VITACEAE

M&A | TRANSACTIONS VITICOLES PREMIUM
CHAMPAGNE & BOURGOGNE

AUGUST 2026 EDITION

Media kit

Independent advisory and brokerage firm
for premium vineyard transactions

Philippe Petit — Founder
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THE FIRM

Firm at a glance

Legal name	VITACEAE TRANSACTIONS SAS
Brand	VITACEAE
Activity	Brokerage and advisory for premium vineyard transactions
Service lines	Sale and acquisition brokerage · Commercial and technical M&A advisory · Estate management · Structuring of complex situations
Scope	Core expertise in Champagne and Burgundy; premium vineyard assignments across all regions — land, estates, houses
Mode of operation	Strictly off-market mandates, exclusive or non-exclusive depending on the assignment
Clients	High and ultra-high net worth individuals, family offices, institutional investors, established wine growers and producers
Referrers	Notaries, chartered accountants, wealth management advisers, estate planning advisers
Founder	Philippe Petit
Working languages	French, English
Head office	8 rue Jules Méline, 51430 Bezannes-Reims, France
Registration	Reims Trade and Companies Register 823 282 637 — NACE 6810Z — share capital €30,000
Professional licence	CPI 5102 2016 000 014 113, issued by the Marne-Ardennes Chamber of Commerce
Website	www.vitaceae.fr
LinkedIn	linkedin.com/company/vitaceae — linkedin.com/in/philippe-petit-vitaceae

Purpose (French PACTE Act)

To preserve, enhance and pass on vineyard estates, with a view to long-term economic viability and the transmission of craft and know-how.

FOUNDER BIOGRAPHY

Philippe Petit

Three ready-to-use formats. Free to reproduce, no prior authorisation required.

Short bio — 48 characters

Philippe Petit, founder of VITACEAE. vitaceae.fr

Medium bio — 150 characters

Philippe Petit, founder of VITACEAE, off-market brokerage in premium vineyard transactions. Oenologist, tenth-generation Champagne grower. vitaceae.fr

Full bio

Founder of VITACEAE. Tenth generation of Champagne wine growers. Trained oenologist, MBA. Former sworn wine broker in Champagne, with operational experience gained within Champagne houses. Honorary judge of the Commercial Court. More than twenty-five years of observation in the vineyard and its transactions.

He founded VITACEAE to bring together two readings of the premium vineyard market that are rarely combined: that of the asset itself — soil, grape varieties, classification, production facilities, stock — and that of the financial transaction through which it changes hands. The firm operates exclusively off-market and provides no regulated advice.

www.vitaceae.fr · linkedin.com/in/philippe-petit-vitaceae · linkedin.com/company/vitaceae

High-resolution portrait and logotypes: on request at contact@vitaceae.fr. Free to reproduce in an article citing VITACEAE.

WHAT THE FIRM CAN SPEAK TO

Areas of expertise

Twenty-four topics on which the firm can contribute field observation, anonymised cases and sourced data. The six developed angles on page 6 are drawn from this list.

Market and land

- Restructuring of the vineyard land market in Champagne and Burgundy
- How off-market works: why premium assets never reach the open market
- The arrival of non-family investors in the vineyard: effects observed on the ground
- Why there is no legible “market price” in premium viticulture: what public benchmarks measure, and what they miss
- Vineyard land as an asset class: yield, liquidity and holding horizon against real estate and financial assets
- What Burgundy's fragmented parcel structure does to the market: deals measured in ares, files with twenty sellers

Succession and governance

- The decade of transmission: grower demographics and family successions that fail to complete
- What actually blocks a sale: leases, joint ownership, corporate structures, pre-emption rights
- Exiting a vineyard joint ownership without breaking the operation
- When the next generation does not take over: the real options for a grower without a successor
- Governance of family estates: shareholder agreements, split ownership, incoming outside partners — seen from the negotiating table

CONTINUED

Areas of expertise

Craft and method

- A vineyard is not a real-estate asset: classification, vine health, production facilities and stock
- Vineyard due diligence: what an estate audit covers beyond real estate
- How an estate is valued: five methods, none sufficient on its own
- Stock as an asset: why a Champagne house is not valued like an estate
- Estate management: what a non-operating owner keeps, and what they delegate
- The role of advisers in a vineyard transaction: notary, accountant, wealth adviser, intermediary

Regulatory framework and compliance

These topics are addressed from the standpoint of effects observed in live files. VITACEAE provides no legal or tax advice and does not comment on the interpretation of statutes.

