saint-Émilion for a while to discover other vineyards and techniques from which he would draw many ideas. Returning to the estate in 1980, he consolidated his knowledge by taking part in all the vineyard cellar work, until he took over the management of Angelus in 1985. His past experiences, particularly in Burgundy, and his thinking led him to implement viticultural and winemaking techniques that were previously unknown in Saint-Émilion. The same year, he bought Château de Francs in the Côtes de Francs. From pioneering winegrower to public figure was only one step for Hubert de Boüard de Laforest in following his convictions by actively participating in the life of the appellation and of Bordeaux:

- Vice-President of the Syndicat Viticole de Saint-Émilion from 1991 to 1999,
- Vice-President of the Union des Grands Crus, President of the Association des Grands Crus Classés from 1990 to 1996,

- President of the Syndicat Viticole de Saint-Émilion from 1999 to 2008, Chairman of the Regional Committee of the INAO and Member of the National Committee of the INAO,
- Premier Jurat de Saint-Émilion since 2011,
- Grand Master of the Grand Conseil du Vin de Bordeaux from 2013 to 2016 and from 2019 to 2022.

His passion for the winegrower's craft has led him to explore other terroirs. He hence became a consultant to Massaya in Lebanon (from 1997 to 2003), bought La Fleur de Boüard in Lalande de Pomerol in 1998, and later Anwilka in South Africa. His consulting activity has grown strongly in France (Saint-Émilion, Pomerol, the Médoc, etc.), and also in Spain, Portugal, Lebanon and South Africa. Hubert de Boüard is a Knight of the National Order of Merit and a Knight of the Legion of Honour.

