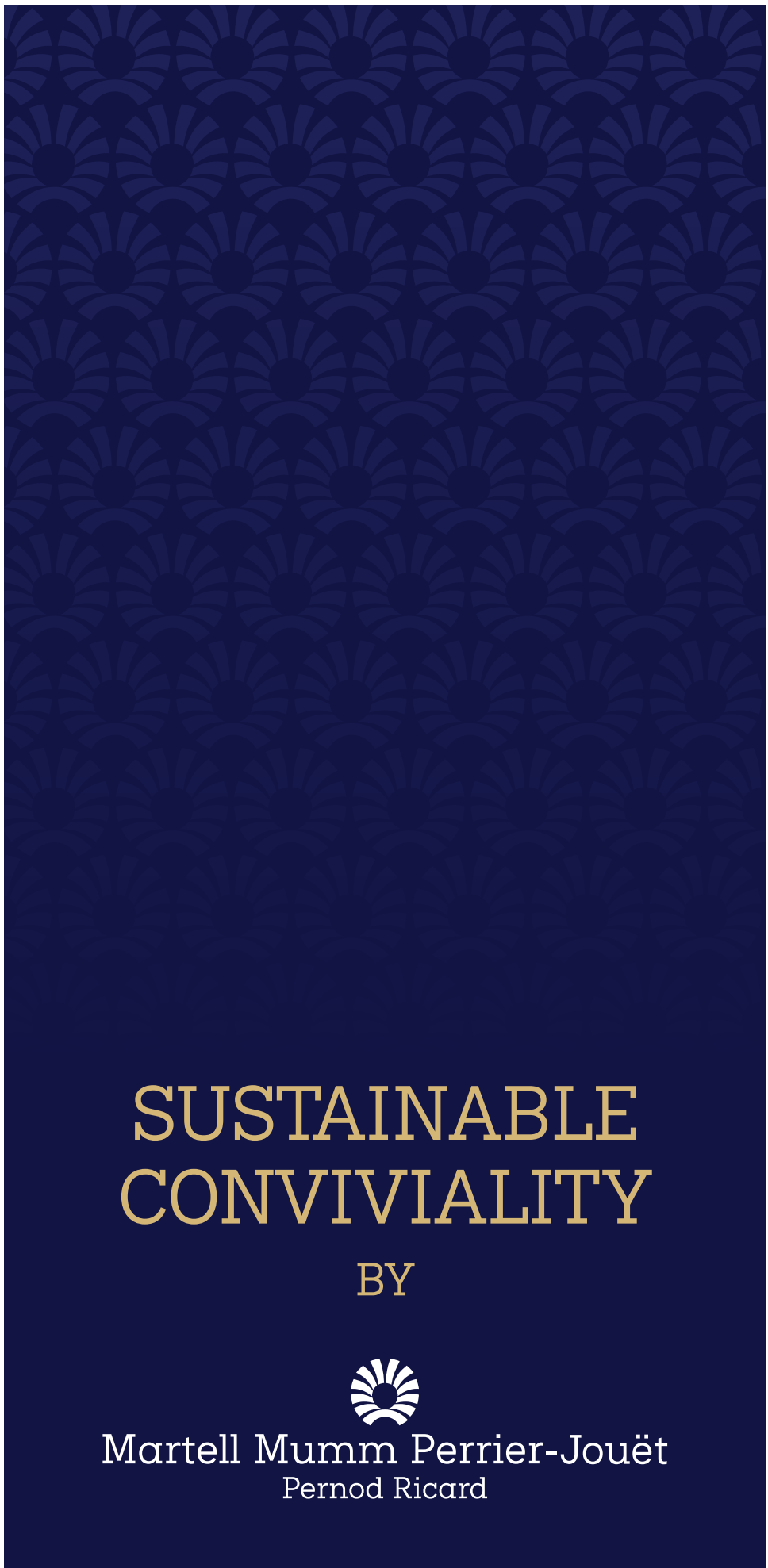




2021-2022



# SUSTAINABLE CONVIVIALITY

BY



Martell Mumm Perrier-Jouët  
Pernod Ricard





César Giron  
CEO of Martell Mumm Perrier-Jouët.

*Responsible conviviality,  
allows us to go further each day in the way  
we question and reinvent our approach  
to sustainable issues. With enthusiasm,  
boldness and determination.*

For over 3 centuries, the Martell, Mumm and Perrier-Jouët Houses have been crafting exceptional products in the purest French winemaking tradition. This precious know-how, passed down through the generations, is today threatened by the environmental upheavals that we are facing, and which demand we take action. Because this is our corporate responsibility. And because we have no other choice: **the excellence of our products is based on the incalculable worth of our terroirs.** Failing to take care of our terroirs would compromise the future of our brands. Since our products are aged for up to ten or twenty years, it is tomorrow's consumers, with the environmental awareness that they will inevitably have, who will judge our current practices - and they could never understand that we just let it happen.

Taking action. This is what we have been collectively doing for more than 10 years to radically reshape how we think about and do our job. This year, our aim is to report on the incredible employee-led sustainable initiatives that are unobtrusively bringing on change at the very heart of our Houses. Through the strength of their commitment, our employees are, step by step, leading our business forward along a more virtuous pathway. **Our Catalysts, Safety Champions and Good Challengers** are communities that

are rising to challenges ranging from sustainable innovation and safety to living and working together in harmony. Our ambitious **regenerative viticulture programme**, a real driving force for our Houses, ensures that these more sustainable practices will be rolled out across 100% of our vineyards. We are also supporting our partner wine-growers to adopt these methods so that together we can influence the whole wine sector by our exemplary practice. **Our packaging innovations** reach new levels of sobriety in terms of carbon and materials. Our commitment **to raising awareness on responsible alcohol consumption** is particularly apparent at Martell's Indigo bar and through our partnership with the French government agency for Road Safety. The list is long: in this report, we present an overview that sets out to be accurate, objective and proportionate.

But above all, I would like to restate here our unwavering intention to share even the tiniest progress on any issue with our peers. **We are engaging, raising awareness and working alongside each and every player in our sector to move towards better practices - together.** Because it is not just about defending the future of our Houses, but the future of our planet. And the wine sector clearly has a part to play in this endeavour.



## ABOUT MARTELL MUMM PERRIER-JOUËT

Founded in 2005, Martell Mumm Perrier-Jouët is the prestige cognac and champagne affiliate of Pernod Ricard, the global number two in the wine and spirits industry. Martell, Mumm and Perrier-Jouët form part of the Group's strategic portfolio and carry on a tradition of exceptional savoir-faire. From gastronomy to celebration, each of these "Maisons" crafts unique moments of conviviality across the world. Martell Mumm Perrier-Jouët is committed to making the world more sustainable and responsible through the Pernod Ricard 2030 roadmap, "Good Times from a Good Place," which supports the United Nations Sustainable Development Goals.

In addition, all its vineyards hold environmental certifications : Haute Valeur Environnementale, Viticulture Durable Champagne and Certification Environnementale Cognac. From the Champagne and Charente regions to Paris, Martell Mumm Perrier-Jouët employs a workforce of 950 people who work daily to promote sustainable performance and responsible drinking. Creative Artisans of Emotions, they truly serve as ambassadors of French savoir-faire and exemplify the « Créateurs de Convivialité » vision embodied by the Group and its 19,000 employees.

**720 Ha** | **950** | **3 centuries**  
of vineyards | employees | of prestige and excellence



# Our 3 Houses commit to supporting Pernod Ricard's ambitious programme

The Martell Mumm Perrier-Jouët responsibility policy is part of the Pernod Ricard Group's «Good Times from a Good Place» social and environmental roadmap. Four strategic pillars underpin the actions of the Group's affiliates. Each subsidiary launches its own initiatives to meet the specific challenges of its markets, partners and terroirs. Martell Mumm Perrier-Jouët has identified 12 different scopes of action.

