

CSR REPORT  
2023-2024\*

# ENHANCING AND SHARING THE VERY BEST OF CHAMPAGNE

  
CHAMPAGNE  
**CHARLES  
HEIDSIECK**  
Maison fondée à Reims en 1851

  
MAISON FONDÉE EN 1785  
**PIPER-HEIDSIECK**  
CHAMPAGNE

*Rare*  
CHAMPAGNE



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\* 2024 report based on data for the 2023 financial year.

## OPENING PERSPECTIVES



**DAMIEN LAFAURIE**

Chairman EPI Wines and Champagnes



**CÉLINE DORLEANS**

Head of HSE-CSR at Champagnes Piper-Heidsieck,  
Charles Heidsieck and Rare Champagne

## A BOND THAT UNITES US: STRIVING FOR A MORE RESPONSIBLE FUTURE

The essence of champagne production lies in maintaining the delicate balance and carefully nurtured bonds between people and vines, tradition and innovation, terroir and time. Above all, it's the human connection that unites us in our shared endeavour, propelling our Houses and industry forward with ambition and responsibility.

The events of 2023 regarding the accommodation and working conditions of grape pickers have prompted both our Houses and the wider industry to review and improve practices even further and guarantee that all collaborations within our vineyards are rooted in respect and exemplarity.

Furthermore, climate change is challenging the resilience of our ecosystems and heightened vigilance is required to deal with increased threats to our vines (diseases, parasites, etc.). Faced with this risk, we're stepping up our collective efforts to protect our living heritage. We're also united in our pursuit of sustainable excellence.

The launch of our Essentiel Blanc de Noirs 100% VDC (Viticulture Durable en Champagne) cuvée marks a pivotal step, raising standards and fostering collaborative progress with our winegrowers, with the overall aim of building a sustainable model for the future and rolling out this certification to all our Piper-Heidsieck cuvées.

Paving the way for sustainable excellence is what drives us in each of our environmental commitments, whether we're upgrading the energy efficiency of our equipment or encouraging artistic and societal projects.

Our strong stakeholder relationships empower the Group both to lead dialogue and to drive and coordinate essential initiatives. More than just the sum of our joint actions and projects, we're bound together by a shared thread - one within which excellence and responsibility are interwoven, inextricably linking our heritage to the future we're seeking to foster.

## OUR 3 CHAMPAGNE HOUSES

Based in Reims, in the heart of the Champagne region for almost 240 years, our Houses each have a distinct market positioning despite their shared origins.



At Piper-Heidsieck, our heritage inspires a positive commitment to the world and to life. The House adapts its practices to address climate change, integrating the preservation of the planet, ecosystems and biodiversity into its decisions. By reducing our impact, we're paying tribute to nature, the source of our champagnes. Boldness and creativity, fuelled by openness and diversity, are the guiding principles of our House as it looks to the future.

**1<sup>st</sup>** cuvée – Essentiel Blanc de Noirs – created and produced with 100% grapes from VDC-certified vineyards

**16 ha** Piper Lab: our pilot site nestled in the heart of our Courmas vineyard, a testing ground for new approaches

**3** significant cinema industry partnerships



Faithful to the visionary legacy of its founder, the groundbreaking and epicurean spirit of the House of Charles Heidsieck has stood the test of time. By reviving our tradition of pioneering voyages in order to decarbonise part of our transport and by preserving our Gallo-Roman chalk pits, the House embodies a unique combination of tangible and intangible heritage. Our champagne is a tribute to timeless moments of pure enjoyment and the art of living life to the full.

**2,700** bottles transported by the sailboat Grain de Sail

**10** projects and events supported in 2023

**156** years of stewardship of the historical and cultural heritage of our Gallo-Roman chalk pits, designated a UNESCO World Heritage Site since 2015



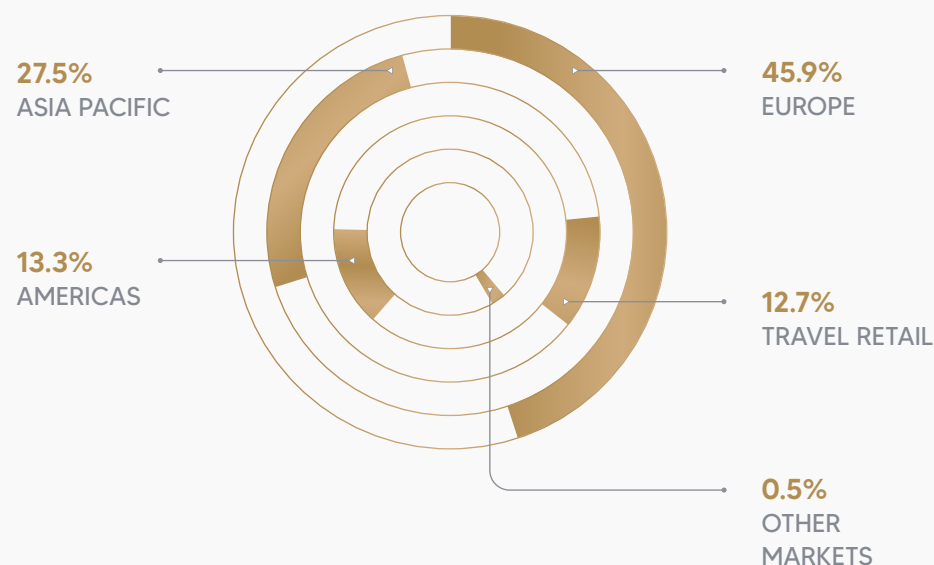
Rare Champagne, a tribute to the cuvée created for Marie-Antoinette, is the legacy of an era of refinement. Distinguished by the most prestigious awards, each vintage captures the essence of a unique year, perfected by the artistry of the Cellar Master and patient maturation. A celebration of art in all its myriad forms – from sculpture to the art of the table – a series of events, projects and artistic partnerships inspire emotion and invite visitors to travel back through time.

