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Fabre ♦ Montmayou



VINOVIA
WINE GROUP

Our story

Fabre Montmayou was founded in the early 1990's by owner and winemaker Hervé Joyaux Fabre. When Hervé moved to Argentina from Bordeaux in the early 1990s and he was one of the first foreigners to recognise the potential of Argentina. As a true visionary, he bought very old Malbec vineyards, planted in 1908, and built the Fabre Montmayou winery with real boutique style and essence.

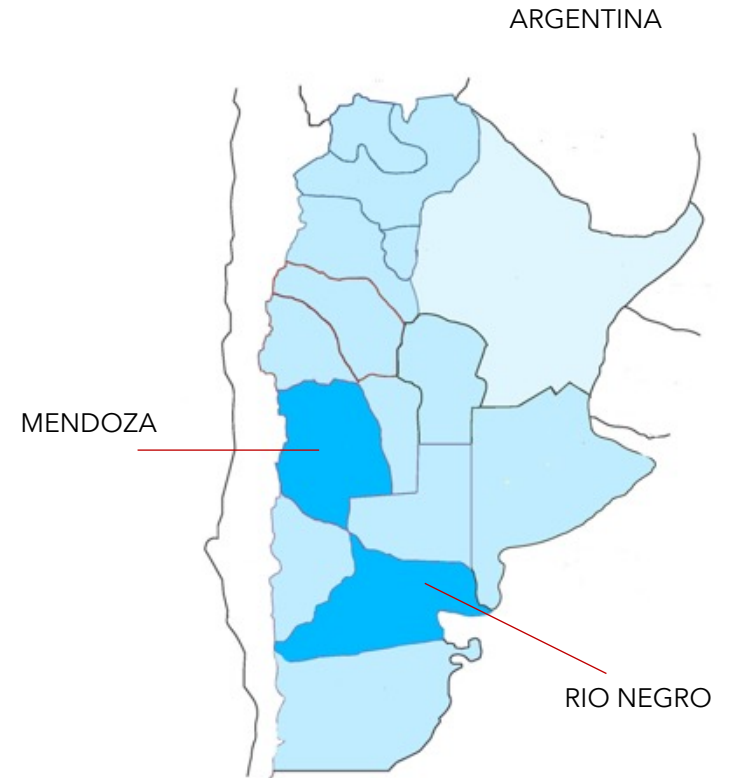
His style of winemaking combines Argentina's purity of fruit and clear varietal expression with the elegance and complexity which is the hallmark of Hervé's classical background. Underpinning all of this is Hervé's unshakeable belief in the local terroirs, and his determination that all his wines should express these terroirs as elegantly as possible. Fabre Montmayou has won international critical acclaim and is widely recognised as one of Argentina's premium wine brands.



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Our Vineyards

Once the winery in Mendoza was established Hervé then bought vineyards and a winery in Rio Negro, Patagonia. He realised the unique cool climate of this southern region combined with the "terroir" made it possible to create great wines that are very different in style from those produced in Mendoza. His passion and "savoir faire" did the rest.



Mendoza

Mendoza is the main winemaking area of Argentina with more than 160 000 hectares of vineyards. More than 80% of all Argentinian wines are produced in this province and it has become a centre of reference for the Argentinian and South American wine industry.

Fabre Montmayou vineyards are located in the best grape growing areas in Mendoza. The winery is located in Luján de Cuyo, 18 Km South of Mendoza city at the foothills of the Andes mountains, at 1.150 m of altitude and is surrounded by the first vines bought by Hervé J. Fabre, 15 hectares of old Malbec vineyards that were planted in 1908.



Patagonia

Patagonia is the southernmost region of Argentina where grapes are grown. It covers the provinces of Río Negro, Neuquén and La Pampa, and has 4 600 hectares of vineyards.

Winters are harsh and summers cool, particularly at night, which allows for a slow ripening of the grapes. Our vineyards stand at 220 m. above sea level.

Our winery is located in General Roca, Rio Negro Valley in Patagonia at 39° latitude South, the most southerly vine growing region of America.





Torrontés



**Malbec
Rosé**



Pinot Noir



**Reserva
Malbec**



**Reserva
Cabernet
Sauvignon**



**Reserva
Cabernet
Franc**



**Gran
Reserva
Malbec**



**Grand
Vin**

Our Awards

Fabre Montmayou Grand Vin 2022

97 points, MEJOR VITALBA, Descorchados 2025
94 points, James Suckling 2025
95 Points, Tim Atkin MW, Argentina Special Report 2024

Fabre Montmayou Gr. Res. Malbec 2023

94 points, Tim Atkin MW, Argentina Special Report 2024
93 points, Decanter World Wine Awards 2025
93 points, International Wine Challenge 2025

Fabre Montmayou Malbec Reserva 2023

91 points, Descorchados 2025
92 Points, Tim Atkin MW, Argentina Special Report 2025
92 Points, James Suckling, 2025

Fabre Montmayou Cab. Franc Reserva

95 points, International Wine Challenge 2025 (2024)
92 Points, Tim Atkin MW, Argentina Special Report 2025 (2023)
90 Points, James Suckling, 2025 (2023)

Fabre Montmayou Cab. Sauvignon Res.

92 Points, Descorchados 2025 (2023)
92 Points, Tim Atkin MW, Argentina Special Report 2025 (2023)

Fabre Montmayou Pinot Noir 2023

92 Points, James Suckling, 2025
91 Points, International Wine Challenge 2025







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