## VALUING PEOPLE

- Empowering employees through engagement (p.08)
- Be exemplary in Health and Safety (p.10)
- Monitor fairness and expectations to provide a convivial working environment (p.11)

## NUTURING TERROIR

- Pioneer regenerative viticulture (p.04)
- Support our winegrowing partners to achieve relevant certifications (p.06)
- Preserve biodiversity mainly through reduced use of phytosanitary products (p.07)



## CIRCULAR MAKING

- Use circularity as a tool to reduce our CO<sub>2</sub> emissions (p.12)
- Measure, to know when and where to act (p.13)
- Our priorities: packaging, waste, energy and transport (p.14)

## RESPONSIBLE HOSTING

- Put conviviality at the heart of each of our actions (p.16)
- Make our employees our best ambassadors (p.17)
- Ensure we pass the right messages on to our guests at the right time (p.18)



## Pernod Ricard, home of the *Créateurs de Convivialité*.

We have a strong legacy at Pernod Ricard. Our founder Paul Ricard was an early philanthropist who created the Paul Ricard Oceanographic Institute, still leading the charge still for ocean preservation. This legacy lives on today with our 2030 Sustainability & Responsibility roadmap. For us today, Sustainability & Responsibility (CSR) addresses all aspects of our business and is fully embedded in our company mission: 'Unlocking the magic of human connection by bringing Good Times from a Good Place'. Our 2030 CSR roadmap is built on four key pillars with strong commitments supporting the United Nations Sustainable Development Goals (SDGs).

We believe that there can be no conviviality in excess and strive to be sustainable and responsible at every step of our production – from grain to glass.



# Regenerative viticulture: the strategic priority of our commitment

For over 10 years now, we have been testing alternative, more sustainable growing techniques to respond to environmental issues specific to the wine industry. Despite the 3 certifications we achieved in 2015 and the wide range of various sustainable initiatives that have taken place since, this year we are stepping up the pace and deploying a vast regenerative viticulture pilot programme. We are aiming to completely overhaul working methods

in our vineyards while at the same time guaranteeing the quality and finesse of our products. Covering some 720 hectares, this initiative is unprecedented in scale, and benefits from the support of the Pernod Ricard Group, together with 6 other regenerative viticulture pilot projects. The ultimate aim is for them to be widely deployed and go on to become standard practice. We regularly share knowledge with players from the whole

sector, partners or otherwise, to foster sustainable development across the entire industry. Because the only solution to the challenges we are facing is collective. It should be borne in mind that, in France, viticulture is the sector with the largest consumption of phytosanitary products: 20% of the quantity used for only 3% of overall agricultural land surface.

Manual harvesting in the Mumm - Perrier-Jouët vineyard.



## Jessica Jazon

Head of R&D responsible for regenerative viticulture in Champagne

### Preparing vines for tomorrow's climates

**What is the objective of your regenerative viticulture experimentation?**

Our objective is to ensure that vines adapt to climate change, and we are also aiming to build a system that is resilient to climate phenomena that are set to become increasingly extreme. The key factor to successful adaptation is a living soil that is both fertile and capable of retaining moisture. To achieve this, we have adopted a threefold approach: restoring soil potential (we have audited and mapped our terroir to improve knowledge and adopt practices appropriate to its specific characteristics); preserving and restoring biodiversity, in particular by using plant cover to enhance soil fertility; and focussing on plant-soil interaction to guarantee nutrition and natural protection.

**What are the results?**

We started this experimental program two years ago, and every day we continue to learn and progress. Practices are modified in line with our observations. Generally, it takes 4 to 5 years to restore soil. However, we have been surprised to find that earthworms have returned within only 2 years to certain plots. They have a fundamental role in aerating soil and allowing moisture to infiltrate, as well as transporting organic matter. It is very good news to see that nature can regenerate itself so quickly.

**This involves a significant change of practices: how have winegrowers reacted?**

This is a very important point. The interest of pioneering this new approach is to be able to progressively inspire our winegrowing partners by showing them the benefits of these new practices and how they are not detrimental to grape quality. It is a complete transformation which needs to be explained to be understood. Internally, we support our employees to move towards these new practices; they are now so committed that they actively promote the approach. We are also in the process of building a group of 10 motivated partners to set up their own pilot programmes. We offer them advice and support to develop and monitor the programmes.

It is key that these new practices, which we are willing to share with other Champagne Houses, are as widely adopted as possible. The more of us there are, the more interesting the results will be, enabling us to develop appropriate equipment. For example, we are currently working on seed drill prototypes, but in fact we need a whole range of new machinery specially designed for these new practices. There is therefore a strong demand for manufacturers to take this on board. It is a real adventure for all of our staff and, more generally, for the whole viticulture sector in Champagne. We are delighted to be at the origin of it.



# Pioneer regenerative viticulture

## 5 years of trials and continuous improvement.

This length of time is necessary for results to be sufficiently reliable to validate the deployment of new practices. We are currently experimenting with a wide range of various natural techniques, both in our own vineyards and those of our volunteer partners. **This pilot project is supervised by agroecologist Sébastien Roumegous, the founder of Biosphere and the Centre for the Development of Agroecology (CDA).** With more than 10 years' expertise in this area, he has been working with us since the launch of the pilot project in 2020, and will follow through its 3-phase deployment.

**2020** - Definition of 2020-2030 priorities and action plan.

**2021** - Experimental creation of regenerative vineyard after harvest, collection of results, reorientations and improvements.

**2025** - Transfer of new viticultural models to our winegrowing partners by means of progress groups.

## The real-world result? Pilot programmes are ongoing in almost 50% of our vineyards.

Planning and implementation are the responsibility of a working group composed of our own teams, winegrowing partners, and Sébastien Roumegous, an expert in agroecology. **The objective is to create synergy** and ensure that knowledge and techniques are passed on through regular training sessions. Improving fertility, CO<sub>2</sub> sequestration, soil regeneration, and fostering biodiversity are all appropriate areas in which to experiment regenerative

viticulture. **Among the 8 projects we are launching, the Viti-Forestry project, launched in 2022 in the Gallienne and Mailly vineyards (7.6 ha in Cognac and 2 ha in Champagne) focuses on testing positive interactions between vines and their direct environment: introduction of animal species such as bluetits and bats, or other plant species, such as fruit-bearing hedges, aromatic herbs and medicinal plants, etc.**

## Experiment in-house, then share. But start by raising awareness now.

We consider our domains as **educational vineyards** with a vocation to inspire the winegrowing sector: **our ambition is to share key learnings from our 5 years of trials with the entire industry.** Five years is a long time, because the need to transition is urgent. But it is also a very short timeframe in which to bring about profound change. We want to lay the foundation of this transformation with immediate effect, and share our new knowledge in complete transparency, beginning with our winegrowing partners.

We are therefore multiplying training and

awareness initiatives. One of our 2021 actions, **Technical Days**, brought together over 200 winegrowers to acquire new skills in areas such as soil functions and biology, plant cover and bio-stimulation, and to begin changing the way they work with vines. The barriers to be overcome are often psychological: moving on from ancestral practices and beliefs is difficult, uncertainties on the amount of maintenance required for production, reluctance to invest in high-performance equipment, etc. We aim to progressively remove these barriers by the sheer force of the example we are building.

**«WE ARE DELIGHTED TO COME AND FIND OUT WHAT YOU ARE DOING: WE REALISE THAT IT IS FOR REAL, AND NOT JUST COMMUNICATION.»**  
**A winegrower at a morning training session**



*Local landscape cohesion project, Cramant.  
Goal: planting hedgerows and flowered thickets to rebuild greenways and natural corridors for auxiliary animals, to enable ecosystems to reconnect and promote functional biodiversity.*

**339 Ha**  
in trials  
(out of a total of 720)

**456 hours**  
of training at  
the Technical Days

**200**  
winegrowing partners  
reached by awareness-raising action



## OBJECTIVES

**100% of our land by 2030 (720 ha)**  
**10% of our supplies from committed winegrowing partners by 2030**

## Regenerative viticulture: transitioning from a vine farming-based model to an ecosystem management and regeneration model

Regenerative viticulture is a holistic approach that encompasses the entire vineyard ecosystem: we look beyond the vine itself to the wider relationship between the plant and its ecosystem. It focusses on 3 essential aspects: soil health to safeguard its essential role of storing carbon for plant growth; vine health and nutrition to increase resistance and reduce dependence on chemicals; the surrounding area to enhance and protect vines by providing a habitat for pollinators and regulating species harmful to the vine. This results in a balanced, fertile, living soil, rich in bacteria, fungi and earthworms - an excellent indicator of soil health - making vines more resilient to climate change. All of this takes place within a preserved environment in which biodiversity can thrive.