**20** awards and medals

**5** major projects and events supported in 2023

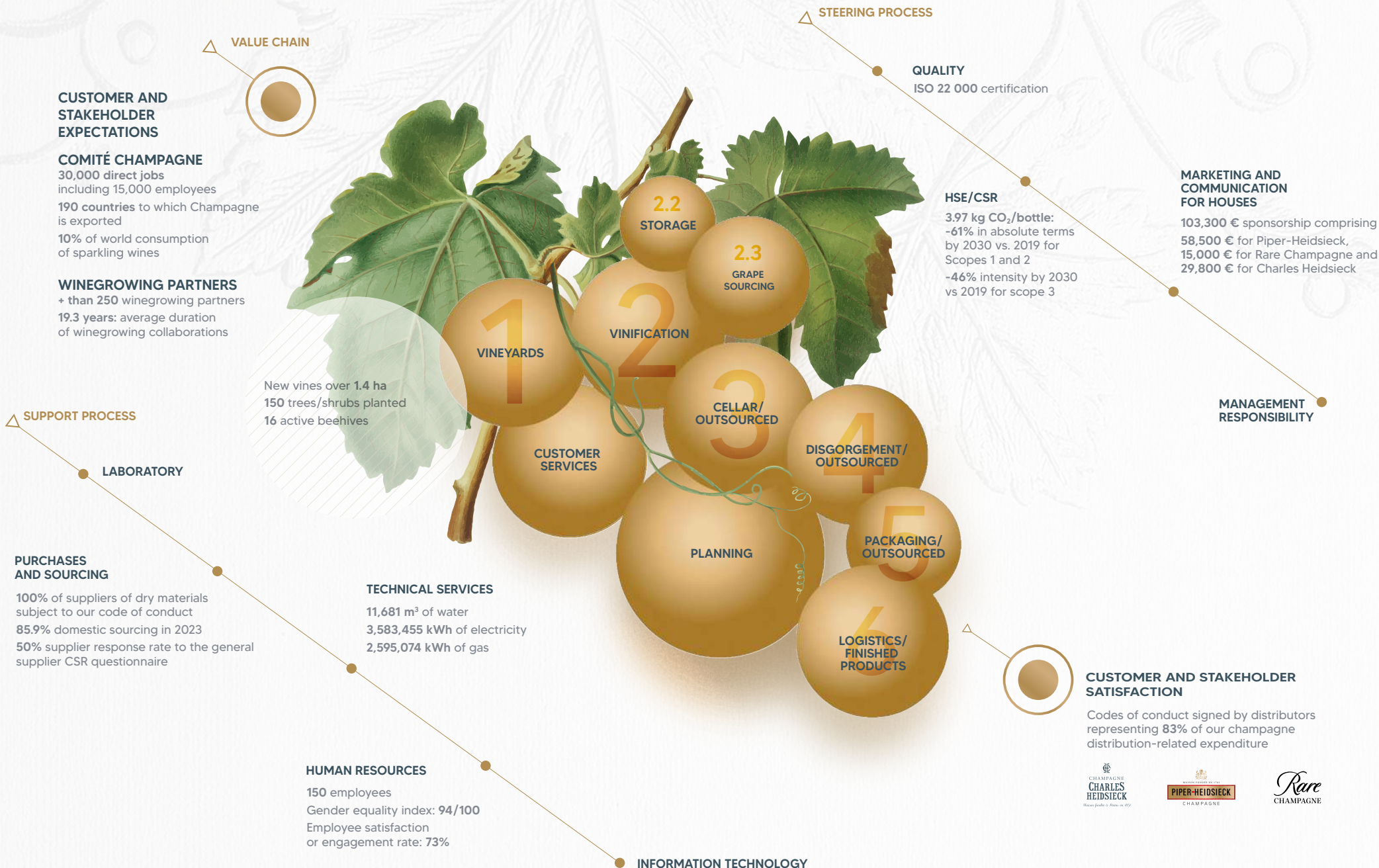
**5** artistic projects and collaborations

## WORLDWIDE BREAKDOWN OF CHAMPAGNE SALES (TURNOVER) IN 2023





# OUR BUSINESS MODEL









# A BOND THAT UNITES US: OUR CSR STRATEGY

Guided by centuries of expertise, our Houses have stood the test of time thanks to their enduring strength and flexibility, underpinned by a set of fundamental principles. From our wine-growing communities to our teams and partners, we all now have a duty to commit to the values that unite us. Both our success and our history are rooted in nature, in the men and women who make up our ecosystem, and in our ethos of sharing.

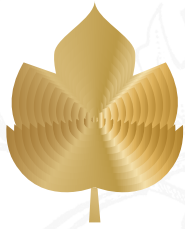


## WORKING AS A B CORP TEAM: SPREADING THE CSR MESSAGE

Building upon our 2022 B Corp accreditation, we actively engage with the B Community of labelled companies. This collaborative network fosters synergy, facilitating knowledge sharing and collective action to drive large-scale, positive impact. We're proud to be part of this movement, aligning the internal and external practices of our companies with values that prioritise preserving the planet for future generations. Throughout the year, we share our expertise through a series of events and in various institutions ranging from Reims Habitat and clear wine tastings with our winemaking partners to local schools and industry events like Wine Paris, where we gave a talk on the importance of B Corp certification in the wines and spirits sector alongside Elisabeth Laville.

PILLARS	COMMITMENTS	2023 INDICATORS	2022	OBJECTIVES
 <b>From sky to earth</b> 	Aim for excellence in wine-growing practices	<b>27.8%</b> of our wine supplies are VDC certified and traced	<b>34.4%</b>	<b>&gt; 90%</b> by 2030
	Preserve our cultural heritage: protecting the soil and biodiversity of the Champagne region	<b>0</b> units of insecticides, herbicides or carcinogenic, mutagenic and reprotoxic chemicals used	<b>0</b>	Renewable
	Mitigate the environmental impact of our activities Aim for carbon neutrality	<b>24,767</b> tonnes of CO <sub>2</sub> e emissions	<b>20,472</b>	<b>Net 0</b> by 2050
	Integrate sustainability into our projects and decision-making	<b>100%</b> of Piper-Heidsieck 75 cl bottles weigh 835 g	<b>100%</b>	<b>810</b> by 2030
 <b>Moving forward together</b> 	Transmit our expertise	<b>92%</b> of employees have completed at least one skills development training course	<b>90%</b>	<b>80%</b> by 2025
	Guarantee health, safety and well-being at work	<b>83%</b> of employees participate in wellness days	<b>63%</b>	<b>50%</b> minimum renewable
	Ensure dialogue is key to relations within the company	<b>33</b> meetings with the president per year (breakfasts, staff meetings, management committees, CSE)	<b>33</b>	Renewable
	Promote professional equality	<b>94</b> overall score on Gender Equality Index	<b>NA</b>	Renewable
	Build lasting partnerships and support local development	<b>80%</b> of suppliers/distributors have signed a joint code of conduct with our companies (in terms of company expenditure)	<b>59.9%</b>	<b>100%</b> by 2030
 <b>A heritage of sharing</b> 	Educate people about the responsible consumption of our champagnes	<b>75%</b> of customer events covered by an alcohol screening system	<b>37.5%</b>	<b>100%</b> by 2025
	Promote our expertise and commitments	<b>4</b> CSR external events	<b>N/A</b>	Renewable
	Assist, support and invest in line with our business activities	<b>€103,300</b> allocated to corporate philanthropy	<b>168,500</b>	Renewable
	Guarantee the transparency of our policies and practices	<b>4</b> transparency-related certifications	<b>4</b>	Renewable





## ENVIRONMENT

### FROM SKY TO EARTH

Where the sky and earth meet, our Champagne terroir, with its unique combination of climate and living soils, has nurtured its expertise on centuries of harmonious interaction between people and nature.

As a community, we're bound by a shared love of our terroirs that drives our commitment. We're therefore accelerating our efforts to not only pass on our expertise but adapt our winegrowing practices to climate change, mitigating our impact and striving to preserve biodiversity.

100%

OF OUR OWN VINEYARDS  
HVE-3 / VDC CERTIFIED  
AND TRACED SINCE 2022

65

PLANT SPECIES LISTED  
IN THE COUMAS  
VINEYARD

ELECTRICITY  
CONSUMPTION (IN KW H)

-22%

IN 2023 VS 2019

> 90%

OF OUR WINEGROWING  
PARTNERS COMMITTED  
TO ENVIRONMENTAL  
CERTIFICATION BY 2030

51

ANIMAL SPECIES (INCLUDING  
21 BIRD, 11 BUTTERFLY  
AND 8 MAMMAL SPECIES)  
IDENTIFIED IN THE COUMAS  
VINEYARD (INVENTORY  
STABLE SINCE 2022)

—>>> -40%  
2025 OBJECTIVE



OLIVIER

Packaging production worker

"We're recognised worldwide and are a real source of inspiration for other companies. Through our CSR approach, we're doing our best to reduce our footprint. Since it was introduced, and thanks to our B Corp certification, I can see the changes to the way we work every day, particularly regarding our sorting management, recycling and recovery channels, as well as in our electricity management and water consumption. But there's still room for improvement, and it's important that we continue to raise awareness and make progress."



# CLIMATE

Intrinsically connected to the earth, the wine industry is strongly impacted by climate change and biodiversity loss. Both to safeguard the future of our vineyards and mitigate our overall impact, our companies are measuring and taking appropriate action to reduce their carbon footprint and comply with the Group's carbon trajectory.

