

Hervé Le Diascorn is a French Wine producer and Attorney at Law (22 years of work experience, 13 of which in the wine industry). He holds a MA (Wine production and management), an MBA specialized in the wine sector and a Doctorate degree in Law. Today, Hervé Le Diascorn is an expert in valuing wine industry assets and brokering vineyards. This activity enables him to combine his experience as a wine grower and producer, his knowledge of the wine industry and his experience as a business lawyer specialized in corporate finance, international auditing and restructuring and Mergers and Acquisitions.

As a Consultant, Hervé Le Diascorn is especially involved in the survey and the independent valuation of wine growing estates (i.e. before the Courts or during take-overs). He also advises vendors and potential buyers in the sale and acquisition of businesses, wineries, brands and vineyards. Hervé Le Diascorn is also specialized in sourcing land parcels for large new vineyard developments. This activity is more specifically focused on foreign companies interested in French investment opportunities.

Independent evaluation requires extensive knowledge in every aspect of wine business: legal, commercial, financial or technical. The concept capitalizes on his extensive wine industry knowledge, experience and reputation. Capable of systems thinking, able to read cross-cultural business cues, Hervé Le Diascorn is a valuable guide and advisor.

Hervé Le Diascorn successfully made the transition from being a parisian international business lawyer to a wine-grower.

He currently manages a wine-growing estate very specialized in super-premium sweet white wines, located in the Sauternes region of Bordeaux.

Since his arrival in 1994 as manager to estate, he has undertaken to modernize the production of his Sauternes wines which has dramatically improved and stabilised the quality (cited in Parker Guide). He has been able to increase significantly turnover and profitability by implementing measures for direct marketing in bottles, principally for exportation (UK market and Northern Europe) and by launching a new brand in the UK market which is giving way to significant development prospects.

Dr. Le Diascorn has been a regular columnist for the last 20 years in various scientific publications and a lecturer in various schools and seminars. His research interests are consumer choice behaviour for wine and wine industry strategy (brand choice decision and strategic brand marketing) and the wine communication issues, in France and abroad.



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