# From awareness to certification: accelerate the pace of transformation

## Prioritise peer-to-peer learning.

Our capacity to convince relies above all on the strength of the example we set and the power of community cohesion. We regularly invite our winegrowing partners to participate in a series of discussions and group work sessions, such as **Les Matinales des Vignerons** (morning sessions for winegrowers where they share knowledge and experience on specific themes), **les Matinées Techniques**

(technical morning sessions covering a range of themes such as mechanical soil maintenance, biodiversity management and green fertilisers) and **Les Cuves à Penser**, brainstorming sessions on major issues. These opportunities to share allow us to respond to winegrowers' concerns, challenge their practices, learn valuable lessons from our common projects and find solutions together.

## Provide support for achieving certification.



Since 2016, 100% of our vineyards have achieved Level 3 HVE (High Environmental Value), CEC (Cognac Environmental Certification) or VDC (Sustainable Viticulture in Champagne) certification. Our aim is now to extend this certification process to all our 1,200 winegrowing partners by providing them with support and assisting them in their preparation. This type of approach is generally considered complex, expensive and time-consuming. In 2020, to overcome these obstacles, we created Ma Collective MPJ, which is a collective certification structure for Champagne vineyards aimed at pooling knowledge and costs. **58 of our winegrowing partners have achieved VDC, HVE or Terra Vitis certification since 2020.**

To encourage them to make the commitment, we provide financial support to winegrowers once they have been certified.

To ensure they are as well-prepared as possible, we carried out **over 90 personalised diagnoses of partner vineyards** (a compulsory step in the certification process). A series of **training courses** were delivered to improve knowledge of the standard and relevant challenges, on subjects ranging from traceability, appropriate use of phytosanitary products and monitoring projects with our Mes Parcelles digital tool, through to the implementation of personalised soil trials for 15 volunteer winegrowers (**Groupe Excellence Sol** initiative).



'My Collective MPJ' is an original collective initiative that encourages our partner winegrowers to aim for High Environmental Value and Sustainable Viticulture Champagne certifications.



## OBJECTIVES

100% of winegrowing partners certified by 2030



## 3 major certifications with common objectives

These certifications, held by the Martell, Mumm and Perrier-Jouët Houses for over 6 years, aim to share and foster more sustainable agricultural practices, with an emphasis on 4 main themes: biodiversity, phytosanitary strategy, fertilisation and water management. **High Value Environment (HVE)** certification and its 16 criteria are recognised at a national level, whereas **Sustainable Viticulture in Champagne (VDC)** and **Cognac Environmental Certification (CEC)** are regional: they comply with HVE standards but criteria are adapted to the specificities of each type of crop. They are both supported by regional entities: the BNIC (Bureau National Interprofessionnel du Cognac) and the CIVC (Comité Interprofessionnel du Vin de Champagne). Both regional certifications have set themselves ambitious targets, including the goal for 100% of Champagne and Cognac winegrowers to have achieved certification by 2028. Our initiatives support these goals: to date, nearly 40% of vineyards in Champagne and 15% in Cognac have embarked on their ecological transition.



# Protect our soils and biodiversity

## Cutting back on chemicals.

Since 2012, we have been successfully reducing our use of chemical fertilisers. For the first time, in 2019, we reached **zero herbicides across 100% of our vineyards**. To help us maintain this high standard, and in line with our regenerative viticulture initiatives, in 2020 we started using the **Bakus**, a revolutionary, 100% electric, mechanical weeding robot developed by the Champagne-based start-up VitiBot.

We are also participating in the government's **Plan Ecophyto Fermes 30,000**, a working group bringing together 30,000 agricultural operations seeking to cut back on the use of chemicals and move towards

more sustainable practices. The aim is to progress from the experimental stage to rolling out these methods on a large scale. **Ambitious targets for 2030** have been set: a 50% reduction in the Treatment Frequency Index (number of applications of phytosanitary products per hectare during a single cropping season), and the complete elimination of herbicides and CMRs (chemicals with carcinogenic, mutagenic or toxic effects on reproduction). Since 2017, we have been providing support to a group of 17 operators (extended to 25 in 2021) to meet these objectives.



By investing in a start-up called Vitibot (creator of the Bakus robot), Martell demonstrates its ambition to support innovation that responds to the environmental challenges of viticulture.

## Zero herbicide

across 100% of our vineyards since 2020  
(ahead of schedule for the VDC target of 2025)

## Create new grape varieties with enhanced resistance.

In 2016, the Martell House launched a vast research programme with a threefold objective: to develop new varieties of grape capable of adapting to global warming, offering enhanced resistance to diseases (and therefore requiring less treatment), and providing a greater diversity of varieties. **In collaboration with the CVC, INRA, IFV and BNIC**, the programme led to **300 hybridisations**, the result of a natural technique consisting of crossing regional grape varieties that meet our standards of quality and resistance. Planted in 2020 in an experimental plot, the first plants should be producing Cognac eaux-de-vie by 2028. **Martell is the only private organisation to carry out such a programme and the house intends to share its results**

**with the entire Cognac sector:** selected grape varieties will first be referenced in the national catalogue of varieties, before being added to the specifications of the Cognac Appellation d'Origine Contrôlée (AOC).



## From vine to forest: a long-standing partnership with the ONF.

Like our vineyards, forests are a living heritage that must be preserved for the future. Every day, several hundred thousand oak barrels play an essential role in maturing our cognacs. Since 2014, Martell has been nurturing this link with wood through a **long-term partnership with the ONF**, which supplies the wood for barrels from its PEFC-certified, managed forests. **Martell also supports a series of ONF projects** aimed at promoting public

enjoyment of the forest, and protecting and showcasing outstanding trees. In 2022, Martell is opting to sponsor a more local project in the **Domaine de la Coubre** (Charente Maritime). In line with the House's commitment to biodiversity, this project aims to restore the 19th century school of **Botany and experimental gardens**, a veritable open-air laboratory now dedicated to the study of climate change-resilient species.



## OBJECTIVES

100% of affiliates committed to a strategic biodiversity project by 2030 (Pernod Ricard Group objective)



## Upgrading of the green belt around our Lignères site

More than 2,500 metres of hedgerows were planted between 2015 and 2021 around our Lignères site (Rouillac, Charente). Over a 14-hectare area, the implementation of a range of ecological measures has enhanced afforestation. The agroecological benefits of planting hedgerows are considerable: they provide a habitat for both for potential predators of harmful species and for beneficial pollinating insects. They also improve the microclimatic conditions of the land and act as a windbreak, while preserving water quality and preventing soil erosion. Moreover, they form an essential wildlife corridor for both animals and plants. This project also positively contributed to the reforestation of wetlands in 2 Natura 2000 areas (designated sites for the protection of valuable habitats and species and the preservation of European biodiversity).



# Empowering employees through engagement

The Catalysts, the Safety Champions, the Good Challengers - at Martell Mumm Perrier-Jouët, we are very fortunate to be able to count on the spontaneous commitment of our employees. These communities, some of which sprang naturally from a simple desire to do a better job in a better environment, tackle a range of issues that are fundamental for us. The

Catalysts challenge our working methods through the prism of greater sustainability; the Safety Champions ensure that safety issues are given appropriate importance in the field, and the Good Challengers are reshaping the way we innovate. Each of these groups is a reflection of a widely-shared view at Martell Mumm Perrier-Jouët: we must ensure that collective

ideas and actions are taken on board, because our employees are the people who are best placed to contribute to the development of our businesses and enhance our ecological and societal footprint. We firmly believe that they must be fully engaged with respect to CSR issues.