## EVOLUTION OF OUR CARBON FOOTPRINT

To ensure that we're steering our carbon trajectory in a transparent and robust way, our emissions are calculated by an external auditor in accordance with the ISO14064-1 standard. All scopes have been audited, and we're beginning to see measurable progress due to our emissions reduction strategy.

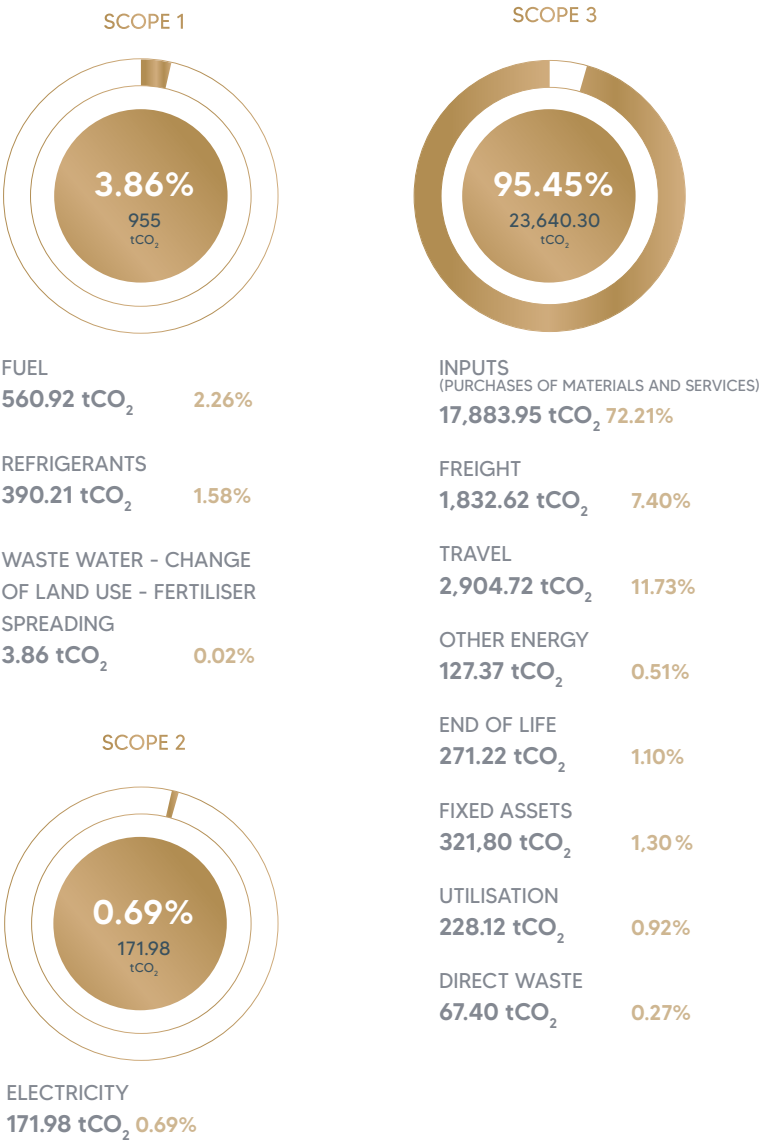
For **Scopes 1 et 2** (direct and indirect energy-related emissions), our emissions fell by 34% compared with 2019, mainly due to a reduction in refrigerant-related emissions<sup>1</sup>. Our energy restructuring project provided us with a twofold opportunity: firstly, to make substantial energy savings, and secondly, to adopt more environmentally-friendly solutions in line with our ambitions (see p. 12 for more details).



1. Used, among other things, to control temperature during key stages of champagne production, such as alcoholic fermentation and tartaric stabilisation. They preserve the quality and aromas of the wine.

# CO<sub>2</sub> EMISSIONS IN 2023

**24,767.27**  
TONNES CO<sub>2</sub> EQUIVALENT







**Our Scope 3** (indirect) emissions rose by 32.6% compared with 2019. This increase is due to growth in our business. Dry materials, especially glass – which alone accounts for 37% of our carbon footprint – are the main contributors to our Scope 3 emissions.

To reduce our impact, a number of strategic actions to reduce bottle weight have been defined and implemented in collaboration with our glass-maker partners and the Comité Champagne. These actions are part of a multi-year programme. Actions implemented over recent years to reduce the impact of our transport-related emissions (see p. 13 for more details) have resulted in a 13.7%, or 292 tCO<sub>2</sub>e, reduction (between 2019 and 2023).

#### CLIMATE STRATEGY - FLAG METHODOLOGY

To compensate for certain limitations in the SBTi benchmark, the Forest, Land and Agriculture (FLAG) methodology was published in late 2022. This methodology takes into account not only emissions from agriculture, forestry and land use, but also carbon sequestration in the sector (net emissions). We are currently gathering this data in order to submit new targets to the SBTi by 2024.

#### IWCA MEMBERSHIP STATUS UPGRADED TO SILVER

We joined the IWCA (International Wineries for Climate Action) in 2022, and in 2023 we achieved Silver Member status, meeting the following conditions:

- completing an annual carbon footprint for scopes 1,2,3, using the GHG Protocol method and audited by an independent organism in accordance with the ISO 14064-1 standard;
- local sourcing of grapes (also obligatory to comply with the Champagne appellation);
- implementation of a SMART climate strategy: becoming Net Zero by 2050 at the latest for Scopes 1, 2 and 3 and achieving intermediate targets by 2030. We're therefore part of a global collective committed to more sustainable practices aimed at decarbonising our sector.



# ENVIRONMENT AND WINEMAKING PRACTICES

The priceless heritage of the Champagne region is a gift of nature, and we're deeply committed to preserving it. That's why we're changing our practices to safeguard the long-term future of our vineyards, while at the same time striving to foster biodiversity.

## ADAPTING OUR WINEMAKING TO THE NEEDS OF OUR VINES

Our growing methods are constantly evolving in line with changing environmental and climatic conditions and advances in our knowledge. For example, in 2023, on 3 hectares of Piper Lab<sup>1</sup>, we introduced a plant cover system consisting of several types of seed, which together provide a range of benefits:

- **soil and vine enrichment**, thanks to the nitrogen released by red clover ;
- **soil decompaction** thanks to the strong, vigorous roots of daikon;
- **containment of weed development by mulching**;
- **reducing the physical effort** involved in manual tillage by using machinery in difficult-to-access plots.

To avoid grapes being damaged or infected by certain insects, we have adopted the **mating disruption method**, which involves the use of pheromones to disorientate insects and prevent them from reproducing. Since 2023, we have replaced the use of capsules with a puffer system which diffuses pheromones for longer and over a wider area than capsules. This reduces both manual labour and waste, while at the same time preserving biodiversity.



1. Launched in 2019, Piper Lab is Piper-Heidsieck's innovation laboratory for experimenting with new, more sustainable winemaking practices prior to large-scale implementation.

7

VARIETIES OF PLANT COVER  
OVER 3 HA, WITH MULTIPLE EFFECTS  
ON THE VINES AND THE SOIL

150

SHRUBS PLANTED IN 2023, A TARGET THAT  
WILL BE REPEATED IN THE COMING YEARS

0

HERBICIDE, PESTICIDE OR CARCINOGENIC,  
MUTAGENIC OR REPROTOXIC CHEMICAL  
IN PIPER-HEIDSIECK'S OWN VINEYARDS



## A VINEYARD DEDICATED TO BIODIVERSITY CONSERVATION

Based on a 2022 biodiversity study, a number of new features have been added this year: bird nesting boxes, perches for birds of prey, scree slopes, branch hedges and copses to provide shelter for small mammals.