- The Sempastous regime in practice: what share-transfer control has changed in the conduct of transactions
- SAFER pre-emption seen from the timetable: notification, clearance, effects on the course of a sale
- Farm leases as a discount factor: what a sitting tenant changes for feasibility and value
- KYC and source of funds: what compliance now requires of sellers and buyers alike

Champagne and Burgundy

- The Champagne cru scale: historical legacy, present reality and effects on values
- Burgundy's climats since UNESCO listing: what has changed, what has not
- Grower, cooperative member, négociant: what operator status changes about the value of an operation

PROPOSALS TO NEWSROOMS

Editorial angles available

Six angles on which the firm can contribute field observation, anonymised cases and a reasoned reading of the market. Each angle is documented from institutional sources, cited and dated.

01 **The market nobody sees**
The share of premium vineyard transactions conducted without publicity, and what that says about how legible the land market really is.

02 **The decade of transmission**
The age pyramid of wine growers, family successions that fail to complete, and the entry of outside capital: what demographics impose on the vineyard.

03 **What actually blocks a sale**
Farm leases in force, joint ownership, corporate structures, pre-emption rights — the feasibility factors that price alone does not reveal.

04 **A vineyard is not a real-estate asset**
Why the value of an estate rests on classification, vine health, production facilities and stock — and why a property valuation grid fails to capture it.

05 **Champagne and Burgundy: two markets, two logics**
Ownership structures, the relationship with négoce, the hierarchy of crus: what concretely separates the two regions for an acquirer.

06 **The role of advisers in a vineyard transaction**
How the notary, the chartered accountant, the wealth adviser and the intermediary fit together — and where the line runs between them.

AVAILABLE TO NEWSROOMS

Quotes

Quotes attributable to Philippe Petit, founder of VITACEAE. Free to reproduce without prior authorisation, subject to full attribution. Two of them have already been published; the source is indicated.

PRICE FORMATION

> *“An average is not a price, and the gap between the two is precisely where value is decided.”*
>
> *Published in French — Club Patrimoine, 20 August 2026*

MARKET LEGIBILITY

> *“There is no public listing — there is only a limited circulation of information.”*
>
> *Published — WineNews, 17 August 2026*

TRANSMISSION

> *“A succession is not decided on the day of the sale. It is decided ten years earlier, when no one is talking about it yet.”*

NATURE OF THE ASSET

> *“A vineyard cannot be read with a property valuation grid: classification, vine health, production facilities and stock make the value as much as the hectare does.”*

OFF-MARKET

> *“Off-market is not a matter of elegance: it is the condition on which an owner agrees to consider a sale.”*

TERMS OF ENGAGEMENT

What VITACEAE will and will not comment on

The firm comments on

· Dynamics observed in the premium vineyard market

· How a transmission transaction works in practice

· Technical and commercial analysis of a vineyard asset

· Anonymised cases, with no identifying detail

· Public data, sourced and dated

The firm does not comment on

· Any live assignment, in any form whatsoever

· Any identifiable estate, house or party

· Any legal, tax or wealth planning question

· Any investment recommendation

· Any asset value not approved by the mandating party

Sourcing discipline

Every figure cited by the firm comes from an identified institutional source and is given with its edition or vintage. No value is put forward without a source.

