

Forbes

DISCOVER BURGUNDY WITH ELÉONORE LATOUR OF THE FAMED BURGUNDY WINE MAISON LOUIS LATOUR

By Shivani Vora | October 17, 2025



When it comes to famed Burgundy wines, few names command as much respect as Maison Louis Latour. The more than 200-year-old wine house has remained under the Latour family's care since its founding in 1797—an achievement in an industry often reshaped by mergers and modern conglomerates.

I first visited Burgundy more than a decade ago, and when I asked locals which producers best defined the region, one name came up again and again: Latour.

Now, the next chapter of that storied maison belongs to Eléonore Latour, the 28-year-old vice president and 12th-generation member of the family. After earning her law degree in Paris, she returned home to join the business, where she now oversees sales, marketing, and relationships with



growers. With her fresh perspective and respect for the estate's heritage, Eléonore is guiding one of Burgundy's most iconic houses into a new era, along with the company's CEO, Florent Latour, who is her uncle.

When I met her recently, she also shared how she wants to attract a younger generation of wine drinkers by producing wines that more affordable than the high prices Burgundies can go for. Eléonore lives in Burgundy, of course, and is equally passionate about her home as she is

about what she does. She has plenty of insights to guide travelers on what they should do and see when they come and also told me why they visit at all.

What do you love most about Burgundy?

What's there not to like? I love the vineyards, walking through them, seeing them evolve during the year. I love the wine and the gastronomy, and I especially love the culture, which goes well beyond winemaking: it is about the people, their stories, their traditions. One tradition I love is "La Paulée," an annual dinner where everyone brings a bottle of wine and shares it with other guests. It's all about conviviality and great wine! The concept has worked so well it's spread around the world. You can now find similar events in San Francisco and New York City.

What's your favorite season in Burgundy, and why?

While every season has its own magic, the end of summer and beginning of fall mark the start of the wine harvest in Burgundy. The entire town of Beaune smells of wine, the colors shift (and then you understand why our region is called "Côte d'Or" which means "Golden Coast"), the air is gentle, the light is soft, and the atmosphere in town is lively while peaceful.

In your opinion, what's the ideal time for a first visit?

Honestly, every month brings its own charm! If you want warmer weather, aim for April through October. However, we have signature events in the "off-season" that are absolutely worth planning a trip around (and yes, many of them revolve around wine!). In January, we have Saint-Vincent Tournante, our annual wine festival with roots dating back to Medieval times. Then in November, we have our historic wine auction (the oldest in the world), where entire barrels of wine are auctioned off for charity.

Can you tell us a few of your favorite hotels and why?

Since I live in Beaune, I don't typically stay in hotels, but for those coming into town, I would recommend Hôtel de la Poste — it's very welcoming, well-located and freshly renovated!

On any given night, what restaurants do you eat at? What are the dishes to get and what wines do you pair with your meal?

The Caveau des Arches is a classic restaurant in Beaune - it is a restaurant in a cellar and offers wonderful classic Burgundian dishes (like oeufs en meurette, escargots, etc.). The Biz'Tro in Beaune offers a nice twist on Burgundian dishes by adding a touch of modernity. And if you were to wander outside of Beaune, the Ermitage de Corton has a beautiful view to offer of the Hill of Corton, where my family established our Domain in the 18th century.

Tell us the best stores to hit for a shopping excursion.

French people love talking about where to buy the best products to enjoy and savor. Alain Hess has some of the best cheeses I've tasted (and so much variety!). Right next door, you have Mulot & Petitjean, which offers a nice selection of locally made products – everything from gingerbread, mustard, nonnettes, to liqueur de cassis – to bring back home as a taste of Burgundy.

I also love the Athenaeum, where you can find wine accessories, wine books and beautiful decanters and glasses. It's a must-go for everyone who wants to bring back a wine souvenir! And I love going to the Marché de Beaune, a farmers' market held every Saturday in the main square. It's where you'll find all the best fruits, vegetables, meats and cheeses!

Can you recommend some attractions?

Renting a bike – or an e-bike – and doing a tour of the vineyards is the best way to get to know and see Burgundy. You can see how small Burgundy really is and what makes the land so special. Going to the Hospices de Beaune – a former hospital and now museum – is a great way to understand our history better (and see its iconic glazed tile roof!), and visiting Cité des Vins – cultural sites across Chablis, Beaune, and Mâcon – is an immersive way to understand our region and its wines.



Please also let us in on Burgundy's hidden gems. What do most tourists miss?

Burgundy is all about taking your time to fully take everything in! Take the time to stroll around in the vineyards and visit the "cabottes" (those man-made cabins in the vineyards), to admire the craftsmanship of our typical "murets de pierre" (man-made stone walls). Look at the parcels and see how it can differ from one row to another, depending on the winegrower's techniques. Burgundy is not a race where you have to see everything. It really is more about capturing a feeling than conquering a checklist.

Burgundy is dotted with dozens of historic villages. Which are most worth visiting?

In Côte de Beaune, I love Pernand-Vergelesses and Meursault. My tip is to go on top of every hill you see to get



the best view of the vineyards and of our "coteaux" (landscape). In Meursault, you can go up to Blagny to have a view of the southern part of Côte de Beaune and up to Côte Chalonnaise. In Pernand-Vergelesses, you can walk towards the "Cross of Charlemagne" – a cross that was installed on Corton's hill in 1943 that still stands today and overlooks the vines.

If you had to pick one souvenir for visitors to take back home from their Burgundy trip, what would it be?

I would bring back a bottle of Maison Louis Latour wine (or two, if the luggage is big enough!). Our family has been making wine here for more than 200 years and to sip a bottle of Louis Latour wines is to enjoy a taste of its history. I love to tell people to bring home bottles that have a story to tell - it gives you something to remember your trip by. I personally recommend Louis Latour's Aloxe-Corton 1er Cru "Les Chaillots" from our 2022 vintage. We call this our hometown favorite from the Hill of Corton. It's a full-bodied, and flavorful wine that pairs especially well with comfort foods and rich dishes.

What Louis Latour wines do you recommend to give people a taste of Burgundy?

Pouilly-Fuisse 2023 is a beautiful, easy-drinking introduction to Burgundy wines with notes of honeysuckle and fresh almond, and offers great value. This is the wine you bring home and use to introduce your friends to Burgundy wines. (\$39.99)

Our Château Corton Grancey Grand Cru from our 2022 vintage is one of my family's favorite wines. It comes from some of our most prized Grand Cru vineyards. "Grancey" was the name of the last owners of the château situated on the road of Corton, before my family bought it in 1891. It continues to produce some of our most exquisite wines. (\$150)

Our Corton-Charlemagne Grand Cru from our 2023 vintage is our crown jewel of Chardonnay. Full-bodied, with notes of fresh almonds and toasted coffee. This is the one you'll want to bring home and save for a special occasion. It's aged in 100% new oak barrels that we produce in our own cooperage in Beaune (fun fact – our family were barrel makers before we were winemakers!). (\$290).