Since 2023, Charles Heidsieck's pavilion and our production site have been home to eight beehives, in addition to the eight already flourishing at our Courmas vineyard. A planting campaign on the site saw the planting of 150 species of melliferous, drought-resistant plants suited to our limestone soils.





# RESOURCE MANAGEMENT AND CIRCULARITY

Pursuing a mindful approach to the use of resources, our Houses are implementing an eco-design policy for our highest-emission packaging (glass and boxes). Across the board, we're seeking to achieve greater circularity in our activities and waste management.

## ECODESIGN

Glass accounts for 37% of our carbon footprint, and consequently since 2007 we've been working alongside our suppliers and the Comité Champagne to reduce bottle weight. As each House has different bottle shapes, we work out specifications with our glass-making and manufacturing partners to identify the potential for reducing the impact of each format. For several years now, all our bottles have contained around 80% recycled glass, a choice that has prompted us to discontinue the use of white glass bottles, as they cannot contain recycled glass.

### ECO-DESIGN AT CHARLES HEIDSIECK

Since 2023, the House has been using FSC cardboard boxes. For the renewal of its Blanc de Blancs vintage, the number of steps in the box manufacturing process have been reduced thanks to the cold gilding technique, leading to a reduction in energy consumption.

The company's promotional gift boxes have been designed with detachable elements based on the French patented Clip and Cache® system that facilitates sorting at end of life.

## CIRCULAR ECONOMY

We've also integrated circular economy principles into the various stages of our production processes by recycling:

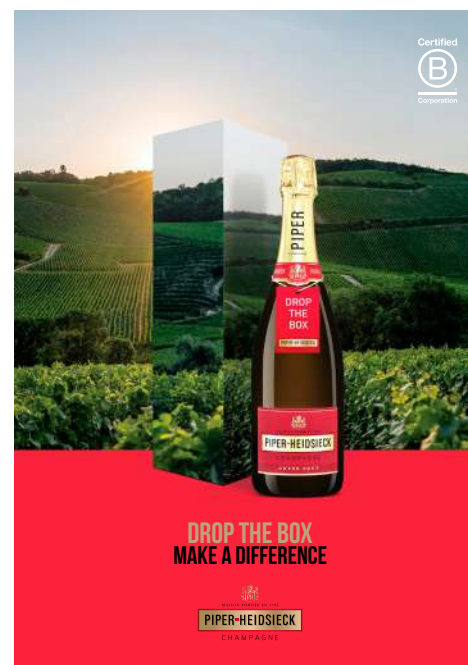
- **co-products:** scale, lees and pomace created during the champagne-making process are all recycled. For over 40 years, we've been working with Distillerie Goyard, which transforms our lees and pomace into alcohol, wine distillates and essential oils used in the food and cosmetics industries. Scale, recovered locally by the Thiebaut company, is extracted and reused, among other things, in the wine-making process;
- **waste:** as part of a collaborative project with one of our main label suppliers, we've set up a circular process to recycle our used glassine<sup>1</sup> into thermal insulation. Each pallet of used glassine is collected when the next delivery takes place, thereby limiting the carbon footprint of transport. Our thermoformed sheets are crushed and remanufactured.

1. Backing paper on which labels are affixed.

## PIPER-HEIDSIECK "DROPS THE BOX"

In collaboration with Team for the Planet<sup>2</sup>, Piper-Heidsieck's Drop the Box campaign promotes the sale of box-free bottles. This project contributes to our objective of a 50% reduction in the number of boxed bottles sold by 2030. For each box-free bottle sold, we donate €1 to support Team for the Planet's innovations. To date, 250,000 bottles have been part of this operation.

The initiative is helping to raise consumer and retailer awareness of the need to reduce packaging and highlights the fact that the bottle is enough in itself.



Since 2021, Piper-Heidsieck has invested €250,000 in Team For The Planet, helping start-ups to develop innovative projects, such as:

- **Crymirotech, soon to be called 'Monomeris':** this innovation in waste treatment transforms complex plastic waste (containing alloys) into a reusable monomer which can then be repurposed;
- **Arkeon Energy System:** an innovative heat pump and storage project that distributes heat more efficiently in buildings. The aim is to create a patent that will be applicable to all heat pump manufacturers;
- **Seaturns:** a project that uses a set of cylinders to generate energy from the movement of ocean swell.

**80%**  
OF RECYCLED GLASS  
IN OUR BOTTLES

**100%**  
OF WASTE<sup>3</sup> RECYCLED, 90%  
MATERIAL RECOVERY  
AND 10% ENERGY RECOVERY

**100%**  
GLASS PRODUCED  
IN FRANCE EN 2023

2. A citizens' community that finances and implements innovative projects to combat climate change.  
3. Cardboard, non-hazardous industrial waste, scrap metal, chemical capsules, vat sludge, all types of on-site waste.



# RESTRUCTURING THE ENERGY CONSUMPTION OF OUR PRODUCTION SITE

Our production site energy restructuring project, launched three years ago, is set to upgrade our refrigeration production system, enabling us to use low GWP (Global Warming Potential) refrigerant gases and use heat recovery to warm the plant.

**-21%**

ELECTRICITY CONSUMPTION  
IN 2023 VS 2019

**-40%**

OVERALL ELECTRICITY  
CONSUMPTION BY END 2025

**100%**

RENEWABLES IN ELECTRICITY  
PURCHASING



## 3 QUESTIONS TO JESSY JOURDAIN

Head of Maintenance and Technical Services

### What were the challenges and the context which led to the launch of the energy restructuring project?

Energy bills were constantly rising, and 40% of these costs were linked to the production of industrial refrigeration. On top of this, our refrigeration equipment was outdated and using gases that were both inefficient and bad for the environment, all of which had a significant impact on our carbon footprint.

### What were the main stages and difficulties in implementing the project?

We began by assessing our actual energy needs and then developed a long-term plan to align the scale of the project with our projected growth and the increasing unpredictability of weather patterns.

Next, we had to make a series of technical and financial decisions: should we provide just local, independent refrigeration in each workshop or interconnected cooling installations with energy recapture? Should we continue to use gas boilers or innovate? How can we finance all this and what support is available?

We opted for innovation by choosing cutting-edge equipment that both generates cold and recovers energy to heat the buildings.

For this project, we were able to benefit from regional aid and Energy Savings Certificates (EECs) issued by our energy supplier.



Careful planning was also crucial, particularly in the post-COVID period when global industry was slowly recovering.

The work had to be organised so that it could be seamlessly integrated into the process without interrupting our production capacity at a time when our Houses' sales were at an all-time high!

### What progress have you been able to measure thanks to this project?

The facilities are scheduled to become operational in 2024. We're targeting a 40% reduction in our overall electricity consumption by the end of 2025. Furthermore, heat recovery is expected to reduce our gas consumption by 50% to 66% by the end of the year. Finally, the use of zero-GWP refrigerant gases should significantly decrease our carbon emissions within this category.





## TRANSPARENCY IN OUR SUPPLY CHAIN

Reducing our carbon footprint requires a proactive and innovative approach that encompasses all our activities. Through a combination of strategic actions, such as streamlining logistics flows and using alternatives to fossil fuels, we're moving towards a more responsible and sustainable supply and mobility chain.

### INTRODUCTION OF THE "ORIGIN OF PURCHASE" INDICATOR

We conducted a comprehensive mapping of the origin of all our dry materials (bottles, corks, labels, etc.), collecting detailed data on our entire manufacturing and supply chain. This inventory gives us control over where our supplies come from and enables us to assess the impact of transport on our carbon footprint. As a result of the improvements identified, our purchases of domestically produced dry materials have risen from 70% in 2022 to 78.10% in 2023, with a goal of reaching 80% by 2030.