*Pressing activity at the Pressoir de Bouzy, in the purest winemaking tradition.*



## Ludivine Catrice

*Head of Creative Planning*

### *The Catalysts: a new CSR string to our bow*

**Can you tell us how the Catalysts movement came about?**

The movement emerged a year and a half ago from among a small group of employees who had a strong desire to really change the game with regard to CSR. Their aim is to be, in their own way and within their own professional area, both a good employee and a good global citizen - a great ambition. We worked to synergise all the various individual energies by setting up a clear framework with a precise objective (accelerate the CSR transition of MMPJ, hence the name «Catalysts») and creating an effective, easy-to-use tool, consisting of 3 questions to encourage us to change our habits in a positive and constructive way by integrating CSR into our everyday life so that virtuous practices become ingrained (see p.19).

This is how this officially recognised and organised movement came about, thanks to the support of the Management Committee.

**A year and a half on, how is the network coming along and how does it work?**

We are over 60 committed volunteer Catalysts, from across many different geographical sites and business lines. Internally, each of us now plays the role of a real influencer. We started off with a conviction: that the most powerful lever for changing behaviour is setting or

following a good example. In any social movement, there are (a few) people who embody change and who then reach out and influence others. This is the role of the Catalysts - to bring people together with the aim of fostering virtuous practices and behaviour. This then hopefully acts as a lever on the whole company, encouraging everyone to get on board and ensure CSR is at the heart of the work we do.

**How is this informal community positioned within the MMPJ organisation?**

The Catalysts have a legitimate, recognised role. Besides the social bonds they create, they exercise a practical influence by keeping track of the Group's ongoing processes and constraints across its various business lines. They act as real «eye openers», since they present at each Management Committee meeting relevant issues they deal with..

**What is the ambition of this community?**

Our common goal is to continue to grow our community, and in particular to find representatives across all our markets to step up the pace and further reinforce our action. Our aim is to continue to be a constructive stakeholder in the transformation roadmap and to increase our knowledge so that the Catalysts go on to become real, go-to CSR ambassadors within the company.



# Naturally engaged communities

## The Catalysts.

Catalysts group is a community that aims to promote more responsible practices across the entire Group. Every 6 to 8 weeks, according to geographical location, forums are held to discuss successful actions and potential obstacles. Training has been provided on a simple 3-question process for people to ask themselves in their professional capacity:

- Is this a better way of producing, of creating?
- Will it have a positive impact? (on my ecosystem, our consumers, our competitors, our partners, etc.)

• Am I comfortable with and proud of this project, of this decision? (now and in the future)

A year on, a hundred people in the company are now aware of the Catalysts' role and have interacted with them on business issues. The Catalysts have worked on a range of subjects, including HR issues, digitisation projects, rationalising printing and copying to save paper, the taking on board of CSR principles in the organisation of events.

**THE CATALYSTS IS THE POINT AT WHICH THE FORMAL AND INFORMAL WORLDS INTERSECT TO BRING ON THE COMPANY'S CSR TRANSFORMATION.**



## The Good Challenge.

This is a Pernod Ricard in-house hackathon, led by every affiliate. Its ambition is to harvest transformative ideas from our employees on the 4 pillars of our CSR policy. Employees are encouraged not only to compete but to help select the best idea by being part of the jury. In 2021, 80 MMPJ contributors from all departments and all levels of seniority put forward no fewer than 24 ideas. The winner was the EcoBottle project (see box).



## Care By Learning training programme.

This innovative programme aims to ensure that safety issues are the core of each business line. How? By training committed employees, our Safety Champions, who

in turn train their colleagues. In 2021, 12 Champions were trained and are progressively rolling out the programme (see p.11).



**12**  
Safety Champions  
trained in 2021

**80**  
Good Challenge  
contributors

**55**  
Catalysts



## OBJECTIVES

70% minimum employee engagement rate (2021 Isay survey: 74% in 2021)

- 1 70% recycled dark amber glass = 35% CO<sub>2</sub> reduction
- 2 10% weight less = 5% CO<sub>2</sub> reduction
- 3 Imperfections accepted, handmade appeal

*A minimalist bottle designed through commitment and inventiveness*

## The EcoBottle: from sustainable idea to revolutionary prototype

The EcoBottle is the product of the 2021 The Good Challenge internal innovation programme. Its minimalist design is set to reinvent luxury codes: a 100% recyclable cork stopper sealed with recycled paper, a bottle made of 70% recycled glass with no label that is 10% lighter (i.e. -5% CO<sub>2</sub> emissions). Its boldness and its environmental efficiency have led to this project being developed: a prototype is under way, and should be available by the end of 2022.



# Ensure an optimum balance between performance and conviviality

«AT MMPJ, WE CARE ABOUT HOW WE ACHIEVE RESULTS AS MUCH AS THE RESULTS THEMSELVES.»

François Patschkowski, HRD MMPJ.

Human Resources management is geared towards fostering this balance, leading to remarkable performance within a caring framework. It is made possible by the simple, friendly relations we all have with each other. This chemistry translates into exceptional figures: 74% would gladly recommend Pernod Ricard as an excellent employer<sup>1</sup>.

## Gauge performance through the lens of caring.

In order to preserve this precious balance between performance and caring, it is essential to measure it as objectively as possible. We do this through:

- an annual interview which covers not only business performance objectives, but also 12 criteria on leadership and soft skills to ensure that working relations are

genuine and well-intentioned.

- regular employee surveys (such as our "ISay" barometer) measure overall satisfaction, and feedback on management, understanding of strategy and workload. These surveys are real proactive management tools to prevent difficulties arising and to be constantly on the lookout for warning signs.

**75%**  
of employees benefit from intensive training courses

**30**  
executives and 50 supervisory-level technician benefitted from internal mobility

**25**  
students gained our CQP viticultural training diploma

## Develop our organisation through employee growth.

Our culture of caring and performance, underpinned by Pernod Ricard Group's strong brand as an employer, ensures that MMPJ is a particularly dynamic and attractive player: we recruit on average 70 people each year, and on permanent contracts. Over the past 5 years, we have renewed almost 40% of our taskforce. Such dynamic growth is a powerful driver of transformation, and we need to provide guidance and support:

- our knowledge of employees, constantly honed by our dialogue tools, allows us to precisely map current skills and anticipate the professions of tomorrow. This analysis is crucial to support the ongoing transformation of our group, and allows us to adapt to emerging professions, develop new products and processes, and win new markets.

## Conviviality inside.

The conviviality that we bring customers also stems from within: it is the cornerstone of a fulfilling, caring work environment that is greatly appreciated by employees of all ages. We like to meet as often as possible to enjoy moments of exchange and sharing. The COVID period was therefore a difficult experience, even though there were a whole range of initiatives to maintain contact. In addition to numerous intra-House get-togethers, a series unmissable events are organised each year by the Group:

- our mobility policy is essential to meet career development expectations, as well as to support our growth. Out of 300 executives, 10% move on to new functions every year, and 10% of 400 non-executive staff are promoted either within the same entity or between different entities.
  - training employees and strengthening employability is also a strong lever for developing the organisation. 75% of employees benefit from intensive training courses, including a "soft skills" component for managers who are seeking to progress.
- The overall challenge is to ensure continuity in terms of business skills, as well as to maintain our corporate culture by fostering team spirit and solidarity in the workplace. These are the keys to attracting and retaining talent as we do today.

- 2 regional meetings to share results, strategy and news
- local meetings in Champagne, Cognac and Paris, to discover, taste and discuss new products and formats
- local cultural events that we participate in, such as "Cognac Blues Passion", "les Flâneries Musicales" in Champagne, art exhibitions in Paris, and so on...



## OBJECTIVES

Foster the MMPJ combination of performance and conviviality in order to guarantee skills development and a good working environment



24 young people qualified in winemaking through our skills training programme

## Ensure transmission of our knowledge by creating a viticulture training programme

Work in the vineyard is demanding: winegrowers are few and far between and recruitment is difficult in the profession. To fill the need for this valuable local know-how, Martell has joined forces with the MFR-CFA training centre in Triac-Lautrait (Charente) to set up a 15-month qualifying training course for wine workers which leads to a Professional Qualification Certificate (CQP). The training is accessible both to young people and people who are retraining. Martell organises the recruitment of trainees as well as the hiring of the newly-qualified workers at the end of the course. For the first year, in 2020, all 12 graduates found employment, and a new 12-strong promotion, due to finish in January 2023, began in 2021.



