



WORLD SOIL DAY: DECEMBER 5, 2023

Moët Hennessy reaffirms its commitment to preserve Soil Health

On World Soil Day, December 5, 2023, Moët Hennessy, the Wines and Spirits division of the LVMH group, reaffirms its commitment to sustainability through soil preservation and regeneration. It emphasizes its role as guardian of exceptional terroirs and its responsibility to pass on to future generations a centuries-old heritage and excellence in craftsmanship, following the path of its Maisons' founders.

Philippe Schaus, Chairman and CEO of Moët Hennessy, stated: "It is our mission to nurture this heritage and ensure we maintain the right balance between our business activities and the needs of nature. Soils, as a complex ecosystem, are one of the earth's most precious natural resources and a source of prosperity for Moët Hennessy".

Moët Hennessy also participates in international events to accelerate the transition and scaleup. Hélène Valade, Environmental Development Director of LVMH Group, said that "Moët Hennessy's expertise in soil preservation is precious to all LVMH Maisons". The Wines & Spirits division continues to implement sustainable practices, reducing the use of chemical inputs and promoting regenerative agriculture. As part of its "Living Soils, Living Together" program, 100% of its vineyards have achieved the highest environmental certifications, and over 80% have banned herbicides. Thus, at least one regenerative practice (such as cover cropping, eco-grazing, agroforestry, green corridors...) has now been applied on 50% of the surface area of its own vineyards. In 2023, three of Moët Hennessy's Maisons reached a new milestone in their sustainability journey: Château Galoupet became certified "organic" while Terrazas de Los Andes and Chandon Argentina obtained "Regenerative Organic Certification". Overall, Moët Hennessy continues to support and encourage its winegrower partners to implement these regenerative practices to preserve soil health.

Moët Hennessy created the World Living Soils Forum (WLSF) in 2022 and will organize the second edition of the event on October 9 and 10, 2024, co-organized with ChangeNOW. Marc-André Selosse, professor and biologist at the National Museum of Natural History (France) and a member of the WLSF Advisory Board, insists on the importance of regenerative agriculture practices: "Figures speak for themselves: it is estimated that by stopping ploughing, soil life increases by 25% and erosion is reduced tenfold". Sandrine Sommer, Moët Hennessy's Chief Sustainability Officer, concluded: "The WLSF will continue to bring together all communities committed to soil health. Creating synergies, sharing knowledge, agreeing on methodologies, and monitoring indicators are real levers to accelerate the transition and measure impact. Healthy soils are a solution to many issues we must tackle as they act as carbon sink, water regulator, and biodiversity tank. It is crucial to continue to mobilize, act, and commit in the long term to their preservation".

About Moët Hennessy:

Moët Hennessy is the Wines and Spirits division of the LVMH group, which also owns renowned wine estates under the umbrella of the "LVMH Vins d'Exceptions" entity. Moët Hennessy is composed of twenty-seven Maisons, internationally recognized for the richness of their terroirs, the quality of their products, and the artisanal know-how from which they are derived.

Moët Hennessy has been committed to an environmental and social program, the "Living Soils Living Together" program, for many years.

Ao Yun, Ardbeg, Armand de Brignac, Belvedere, Bodega Numanthia, Chandon, Château d'Esclans, Château Galoupet, Cheval des Andes, Clos19, Cloudy Bay, Cravan, Dom Pérignon, Eminent, Glenmorangie, Hennessy, Joseph Phelps Vineyards, Krug, Mercier, Minuty, Moët & Chandon, Newton, Ruinart, Terrazas de los Andes, Veuve Clicquot, Volcán de mi Tierra, Woodinville.

<https://www.linkedin.com/company/moethennessy>

Contact:

Moët Hennessy

Alain Lavital – PR and Global Partnerships Director

alavital@moethennessy.com

Adrien Franceschi – PR and Global Partnerships Manager

afranceschi@moethennessy.com