



BY APPOINTMENT
TO H.M. QUEEN ELIZABETH II
PURVEYORS OF CHAMPAGNE
CHAMPAGNE BOLLINGER S.A.

CHAMPAGNE
BOLLINGER
MAISON FONDÉE EN 1829

Champagne Bollinger is B Corp certified,
a step forward in its commitment
to people, to the land, and to its roots



Certified



Press release

October 2023

In July 2022 Maison Bollinger outlined ambitious plans for its upcoming Bicentenary in 2029, as well as a new environmental and societal charter. Today, we are proud to reveal that we have achieved our objective of obtaining the B Corp certification, as of September 2023.

“This international certification sets very high standards in terms of social, societal, and environmental performance. It allows us to join a community of businesses committed to the ambitious development of these values. The B Corp certification process is particularly demanding, involving a comprehensive audit of the company’s governance, the management of our employees, partners and customers, as well as our environmental policy. It has now been over two years since we began our quest to achieve this certification.

By obtaining the B Corp certification, Champagne Bollinger commits to a structure of ongoing development and must submit to an evaluation and verification process every three years to demonstrate that it still meets the constantly advancing certification standards.

This certification recognises the merit of our daily actions. It engages all Champagne Bollinger employees in a collective approach to progress.

It is with humility and conviction that we will continue to roll out the roadmap we outlined as part of our CSR (Corporate Social Responsibility) programme: our People, our Land, our Roots.”

Charles-Armand de BELENET,
Managing Director of Champagne Bollinger



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About B Corp

B Corp is a certification which sets very high standards in terms of social and environmental performance. B Corp certified companies aim to generate a positive impact for the long term. It is the Maison's certification of choice due to its high standards, rigorous evaluation process, and its international recognition. As the result of more than two years dedicated teamwork, receiving this certification is a real honour for Champagne Bollinger. It recognises the company's various commitments by evaluating over 200 criteria focused around five areas: governance, employees, community, environment and customers.

THE B CORP CERTIFICATION IS PROOF OF MANY OF THE MAISON'S FIRST ACHIEVEMENTS, WHICH ARE A TRUE SOURCE OF PRIDE

People.

Champagne Bollinger comes from passion, from an ongoing quest for excellence. It brings people together who are passionate about the land and for preserving the expertise of our ancestors. The Maison is defined by its people; it has witnessed the growth of generations of winemakers, coopers, disgorgement specialists and other craftspeople, all of whom enrich Bollinger's wines. It is the only Champagne House to have always employed an in-house cooper.

Champagne Bollinger strives to promote the wellbeing and development of its employees, the guarantors of its culture of excellence and the guardians of its heritage.



- The Maison ensures that skills are passed on, and expertise is shared, by prioritising access to training. By 2025, **100% of employees will benefit from annual training** in line with their personal career aspirations to strengthen their professional expertise and personal development.
- Trades are preserved by **experts who pass their savoir-faire down to the younger generation**. In-house cooper, riddler, disgorgement specialist, labeller... These craftspeople are all envoys of tradition for future generations.
- The Maison is changing its management practices and favours a co-construction approach. Therefore, employees are invited to join working groups to address issues raised in **company surveys, which will be conducted every 2 years**. There are numerous topics for discussion: managerial roles and responsibilities, cohesion, work environment, working conditions, pay...
- Transparency is another element at the heart of Champagne Bollinger's philosophy. Therefore, to ensure everyone can benefit from the same level of information concerning their rights and responsibilities, as well as those of the company, **an employee manual and remuneration guide** have been created and shared with teams.

The Land.

Soil quality in the vineyards, and the surrounding area, are of direct concern to Champagne Bollinger, an early adaptor of sustainable viticulture to preserve its 180 hectares of family-owned vineyards. The Maison was the first Champagne House whose vineyards were certified as being of «High Environmental Value» in 2012, and the first in Champagne to receive a Sustainable Viticulture certification in 2014.

- The Maison encourages cover cropping to promote biodiversity. 2022 saw **the planting of 1.7km of hedgerows**, meaning the total surface area dedicated to nature at Champagne Bollinger progressed from an equivalent of 15% in 2021, to 32% in 2022. In 2029, this will reach 40%.