# Leading the way Focusing on wellbeing

## A wine sector particularly exposed to risks.

Occupational incidents and diseases in viticulture and winemaking have **higher frequency and severity rates compared to the agricultural sector** in general. Most risks are linked to repetitive work which can lead to musculoskeletal disorders or stem from the use of machinery and tools (e.g., tractors, secateurs), heavy handling (e.g., sacks, barrels) slip, trip and fall hazards as well as the constraints of working outdoors. Even today, accidents can happen. Although they are not always life-changing, all incidents require careful analysis to reduce the risk of them occurring again.

## Wellbeing as a driver for better collaboration.

We have implemented means of strengthening wellbeing at work, which we monitor through regular surveys such as the I SAY Barometer. A psychosocial monitoring committee was created to provide concrete support to all stakeholders. It is composed of elected members of the CSSCT, occupational therapists, human resources, and health and quality of life at work teams. The committee meets twice a year to assess risks, decide on action plans and monitor progress. For example, an information booklet has been published to explain psychosocial risks and provide tools for detecting them and finding solutions. Harassment is also a topic for which training and regular **assessments** are carried out with management. Employee surveys are now conducted as part of a monitoring system to help prevent the risk of harassment. Two social referents are available to help employees with administrative procedures such as retirement, birth of a child, etc.

**Diversity**  
50% of the Board of Directors are women ; 47% of N-1 managers are female

**Disability**  
For many years, our policy in favour of people with disabilities has been an integral part of our values.

**IT'S REWARDING AND EMPOWERING AT THE SAME TIME BUT ABOVE ALL IT'S INCREDIBLY FULFILLING. WHO BETTER THAN AN INDIVIDUAL AT THE HEART OF THE BUSINESS - IN CONTACT WITH THE MACHINERY, THE DIFFERENT TRADES, AND THE PEOPLE WHO CARRY OUT THE WORK - CAN CONVEY SUCH A STRONG SAFETY MESSAGE?**

**Camille Chalas, Safety Champion**

## Develop a shared culture of safety.

In 2019, a cross-functional training program called Care By Learning, entirely dedicated to safety at work, was created across the Pernod Ricard Group. This unique programme led by and for employees consists in training committed employees to be safety ambassadors. The deployment of this programme is divided into 2 stages:

- 2021: **“Train the trainer” sessions.** Our ‘Safety Champions’, receive expert training focusing on safety policies and training techniques so they can in turn train other employees. 35 hours were allocated to train the first 12 MMPJ **Safety Champions.**
- 2021/2022: **training modules** are cascaded down to all employees and managers to disseminate the safety culture



within the business. To date, 400 people have been trained via video sessions tailored to the role of each employee, to educate them on safety risks and good practice (identifying hazards, reporting risks and near-misses).

- a **“Care Tool Box”** kit to help managers to foster regular discussions with their teams on safety topics.

Concurrently, we launched ‘**Safety Day**’, which brought together over 400 employees in June 2021, dedicated to raising awareness of small and large risks, and which included a collective warm-up to prevent musculoskeletal disorders, which has now been adopted by several vineyards.

**905**

training courses on safety topics in 2021



## OBJECTIVES

**ZERO ACCIDENT** at work sick leave by 2025  
**ACHIEVED:** - 66% incident rate since 2017



**Sunshine.me**

CARE MANAGEMENT PLATFORM

## SUNSHINE PLATFORM

We provide our employees with a repository of resources dedicated to a range of personal and professional aspects of their lives, so as to reduce mental load and achieve a more balanced lifestyle. This toolbox includes general information, useful contacts to help future parents prepare for the arrival of a new baby, parenting advice, support for caregivers, etc. Free and anonymous consultations with psychologists are available. During the Covid pandemic, the platform offered guidance and training for working from home.





## CIRCULAR MAKING

# Using circularity as a tool to mitigate global warming

Reducing our reliance on natural resources and therefore mitigating our CO<sub>2</sub> emissions is a commitment that is critical to all our operations. This vision of circularity forces us to think both upstream about reducing our consumption, and downstream with regards to waste recovery, as well as throughout our entire supply chain in order to optimise processes and packaging. Our CO<sub>2</sub> reduction targets are ambitious, not only because they are constrained by the complexity of our products and the high-end standards imposed by our markets, but also by the fact that the majority of our emissions are Scope 3 (i.e., generated by our suppliers, so we can only take indirect action). This is why we support them by sharing initiatives to promote greater responsibility, so that, together, we can create a more virtuous circle.

*Dame Jeanne, containing Cognac Martell eaux de vie.*



## Marielle Marjollet

*Sustainability & QHSE Director*

### *How does circularity fit into the CO<sub>2</sub> roadmap?*

**Your circular approach is focused on reducing CO<sub>2</sub> emissions: what are the objectives and how is progress being monitored?**

MMPJ shares the Pernod Ricard Group's commitment: to reduce the overall intensity of carbon emissions by 50% by 2030 and follow a Net Zero by 2050 trajectory, taking 2018 as the baseline. In line with the Paris Agreement, these objectives are registered and measured as part of Pernod Ricard's SBTi (Science Based Target) commitment, using the "GreenHouse Gas Protocol" (GHGP) measurement standard.

**How does a commitment to circularity help keep you on such an ambitious carbon pathway?**

Circularity is based on the "5R" model, namely, rethink, reduce, reuse, recycle and respect. All of our initiatives are based on this approach: rethinking our bottles, packaging, and processes but also the way we obtain energy by switching to green electricity; reducing our energy consumption, particularly in the distillation process (see p.15); reusing waste heat (from distillation residues); recycling all of our waste; respecting the soil by avoiding the systematic use of chemicals and by implementing regenerative viticulture practices and plant cover to boost carbon sequestration in the soil. Although this type of sequestration is not yet accounted for in the GHGP methodology that we follow, we are spearheading an initiative within the Group to expand the methodology to make measurements more relevant for agricultural land. In order to do this, we are working with Carbone 4,

<sup>1</sup> résidus de la distillation

a consulting firm specialising in low carbon strategy and adaptation to climate change, founded by two experts in climate energy issues.

This holistic vision of our activity should enable us to save half of the 177,000 kg tonnes of CO<sub>2</sub> we currently emit.

**We can see the steps taken to reduce Scope 1 and 2 emissions but how are you managing Scope 3 which accounts for 96% of your emissions? (see scope p.13)**

Our Scope 3 emissions are those generated by suppliers and are linked to the production of the raw materials we buy from them: grapes, wines, brandies, bottles, boxes, etc. The challenge is therefore to support them in reducing their emissions so that our Scope 3 emissions can be reduced. Fortunately, the actions we have taken to reduce our own emissions (scopes 1&2) can also be easily deployed by our partners, in particular wine and brandy producers. Our strategy is therefore to test new practices and share them in order to develop the whole value chain.

**Why not resort to carbon offsetting to achieve your goals?**

Before resorting to compensation mechanisms, we wanted to focus on actually reducing our impact directly. Our responsibility is to limit our emissions as much as possible and our belief is that it would be shirking our responsibility to use carbon compensation. We do everything we can to ensure that, together with our partners, we reduce our emissions and play an active role in following the global carbon pathway.



# Identifying priority areas

## Managing our emissions using the Bilan Carbone® since 2009.

In order to precisely identify our main sources of greenhouse gas emissions, we have carried out a carbon assessment (Bilan Carbone®) every 4 years since 2009, the last of which dates from 2018. This tool provides us with essential information about our most emitting activities and the most achievable improvements, thus

helping us reduce our impacts effectively and rapidly. We are also in the process of developing a means to monitor vineyard emissions, the 'Vineyard Tool', which will help pinpoint more specific improvements that can be made.

