



Vignobles Malartic, a family history

Bonnies and Wine

Alfred-Alexandre and Michèle Bonnie are not newcomers to Argentina: they lived in Buenos Aires between 1968 and 1970. Alfred-Alexandre studied Economics in his native Belgium and worked for US advertising agency McCann Erickson. He lived in New York, Detroit and Atlanta and was then transferred to Argentina to take charge of the Coca-Cola and General Motors accounts. "This experience was useful for the rest of my life; I learned about communication and advertising," says Alfred-Alexandre, and points out that he found "delicate, creative" talents in Argentina.

Back in Europe, he held positions as manager and president of leading companies before creating his own business together with Michèle. But as Alfred-Alexandre had been interested in wine since childhood, they decided that the best place to start a new life would be Bordeaux and in 1996 they bought the Château Malartic-Lagravière, a Classified Growth of Graves.

In 2003, Alfred-Alexandre and Michèle incorporated their son Jean-Jacques and his wife Séverine into Malartic-Lagravière. Both of them went to the Bordeaux oenology university when they arrived. In 2005, the family increased their investment in France with the purchase of Château Gazin Rocquencourt, one of the oldest Pessac-Léognan estate situated next to Malartic-Lagravière.

In 2006 Véronique, their eldest daughter, took charge of the financial department with her husband Bruno, who is in charge of the Argentine wines' sales.

Véronique and Jean-Jacques are now co-manager with their father of the Vignobles Malartic, ensuring their destiny.



Véronique & Bruno Laplane – Michèle & Alfred-Alexandre Bonnie – Séverine & Jean-Jacques Bonnie

