



FACED WITH THE URGENCY OF CLIMATE CHANGE,  
HENNESSY CONTINUES ITS EFFORTS TO DECARBONIZE  
AND PLACES FOREST AND VINEYARD PRESERVATION EFFORTS  
AT THE HEART OF ITS SUSTAINABLE DEVELOPMENT STRATEGY.

Cognac, November 3<sup>rd</sup>, 2022 – In a context of climate emergency that demands we improve our environmental and social impact and increase investment in R&D, the publication of our second sustainable development report is an opportunity for Hennessy to reaffirm its efforts to reduce its carbon footprint as well as its commitments to sustainable viticulture and forest preservation. To this end, Hennessy is capitalizing on three key ambitions of its environmental strategy: to halve its carbon emissions by 2030, in absolute terms; to engage our partners in sustainable viticulture, and to regenerate 50,000 hectares of forest worldwide, also by 2030. Moreover, in the years ahead Maison Hennessy aims to further develop social and societal projects that foster social inclusion and development through culture.



An arial view of the La Bataille vineyard ©Jas Hennessy & Co / Alain Benoit



## TOWARD A NEW MODEL OF SUSTAINABLE AND INNOVATIVE VITICULTURE

With global warming of 2°C, 56% of the world's wine-producing regions could disappear<sup>1</sup>. Our ambition is to make the vineyards of Cognac a reference for best practices in the wine world by respecting both product quality and our need for reasonable yields. The quality of our cognacs being directly linked to nature and the art of winegrowing, we are implementing agroecology and biodiversity initiatives in our own vineyards and expanding sustainable viticulture throughout the Cognac region.

**Since 2021, Hennessy has eliminated the use of herbicides** on the 180 hectares of its La Bataille estate and is engaging its winegrowing partners to achieve a goal of zero herbicides by 2028. We are working with our 1,600 winegrowing partners to obtain Cognac Environmental Certification (CEC)<sup>2</sup> by 2025, an approach established by cognac industry stakeholders to protect biodiversity and the environment of our vineyards.

Recognizing the need to adapt its practices to climate change, Hennessy is experimenting with and investing in research programs. The company is testing measures on its own La Bataille estate to make it a place of learning and innovation on several topics: soil life, producing quality grapes, and new vine varieties.



Pruning the vines in a Hennessy vineyard ©Jas Hennessy & Co / Christophe Mariot

<sup>1</sup> Study by the American review PNAS (National Academy of Sciences), published in 2020.

<sup>2</sup> The Cognac & HVE Environmental Certification is a process designed by the Bureau National Interprofessionnel du Cognac (BNIC) in collaboration with the Chambers of Agriculture of the Charente and Charente-Maritime regions and the French Institute of Vine and Wine IFV. This global certification of exploitation allows for the development and recognition of best winegrowing practices in terms of reasoned agriculture, maintaining biodiversity and environmental protection. It makes possible the dual recognition of High Environmental Value (HVE) specifications and Cognac industry specifications through the Cognac Environmental Certification. The CEC certification is based on 3 themes: biodiversity, fertilizing and phytosanitary strategy. This certification also grants access to the "High Environmental Value" certification from the Ministry of Agriculture.



## THE FOREST: AT THE HEART OF HENNESSY'S CONSIDERATIONS

Forests are home to 80% of the Earth's biodiversity, provide 75% of our water and are carbon reservoirs. They are vital to soil preservation. Since its founding more than 250 years ago, Hennessy has maintained a close bond with the forest. During the essential aging phase, cognacs are born of the interaction between oak barrels and the eaux-de-vie they contain. Oak is therefore present at every stage of cognac's development and transformation, from the forest to our integrated cooperage atelier.

For this reason, Hennessy chose to invest in forest regeneration and has set a goal of regenerating 50,000 hectares of forestland in France and around the world by 2030.



Mount Kenya National Park ©Tony Tei

In France, we are involved in the Bois de la Celle, the Bois de Bagnolet and the Braconne forests with the support of the French National Forest Office. In the Braconne forest in Charente, we plan to plant 35,000 oak trees on 25 hectares in 5 years.

Worldwide, we are working in several countries (Kenya, Madagascar, South Africa, Tanzania, China, the United States, etc.) alongside Reforest'Action and local NGOs to set up reforestation and agroforestry programs to protect biodiversity and support communities.

In Kenya, for example, Hennessy financed the regeneration of 415 hectares (the equivalent of 250,000 trees) in the Mount Kenya National Forest.

In total, 3,141 hectares have already been regenerated in 2020 and 2021, representing 1.6 million trees.



## REDUCING CARBON EMISSIONS FROM PRODUCTION TO DISTRIBUTION



Harvest season at Hennessy ©Jas Hennessy & Co / Christophe Mariot

Hennessy continues efforts to limit its carbon footprint at all stages of its activity, from production to distribution. **The company's objective is to halve its carbon emissions by 2030** in absolute terms. This notably entails choosing more sustainable modes of transport, eco-designing buildings and packaging, reducing energy consumption and expanding reliance on renewable energy.

**As of 2021, 100% of our industrial and administrative sites use renewable energy** sources: biogas, which has an 80% lower emission factor than fossil fuel, and green electricity. We favor eco-design for packaging and the local sourcing of materials and seek to reduce the impact of the glass used for our bottles.



## A STRATEGY OF SOCIAL AND SOCIETAL PROGRESS



Maud Duchenne and her team ©Olivier Roux

The House's history is steeped in diversity, culture, and placing its priorities on people. Social and societal dimensions are therefore important pillars for Maison Hennessy, which in the years to come aims to further develop projects that favor social inclusion and development through culture.

*« Maison Hennessy set out on the path of sustainable development more than twenty years ago. To meet the challenges of our times, we must continue to reduce our environmental impact, increase investment in R&D and involve all those who contribute to the production and distribution of our cognacs. It's a responsibility that unites us with our winegrowing and industrial partners, our employees, and our customers, », said Laurent Boillot, President & CEO of Hennessy.*

*« This second edition of our sustainable development report allows us to present the progress we've made in our sustainable development strategy, but above all it lets us share the objectives we've set for ourselves. At Hennessy, we are more committed than ever to minimizing our environmental impact and we are exploring every avenue of innovation and procedural improvement to achieve that. This is a long-term project that involves all our stakeholders, » added Nathalie Meurer, Director of sustainable development at Maison Hennessy.*



## ABOUT HENNESSY

The leader in Cognac, the Maison Hennessy has shone around the world with its exceptional know-how for more than 250 years. Built on founder Richard Hennessy's spirit of conquest, the brand is present in more than 160 countries. Based in the heart of the Charente region, Hennessy is also a steadfast pillar of the regional economy. The House's success and longevity are rooted in the excellence of its cognacs, each of which is born of a unique process of transmission of know-how from generation to generation. The first spirits house to be certified ISO 14001, Hennessy unites its capacity for innovation and the support of all of its partners to protect this exceptional area. As a crown jewel of the LVMH Group, Hennessy is a major contributor to French international trade, with 99% of production sold in export, and a worldwide ambassador for the French art de vivre.

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