## Main conclusions of our Bilan Carbone®.

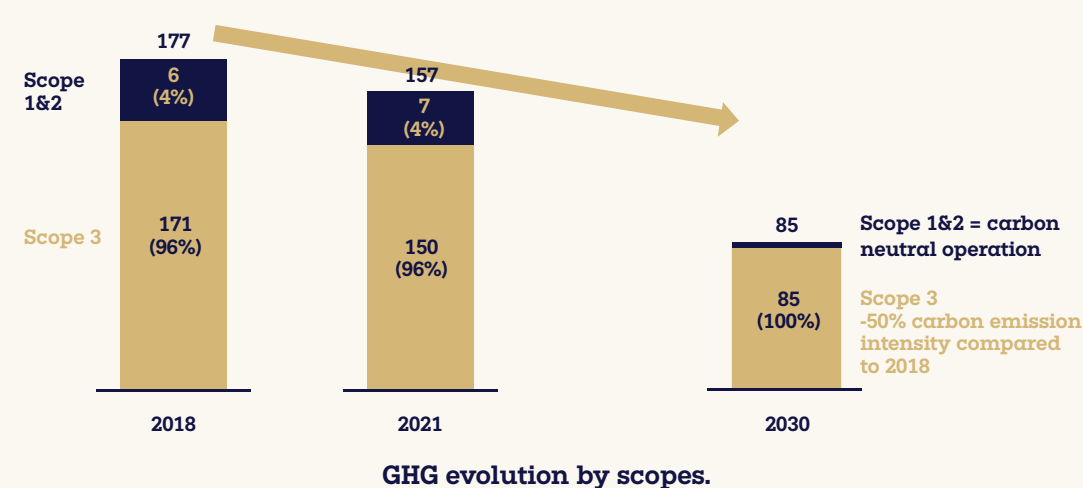
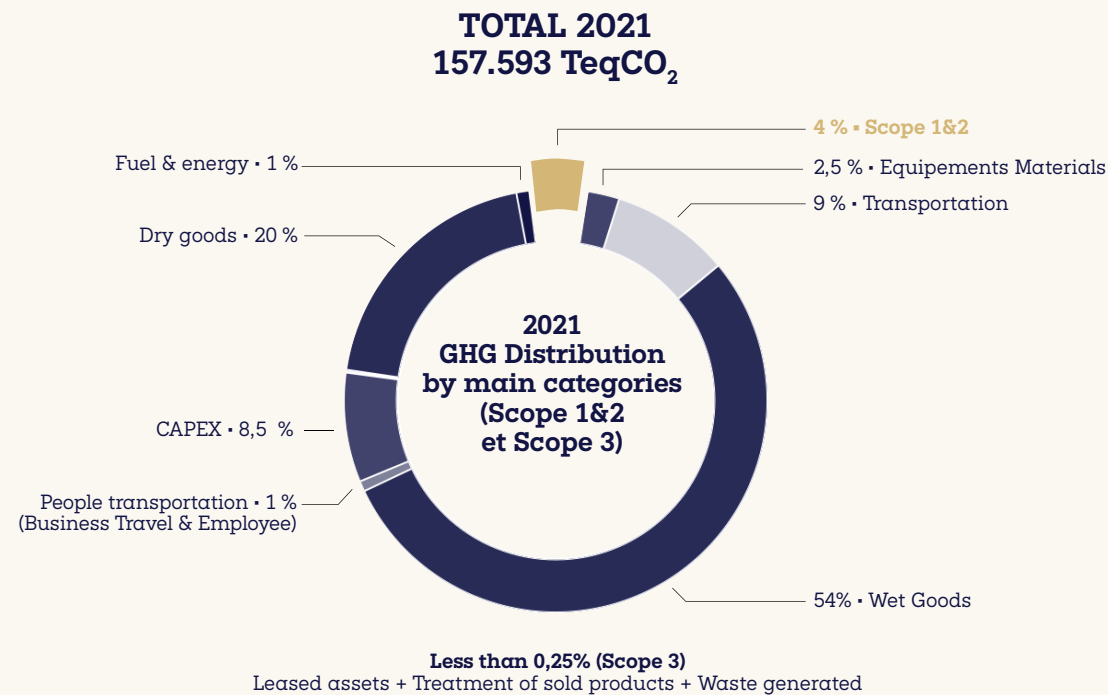
Our total greenhouse gas emissions decreased by 12% between 2017 and 2021.

**OUR SCOPE 1 & 2 EMISSIONS** account for 4% of total emissions, with the main challenges being **energy consumption** in the factory and vineyards (fuel).

• **SOLUTION:** switching our Cognac factories to 100% renewable energy by the end of 2021, and using alternative biofuels in the vineyards.

**OUR SCOPE 3 EMISSIONS** (indirect emissions) represent 96% of our emissions and remain our priority. The most important items are our purchases of **raw materials** (in particular eaux-de-vie, impacted by energy-intensive methods), and **dry materials**, mainly the manufacture of glass and cardboard for our packaging.

• **SOLUTION:** develop a low-carbon and more energy-efficient distillation method (IPOD project, see p.15), and accelerate the transition with our glass suppliers. Combined, these 2 lines of action could save over 30 tonnes eqCO<sub>2</sub> every year.



## OBJECTIVES

Reduce the overall intensity of carbon emissions by 50% by 2030

Follow a Net Zero trajectory by 2050

## How are the 3 Scopes defined?

### SCOPE 1 : DIRECT EMISSIONS

These are greenhouse gas emissions directly related to the manufacture of the product. If, for example, the manufacture of the product requires the use of oil, the combustion of fuel, or generates CO<sub>2</sub> or methane emissions, these emissions are counted in scope 1.

### SCOPE 2 : INDIRECT EMISSIONS RELATED TO ENERGY CONSUMPTION.

They include greenhouse gas emissions related to the energy needed to manufacture the product. For example, the electricity used by our factory does not result in greenhouse gases, but its production does. These emissions are accounted for in scope 2.

### SCOPE 3 : OTHER INDIRECT EMISSIONS.

These are all the other greenhouse gas emissions, not directly linked to the manufacturing of the product, but to other stages of the product's life cycle (supply, transport, use, end of life, etc.). For example, emissions generated by the extraction of raw materials and their transport to the factory.



Direct emissions  
Company facilities  
& vehicles



Indirect emissions  
of purchased  
energy



Indirect emissions  
upstream (suppliers)  
& downstream



# Rethinking our packaging and waste

## Packaging: towards sustainable elegance.

Packaging (primary & secondary) is now a priority. Today, glass – the most recycled material in the Food and Beverage industry – accounts for nearly 80% of our total carbon footprint, followed by cardboard. To reduce their impact, we apply the 5‘Rs’ of circular economy (see p.12) and are focusing our work on:

- **reducing the weight of packaging** (less material, less CO<sub>2</sub> released during the production and transport phases). For example, Maison Perrier-Jouët has reduced the weight of its Classic Collection and Belle Époque bottles by 7% and 8% respectively.

- **improving recyclability** (fewer different materials and better separability). Bottles used by MMPJ are 100% recyclable (glass, caps, labels, boxes)

- **the use of recycled glass** (less impactful than the use of virgin material during the production phase). The green glass bottles we use now contain 85% recycled glass.

Reviewing each packaging element requires years of R&D and technical ingenuity. We are proud to be taking a new step towards greater circularity by developing our product range.

### NEW CORDON BLEU PACKAGING

Its new cap incorporates wood and polyethylene instead of polystyrene, a redesigned case does away with plastic film coating (PET), and metallic inks have been replaced by water-based solvents. 3 years of research, design devices (use of contrasts, embossing, etc.), and the use of more responsible materials have led to an improvement in CO<sub>2</sub> impact and packaging recyclability, in total harmony with the luxury codes of our market.



**96%**  
of our waste  
recycled by 2021

**80% & 85%**  
recycled glass respectively for Mumm  
and Perrier-Jouët green bottles

### GIFT BOXES: ECOBOX & BELLE ÉPOQUE COCOON

Designed to enhance and protect our prestigious products, these 2 gift boxes required 2 years of research to drastically reduce their environmental impact. Made in France from 100% FSC-certified natural fibres, their minimalist design uses less ink and glue (now mineral oil-free) with a

30% reduction in weight for the EcoBox, and 91% for the Belle Époque Cocoon. The latter is also plastic-free and 100% recyclable. In line with our logic of circularity, this year also saw the introduction of a wooden box made from used barrels from the Perrier-Jouët range.