PURCHASING OF DOMESTIC  
DRY MATERIALS

**78.10%**

IN 2023 VS 70% IN 2022

2030 TARGET

80%



## TRANSPORT AND MOBILITY

### OPTIMISATION OF OUR TRANSPORT AND ALTERNATIVES TO FOSSIL FUELS

Our recent initiatives to reduce the impact of our transport-related emissions resulted in a decrease of 13.7%, or 292 tCO<sub>2</sub>e in 2023.

The loading plan for our fleets has been streamlined by combining the shipments of materials located in neighbouring sectors. In this way, we can reduce the number of journeys between presses during the grape harvest and when transporting our bottles for storage in partner cellars.

We have also increased our use of lower-emission biofuels, including rapeseed-based fuel, HVO100 and gas, for 80% of our harvest journeys and at least one daily bottle transfer to cellars.

As our markets are mainly international, we recognise the significant impact of transport, particularly downstream, on our carbon footprint—accounting for nearly 85% of total freight and over 6% of our overall carbon footprint—and we maintain a strict “no-aircraft” policy. Exemptions are granted only very exceptionally, after carefully review and approval from the President of our Houses. We are actively monitoring long-term technological advancements in the sector and are prepared to invest when necessary, as demonstrated by our support for Team for the Planet's ‘Beyond the Sea’ innovative cargo sailboat initiative.

**-13.7%**

TRANSPORT-RELATED EMISSIONS  
IN 2023



# FOCUS



## PIPER-HEIDSIECK, ESSENTIEL BLANC DE NOIRS THE CUVÉE PAVING THE WAY FOR SUSTAINABLE WINEMAKING

Piper-Heidsieck's Essentiel Blanc de Noirs showcases the House's signature avant-garde spirit. Elegant and fresh, this cuvée celebrates the distinctive style of Piper-Heidsieck and its iconic grape variety, Pinot Noir. Exemplifying the respect for the living world that has underpinned the House's vineyard practices since 2015, this cuvée is the very first to be made from 100% VDC-certified grapes. It seamlessly blends the House's rich heritage with its vision of a sustainable future.

### CONVERSATION WITH ÉMILIE BOUTILLAT, Cellar Manager Piper-Heidsieck



#### HOW IS PIPER HEIDSIECK'S CUVÉE 100% VDC ESSENTIEL BLANC DE NOIRS PRODUCED?

Essentiel Blanc de Noirs is crafted from Pinot Noir and Meunier grapes grown both in our own vineyards and in those of our winemaking partners, all of whom are VDC-certified, traced and isolated from plot to blend. Our second edition, the 2021 vintage, features 18 crus from all over Champagne, reflecting the region's rich diversity. We work with over 250 partners across the Champagne region,

upholding a traditional, sustainable model, with certain partnerships dating back over 60 years! This enduring teamwork interweaves our knowledge of our partners' terroirs with our vision of style and balance, enhanced by the art of blending, to create truly exceptional champagnes.

#### WHAT ARE THE SPECIFIC CONCERNS AND CHALLENGES OF THE CUVÉE 100% VDC?

Promoted by the Comité Champagne, VDC certification provides a comprehensive, systemic framework addressing all critical aspects of Champagne viticulture, including input reduction, sustainable fertilisation, biodiversity enhancement, landscape preservation and carbon footprint management. In 2015, our estate vineyard was among the first in Champagne to achieve this certification. Our partner winegrowers are progressively joining us in this endeavour. Naturally, the demands of the certification process in terms of time and investment vary depending on terroir, slope, and soil type. Over half of our partner winegrowers are

either VDC-certified or actively pursuing certification. Since 2019, we have implemented a robust traceability system for certified grapes, necessitating logistical and oenological adaptations

#### ARE YOU PLANNING TO PRODUCE OTHER VDC CUVÉES IN THE FUTURE?

This first Essentiel Blanc de Noirs cuvée is just the beginning as we have already laid down other 100% VDC blends, such as Essentiel Blanc de Blancs, Essentiel Blanc de Noirs and even a recent vintage, in our cellar. We're now aiming to produce and market 100% of our Essentiel collection with VDC-certified grapes, and ultimately to make 100% of our wines VDC. To achieve this, we need to gradually renew all our reserve wines until 100% of them are made from VDC-certified grapes. Launched in 2019, this multi-decade endeavour aims to create outstanding champagnes that are increasingly qualitative and respectful of the environment.

#### LOOKING BACK AT THE LAUNCH OF THE CUVÉE BLANC DE NOIR

On July 21<sup>st</sup>, we unveiled our new Essentiel Blanc de Noirs cuvée at a very special event made possible by our valued local partners. It featured a captivating artistic collaboration between French composer Antoine Berquet and the local cooperative agency Le Bloc, who created a bespoke music and lighting experience. Michelin-starred chef Nicolas Sale, in partnership with HECTOR Traiteur, crafted exquisite pairings using French organic produce which perfectly complemented the Champagne. Educational workshops at the Courmas vineyard showcased our House's commitment to sustainability, including presentations on our partnership with Vitibot, sustainable innovations, biodiversity initiatives, and a beekeeping workshop.







## SOCIAL

### MOVING FORWARD TOGETHER

Our Houses are defined by the talents of the people that are part of them. Our wines are crafted by the hands that shape them. We believe that humanity is a fundamental unifying force - a passion that drives each person working within the Group. By putting people at the heart of our commitments and our strategy, we're investing in a future where everyone can fulfil their potential and thrive.

92%

OF EMPLOYEES COMPLETED  
AT LEAST ONE SKILLS  
TRAINING COURSE IN 2023

73%

EMPLOYEE ENGAGEMENT  
RATE SINCE 2022 VS 63%  
IN 2021

76%

OF OUR SUPPLIERS AND  
DISTRIBUTORS HAVE SIGNED  
OUR CODE OF CONDUCT  
VS 64.1% IN 2022



**MARIE-LAURE BARRAULT**

Director of Human Resources

"Today, talented people are joining us and staying on in our companies, not only to fulfil a professional role but also to share our values and enjoy social occasions that provide a sense of balance and well-being within the company. This contributes to enhancing our employer brand."





# PHYSICAL SAFETY, QUALITY OF LIFE AT WORK AND PREVENTION OF PSYCHOSOCIAL RISKS

We leverage the expertise of healthcare professionals to monitor the working conditions of our employees and address physical safety issues and psychosocial risks across the Group. We also proactively foster quality of life at work, open dialogue and team cohesion within our Houses.

## WORKSTATION DESIGN AND PREVENTION OF MUSCULOSKELETAL DISORDERS (MSDS)

In 2023, new lifting tables and trolleys were installed in the manual packaging workshop, allowing working height to be adjusted according to bottle size.

Since 2022, a physiotherapist has also been working with our vineyard teams as part of an MSD prevention programme. The aim is to raise team awareness of appropriate movements and posture, as well as the risks associated with repetitive movements and the physical strain of manual labour.

Various workplace analyses have been carried out in conjunction with occupational medicine as part of the job retention programme for employees with medical conditions requiring specific adjustments.

## QUALITY OF LIFE AT WORK

Recognising the importance of providing good working conditions, we've implemented a range of initiatives and best practices to promote employee well-being. A steering committee focusing on this issue and on quality of life at work (Copil RPS-QVT) develops an annual programme of events, a highlight of which is Quality of Life and Working Conditions (QLWC) week. This year, **83% of employees from various departments participated** in diverse workshops covering prevention/awareness and discovery, including themes such as nutrition, an introduction to beekeeping and Pilates sessions.

