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Press release  
Paris, 9 June 2022

## InVivo and Kronenbourg SAS launch the first traceable responsible barley supply chain in France

*With a view to addressing shared sustainable development challenges and promoting the agro-ecological transition, Kronenbourg SAS, Malteries Soufflet and Soufflet Agriculture have pooled their expertise to jointly create the first traceable responsible barley supply chain in France. From 2023, nearly 20% of the malt used to brew 1664 Blonde beer will come from this supply chain, with that figure gradually rising to 100% in 2026. This sees Kronenbourg SAS assert itself as a committed and responsible French brewer.*

### A unique and pioneering path for a French brewer

This unique and pioneering approach, taken in partnership with Malteries Soufflet and Soufflet Agriculture, sees Kronenbourg SAS embark upon a widescale and engaging transformational journey.

This is an ambitious commitment on the part of the French brewer, through which it is contributing to the fight against global warming and to the preservation of the environment and water resources, leading the way for the sector as a whole.

This responsible barley supply chain is part of the InVivo group's *Semons du Sens* (Sowing Good Sense) initiative, which promotes products from sustainable supply chains with minimal impact on the environment for its partner farmers.

This progress strategy, which is contributing to the transition of the French agricultural model, plays a role in strengthening the sustainability of production chains and seeks to guarantee that outlets are valued and sustainable and meet consumers' expectations.

### Ambitious specifications to guarantee the sustainability and traceability of this responsible barley supply chain

Malteries Soufflet, Soufflet Agriculture and Kronenbourg SAS collaborated to put together specifications to guarantee transitional agriculture in the form of good agro-ecological practices being adopted by farmers. It ensures that we achieve high quality levels in malts and allows us to:

- **Protect the environment** and, in particular, promote biodiversity through the good management of agro-ecological areas which contribute to the maintenance of a rich and varied fauna and flora, the promotion of diversified crop rotation and the use of good practices when it comes to natural predation and wildlife-friendly harvests.
- **Work towards a reduced carbon footprint** through the use of rational fertilisation methods based on annual soil analyses, or by promoting carbon capture and biomass production, thanks to multi-species cover crops sown as part of an intercropping approach.



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- **Guarantee that partner farmers are remunerated fairly and outlets are valued** by means of a bonus that rewards the implementation of the commitments inherent to this sustainable agricultural supply chain.
- **Ensure optimal quality** by selecting the best barley varieties and following good malting practices so as to contribute to high brewing and aromatic quality levels.
- **Guarantee transparency with respect to French origin and responsible production conditions** put in place, from field to brewer, using blockchain technology.

The good agricultural and environmental practices implemented as part of this traceable and responsible barley supply chain are subject to external and independent monitoring.

In 2022, its first year, the responsible barley supply chain comprised 45 partner farmers in the Grand Est and Burgundy regions—mainly in the departments of Aube and Yonne—with a production target of 900 ha of traceable and responsible barley.

*"We are delighted to make a commitment, alongside Kronenbourg SAS, in this supply chain initiative that promotes good agro-ecological practices. As a committed malting partner, Malteries Soufflet has always placed the interests of all stakeholders, from farmers to consumers, at the heart of its activities. We add value to what farmers are producing while simultaneously developing sustainable practices in order to continue improving how we meet customer expectations", explains Guillaume Couture, CEO of Malteries Soufflet.*

#### **Kronenbourg SAS, a responsible and committed French brewer through its brand 1664**

Through the careful selection of raw materials and a focus on local sourcing, Maîtres Brasseurs 1664 harness their brewing expertise to take their innovation to the next level and offer new beer tasting experiences. It was therefore the natural thing for Kronenbourg SAS, through its brand 1664, which accounts for around 10% of all beer consumed in France<sup>(1)</sup>, to embark upon this innovative journey into transitional agriculture and put it into action for its 1664 Blonde beer, which is brewed in Obernai (Alsace).

In that regard, from 2023, 20% of the barley used to brew 1664 Blonde beer will be grown using responsible agro-ecological practices, with that figure gradually rising to 100% in 2026, based on an eventual production of 5000 ha of barley involving 250 farmers.

*"It is with great pride that we are announcing the launch of this responsible barley supply chain. This strong and engaging initiative, developed with our partners Malteries Soufflet and Soufflet Agriculture, ties in with Kronenbourg's long tradition of giving priority consideration to the environmental and social impacts of its activities. It also illustrates our passion for the art of brewing and innovation", explains Anders Roed, chairman and CEO of Kronenbourg SAS.*

ALCOHOL ABUSE IS HARMFUL TO HEALTH, CONSUME IN MODERATION



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### **About Soufflet Agriculture**

As a pioneer of traceable supply chains and the driving force behind their continuous development for twenty years, Soufflet Agriculture supports farmers in implementing specific production specifications by providing expert agronomic advice, ensuring collection and guaranteeing valued outlets.

### **About Malteries Soufflet**

Malteries Soufflet supplies high-quality malts to its brewing customers around the world. Its recognised mastery of the chain from grain to beer, its international presence, and its ability to meet customer needs make it a preferred partner, particularly in the development of approaches that combine quality and sustainability.

### **About InVivo**

The InVivo group, with the recent acquisition of the Soufflet group, is one of Europe's leading agricultural groups, with a turnover of almost €10 billion, more than half of which is generated in France, and a workforce of over 13,000 staff, including more than 10,000 in France. Established in 38 countries, it has more than 90 industrial sites, including 63 in France.

A cornerstone of food sovereignty, it operates across the entire value chain, from farm to fork, and is a leader in each of its strategic business areas: agriculture; malting; milling, ingredients, bakery/viennoiserie/pastry; garden centres and food retail; international grain trade; and wine.

A cross-functional global centre for innovative and digital solutions completes the system to accelerate the transformation of these activities towards the third agricultural revolution.

For more information, visit: [@InVivoGroup](http://invivo-group.com/X)

### **About Kronenbourg SAS, a French brewer for over 350 years**

Kronenbourg, a French subsidiary of the Carlsberg Group since 2008 and a brewer in the Alsace region since 1664, is the leading French brewer.

We produce 700 million litres of beer each year in Obernai (Bas-Rhin), the largest brewery in France, and hold 30% of the market through a diversified portfolio of brands: Kronenbourg (the big name for beer in France), 1664 (the best-selling French beer in the world), Grimbergen (the most popular tasting beer), Carlsberg (the major international brand), SkØll Tuborg (the trendy beer), Tourtel Twist (a 0.0%-alcohol beer-based drink with fruit juice), and more.

Over 1000 beer enthusiasts work at Kronenbourg. Our company, with 350 years of history behind it, has built and continues to move forwards based around the three areas of Excellence Brassicole® (brewing excellence), Innovation Partagée® (shared innovation) and Responsabilité Solidaire® (joint responsibility).

(1) Source: IRI, GMS volume, 2021

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