

Time is on our side



We are pleased to announce that Jérôme François, the CEO of TFF Group, has just received the rank of Knight in the National Order of the Legion of Honor.

The medal was presented to him, on behalf of the French Republic, by the French Agriculture Minister Marc Fesneau, as a professional and personal recognition of his work within France's flagship cooperage industry.

The honor rewarded his contribution to it after more than 30 years at the helm of TFF Group, the world's leader in wood products for the aging of wines and spirits.

It was in 1989 that Jérôme François joined TFF Group.



In 2003, he became Chairman of the Management Board, developing a management style built on a strategy of proximity and of development through upstream and downstream vertical integration.

Under his leadership, the Group pursued a strategy of acquisition and complementary business creation through the consistent lens of a considered, prudent approach, that remained respectful of rigorous criteria and sought always to adapt to the specific context of each market, in France, Europe, the USA, Australia, New Zealand, South Africa and China. This enabled organic and external growth on the five continents where the Group carries out four complementary activities: stave-milling, cooperage, vat manufacturing and the production of wood products for oenology.

In 1991, he created a research center in close association with the Bordeaux Faculty of Oenology. A first in the world of coopering.

As he was awarded the medal, **Jérôme François** said:

«I am very honored to receive the prestigious medal that I wish to dedicate first of all to my parents who were the linchpin and third generation of the construction of TFF Group, but also to all our teams.

It is they who are responsible for our success and for our international reach. And it is with them that I share the same passion: allowing our customers around the world to make the most of their harvests thanks to high-end, innovative and environmentally friendly aging containers, manufactured in the noblest tradition of French know-how.»