



MARRENON

MAISON DE VIGNERONS
ENTRE MER & MONTAGNES



House of winegrowers between Rhône and Provence, Marrenon is one of the leading producers of Luberon and Ventoux. It ensures the economic vitality of the region by producing premium wines, with a personalized style and magnifying the terroir. Faithful to its roots, Marrenon is building an international brand by favoring respect for the environment and innovation.

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Since 1965

Located in the heart of the Luberon Regional Natural Park, recognized as a biosphere reserve by Unesco, Marrenon is above all, a story of people and land. Ardent defenders of their region and its sublime landscapes, shaped by vineyards, olive trees, cherry trees and lavender fields, in love with their Provençal villages, the Vignerons de Marrenon are the guarantors of an authentic territory.

An efficient and fair strategic governance

The keys to our strategic governance are entrusted to a decision-making team of committed winegrowers. They do it in the name of and for the satisfaction of the 650 winegrowing families they represent. They serve a land they love, they want to develop and protect.

They are curious and attentive, and demonstrate dynamic entrepreneurship within their own farm.

They take the time to understand their environment before setting their goals to achieve their vision. They understand and assess the means necessary to the success of their project, and decide on their implementation.

Resilience and strategic stability support their operational mode, allowing the management team to steer the Marrenon project with consistency and accuracy.



A mosaic of terroirs

The mythical mountains, Luberon to the south (1,125 m) and Ventoux to the North (1,912 m), forge the character of these appellations: maximum exposure to the sun, tempered by the altitude and the thermal amplitude thanks to the proximity of the Southern Alps, gentle slopes and limestone hillsides, rolling hills exposed to the benefits of the Mistral wind... All these factors favor the outstanding expression of this mosaic of terroirs Marrenon benefits from.

The richness and the diversity of the soils, limestone screes, round pebbles, safres, are the ideal cradle for Syrah and Grenache, the two main grapes, and the white Vermentino, the pride of the House.



Vinification

Marrenon is a Union of Cooperative Cellars. They constitute our vinification centers. There are six of them and are distributed on both sides of the Luberon Massif.



A strong societal and environmental responsibility

Corporate Social Responsibility (CSR) – A daily priority for Marrenon.

We are rated as “Exemplary”, the highest possible rating given out by AFAQ, a French benchmark player in certification and assessment.

Our company has managed to orchestrate commitments and concrete actions, measured and assessed as follows:

- First, by the strong commitment to our project for the recognition of the quality of our wines
- By developing 100% of the AOC vineyard into a sensible and certified agriculture
- By the economic impact essential to maintaining an economically viable farm viticulture and essential to the renewal of generations of producers
- By a strong link with the land, fully illustrated by the vitality of the countryside, rich thanks to a dynamic agricultural and winegrowing landscape
- By transparent and respectful human values, pillars of the quality of any constructive exchange
- By the desire to monitor working conditions, the development of employees in an organizational environment subject to the most stringent food standard (IFS, BRC)
- By maintaining a sphere of influence and regional exchanges with other economic key players.

The successful example of a close and ineradicable relationship between a business, its stakeholders, its customers, to promote and defend the dynamic of a land.

