

# ADRIEN DUBOEUF

*Deputy Manager at Georges Duboeuf*

GEORGES  
DUBOEUF

Adrien Duboeuf Lacombe is the Deputy Manager of Georges Duboeuf, the iconic wine merchant that has been bringing the best of Beaujolais and Mâconnais to the world for over 60 years. Adrien is the grandson of the legendary Georges Duboeuf, who was dubbed the "King of Beaujolais" for his pioneering work in promoting the region and its wines. His father, Jean-Paul Lacombe, is a renowned chef who earned two Michelin stars at the helm of Léon de Lyon, one of the city's most celebrated restaurants.

Starting as an Export Junior Manager at Georges Duboeuf overseeing key markets such as China, Russia and Canada, Adrien proved his leadership skills and was promoted to Export Director in 2014. He managed a team of 12 people and expanded the company's presence in more than 120 countries.



In 2020, he took on the role of Commercial and Marketing director, as well as Director General Delegate, responsible for the global strategy and vision of the company. Adrien Duboeuf Lacombe is a wine lover, a car enthusiast, and a Lyon native. He not only inherited his father's taste, but also his love for cars and adventure, joining him in the Dakar Classic rally in 2022, where they drove a 4X4 across the desert of Saudi Arabia.