

**Soufflet Malt and HEINEKEN partner to accelerate the transition to regenerative agriculture**



**Paris, France – 23rd February 2026** - Soufflet Malt and HEINEKEN announce a multi-year partnership to accelerate the large-scale deployment of regenerative agriculture among French farmers producing malting barley, as well as rapeseed, sunflower, corn and wheat. By 2025, 15,000 tons of barley had been produced for HEINEKEN using regenerative agriculture methods and protocols. In 2026, this figure is expected to reach 30,000 tons.

This partnership marks a significant step forward for the brewing industry by supporting decarbonisation, strengthening soil resilience and promoting improved biodiversity and water quality in agriculture.

**Setting new standards for French agriculture**

As part of this partnership, Soufflet Malt is working closely with its long-standing supplier, Soufflet Agriculture, through its “Performance” regenerative agriculture programme. The strong, agronomic expertise of both organisations ensures the successful transition to regenerative barley farming in France.

This programme forms part of Soufflet Malt’s sustainability roadmap to 2030 and contributes to reducing barley’s carbon footprint.

**Jorge Solis, CEO of Soufflet Malt:** *“We are delighted to strengthen our partnership with HEINEKEN, a leading player with whom we share a common ambition: to accelerate the transition to sustainable, innovative and differentiating agriculture. By combining our expertise and complementary visions for sustainable agriculture, we aim to set new standards and deliver a positive impact on the climate.*



*What sets us apart is the way we work with farmers and Soufflet Agriculture, not only as suppliers but also as partners on the issue of soil resilience. Together with HEINEKEN, we are advancing French barley production that lowers emissions, protects ecosystems and reinforces our partnerships with farming communities.*

**Taking action where our climate impact is greatest**

For HEINEKEN, this partnership is a decisive step in advancing its climate ambitions, with the intention to scale the initiative across its key sourcing markets and speed up the transition to regenerative farming.

**Hervé le Faou, Global Purchasing Director at HEINEKEN:** *"For HEINEKEN, regenerative agriculture is currently one of the most effective ways to reduce the environmental impact of our business in agricultural value chain, as it focusses particularly on emissions linked to barley cultivation, the main ingredient in our premium beers. By strengthening the resilience and sustainability of our barley supply, we are protecting the longevity of the sector. This approach combines environmental impact, supply security and economic viability. In France, together with Soufflet Malt and Soufflet Agriculture, we have developed a robust model built on clearly defined performance indicators, measured annually across priority areas, combined with tailored support for farmers according to their level of maturity.*



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### **A concrete response to climate and agricultural challenges**

Faced with climate pressures, the vulnerability of French agricultural sectors and the urgent need to preserve and restore soils, stakeholders across the value chain share a clear responsibility: to accelerate the transition to more resilient, efficient and environmentally friendly agricultural models.

For farmers producing malting barley, the deployment of regenerative agricultural practices lead to improved soil fertility, better water retention, enhanced biodiversity and resilience to climate change.

### **A structured, measurable and incentive-based model**

Thanks to this partnership, farmers will benefit from structured agronomic support and monitoring to ensure the rigorous implementation of regenerative practices. This support includes:

- farm diagnostics,
- annual monitoring of indicators (carbon, water, biodiversity, soil health),
- an incentive-based remuneration system that rewards the most responsible practices and gives farmers the means to transform their farms while securing their income.

This ambitious model supports multiple crops within farm rotations, which allows other buyers the opportunity to contribute. For Soufflet Malt and HEINEKEN, strengthening the economic viability of farms and empowering farmers to drive the transition to regenerative agriculture at scale is a shared priority.

### **A gradual and ambitious scale-up**

By 2025, 15,000 tons of barley had been grown using regenerative agriculture methods and protocols. In 2026, this figure is expected to reach 30,000 tons.

Nearly 100 farmers are already participating across three key regions: Grand Est, Bourgogne and Centre, positioning France as a leading market for the project.

**The partnership between Soufflet Malt and HEINEKEN demonstrates how strategic collaboration can drive the sustainable transformation of the barley sector and build a more resilient French agricultural industry.**

### **About Soufflet Malt**

Soufflet Malt is the world's leading maltster, with 40 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,300 employees, Soufflet Malt has a production capacity of 3.7 million tonnes of malt annually to meet the demands of its customers – large, global breweries and artisan craft brewers, distillers and other industrial players – around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting, Great Western Malting, Durst Malz, Bairds Malt, Castle Malting, Tchecomalt, Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision: **Unleash the power of malt.**

For more information: [souffletmalt.com](https://souffletmalt.com)

### **About HEINEKEN**

HEINEKEN is the world's pioneering beer company. It is the leading developer and marketer of premium and non-alcoholic beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 340 international, regional, local and specialty beers and ciders. With HEINEKEN's over 87,000 employees, we brew the joy of true togetherness to inspire a better world. Our dream is to shape the future of beer and beyond to win the hearts of consumers. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brew a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We operate breweries, malteries, cider plants and other production facilities in more than 70 countries.

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