## PREVENTION OF PSYCHOSOCIAL RISKS

To identify psychosocial risk hotspots and mitigate their effects, a psychological audit is carried out in our Houses every four years by an external expert psychologist. This also enables us to track our progress at regular intervals. Employees participate through a questionnaire and confidential interviews, guaranteeing an impartial evaluation. **The Steering Committee will use the results of the audit conducted in late 2023 to develop an appropriate action plan.**



## CREATION OF A PROFESSIONAL COLLECTIVE TO IMPROVE GRAPE HARVEST OVERSIGHT

The installation and working conditions of seasonal workers during the grape harvest present significant safety challenges. Following a particularly gruelling 2023 harvest for the seasonal workers, mainly due to extreme heat, the Comité Champagne brought together champagne houses, winegrowers and government services to analyse issues and develop an action plan. This working group is defining a new framework and practical guidelines to improve the working conditions of seasonal workers in all weather conditions. We're committed to respecting this framework.





# INCLUSION AND PROFESSIONAL INTEGRATION

Fostering inclusion and professional integration is essential to guaranteeing equal opportunities and diversity in our teams. This is a development focus of our CSR approach that our employees are actively involved in through a series of tangible initiatives aimed at building our policy together.

## LAUNCH OF OUR DIVERSITY AND INCLUSION POLICY

Our Houses are currently seeking to explore the theme of diversity and inclusion with a view to the creation of a relevant policy. We're inviting volunteer employees to contribute to discussions on intergenerational links, regional diversity, the inclusion of people with disabilities and support for family carers. **A call for volunteers and the formation of a dedicated working group were initiated in early 2024.**

## CONTRIBUTING TO A MORE CARING AND INCLUSIVE SOCIETY WITH THE L'Extra RESTAURANT

As part of European Disability Employment Week (EDEW), employees from our Houses participated in a charity gourmet lunch hosted by l'Extra, an inclusive restaurant in Reims that employs people with disabilities. This event celebrates kindness and inclusion and showcases the expertise of the kitchen and waiting teams, proving that "difference and high standards go hand in hand". **All funds donated by participants went straight to the Extra restaurant.**

## SUPPORTING THE TRAINING AND INSERTION OF FUTURE GENERATIONS

Every year, the Georges Chappaz Vine and Wine Institute in Champagne, affiliated with the University of Reims, hosts the Grand Défi du Campus de Bacchus challenge. **In 2023, for the 11th edition, 112 students were invited to take part in a blind wine tasting challenge.** As a proud supporter of the competition, Piper-Heidsieck rewarded the top performers.

Since 2022, our Houses have also partnered the **Nos Quartiers ont du Talent** non-profit organisation, whose aim is to help young graduates from disadvantaged neighbourhoods or rural areas find employment and work-study schemes.

**In 2023, 12 young people benefitted from mentorship provided by employees of our Houses.** Mentors offer one-to-one guidance to mentees in their job search, focussing on familiarisation with the labour market, company etiquette, improving their job search tools (resume, cover letter, etc.), opening up their professional network and boosting mentees' confidence. Generally speaking, mentees aspire to work in the same sector as their mentor.



## ENGAGING WITH OTHERS

Every year, our employees organise fund-raising events for the charities of their choice. Together, we join forces to host in-house events that reflect the Group's core values of solidarity, sharing and commitment to the community.



### CHRISTMAS 2023: PROVIDING COMFORT TO THOSE MOST IN NEED WITH DEUX MAINS C'EST MAINTENANT

In early December, a fundraiser was held to support Deux mains c'est maintenant, a non-profit organisation providing critical aid to the most vulnerable. This organisation addresses emergency needs, including food, hygiene, medical and administrative support, clothing, and household furnishings. Employees participated in an inverted advent calendar initiative,

donating gift boxes filled with warm clothing, treats, comforting messages, hygiene products, books, and more. These boxes were distributed during Christmas outreach efforts to individuals and families experiencing homelessness, social isolation, and severe financial hardship.



### SOLIDARITY

#### SOLIDARITY HARVESTING: SMILES BLOOM WITH THE CLOWNS DE CŒUR

In 2023, the annual solidarity harvest was organised by our employees, who spent a day gathering in grapes in the Courmas vineyard, raising €7,500 for the charity Les Clowns de Cœur. Magalie, an actress with the association, talks about the impact of this donation and shares the values that drive their mission: bringing joy and culture to unexpected places, such as hospitals and care homes.

#### Can you tell us about your organisation and its main initiatives?

For five years now, our charity, comprised of 12 members, including 8 performers, has been bringing the art of clowning to vulnerable environments like hospitals, institutions for children with disabilities, care homes and isolated individuals. Through performances blending improvisation, poetry, spoken word, and magic, we offer people access to culture in unexpected places, relieving suffering by bringing shared moments of joy and laughter.

#### What impression did the Solidarity Harvest event make on you?

Taking part in this event was profoundly moving. Seeing volunteers take time out of their working day to support our cause really underscores the fact that striving to improve wellbeing is a shared commitment. The collective solidarity of these 50 people was a truly rewarding and inspiring experience.



#### What projects have you been able to undertake thanks to the €7,500 donation?

This donation was an incredible lifeline. Without these funds, we'd have had to abandon our hospital-based initiatives, jeopardising the relationships we had built up and the progress we had made with the children. Thanks to this generosity, we've been able to continue our work, creating special moments for the children and strengthening our commitment.



To make a donation to Les Clowns de Cœur, visit their online fundraising page: [clownsdecœur.com](https://clownsdecœur.com)





## SUPPLIER RELATIONS

Sustainability is also rooted in supplier relationships. We foster meaningful partnerships by encouraging virtuous initiatives and carefully selecting our suppliers on the basis of their social and environmental ambitions.

### ENCOURAGING OUR SUPPLIERS TO ADOPT MORE VIRTUOUS PRACTICES

As we pay particular attention to local environmental and socio-economic issues, we encourage our suppliers to reduce their impact and seek to showcase the progress they have made. Accordingly, for all our winemaking partners and some of our packaging suppliers, we include both a clause in the contract and a price advantage for partners who incorporate CSR criteria into their strategy (VDC grapes, etc.).

Our Responsible Purchasing Policy commits us to preserving the environment, promoting social progress and fostering the economic development of our stakeholders.

We aim to develop win-win relationships grounded in mutual trust, ethics, integrity, sustainability, fair trading practices and a strong anti-corruption policy.

## 16.7 years

AVERAGE DURATION OF OUR SUPPLIER RELATIONSHIPS

## 50%

SOURCING FROM INDEPENDENT (NON-SUBSIDIARY, NON- LISTED ON STOCK EXCHANGE) AND LOCAL (AREA OF APPELLATION) SUPPLIERS BY 2025



# FOCUS



## PROMOTING ACCESS TO EMPLOYMENT FOR PEOPLE WITH DISABILITIES

Whenever possible, we prioritise partners who promote access to employment for people in situations of hardship or living with disabilities. These include ELISE, which manages the collection and processing of some of our waste. We also collaborate with APF France Handicap in Reims to provide services such as bottle labelling and workwear cleaning. Maison Charles Heidsieck has been a partner of APF France Handicap for 15 years. Thus mutually beneficial relationship allows 37 people with disabilities access to gainful employment.

### Conversation with STÉPHANIE LEBRUN

Marketing Development Project Manager  
at Piper-Heidsieck and Charles Heidsieck



#### WHY HAVE YOU CHOSEN TO WORK WITH SUPPORTED EMPLOYMENT COMPANIES?

**SL.** These companies employ skilled, motivated individuals who are ready to commit to our projects. Within these organisations, every effort is made to make employees feel comfortable at work. It's both rewarding for them and fully in line with our values.

#### WHAT TASKS DO YOU ENTRUST TO THEM AND HOW DOES IT WORK IN PRACTICE?

**SL.** We entrust them with packaging customer gifts. They package cufflinks, luggage tags, and key rings in small boxes for Charles Heidsieck, as well as champagne flutes in cardboard boxes.

