

J. BOUCHON

Julio Bouchon

Marketing Director, J. Bouchon

The adage couldn't be truer – winemaking is in Julio Bouchon's blood. He was born in the winery and his fondest memories are talking about wines with his grandfather and father at the kitchen table. Julio is a journalist by trade but his passion for wine was nurtured and inspired by his father, Julio Bouchon Sr.



Julio loves winemaking because it pulls together passion and patience. “Wine needs time. You cannot make it from one day to the other.” With his father and consulting winemaker Patrick Valette, his goal is to produce fresh wines that speak of the terroir of their vineyards. Julio oversees all marketing and communications for J. Bouchon.

The vineyard is a unique place, completely surrounded by mountains, where they still preserve traditions. Cows, horses, and huasos (cowboys) are the lifestyle around the vineyard. Julio believes this helps add character to the wines.

Julio is also a lover of nature. After playing polo semiprofessionally for many years, Julio now enjoys extreme skiing and mountain biking, especially around the rolling hills of the J. Bouchon vineyard.

