

Press release- Paris, 14 November 2016

Pernod Ricard's Mumm and Perrier-Jouët vineyards awarded Sustainable Viticulture and High Environmental Value certifications

Demonstrating the leadership of Pernod Ricard and its brands in sustainable agriculture, Mumm and Perrier-Jouët champagnes have been granted certification in both Sustainable Viticulture and High Environmental Value. This dual certification - a first in Europe - reinforces the Group's Sustainability & Responsibility commitments, especially with regard to developing sustainable agriculture and conserving biodiversity on its cultivated land. These certifications were awarded for the 283 hectares of vines grown, as part of an effort to ensure greater respect for the environment, conservation of landscapes and biodiversity, and participation in the improvement of working conditions.

Ambitious environmental criteria

The Group strongly believes that each stage of a product's life cycle can diversely affect the condition of natural resources and the environment, and has firm, longstanding commitments to implement a strong environmental policy across all of its subsidiaries.

This includes:

- Rollout of effective environmental governance;
- Promotion of sustainable agriculture and protection of biodiversity;
- Preservation of water resources;
- Reduction of energy consumption and carbon footprint, and reduction of the impact of waste;
- Commitment to a sustainable development approach throughout the development cycle of its products.

Commitment made by these outstanding vineyards

Mumm and Perrier-Jouët each possess unique vineyards and, mindful of ensuring the sustainability of their land while guaranteeing superior quality products, they have gradually introduced new wine-growing practices.

This is more than a technical revolution for it involves changing work methods which, through conserving biodiversity and natural habitats, lead to a long-term rethinking of the landscape and environment. All these initiatives form part of a collective process, and in July 2015 they contributed to the "Champagne cultural landscape" being classed as a UNESCO World Heritage Site.

"Paul Ricard advocated environmental protection, right from the beginning, and it is deeply rooted in the Group's history. This commitment resulted in the development and rollout of the 2010-2020 Environmental Roadmap. As regards to the certification of our vineyards, we've reached 78% of our goals in 2016, and we will continue our initiatives in order to achieve – or even exceed – 100% in 2020 " said Cédric Ramat, Human Resources and Sustainability & Responsibility Director, Pernod Ricard.

"Protecting the environment and biodiversity, promoting sustainable agriculture, and conserving natural resources are all essential requirements for Pernod Ricard. They are not only best practices, but also contribute to the core excellence of our products, and are key to our products' and brands' sustainability. In addition, there are high expectations from our customers."

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The 283 hectares of our vineyards have now been awarded a total of six certifications, which of course make them even more exceptional,” says Michel Letter, Deputy Managing Director, Mumm Perrier-Jouët. “The combination of these new practices not only respects the environment and soil quality, but also winegrowers, local residents, tourists and ultimately, the customer. If we are mindful of the improvement of wine-growing landscapes, we will appreciate all the more champagne stemming from such an environmentally-responsible approach. And we will be reassured knowing this land will be bequeathed to future generations in optimum condition. This explains our brands' strong commitment: they know what they owe past generations as well as to those in the present and future.”

Sustainable viticulture certification in Champagne

Introduced in 2001 by CIVC (The wines of Champagne inter-branch committee), the Sustainable Viticulture certification has four goals: control the use of inputs; conserve the land and soil, its landscapes and its biodiversity; manage water, effluents, by-products and waste responsibly; reduce the sector's energy dependency as well as its carbon footprint.

High Environmental Value certification (HVE)

Since February 2012, HVE environmental certification rewards initiatives that are exceptionally eco-friendly. Its frame of reference allows environmental performance to be measured based on four key themes: biodiversity, phytosanitary strategy, fertilisation management, and management of water resources. This certification is part of a phased approach with a three-tier structure; only compliance with Level 3 (necessitating performance requirements according to the four themes) makes it possible for HVE certification to be granted.

About Pernod Ricard

Pernod Ricard is the world's No 2 in wines and spirits with consolidated sales of €8,682 million in FY16. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin and Malibu, Mumm and Perrier-Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of 18,500 people and operates through a decentralised organisation, with 6 “Brand Companies” and 85 “Market Companies” established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

Press contacts

Pernod Ricard

Emmanuel Vouin / Press Relations Manager: +33 (0)1 41 00 44 04 – emmanuel.vouin@pernod-ricard.com

Sine Nomine for Pernod Ricard

Nathalie Riera: +33 (0)6 82 83 34 20 – pernod-ricard@sinenomine.fr