

Pernod Ricard develops a unique portfolio of international wine and spirits brands, contributing to conviviality. Whiskies, rums, gins, vodkas, anise spirits, liquors, wines... all the products of the Group come from the processing of agricultural raw materials and are strongly rooted in their "terroirs". This strong connection to nature and to the planet comes from the history of the Group. In 1966, Paul Ricard founded the Oceanographic Institute that will later carry his name.

Climate change is one of the most serious threats for humanity. It especially endangers agriculture, from which we depend for our activities. It is also closely linked to the management of the water resource of the planet, which is the prerequisite for life. This is why fighting against this phenomenon stands among the priorities of the Pernod Ricard 2020 Environmental Roadmap.

The action plan of Pernod Ricard for a "low carbon" economy spreads in several directions:

- Develop a sustainable agriculture

Each year, the Group is using the equivalent of 2.4 million tons of agricultural raw materials: grapes, cereal, sugar cane... An agriculture more respectful of the environment contributes to maintain biodiversity, reduce the use of synthetic pesticides and fix carbon in the soil.

- Reduce packaging

Reducing the weight of bottles, eliminating unnecessary secondary packaging, optimizing the choice of materials... all these actions contribute to reducing the Group carbon footprint. As an example, the weight of the bottle of Absolut vodka was reduced by 13%, which represents approximately an annual economy of 4 500 t CO₂.

- Optimization of logistic

Making the logistic chain more efficient through optimized transport loads and to the choice of best routes contributes to the reduction of the carbon footprint of the activities. Close to 80% of the transportation for the distribution of the products is done by sea, a mode of transportation 5 times more carbon friendly compared to road.

- Increasing energy efficiency and using renewable energy

Between 2010 and 2020 the Group ambitions to reduce by 30% the CO₂ emissions emitted for each liter of alcohol distilled on its production sites. In order to reach this target, it will need to increase the energy efficiency of its production processes, as well as use less carbon intensive sources of energy.