Roots.

Champagne Bollinger has been located in the communes of Aÿ and Cuis since it was first established in 1829. It is one of the last independent, family owned Maisons in Champagne. The Maison owes its authenticity, in part, to its local roots and family heritage.

Champagne Bollinger is committed to fostering longstanding personal relationships with its partners, suppliers and stakeholders.

- The Maison is forging relationships based on trust and support with its vineyard partners. Following the Champagne region's target for 100% of its winegrowers to be certified Sustainable by 2030, the Maison has been a constant source of support for its partner growers during this conversion process. An employee dedicated to Vineyard and Procurement Operations is supporting them in their path to certification. To date, 38 wine growers have received their certification. 52% of the Maison's grape supply is also certified.
- In addition, **the Sustainable Procurement and Supplier Relations Charter** demonstrates the quality of the relationships and reciprocal agreements that the Maison has with all its suppliers (winegrowers not included in this Charter). Its objective is **to be signed by 100% of our strategic suppliers by 2025.**

As its bicentenary approaches, Champagne Bollinger's commitment to Sustainability is confirmed. It is now fixed in Time, and a statutory commitment from this point forward. **The Maison has amended its company statutes**, taking into account the social, societal and environmental consequences of its decisions on all stakeholders.

By joining the B Corp movement, Champagne Bollinger intends to strengthen, and continue to engage in, its individual and collective actions and commitments: «We must be the change that we seek in the world (...), we must act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.» (B Corp Declaration of Interdependence).



Sustainability at Bollinger

www.champagne-bollinger.com/durabilite

Maison Bollinger becomes a B Corp

www.bcorporation.net/en-us/find-a-b-corp/company/champagne-bollinger

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REGARDING THE 2029 AMBITIONS SET OUT IN CHAMPAGNE BOLLINGER'S ENVIRONMENTAL AND SOCIETAL CHARTER

Driven by the CSR focus of «**Sustainability at Bollinger**», the Maison's Societal and Environmental Charter outlines the targets it has set itself ahead of 2029 relating to **People, the Land**, and **local Roots**. It is built around 8 commitments:

1 Refine our unique savoir-faire

Create a Bollinger School of Savoir-Faire.

2 Develop an employee culture of excellence

100% of employees will benefit from at least one training course each year to support their professional development.

100% of employees will take part in an annual training day concerning issues of sustainable development.

3 Ensuring team well-being

Key day-to-day objective: reach zero workplace accidents and work stoppage through the development of an internal culture of safety and the monitoring of relevant indicators.

Establish action plans to improve the results of the company survey year on year.

Lead campaigns to raise awareness about responsible drinking.

4 Make our vineyards sustainable while preserving biodiversity

Encourage biodiversity by increasing the land surface area the Maison dedicates to nature from 15% to 30% between now and 2025 - notably by planting or restoring 2.5km of hedgerows - with a goal of reaching 40% by 2029.

Raise public awareness of the issues surrounding biodiversity and organise an annual open day about this topic.

5 Reduce our carbon footprint

Achieve 100% recycled and recyclable packaging.

Use lighter bottles by reducing glass weight by at least 7%.

Reduce the Maison's greenhouse gas emissions by 40%.

Stop all up and downstream air freight by 2025.

6 Develop a circular economy

Reduce waste production (excluding glass) by 10%.

Recycle 100% of waste.

Reduce water consumption by 10%.

7 Maintain our family heritage

Refurbish and upgrade 100% of the Maison's property.

In partnership with local stakeholders, be a major player in the development of oenotourism in Aÿ by way of an oenotourism project in the heart of the village and at the Maison's other viticultural sites. These places will welcome 20,000 wine enthusiasts each year.

8 Supporting the local ecosystem

The creation of a Madame Bollinger Prize which will reward a local initiative with a donation of €50,000 each year.

Promote sustainable viticulture, helping 100% of the Maison's grape suppliers to gain Champagne's Sustainable Viticulture certification.

Reinforce partnerships with the Maison's strategic suppliers by implementing a responsible purchasing charter, which commits Champagne Bollinger and its suppliers to work together towards the development of sustainable practices.



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