



## **CHAMPAGNE AIM FOR 100 % SUSTAINABILITY**

The Comité Champagne today announced the launch of a new technical reference manual concerning certification in sustainable winegrowing practices adapted to the Champagne vineyard.

Moreover, the new manual will also guide Champagne growers and houses seeking the recognized environmental certification 'Haute Valeur Environnementale' (HVE, high environmental value).

The Champagne region has been committed to sustainable winegrowing practices since 2001. Notable improvements that reflect this commitment include: a 50% reduction in the use of vine protection products; the treatment of 100% of all winery waste water; the recovery and re-use of 90% of Champagne by-products and 100% of waste; and a 15% reduction in the carbon footprint incurred by the production of each Champagne bottle.

Today's ambitious new initiative means that Champagne producers can now choose between grower-assessed or certified sustainable vineyard practices; or they can opt for organic winegrowing.

The aim is to achieve 100% sustainability in Champagne winegrowing, mobilising all the resources required to exceed the targets set by the French Grenelle II act – and meanwhile remain at the forefront of global wine production.