**J-L G.** We also use their services for sticking boxes and cartons, an activity that is totally suited to organisation we work with. Both we and our customers are particularly satisfied with the quality of this service.

### JEAN-LUC GUILLET

Subcontracting  
coordinator for Houses



**J-L G.** The fifteen-year partnership between the APF France Handicap supported employment structure and Charles Heidsieck has become stronger over the last two years. Quality is always consistent and this, together with price, is an essential element. AFP's openness to our proposals allows for genuine cooperation within the scope of their skills. This collaboration is a source of mutual pride: the AFPs are able to showcase their work with a prestigious Champagne House, and we are pleased to contribute to the professional integration of people with disabilities.

#### WHAT ARE THE PROSPECTS AND LIMITATIONS OF THIS COLLABORATION?

**J-L G.** On our side, we could anticipate our projects better and structure our planning according to their capacities. Eventually, provided we make the necessary adjustments, the aim would be to integrate a team from the supported employment centre into the company to work on specific projects. This would not only be beneficial in terms of inclusion, but would also create greater cohesion between employees of the centre and our own collaborators, while also optimising production times.

CHAMPAGNE  
**CHARLES  
HEIDSIECK**  
Maison fondée à Reims en 1851







SOCIÉTAL

## A HERITAGE OF SHARING

Champagne, the quintessential wine for sharing, has always been our inspiration. Whether it's passing on essential know-how or working in close collaboration with our eco-system, sharing has always been central to our story. In this spirit, our commitment extends beyond our Houses and our terroir, and we actively support initiatives that reinforce cultural sharing and a distinctive art of living.

100%

OF GROUP EMPLOYEES INVOLVED  
IN COMPANY EVENTS TRAINED  
TO COMPLY WITH THE ÉVIN LAW

+€100,000

DONATED IN CORPORATE  
SPONSORSHIP IN 2023



MARINE GEORGELET

Head of Hospitality Piper-Heidsieck  
and Rare Champagne

**"The very essence of our business is to share and promote an experience that celebrates our history, expertise, values and philosophy of sustainable winegrowing. We enhance the image of our Houses through dialogue and sharing."**



# TRAINING AND RAISING AWARENESS ON THE RISKS OF ALCOHOL CONSUMPTION

As Champagne producers, our Houses are committed to communicating on responsible drinking to employees and consumers alike. By 2023, all employees interacting with distributors and consumers, along with our Houses' communication managers, had received training on the Évin Law.

## PREVENTION OF RISKS RELATED TO ALCOHOL CONSUMPTION

The PADE Group, which works on the prevention of addictions in the workplace, organised a series of workshops to raise awareness of dangerous driving, in conjunction with the Road Safety Unit of the Marne Prefecture.

This awareness course, aimed at all employees, consisted of various activities such as:

- a circuit with special glasses simulating different degrees of intoxication;
- a workshop on "Fatigue and driving, texting at the wheel" using a reaction time mat;
- a conference explaining the various factors that can lead to dangerous behaviour or accidents.



# 75%

OF CUSTOMER RECEPTIONS COVERED BY  
ALCOHOL MONITORING SYSTEM VS. 37.5% IN 2022

2025 TARGET  100%

# 100%

OF INTERNAL EVENTS COVERED  
BY AN ALCOHOL SCREENING SYSTEM

# 100%

OF EMPLOYEES CONCERNED ARE TRAINED  
TO COMPLY WITH THE ÉVIN LAW

## Conversation with MARINE GEORGELET

Head of Hospitality, Piper-Heidsieck  
and Rare Champagne



## SOPHIE KUTTEN

Head of Hospitality  
Charles Heidsieck



## HOW CAN WE RECONCILE CONVIVIALITY AND SAFETY AT EVENTS?

**MG.** All our teams receive training on responsible wine tasting. Our sommeliers know how to enhance the champagne experience by emphasising quality over quantity, notably through smaller servings.

**SK.** Yes, it's not a party, it's a wine-tasting. We're careful not to let things get out of hand, but that doesn't mean it can't be fun... that's our job!

## IN CONCRETE TERMS, WHAT MEASURES DO YOU TAKE TO ENSURE SAFE AND RESPONSIBLE CONSUMPTION AT EVENTS?

**SK.** We strategically place attractively decorated spittoons on the tables so that our guests naturally use them. Similarly, we ensure that breathalysers are always readily available, so as to demystify and encourage their use. During tastings, only sommeliers serve and there are no bottles on the tables in order to guarantee mindful consumption.

**MG.** Our guests often travel long distances, so we generally take care of their transport arrangements. However, if guests choose to leave by their own means, we systematically inform them of the risks and check how they intend to travel. important that we set an example during tastings, so we educate all our guests on the potentially adverse effects of alcohol and the importance of using a spittoon.





## SUPPORTING CULTURE AND ALL CULTURES

Our Houses champion culture in all its diversity, from preserving historical heritage to nurturing young talent and fostering education.

### RARE CHAMPAGNE SHOWCASES ITS RICH HISTORY THROUGH EXCEPTIONAL PARTNERSHIPS

The House has been a patron of the **Centre des Monuments Nationaux** since the landmark 2019 Marie-Antoinette exhibition at the Conciergerie in Paris, in which the Rare le Secret bottle decorated by Mellerio was prominently displayed.

Rare Champagne also features in a book celebrating the 400<sup>th</sup> anniversary of the **Château de Versailles**. Versailles et la Gastronomie, published by Dilecta and launched with the support of Rare, offers readers a historical journey through four centuries of great Versailles dinners, including one hosted by Rare Champagne in 1985.

### RARE CHAMPAGNE - A PATRON OF EDUCATION IN THE WORLD OF WINE

Since 2021, the **Gérard Basset Foundation** has been raising funds to finance educational scholarships with the aim of fostering greater inclusiveness in the world of wine. Rare Champagne is supporting the Foundation through the donation of an exceptional auction lot valued at €20,000.

Through the sale of its auction lot, Rare Champagne was able to raise €165,000 for the **Harvest Stomp Foundation** fundraising event in Napa Valley. This foundation collects donations every year to support the 1,500 winegrowers and farmers in Napa Valley through education, climate reporting and the preservation of local vineyards. The aim is also to showcase the region's vineyards and wines to donors and to mark the start of the annual grape harvest.

### PIPER-HEIDSIECK: MAKING CINEMA AND CHAMPAGNE SPARKLE

The  **Biarritz Film Festival - Nouvelles Vagues** shines the spotlight on young people and emerging talents. For six days, an international programme of eight full-length feature films that have never before been screened in France will showcase the stories, hopes and power of young people. The young juries (international artists under 35, film school students and young Culture Pass holders) share a programme of screenings, meetings and exhibitions with the public. Piper-Heidsieck was appointed the official champagne supplier for this event in 2023 and is proud to support this platform for diversity and artistic creation.

This cinematic partnership builds upon our established relationship with the **Cinémathèque Française**, an organisation that strives to promote film culture, and of which we're proud to have been the official Champagne since 2019, highlighting the sharing and passing on of expertise.

Finally, in 2023, the Maison also renewed its support for the **Pluriel.les festival**, which promotes the inclusion of under-represented minorities in contemporary international cinema.



### CHARLES HEIDSIECK, OFFICIAL SUPPLIER TO THE MICHELIN GUIDE FOR 2023

Through its presence at two major events, Charles Heidsieck succeeded in making the art of the table and wine tasting more widely accessible by highlighting food and wine pairings, while consolidating its connections with top chefs from the most prestigious restaurants. As a partner of the Michelin star award ceremonies in the United Kingdom, Ireland and the Nordic countries (Iceland, Norway, Sweden, Finland and Denmark), the House is proud to feature on the wine lists of the majority of Michelin-starred restaurants (85% of Michelin-starred restaurants in the UK).



