BOUVET LADUBAY
BRUT DE LOIRE



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Juliette Monmousseau
CEO

The daughter of Patrice Monmousseau and the family's fifth fourth generation working at Bouvet Ladubay, Juliette Monmousseau has been instrumental in linking the winery with arts events around France, and publicizing the quality image of Bouvet Ladubay around the world.

BEGINNING WITH CINEMA

Juliette Monmousseau graduated from the European School of Graphic Design of Angers in 1998, and moved to Paris to begin a career in advertising. In 1999, she entered the world of film distribution, starting at Pyramide Films as marketing assistant, and then joining Bacfilms in 2000, one of the biggest independent film distributors in France. In 2005, she combined her love for wine and film, and started her own business as an independent publicist.

PROMOTING WINE AND THE ARTS

Since the launch of "Les Journées du Livre et du Vin" (National Days of Books and Wine) by Bouvet Ladubay in 1995, Juliette has actively participated in organizing this event. In 2006, she was put in charge of the publicity for the event. She has also participated in organizing Bouvet Ladubay's participation in many events in Paris, including cinema and theater premiers, and in the Cannes Film Festival.

CURRENT ROLE

In addition to publicity and press relations, Juliette Monmousseau's role at Bouvet Ladubay transformed to include management of export sales to key markets including, the US, UK, India, the Netherlands, Belgium, Japan, China, Scandinavia and more. In 2010, assumed the role of deputy managing director of Bouvet Ladubay overseeing sales and marketing of Bouvet Ladubay wines in France and on the export markets. In 2015, Juliette was appointed as the CEO of Bouvet Ladubay overseeing all aspects of the winery.