

# PRESS RELEASE

JULY 2, 2025



**HUBERT DE BOÜARD**  
**CONSULTANT & ASSOCIÉS**  
Viticulture et œnologie



## Oeno-Lab becomes Hubert de Boüard Consultant & Associés

Hubert de Boüard Consultant & Associés unveils a new visual identity that reflects its new structure and diverse expertise. More readable and coherent, this new identity highlights the team's wide range of skills and its renewed commitment to wine producers.

### A new name and identity built on a legacy

At a time when the wine world is undergoing change and facing climatic and economic challenges, the need for flexibility, clarity, accessibility, and adaptability is more important than ever.

After more than twenty years evolving under the name *Hubert de Boüard Consulting*, and a new chapter in 2012 with the partnership of Philippe Nunes, becoming *Hubert de Boüard Consulting & Oeno-Lab*, our organization has continued to grow. Based in Montagne since 2018, it now adopts a new name: **Hubert de Boüard Consultant & Associés**. This change marks a key milestone in the company's history, now led by four associate oenologists: Hubert

de Boüard, Philippe Nunes, Bryan Dessaint, and Maxime Tach.

Since its inception, Oeno-Lab has supported wine estates in their winemaking projects, blending, analysis, and strategic decisions. As the challenges of the wine world have evolved, the lab has expanded its expertise and its capacity for attentive listening. This identity change is not just a visual refresh—it's a reflection of this evolution.

Today, we understand just how crucial quality support is for the future—and even the survival—of a wine estate. That's why consulting and analysis are essential for the sustainability of the industry," affirms Hubert de Boüard, drawing on a lifetime devoted to viticulture.

HUBERT DE BOÜARD, PHILIPPE NUNES, BRYAN DESSAINT, MAXIME TACH, ŒNOLOGUES

The firm's and lab's identity is rooted in the legacy of Hubert de Boüard, an iconic figure in the global wine community. It's a strong, dynamic identity built around a tight-knit team, dedicated to working alongside vineyards in France and abroad—with a commitment to excellence, scientific rigor, and a deep understanding of the field.

The close relationship between our oenologists and the estates they support is also a key strength, reinforcing the idea that oenological precision doesn't depend on the size of a winery, but on the ambition behind the wine.

### **A visual identity that mirrors our profession and personality**

*« The new identity improves understanding of our service areas: analysis, oenological consulting, and comprehensive support. Each symbol represents a pillar of our expertise, » explains associate oenologist Maxime Tach.*

The visual identity features a logo made up of four pictograms arranged in a square, reminiscent of the periodic table of elements—a nod to our analytical work. Each icon represents a key area of expertise:

- The **microscope** symbolizes scientific precision and laboratory analysis.

- The **wine glass** evokes oenological consulting—balancing technique and sensitivity. The finished product, born from the entire cycle.
- The **tasting table**, also read as a stylized flower, represents vineyard consulting, connecting to the vine and living nature.
- The **wine cellar**, inspired by the iconic buildings along the Libourne quays, represents both the wine market and our expertise in designing and supporting winery facilities.

*« This new identity is a bridge between who we've become and the producers we wish to support. It's also an invitation: every producer, regardless of profile, can benefit from expert insight and solid support—without ever losing control over their wine, »* emphasizes associate oenologist Philippe Nunes.

**Hubert de Boüard Consultant & Associés** champions accessibility without compromising the rigor of follow-up. *« We value staying grounded because we are winegrowers above all. We support estates with real-world challenges—not hollow brand talk, »* confirms associate oenologist Bryan Dessaint.

To embody this dynamic, the new visual identity was designed by Léa Hourlier.

#### **HUBERT DE BOUARD CONSULTANT & ASSOCIES**

**71** estates supported through consulting, including 4 abroad (Spain, Italy, Lebanon, South Africa)

**19** on the Left Bank

**46** on the Right Bank

**2** in other appellations across France

**87** laboratory members

**3** laboratory technicians

**3** events organized annually: (En Primeur evening on the Bordeaux marketplace, Primeur presentation week at the laboratory, Tasting of deliverables by international wine critics)

Press contact : Marlène QUINVEROS  
communication@hdb-associés.com  
06 99 14 12 52 – 05 57 48 59 12