## SPONSORSHIP OF COMMITTED EVENTS

Our Houses' patronage of sport and the arts reflects our core values of inclusion, excellence and sharing. Their support for these events is a clear statement of their commitment to promoting inspiring events that bring people together.

### PIPER-HEIDSIECK PROMOTES INCLUSIVITY IN SPORT AND FOSTERS YOUNG TALENTS

As the official champagne of the Australian Open, the Piper-Heidsieck Champagne Bar returned for the fifth consecutive year to its prime location right next to the main court. Daily performances by local artists were showcased and the House's commitment to inclusion and diversity was reflected in the entertainment team, the Uncorked Crew, which featured hip-hop dancer

Dagogo Obogo, ballet dancer Kealy Foura, and choreographer and drag artist Valerie Hex. Our House proudly champions the values of inclusive sport for all.

In 2023, Piper-Heidsieck partnered with the Preljocaj ballet, a center for creation, experimentation, and talent development that promotes inclusivity through its work with both beginners and senior dancers. This partnership reflects our commitment to heritage and diversity.



### CHARLES HEIDSIECK: A LEGACY OF SAILING AND AUDACITY

True to the pioneering spirit of its founder, Charles Heidsieck, who first introduced champagne to America, the House is exploring innovative transatlantic sea transport in partnership with the company Grain de Sail. In 2023, 2,700 bottles of Charles Heidsieck Vintage (Brut, Rosé and Blanc des Millénaires) were shipped to New York on board the Grain de Sail I. Each month-long voyage reduces the carbon footprint of freight by 95%. In July 2023, a second ship, the Grain de Sail II, was launched, with seven times the capacity of its predecessor. It embarked on its maiden voyage on 15 March 2024. Fair winds to Grain de Sail II!

Adventure, sailing, environmental stewardship and shared experience are passions of both Charles Heidsieck and the Ocean Race. In 2023, the House reconnected with its history by partnering with one of the world's most widely followed sailing races, echoing Charles Heidsieck's participation in the 1980s with his iconic boat, the Charles Heidsieck III. We proudly support this global event that brings together the most seasoned skippers and whose slogan, "Racing for the planet", reflects a strong commitment to the planet in the form of environmental conferences and ocean research.

## 2,700

BOTTLES OF CHARLES HEIDSIECK MILLÉSIMES  
(BRUT, ROSÉ, BLANC DES MILLÉNAIRES) SHIPPED  
TO NEW YORK BY GRAIN DE SAIL I





## SUPPORTING ARTISTS AND COLLABORATING ON MEANINGFUL PROJECTS



**“RISE”, THE RARE CHAMPAGNE SUN,  
A CREATION OF ARNAUD LAPIERRE**

Arnaud Lapierre has joined Maison Rare Champagne's community of artists, reinforcing its commitment to the preservation and international promotion of French craftsmanship. We consistently seek to partner personalities with a strong social conscience and who care deeply about nature and the beauty of our planet.

Each randomly oriented mirror fragments light and the surroundings, inviting viewers to contemplate a rich abstract mosaic of their immediate environment. It offers an introspective

experience in which each particle reveals a unique facet of reality, encouraging everyone to find their own personal perspective. RISE evokes the art of ornamentation and goldsmithing, paying homage both to the history of the Maison Rare Champagne, as celebrated at the Palace of Versailles in 1985, and to its unique relationship with fine jewellery. After being unveiled on 29 June 2023 at the Hôtel Alfred Sommier in Paris, RISE then went on display in front of Reims town hall for the duration of the grape harvest.



### ARNAUD LAPIERRE

Partner artist

“I sought to capture the autumn sun of Rare Millésime 2013. To create a work in which every particle of a golden mirror dances and evokes champagne bubbles, clusters of grapes and the frenzied movement of solar particles.”



**“EXPLORING DEPTH” LJUBODRAG ANDRIC,  
PHOTOGRAPHER AND EXPLORER FOR  
THE NEW CHARLES HEIDSIECK CAMPAIGN**

For its new “Exploring Depth” campaign, Charles Heidsieck commissioned photographer Ljubodrag Andric to capture the depth and elegance of its wines within the thousand-year-old chalk pits acquired by the House's founder in 1867. Renowned for his abstract photography of meditative landscapes, Ljubodrag Andric explores the interplay between space and architecture. For five days, 30 metres underground, he immortalised five iconic vintages - Brut Réserve, Rosé Réserve, Blanc de Blancs, Brut Millésimé and Blanc des Millénaires - highlighting the texture and luminosity of the chalk walls, which are mirrored in the vintages. This campaign pays tribute to the audacity of Charles-Camille Heidsieck, and the symbiotic relationship between the depth of our chalk pits and the aromatic richness of our champagnes, with their elegance, texture and complexity.



# FOCUS



## COLLABORATION BETWEEN MAISON RARE CHAMPAGNE AND WILLIAM AMOR

### “BEYOND AN ODE TO NATURE, IT’S AN ODE TO LIFE ITSELF”

Following his 2019 ‘Révélations’ exhibition at the Grand Palais in Paris, Rare Champagne reached out to William Amor to explore the possibility of an innovative artistic collaboration. This collaborative project was formally agreed on during a meeting between William Amor and Maud Rabin, Director of the House, in the heart of the Champagne region.

## Conversation with WILLIAM AMOR Contemporary visual artist



### WHY DID YOU CREATE THIS PROJECT WITH RARE CHAMPAGNE, AND WHAT INSPIRED YOU TO DO SO?

**WA.** Rare Champagne demonstrates a strong commitment to respecting the environment and preserving the beauty of traditional craftsmanship. Everything that comes from the earth is precious – life itself depends on it. Rare Champagne has its roots in an incredible terroir, a world I knew nothing about and have enjoyed discovering. It was quite a challenge for me to link my artistic vision to Rare Champagne and vice versa, but when values are shared, everything comes together and that’s exactly how our project came to life. In this project, my sources of creativity and materials seamlessly combine with those of Rare Champagne.

### DID THE ARTIST CHALLENGE YOU AND IF SO, HOW?

**MR.** As part of collaborative creation and to express Rare Rosé’s tasting notes, we repurposed all the waste muselets and foils. William Amor was enthusiastic, but challenged us to go even further with our upcycling ideas. What mineral element could be reimagined and enhanced? The potassium tartrate crystals found in our vats were therefore transformed into delicate sequins, like precious gems. Exquisite!

### WHAT MESSAGE WERE YOU SEEKING TO CONVEY AND WHAT WERE THE REACTIONS?

**WA.** We aimed to show that nothing should be wasted but rather transformed. We sought to communicate a message on how the planet can be preserved through art and craftsmanship. It’s a message of nature’s generosity, beauty and abundance, which we must all cherish, enhance, and celebrate. Beyond an ode to nature, it’s an ode to life itself.

**MR.** The initial reaction was one of surprise, but in a positive way. Although the fusion of our two worlds was somewhat unexpected, acclaimed publications, such as Magnum, TF1, Forbes, How to Spend It, and Connaissance des Arts, were united in their praise. Interest from numerous celebrities eager to partner the project is burgeoning. This collaboration is one of profound meaning; in fact, meaning is the very essence of our project.

## MAUD RABIN

Director, Rare Champagne brand







Design/Production: @sidese Photo credits: Ljubodrag Andric, L20 naval, @theoceanrace, @Studio Diappedale (batiment), Marco Strullu, Anthony Dorfmann, Achille Martinon, Michael Boudot, Gilbert Benesty, Tworin the Room, Leo Ghailhac, Emmanuel Goulet, Michel Jolyot.

