

Maison Alain de la Treille

France - Loire Valley

Alain de la Treille was born in 1925 in Saint Georges sur Cher, located in the heart of the Touraine vineyards. A farmer and wine enthusiast, he spent his life promoting the Touraine area and Loire Valley wines. During his career, he met Jean-Claude Bougrier, a winemaker from Saint Georges sur Cher. They became good friends who could spend hours talking about Loire Valley style, terroir and how to improve the vinification process.

When Alain passed away in 1985, Jean-Claude decided to create a wine brand to pay tribute to his good friend, and Alain de la Treille wines were born. Jean-Claude’s son Noël took over in 1988, becoming the fifth generation of his family to make wine. Still the owner today, Noël Bougrier created 3 cellars, widening the wine growing area of the estate to the entire Loire Valley, from Sancerre to the Pays Nantais. He was joined by his son Nicolas in 2015, and the 2 generations work together to carry out their only goal of revealing the best expression of the Loire Valley. Daughter Sophie represents the family both in France and abroad.

The vineyards cover 100 hectares (247 acres), with vines averaging 25 years old. The winery is quite modern, with thermoregulated stainless steel tanks.

Wines are made under the direction of Lionel Métaireau. Lionel joined the estate in 2008, with a plan to enhance the French varietal grapes with a local and unique style. A sixth-generation winemaker, he is native of Le Pallet in the Muscadet vineyard, close to Nantes.



| Founded |
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| 1885 |
| Location |
| France |
| Wine Production Area |
| France - Loire Valley - Chinon, Muscadet de Sevre et Maine sur lie, Vouvray |
| Owners |
| Noel Bougrier |
| Winemaker |
| Lionel Métaireau |
| Grape Varietals |
| Chardonnay, Sauvignon Blanc, Cabernet Franc, Gamay, Pinot Noir |
| Agricultural Methods |
| They will have the HVE3 certification for the 2023 vintage. |
| Website |