

Sapporo Breweries Co. Ltd. chooses ClimTrace malt from Soufflet Malt's low-carbon ClimCare range for an innovative beer

- Sapporo Breweries has chosen Soufflet Malt's ClimTrace low-carbon malt for a new eco-responsible beer and will launch 'Velvet Twilight', the first beer to use ClimTrace in Japan, in November 2024 at the YEBISU BREWERY TOKYO.
- Through its ClimTrace low-carbon malt range, Soufflet Malt offers a sustainable solution for Brewers, Farmers and the Planet, aimed at developing sustainable agricultural sectors at a time when environmental issues are becoming essential for the brewing industry.



Nogent-sur-Seine, 31 October 2024 - Soufflet Malt, the world leader in malt, is proud to announce that Sapporo Breweries Co, Ltd, one of Japan's largest brewers, has selected its **ClimTrace** low-carbon malt for the creation of Velvet Twilight, an eco-responsible beer. This product will be launched in a limited edition at YEBISU BREWERY TOKYO in November 2024, marking the first use of ClimTrace malt in Japan.

ClimTrace: a sustainable innovation for the brewing industry

The carbon footprint of barley production and malting accounts for almost 25% of that of the brewing industry. Soufflet Malt, through its **ClimCare** range, addresses this issue with ClimTrace, a low-carbon impact malt based on optimised agricultural practices. Grown according to strict specifications, this malt reduces greenhouse gas emissions while increasing carbon storage in the soil, with traceability from field to beer.

A positive impact for brewers and farmers

Using ClimTrace enables brewers to reduce their ecological footprint without changing their production chain, while partner farmers benefit from technical and financial support to adopt more sustainable practices. ClimTrace symbolises a collective commitment to the environment, combining quality, sustainability and support for the ecological transition.

A partnership based on shared values

Sapporo's commitment to sustainable agriculture and eco-responsible brewing reflects shared values with Soufflet Malt, both of which are committed to reducing emissions and promoting sustainable development. This collaboration marks a significant step towards a greener and more sustainable brewing sector.

SOUFFLET MALT

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'Velvet Twilight': a pioneering beer in terms of sustainability

Sapporo Breweries will use ClimTrace malt to produce 'Velvet Twilight', a beer that contributes to reducing environmental impact. This innovative product will be launched in a limited edition at the YEBISU BREWERY TOKYO on 13th November 2024.

A choice aligned with shared values

Sapporo Breweries' choice to use ClimTrace malt demonstrates the company's commitment to environmental issues and sustainable agriculture. This decision is perfectly aligned with Soufflet Malt's philosophy and commitment to sustainable development and the reduction of greenhouse gas emissions. This collaboration marks a further step in our joint commitment to a more sustainable and environmentally friendly brewing industry.

Press Relations

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About Soufflet Malt

Soufflet Malt is the world's leading maltster, with 41 malt plants in 20 countries in Europe, Asia, Africa, Australia and America, and more than 2,300 employees. Soufflet Malt has a production capacity of 3.7 million tonnes of malt per year to meet the demand of its customers - large breweries and craft brewers, distillers and other industrial players - throughout the world. Building on its local farming roots and global presence, Soufflet Malt is a trusted supplier of quality malt, serving its customers through well-known brands such as Cryer Malt, Barrett Burston, Scotgrain Agriculture, Tchecomalt, Castle Malting Group, Bairds Malt, Canada Malting Co. Ltd, Country Malt, Great Western Malting and Durst Malt. Soufflet Malt is committed to developing sustainable solutions for malt and remains resolutely focused on innovation throughout its value chain: Unleash the power of malt. For more information : souffletmalt.com

About the InVivo group

The InVivo group is one of Europe's leading agricultural groups, with sales of almost €12 billion, over half of which are generated in France, and a workforce of over 14,500, including almost 11,000 in France. With operations in 38 countries, it has 90 industrial sites, 63 of which are in France. This pillar of food sovereignty is active across the entire value chain, from farm to fork, and is a leader in each of its four main strategic businesses: International Grain Trading; Agriculture; Agri-food (malting, wheat and wine); Garden Centre and Food Distribution. A global, cross-functional centre for innovative and digital solutions completes this structure.

InVivo's ambition is to help transform the French farm and support European food sovereignty.

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