### MUMM KRAFT BOX

Shaking up the codes of the world of champagne, Maison Mumm has designed the Mumm Kraft Box for its iconic Mumm Cordon Rouge Cuvée: 100% recyclable, made from 93% recycled paper, single material (thus facilitating its recyclability), this new box gift with a deliberately ‘raw’ look embodies the House’s desire to drastically reduce the impact of its activity.



## OBJECTIVES

100% of our packaging to be recyclable, reusable or compostable by 2025

-50% of glass production-related emissions by 2023

-5 to 10% off the weight of our packaging by 2022



306 tonnes of uprooted vines were recycled into firewood.

## 96% of our production waste recycled

Over 2,670 tonnes of waste were sorted across MMPJ in 2021. To achieve this, we have built a large network of partners in more than 40 value chains who are capable of recycling or reinjecting recycled waste back into the circular economy. Cosmetic essential oils, edible oils, nutrients, compost from winemaking by-products, fertiliser and mulch from vine shoots and trunks, heating chips or pellets from uprooted vines - among others - are all recycled. Although we are fast approaching 100%, our challenge now lies in the reduction of issues upstream: we are currently deploying a vast audit programme for our suppliers to encourage them to adopt more sustainable practices.



# Renewable energies: priority to biofuel and biogas

## Biogas & green electricity for our production sites.

We are now opting for biogas, which supplies 100% of our distilleries. The biogas is produced locally from organic waste generated by neighbouring cereal chains.

In addition, Maison Perrier-Jouët is powered with renewable electricity via Enercoop, and Maison Martell switched over to 100% green electricity in 2021.

## Biofuel for road transport: up to -90% CO<sub>2</sub> emissions per trip.

Since 2021, we have been progressively switching to vehicles running on biofuel. 100% of Reims-Vendeville trips, 60% of Bordeaux-Le Havre, and 50% of Cognac-Le Havre, as well as the majority of our eaux-de-vie logistics, use biofuel, thus reducing our carbon footprint by up to 90% per trip and promoting virtuous value chains. Biofuel, derived from waste from

the recycling sector (used food oils, animal fats, etc.) or from the cereal industry (rapeseed), are produced locally (Nouvelle Aquitaine). With our support, certain hauliers have converted to biofuel, and now offer this option to their customers.

## Wind and low carbon for long distance transport.

Several Life Cycle Analyses have identified transport and store distribution as the main contributors to our products' carbon footprint. Therefore, in 2021, we started transitioning to low-carbon transport.

- **Train** (25% of Bordeaux-Le Havre shipments compared to 5% in 2020)
- **Boat** instead of truck for short journeys - in the United Kingdom, and in France for 10% of our champagne in 2022.

Shipping provides an ideal, constant travel temperature - that of water (approximately 10°C).

- **Cargo** ships to New York (from 2023 for our 400,000 bottles of cognac and champagne (i.e., 10 to 20% of our production) in partnership with TOWT. Running solely on wind energy, these next generation vessels are set to save over 30g of CO<sub>2</sub> per bottle.

## Steam for our distillery with the Ipod project.



In the Cognac sector, distillation accounts for nearly 60% of energy consumption and the share of greenhouse gas (GHG) emissions attributable to energy is close to 50%.

Our main challenge is to assess how we can heat the stills with alternative, less intensive, carbon-free energy sources. Consequently, in 2019, Martell responded to the "sustainable distillation" call for projects from the Bureau Interprofessionnel du Cognac (BNIC) and undertook to study the installation of an industrial

steam pilot (Projet Innovation Distillation PrOcéde, see p.15)

Our second - and not inconsiderable - challenge is to guarantee that the organoleptic characteristics of the cognacs obtained by this new process are maintained. We are working in collaboration with the BNIC and all the players in the sector, to develop AOC specifications in conjunction with the INAO (National Institute of Origin and Quality) that can integrate such innovative processes.

**68%**

potential Scope 1&2 reduction through use of biofuel

**14%**

CO<sub>2</sub> reduction due to diversification of modes of transport and green energy



More than 400,000 bottles a year of Cognac and Champagne will be shipped to New York by sailboat. This partnership with TOWT supports our goal of reducing our environmental impact in transportation.



## OBJECTIVES

Up to -90% CO<sub>2</sub> emissions through use of biofuel

100% biogas at our distilleries (achieved in 2021)

-30% GHG emissions in our distilleries by 2030



Circularity and fermentation: or how to transform CO<sub>2</sub> into bicarbonate.

## Nurture a culture of innovation

Concurrently with the IPOD project led by Maison Martell, Mumm teams have developed a process for stabilising our champagne wines by electro dialysis, an innovation that reduces both the strenuousness of the task and related energy consumption.

Martell Mumm Perrier-Jouët is also working on a project to convert CO<sub>2</sub> from fermentation (1,000 tonnes per year on average for the 3 Houses) into bicarbonate, used locally for example by spirulina farms in Charente Maritime.



# Putting responsible conviviality at the heart of our actions

As “Créateurs de convivialité”, we aim to turn social interactions into genuine and friendly experiences of sharing and well-being. But the pre-condition for conviviality is responsibility. Therefore, at MMPJ, we acknowledge that the misuse of alcohol can have harmful effects on individuals and their communities. This is

why we support the Pernod Ricard Group policy, whose goal is to raise awareness and reduce alcohol abuse, together with the various players in the sector, civil society, public authorities, local communities, and United Nations agencies. The group’s objective is to reduce the harmful use of alcohol by 10% worldwide by 2025.

At MMPJ, we are working on this with all our audiences (our consumers as well as our employees) to develop and promote awareness campaigns, training plans, or self-regulation tools. As a reminder, three million people in the world die each year as a result of the harmful use of alcohol.

*Mocktails at Bar Indigo, both a showcase and an action of our commitment to responsible conviviality.*



## Alexandre Imbert

*Legal & Public Affairs Manager, Martell Mumm Perrier-Jouët*

### *Is responsible consumption on the right track?*

#### **What is the core mission of “responsible consumption”?**

You could sum it up by “How to consume, host, and educate around our products as part of a responsible approach”. We live in a political context where many NGOs and states are debating how to reconcile public health and the existence of the wine & spirits sector. Some states have very restrictive policies, going as far as completely banning the sale of alcohol or enforcing prohibitive prices, etc. Part of our mission is to help them understand that such measures do not prevent alcohol consumption and that consumer awareness is essential to tackling misuse. And also, that we are serious, credible, and legitimate conveyors of this type of message.

#### **You’re advocating a reduction in alcohol consumption, which is already tending to level off globally...**

It’s all about consuming better. The French Sanitary Authority recommends a maximum of 10 units of alcohol per week and 2 units per day (1 unit is 12cl of wine, 3cl of spirits or 25cl of beer). Remember that most alcohol-induced diseases are due to excessive consumption. Our position is very clear: there is a fundamental need to educate people about responsible drinking, particularly higher-risk groups such as underage or young people, drivers and pregnant women. By fostering responsible

consumption or in certain cases abstinence, and encouraging people to consume our products in moderation, we’re making a positive contribution to national risk reduction policies.

#### **And how do you raise awareness?**

Through simple messages and information through which we can measure consumption, understand and empower our consumers. In our Indigo bar, for example, we indicate the alcohol units for each cocktail; we create mocktails (non-alcoholic cocktails), and there are always carafes of water to keep people properly hydrated. In addition to the pregnant woman logo already implemented, Pernod Ricard, together with the rest of the industry, took the decision to add 2 new logos recommending not to drink alcohol : drivers and minors. While this is not a legal obligation, the Group’s vision is to move towards greater transparency and social responsibility. We bear the same responsibility towards our employees: compulsory training provides information on issues of alcohol consumption. This information is generally well received and taken on board.

#### **Do you see any progress?**

I will answer that with 1 key figure: 20% of cocktails served at the Bar Indigo in 2021 were alcohol-free or very low alcohol. I have a feeling we have entered a new era of moderation - a promising sign on which to base future discussions!

