

## **Groupe Perret announces a project to acquire Soufflet Vigne Sud-Est activities**

Groupe Perret and Soufflet Vigne announce that they have entered into exclusive negotiations regarding a proposed acquisition of Soufflet Vigne's activities in the Rhône Valley, Provence and Languedoc regions.

This project reflects a shared commitment to ensuring the long-term sustainability of viticultural and winemaking activities, enhancing know-how, and maintaining a strong regional presence.

Its objective is to ensure continuity for teams, facilities, and commercial relationships, while opening up new development opportunities.

Through this proposed acquisition, Groupe Perret, a major player in the French wine industry, confirms its development strategy focused on close regional proximity and producer partnerships, leveraging recognized expertise and a sustainable approach to viticulture.

For its part, Soufflet Vigne is continuing its strategy of refocusing on regions shared with its parent company, Soufflet Agriculture, while ensuring a responsible, structured transition that respects all stakeholders.

Both groups share common values of high standards, close field proximity, and long-term commitment in support of the viticultural and winemaking sectors.

This project remains subject to the completion of the required information and consultation procedures with the relevant employee representative bodies, as well as the customary conditions applicable to this type of transaction.



Press  
Release

28 janvier 2026

### **About Soufflet Vigne**

Organized around three distinct markets — Viticultural Distribution, Winemaking Distribution, and Advisory & Viti-vinicultural Services (through its brand Vitivalor® Solutions) — Soufflet Vigne supports winegrowers, cooperative wineries, and wine merchants at every stage of their operations.

The company provides agronomic, oenological, technical, and regulatory expertise, supported by a comprehensive range of proprietary branded products, covering vineyard planting and maintenance through to wine ageing and packaging.

With a network of 30 outlets located in France's main wine-producing regions, Soufflet Vigne is a major player in the French viticultural and winemaking sector.

#### **Press contact:**

Tassadit MOUCER  
Marketing and Communication Manager  
Tél. : +33 (0)6 85 92 76 86 / [tmoucer@soufflet-ag.com](mailto:tmoucer@soufflet-ag.com)

### **About Groupe Perret**

Groupe Perret is an agricultural trading company operating in agricultural supplies, grain and oilseed collection, agricultural machinery, irrigation, and winemaking processes.

The Group is established across the greater south-eastern region of France, including Occitanie, Auvergne-Rhône-Alpes, Provence-Alpes-Côte d'Azur, and Corsica.

Its products, services, and equipment are designed for professionals in viticulture and arboriculture, open-field and soilless vegetable production, cereals and oilseeds, aromatic and medicinal plants, as well as sheep and goat farming.

Groupe Perret also serves professionals in green spaces (gardens, sports fields, golf courses), horticulture and nurseries, as well as individual customers through its self-service retail outlets.

#### **Press contact:**

Sylvie REBOUL  
Group Communication Manager  
Tél. : +33 (0)6 33 79 77 29 / [sreboul.vindima@groupeperret.fr](mailto:sreboul.vindima@groupeperret.fr)