LQV Singapore celebrates 10 years of French wine with anniversary week this November

Description

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Ten years ago, **LQV Singapore** opened in Telok Ayer with a distinctly French proposition: bring a serious collection of French wines to Singapore and make it a place to enjoy them with ease. A decade on, the wine specialist is marking its 10th anniversary with a celebration of the bottles, people and relationships that have shaped its Singapore story, while looking ahead to the next chapter.

LQV Singapore opened in July 2016, two years after the groupâ??s first Hong Kong location. Its roots reach back to Paris, where founder Hugues Rondouin established Le Quinze Vins (â??The Fifteen Winesâ?•) in November 2010, a playful nod to the 300 wine labels on offer at the time. As the business expanded across Asia, the name was shortened to LQV, which the brand has used across its Asian markets for more than 13 years.

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A Decade of Discovery

From around 300 labels at the outset, LQVâ??s wider business now represents more than 2,000 labels from close to 400 domaines across France, with around 30 new wineries added to the portfolio each year. Over the past three years, the collection has shifted beyond the familiar Bordeaux and Burgundy staples towards greater representation from the Loire Valley, RhÃ´ne Valley, Alsace, Southwest France, Languedoc Roussillon, Corsica, Jura, Savoie and Provence.

Today, at least 25% of LQVâ??s wines are priced below $80, while the Singapore bar also caters to collectors with a 1975 ChÃ¢teau Margaux, the oldest bottle currently available, alongside exceptional wines such as RomanÃ©e-Conti. Between 98% and 99% of LQVâ??s wines are purchased directly from winemakers, without distributors or other intermediaries, a relationship the France-based purchasing team maintains through regular visits and tastings.

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FOR IMMEDIATE RELEASE

LQV Singapore Celebrates 10 Years of French Wine with a Look Back at a Decade of Discovery

From its July 2016 opening in Boon Tat street to a collection spanning thousands of labels and nearly 400 French domaines, LQV Singapore marks its 10th anniversary with a celebration of the bottles, people and relationships behind a decade in Singapore

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LQV Singapore celebrates a decade of sharing French wines with the city, with General Manager Florian Meyniel (left) and Head Sommelier Baptiste Brilleau (right) at the forefront of its 10th anniversary celebrations

[30 September 2026] Ten years ago, **LQV Singapore** opened in Telok Ayer, in the heart of Singapore's CBD, with a distinctly French proposition: bring a serious collection of French wines to Singapore and make it a place where people could enjoy them with ease. A decade later, the wine specialist is celebrating the relationships, bottles and people that have shaped its Singapore story, while looking ahead to the next chapter.

LQV Singapore opened in July 2016, two years after the group established its first Hong Kong location. Its roots, however, reach back further to Paris, where founder **Hugues Rondouin** established Le Quinze Vins in November 2010. The name, translating literally to "The Fifteen Wines" in French, was a wordplay on quinze-vingts, referring to the original 300 wine labels on offer when Mr. Rondouin started the business. As the business expanded across Asia, the name was shortened to LQV — a name the brand has now used across its Asian markets for more than 13 years.

Since the early days, the LQV collection in Singapore has grown considerably. From approximately 300 labels at the outset, the wider business now represents more than 2,000

The People Behind the Collection

General Manager **Florian Meyniel** first joined the wine industry at 16, working for family friends who are wine suppliers in the French Basque Country. â??I was instantly fascinated by how a simple raw ingredient like the grape could be transformed, through natural elements and human craft, into a virtually infinite array of flavours and expressions,â?• he recalls. Florian joined LQV in Hong Kong in 2023 before relocating to Singapore in June 2026 to shape the outletâ??s next phase.

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Head Sommelier **Baptiste Brilleau** brings experience from leading hospitality establishments including Le Cinq at Four Seasons George V, Black Sheep Restaurants and Michelin-starred Belon. â??What attracted me to LQV was the balance between serious wine knowledge and a relaxed, fun atmosphere,â?• he says. â??I love discovering great bottles, sharing them with people and, most importantly, making wine feel exciting and approachable rather than intimidating.â?•

10th Anniversary Programme: 16 to 20 November 2026

LQVâ??s anniversary celebrations unfold across a week of special bottles, tastings and gatherings, opening with **The 2016 Edit**, a curated selection of around 30 French wines from the vintage in which LQV first opened in Singapore, available at special prices throughout the week. Alongside it, **Magnums at the Table** offers a rotating selection of wines poured tableside exclusively from magnums.

The **Anniversary Cellar Draw** runs throughout the week, giving guests one lucky draw entry for every $100 spent, with prizes including a Domaine de la RomanÃ©e-Conti Vosne-RomanÃ©e 1er Cru CuvÃ©e Duvault-Blochet 2020, worth $2,500. On 17 November, Florian hosts **Pintxos & Pours**, an evening of Basque bites and wine drawing on his own roots, before the celebrations culminate in **LQVâ??s 10th Anniversary SoirÃ©e** on 19 November, with a buffet, anniversary cake, photo booth and a night lucky draw of its own.

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The festivities continue into December with LQVâ??s first **Wine Masterclass**, led by Baptiste, pairing six wines with cheeses for up to 12 guests, designed for curious beginners and wine lovers alike.

Looking Ahead

The next decade will see LQV Singapore focus on its private-client business and distribution to hotels and restaurants, while broadening its collection of smaller French regions. Across Asia, LQV is also exploring further expansion, with Shanghai provisionally targeted for late 2027 and Seoul identified as a potential future market.

LQV Singapore is located at 29 Boon Tat St, G/F, Singapore 069624, open Monday to Saturday from 3pm to midnight and Sundays from 3pm to 11pm. For more Singapore dining and drinking milestones, check out our coverage of the 2026 Asia World Spirits Competition and Negroni Week 2026.

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