



# *Mission Statement*

## *« Next Generations »*

**Read on for full details of our day-to-day commitment to responsible winemaking:**

### **Pollution prevention:**

- At Bestheim we work hand-in-hand with our winemaking partners to improve our techniques, protect nature and raise awareness of environmental issues (e.g. no anti-germination treatments on our Grand Cru estates, no mineral fertilisers, strict nitrogen dosage limits etc.)
- Centralising harvest collection points, allowing us to reduce the time it takes for the grapes to reach the winery and thus preserve their quality
- Use of gravity-loading from the harvest delivery right up to the transferral of the must to the vats, limiting our energy usage and preserving the integrity of the grapes and the quality of the must
- Automatic cleaning of harvesting bins and containers in the winery
- Use of thermo-regulated vats with no cooling fluid, more respectful of the environment
- Use of tangential filters at all winemaking facilities (latest filtration technology generating no by-products)
- Reducing the quantity of chemical products used to clean premises and machinery (e.g. using nozzles for more concentrated product delivery, thus reducing the dose required)
- Prioritising environmentally responsible partners and suppliers (e.g. printers with Imprim'Vert certification)
- Encouraging partnerships with suppliers signed up to the FSC (Forest Stewardship Council) environmental quality label, for sustainable forestry management
- Use of electric fork lift trucks (no harmful exhaust gases)
- Waste management: waste water processed before being sent on to the treatment plant
- Bennwihr and Westhalten facilities compliant with the requirements of the ICPE declaration scheme (Registered Installations for Environmental Protection)
- Sorting, recycling and reuse of waste
- Crushing of plastic and paper/card waste before collection, reducing their volume and limiting the number of trips made by our waste collection partner
- Participation in the "(e) CO2 programme", an innovative initiative of our provider SCHROLL which makes it possible to counterbalance the polluting consequences of the transport of the waste entrusted to them by implementing a project of reforestation and agroforestry "Alto Huayabamba" in Peru & by participating in the maintenance of biodiversity in Alsace and Lorraine, with the ONF.
- Member of the Adelphe programme: continuous improvement of recycling measures for "household waste" (card, bottles, stoppers etc.) including:
  - efforts to reduce packaging weight;
  - boosting public awareness of waste management best practices by making recycling guidelines easier to read;
  - environmental protection commitments etc.
- Training employees and members in paperless management practices
- Centralised printing: saving paper and ink
- Promoting car-sharing: every day for employees and during special events at the winery for members

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**Biodiversity:**

- Grassing over for every other row of vines (i.e. grass cover never fully removed),
- In the winter, the vineyards are either ploughed or left with natural ground coverage (= no bare soils or weeding in autumn/winter)
- Working with winemaking partners to develop sexual confusion techniques for repelling insects (a biological protection method using pheromone capsules): this alternative to chemical treatments can greatly reduce our IFT (treatment frequency index)
- Educating our members about the importance of protecting hedgerows, banks, grass verges and other elements of the agro-ecological infrastructure.

**Health and safety of our members and employees:**

- Developing alternative technologies allowing us to reduce our reliance on phyto-sanitary products (eco-friendly weedkillers, water quality optimisation facilities etc.) in order to protect the environment and our collective health
- Usage and development of products authorised by the regulations governing organic agriculture and biological control
- Limiting or abandoning the use of certain products in order to prevent residues appearing in our wines, and reducing our environmental impact
- Publishing a list of products permitted and banned by the coop
- Inspections by our oenological experts to make sure members abide by this list
- Pooled purchasing of phyto-sanitary products in order to achieve tighter control over purchasing traceability
- Work stations configured in collaboration with ergonomics experts from the Mutualité Sociale Agricole

**Sustainable use of resources:**

- Solar energy: hot water production at 70°C (3000L vat), used primarily for sterilisation of bottling equipment
- Water: reducing water consumption. e.g. introduction of an automated programme, saving 200,000 litres of water per year on sterilisation of the pumping unit
- Use of solar panels: energy for in-house consumption; estimated saving of 15% on our energy bills
- Taking action to reduce our drinking water consumption: new hoses, acquisition of a more water-efficient bottle washer-dryer etc.
- Mirror-effect buffed stainless steel for all new vats (Westhalten and Bennwihr facilities), ultra-smooth eco-friendly stainless steel which prevents solid particles from attaching themselves to the surface (particularly tartar) and makes the cleaning process simpler, thus cutting water consumption by more than 50%
- Using variable-frequency motors to save energy. e.g. conveyors: energy use cut by more than 50%
- Use of Green Ice, with plant-based raw materials, to create the ice required to disgorge our Crémant
- Plate heat exchanger for heating/cooling wines: reducing energy requirements, and thus consumption
- Half-buried vats for natural temperature regulation in the winery, with minimal fluctuations in temperature between summer and winter
- Rooftop garden on the winery, for better insulation and greater harmony with the winemaking landscape
- Large windows in our vat room and production facilities, maximising natural light to create more comfortable working conditions and reduce our energy consumption
- External structure of the vat room and harvest reception room clad with wood panels, for better insulation and integration with the surrounding landscape
- Recuperation, recycling and reuse of tartaric residues
- Collecting used corks and stoppers in our boutiques, regularly donated to a local charity (Bouchons Bonheur 67)
- Raising awareness of eco-friendly consumption practices among our customers

**Working conditions and social protection:**

- Plot-by-plot geolocation in order to facilitate the day-to-day work of our member winegrowers and oenological experts
- Technical support and advice from our expert oenologists for all members of the winegrowing cooperative
- Regular technical meetings in the vineyards during the growing cycle, working closely with members to keep track of health concerns affecting the vines, and offer advice on how to handle them within the limits of sustainable viticulture
- Organisation of technical training days for members
- Meetings to discuss topics of importance and form working groups when necessary
- Developing a new mobile app allowing members to record their vineyard processes directly
- Introduction of an extranet system for centralised, paperless document and resource management, along with news updates and various management tools for members
- Reducing noise pollution: investment in a new, quieter pumping system
- Installation of a nitrogen production unit, dispensing with the need to load, unload and handle heavy nitrogen tanks
- Collaboration with ESAT organisations (employment and integration schemes)
- Social and corporate events (e.g. harvest festival, birthday celebrations, inauguration of new facilities etc.)
- Various benefits in kind for our employees

**Consumer protection:**

- Our production sites are IFS Food certified (International Food Standard), an international quality standard for food products.
- Regular analysis to check levels of chemical residues in the wines
- Protection of internal and client data
- Protection against external attacks

**Customer and consumer satisfaction:**

- Very small doses of oenological additives used during the vinification process, ensuring that our products remain authentic
- Warm welcome and personalised service from all of the sales staff in our boutiques, with free tastings and expert advice
- Welcoming, well-heated and ventilated stores
- Managing feedback and complaints (customer relations)

**The purpose of these actions is to ensure the satisfaction of all of our customers and colleagues.**