— Law and regulation — Légifrance (rural, civil and commercial codes), case law of the Cour de cassation and the Conseil d'État

— Land and market — SAFER, French Ministry of Agriculture, Agreste, DVF, Notaires de France

— Appellations and industry bodies — INAO, Comité Champagne, BIVB

— Land registry — DGFiP (descriptive, not probative)

Excluded from any output: press and blogs as a primary source, non-institutional newsletters, commercial studies that cannot be audited, listing platforms and unverified private databases.

> **Confidentiality**
>
> The whole of the firm's activity is conducted off-market. No assignment, no party and no precise location is ever disclosed, including after a transaction has closed. Cases discussed publicly are anonymised without exception.

DATA, VISUALS, CONTACT

Resources for newsrooms

The firm publishes an open-access observatory of vineyard market data, fully sourced and dated. It is designed to be cited. The Observatory is published in French.

The Observatory — www.vitaceae.fr/observatoire

- **Price benchmarks** — Champagne (six sub-appellations) and Burgundy (ten appellation levels), 1991-2024 series; comparison with other asset classes; methodology and sources
- **Annual benchmarks** — Champagne yields and reserve management, farm lease scales by département, demographics and succession, glossary
- **The industry behind the hectare** — economics of the Champagne and Burgundy supply chains
- **Tax framework and rural law** — acquisition, holding, succession, sale, letting; lease status, ownership structures, SAFER pre-emption, share-transfer control, reference texts

Reproduction is possible with the credit “Observatoire VITACEAE, after [source cited]”. No Observatory data is published without an identified institutional source.

Further reading

- Wine regions (English) — www.vitaceae.fr/en/wine-regions/
- M&A advisory (English) — www.vitaceae.fr/en/ma-advisory/
- Champagne (French) — www.vitaceae.fr/expertise/expertise-champagne/
- Burgundy (French) — www.vitaceae.fr/expertise/expertise-bourgogne/
- Press coverage and facsimiles (French) — www.vitaceae.fr/presse/
- LinkedIn — company page linkedin.com/company/vitaceae
- LinkedIn — founder's profile linkedin.com/in/philippe-petit-vitaceae

Visuals and availability

- High-resolution portrait of the founder and VITACEAE logotypes (light and dark backgrounds): on request at contact@vitaceae.fr
- Interviews conducted in French and in English
- Press enquiries answered within 48 working hours

SELECTED COVERAGE

In the press

Selection as at 29 August 2026. Full coverage and facsimiles: www.vitaceae.fr/presse/

Club Patrimoine FR — 20 August 2026
Un marché sans cotation : comment se forme le prix d'une vigne

MontalcinoNews IT — 18 August 2026
Philippe Petit (Vitaceae Transactions) : la riservatezza e la capacità di decifrare il mercato dei vigneti d'Europa

WineNews EN — 17 August 2026
The “invisible” market of great European vineyards, and the parameteres to “decode” it

Économie Matin FR — 2 August 2026
Sempastous, trois ans après : ce que la loi a vraiment changé pour ceux qui vendent des vignes

Glass of Bubbly EN — 13 July 2026
How Champagne and Burgundy estates really change hands

La Marne FR — November 2024
Comment faire pour gérer ses vignes ?

La Marne en chiffres FR — 2024 edition
La transaction viticole, une affaire d'anticipation

La Revue du vin de France FR — 13 June 2023
Devenez propriétaire de vignes en Champagne grâce à Vitaceae Transactions

VITACEAE

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Interview requests, background material,
factual verification on request

Answered within 48 working hours — interviews in French and English

Version — August 2026

VITACEAE TRANSACTIONS SAS — French simplified joint-stock company, share capital €30,000 — Reims Trade and Companies Register 823 282 637 — NACE 6810Z — VAT FR 70 823 282 637 — Real-estate agent licence CPI 5102 2016 000 014 113 (Marne-Ardennes Chamber of Commerce) — Professional indemnity insurance GROUPAMA no. 163814620001 00 — Ombudsman: ANM Conso — 8 rue Jules Méline, 51430 Bezannes-Reims, France.