*Source: OMS*



## Turning our employees into our best ambassadors

### Training on alcohol for all the Group's new employees.

There is a difference between knowledge and understanding. At Martell Mumm Perrier-Jouët, we believe that engaging people requires a clear understanding of the issues involved. That's why we have created a MOOC (Massive Open Online Courses). Entitled 'Learn about alcohol and responsible drinking', this digital training course teaches the fundamentals of responsible drinking and details everything there is to know about alcohol. It is part of the compulsory induction process for new employees joining the Group and concludes with the signing of a Global Charter of Responsible Consumption.

76%

of MMPJ employees have attended the MOOC session

CONTRARY TO COMMON PERCEPTION, THERE ARE NO "HARD" OR "SOFT" DRINKS. WHAT IS IMPORTANT IS THE AMOUNT OF PURE ALCOHOL (ALCOHOL BY VOLUME, ABV) IN A DRINK AND THE SERVING SIZE. A GLASS OF SCOTCH WHISKEY (3CL AT 40°), HALF A PINT OF BEER (25CL AT 5°) AND A GLASS OF WINE (10CL AT 12°) CONTAIN APPROXIMATELY THE SAME AMOUNT OF ALCOHOL.

### Workshops for our brand ambassadors around the world.

Brand ambassadors represent us around the world and promote our products in cafés, hotels, restaurants and directly to consumers. Each year, they are trained to ensure they pass on the right information about our products and share our responsible consumption messages during the tastings they organise. They also participate in additional workshops and training to equip them if they are confronted with excessive, or sometimes even dangerous, behaviour. This initiative was born out of the 'Good Challenge' internal programme (see p.09).



Rémy Savage, awarded best European mixologist in 2018, joined Martell as their ambassador for responsible consumption



## OBJECTIVES

100% of employees trained to "Better understand alcohol and the principles of responsible consumption" (96% have completed the MOOC to date)



### Raising awareness among professionals in the sector

To support our partners (bartenders, caterers, event agencies, etc.), we have published a guide to good practices - which are applied in our reception venues in Champagne or in Cognac - to enable them to offer ever more responsible services. Responsible drinking messages as well as breathalysers and prevention information on the risks associated with excessive alcohol consumption are also shared at each of our events.



## Ensure we pass the right message on to our guests at the right time

### Conviviality by Martell: a programme promoting responsible consumption.

In 2018, we opened a venue for responsible conviviality at the top of the Martell Corporate Foundation, in Cognac: Bar Indigo, a 240 sq m panoramic terrace bar. Open during the Summer season, it showcases our commitment and allows us to convey simple, strong messages to our audiences and test new responsible consumption initiatives, as part of our 'Convivialité by Martell' programme. Our

menus offer mocktails (cocktails with no or very low alcohol), include messages encouraging responsible consumption and provide information on the alcohol units contained in each beverage to raise awareness amongst our audiences. Guests can also leave their keys when they come in to benefit from a complimentary mocktail for the designated driver.



1€ per consumption will be donated to the Sécurité Routière Association of Nouvelle Aquitaine.

Because conviviality rhymes with responsibility, we suggest that you continue your evening with our alcohol-free cocktails if you have consumed the equivalent of two units of alcohol.

*Privileged place to relax, our Bar Indigo is also a way we promote responsible consumption.*

### Support and finance road safety actions.

Throughout the Indigo Bar opening season, €1 is donated to the Association de Prévention Routière de Nouvelle Aquitaine for each cocktail sold. In 2021, over €21,000 was raised for the association and contributed to awareness-raising operations and educational material. Initiated in 2021, this partnership

will be renewed this year. Remember that alcohol is responsible for 30% of fatal accidents in France, particularly at night-time on weekends and public holidays (2 out of 3 fatal accidents). More than half of alcohol-impaired drivers involved in a fatal accident have rates exceeding 1.5 g/l.



#### CRASH RISK OF ALCOHOL - IMPAIRED DRIVING

0,5 g/L	0,8 g/L	1,2 g/L
x 2	x 10	x 35

According to Borckenstein



## OBJECTIVES

Ramp up our awareness-raising initiatives on responsible consumption



*When celebrity rhymes with sobriety: using the charisma of famous people to promote responsible consumption.*

### Using recognised voices, like Tony Leung in China, to pass on our messages

In 2021, we launched in China, one of our major market, a vast campaign to raise awareness on responsible consumption, including the dangers of drink-driving. Endorsed by Vincent Cassel playing the role of Edouard Martell (1834-1920) and Tony Leung (Cannes Film Festival Award for Best Actor in 'In the Mood for Love'), the campaign had a significant impact, with the video reaching over 108 million views. Other campaigns of this magnitude are due to appear in 2022.



# Keys to understanding how alcohol works and the principles of responsible drinking

The following questions are from our online responsible consumption training module (MOOC): we are taking advantage of this report to continue to raise awareness by sharing some key information.

**In your opinion, what defines the degree (or strength) of alcohol in a drink?**

- The amount of ethanol it contains
- The category to which it belongs
- The time and rate at which it ages

The degree (or strength) of alcohol in an alcoholic beverage is defined by the amount of ethanol (pure alcohol) it contains. This definition is the same for all beverages - beer, wine and spirits. It is measured as a percentage of its total volume: in some countries, such as France, this percentage is called the "degree" of alcohol. A 12% wine means that there is 12% pure alcohol in the volume consumed.

**Are some alcoholic drinks stronger than others?**

- Yes, some are stronger
- No, what is important is the amount of pure alcohol in a drink

Contrary to what is generally believed, there is no "strong alcohol" or "weak alcohol". What is important is the amount of pure alcohol in a drink and its proportion to the volume in a glass.

**Why drink water when consuming alcohol?**

Our body needs water to break down alcohol and eliminate it in urine. Therefore, you should drink plenty of water when you drink alcohol to avoid dehydration and help the body metabolise the alcohol.

**Women are more susceptible to the effects of alcohol than men. True or false?**

True. For the same amount of alcohol, they end up with a higher concentration of alcohol in the blood than men because:

- their body weight is generally lower than men and therefore they have less tissue to absorb alcohol

- they have less water in their bodies and alcohol is less diluted than in men

- they have fewer enzymes that enable them to break down ethanol in their bodies
- Common misconception: taking a nap eliminates alcohol in the body.

**SLEEPING DOES NOT ELIMINATE THE ALCOHOL ABSORBED BY THE BODY. REMEMBER THAT IT TAKES AN AVERAGE OF 1 HOUR FOR AN ADULT TO ELIMINATE ONE UNIT OF ALCOHOL, WHETHER ASLEEP OR AWAKE.**



## RECOMMENDATIONS IN FRANCE

For both women and men: up to two drinks a day, and 10 drinks a week; some days without alcohol each week are recommended.

### What are the effects of an excessive consumption of alcohol?

Regular heavy drinking over a long time has been associated with high blood pressure, liver cirrhosis, certain types of stroke, and several cancers. These diseases are also influenced by other factors, including diet, exercise, smoking, genetics and family history.

Heavy drinking may increase risks of breast, colorectal, mouth, throat and stomach cancer. Some studies have reported an association between light and moderate alcohol consumption and an increased risk of breast cancer. Cancer is a complex disease with many contributing factors.

?

**1 GLASS OF ALCOHOL = 10G OF PURE ALCOHOL**

	=		=		
Glass of wine 12° (10cl)		Glass of pastis 45* (2.5cl)		Glass of whisky 40° (2,5cl)	
=		=		=	
	Glass of champagne 12° (10cl)		Glass of Aperitif 18° (7cl)		Half a pint of beer 5° (25cl)





**«SOIL IS LIFE EXPRESSION ITSELF:  
THE HEALTH OF OUR SOIL DEPENDS ON THE HEALTH OF THE PLANET,  
AND OF COURSE, THAT OF OUR VINES. WE REALIZED THAT RESTORING THEM  
AND HELPING TO REGENERATE THEM WAS A MAJOR CHALLENGE.  
THIS REALIZATION REPRESENTED A FIRST BIG STEP FORWARD.»**

**CÉSAR GIRON, CEO OF MARTELL MUMM PERRIER-JOUËT.**



**Martell Mumm Perrier-Jouët**  
Pernod Ricard