



## OUR CSR & ENVIRONMENTAL COMMITMENT

- A vision for a harmonious future -

by Frédéric Drouhin, fourth generation member  
- Chairman of the Executive Board -

Since 1880, Maison Joseph Drouhin, inspired by generations of family values, has always been committed to Corporate Social Responsibility (CSR) and actively contributing to sustainable development in all its aspects.

Today, I am proud to introduce to you our committed CSR and environmental approach, which not only represents our core values but also our dedication to a better future for our planet and future generations.

How can Joseph Drouhin preserve nature and continue to share the story and quality of great terroirs worldwide? Our goal for 2030 is to be a model for preserving viticultural heritage and ensuring its resilience against climate change and human challenges.

As well as a comprehensive carbon assessment, we have also put in place a dedicated committee that works closely with the Executive Board and the Drouhin family on these fundamental issues.

Our approach is based on our "PHARE" (lighthouse in French) values, which guide and illuminate each of our actions:

**Passion:** We are passionately dedicated to preserving our Climats (listed as UNESCO heritage sites), our planet, and everyone's well-being. This passion is reflected in our concrete actions aimed at reducing our environmental footprint and promoting a sustainable lifestyle while continuing to reveal the magic of our exceptional terroirs.



**Harmony:** We believe in the undeniable and inseparable harmony between humans and nature. That's why we have adopted environmentally friendly viticultural practices such as organic and biodynamic cultivation of our vines, since the late 1980s. We actively preserve the biodiversity of our soils and protect our ecosystem.

**Audacity:** We are bold in our actions and initiatives. As pioneers in our field, we have taken innovative measures beyond organic and biodynamic viticulture, such as creating a specific lightweight bottle in 2008 and our recent project to further reduce our footprint. Moreover, we made the impactful decision to stop air transport and opt for sailing transport to the USA, demonstrating our commitment to more sustainable transport practices. Boldness has always been the hallmark of our family and heritage.

**Regenerative:** Our ultimate goal is to become a regenerative company by 2030. To achieve this, we work to reduce our energy consumption, minimize waste, and preserve natural resources. We invest in initiatives such as better water management in our activities and planting nectar-producing trees to regenerate our environment, with many more to come.

**Excellence:** Finally, and above all, our commitment to the excellence of our wines (from Bourgogne to Grands Crus) is reflected in all of our actions. We constantly strive to improve our practices, whether in viticulture, winemaking, packaging, transport, workplace well-being, or communication. We are proud of our approach, that proves our commitment to the highest of CSR standards.

I would like to extend my heartfelt thanks to all those involved in this bold and ambitious approach, from our dedicated employees to our valuable partners, including you.

**Together, we are determined to pursue our mission responsibly and contribute to a more sustainable future for all.**