



**DEEP ROOTS  
COMMITTED HEARTS  
RESPONSIBLE CHAMPAGNES**

CSR Brochure

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**“WE DO NOT INHERIT THE EARTH FROM OUR PARENTS,  
WE BORROW IT FROM OUR CHILDREN.”**

ANTOINE DE SAINT-EXUPÉRY



## EDITORIAL

Since 1991, Lanson-BCC has set out the vision of three Champagne families, united by their passion for producing outstanding Champagnes and their deep attachment to the *terroir*. The Group is built around a unique portfolio of prestigious and complementary Maisons, with each reflecting the diversity of our *terroirs* thanks to its specific identity, know-how and distribution strategy.

Prioritizing sustainable viticulture has always been a clear commitment for us, along with passing on a living heritage and preserving our region for future generations.

We stand out through our dedication and commitment to preserving the traditions of Champagne, while incorporating innovation and sustainability into everything we do. From the way we cultivate our vines to the blending of exceptional cuvées, every step is guided by an unwavering commitment to quality and a strong sense of environmental responsibility.

I invite you to discover our approach, our initiatives and our vision for a Champagne that blends tradition, innovation and sustainability. Thanks to the commitment of our partner winegrowers, our loyal customers and our dedicated staff, we are helping build a sustainable future.

Together, let's bring to life an outstanding Champagne, honoring its rich history, while being firmly committed to the future.

**Bruno Paillard**  
Lanson-BCC Chairman and CEO

# DEEP ROOTS COMMITTED HEARTS RESPONSIBLE CHAMPAGNES

## Our purpose

“*Deep Roots, Committed Hearts and Responsible Champagnes*” sets out our vision and our rich heritage. With deep roots in the Champagne *terroir*, our Maisons draw on know-how that has been handed down across the generations, driven by a shared passion for Champagne.

## Our vision for sustainable development

For Lanson-BCC, sustainable development is both a responsibility and an opportunity for growth. We believe in ensuring a harmonious blend of tradition and innovation to build the future of Champagne.

**Preserving our *terroir*:** we value and protect our *terroirs* by adopting sustainable viticulture practices, preserving biodiversity, managing natural resources efficiently and promoting our heritage.

**Engaging our employees and partners:** we put people at the heart of everything we do, helping build excellent levels of skills and expertise, supporting our partner winegrowers and actively contributing to the development of our region.

**Innovating with responsibility:** every stage, from the vines through to distribution, is thought out to incorporate sustainable solutions that help reduce our environmental footprint, while enhancing our customer experience.



## Ours values: Land, Family, Excellence

### **Respectful love of the Land**

Our deep connection to the land guides our practices. We are committed to preserving the richness and authenticity of the *terroirs*, the pillars around which we build our exceptional Champagnes.

### **Authentic Family spirit**

Staying true to our roots, we cultivate a family spirit that values respect, shared heritage and collective commitment within our Maisons and with our winegrower partners.

### **Shared quest for Excellence**

Our approach is founded on a responsible and shared approach to growth, combining quality, innovation and respect for our societal and environmental commitments.



# OUR ENVIRONMENTAL COMMITMENT



## Quality and Sustainability of *Terroirs*

We invest in sustainable practices to protect biodiversity and preserve natural resources, actively contributing to Champagne's green transition.

# PROMOTING OUR *TERROIR* AND RESPONSIBLE VITICULTURE



Lanson-BCC is committed to preserving and promoting the richness of the Champagne *terroir*. Our Maisons adopt respectful viticulture practices, with our ambition to protect biodiversity and reduce our environmental footprint.

Almost all of our own vineyards are High Environmental Value (HVE), Sustainable Viticulture in Champagne (VDC) or organic (AB) certified, reflecting our commitment to sustainable viticulture. We apply environmentally responsible practices, particularly in terms of water management and soil protection.

We also cultivate a deep connection to the Champagne *terroir*, highlighting the diversity of its soils, selecting quality grapes under long-term partnerships with 1,600 independent winegrowers.

This responsible viticulture is at the heart of our commitments: producing exceptional Champagnes, while ensuring the preservation of our environment for future generations.



## PHILIPPONNAT AND ALEXANDRE BONNET: EXEMPLARY COMMITMENT TO RESPECTING OUR *TERROIR*

HVE 3 high environmental value and Viticulture Durable in Champagne sustainability certified, Philipponnat and Alexandre Bonnet stand out through their approach to viticulture that respects the *terroir* and biodiversity, aligned with the growing expectations seen concerning environmental ethics.

At the **Clos des Goisses**, Philipponnat's iconic vineyard, no chemical insecticides or herbicides have been used for decades. Plowing with horses, manual weeding and agroforestry practices preserve the natural balance of the soils and optimize the yields achieved.



**Domaine Alexandre Bonnet** rolls out targeted measures to reduce its environmental footprint: stopping its use of herbicides from 2020, deploying pheromone diffusers, creating habitats for wildlife, planting diverse trees and restoring dry stone huts.

These two Maisons promote and protect their *terroirs* through adapted practices, such as winter cover cropping, and adopt innovative measures to preserve their local heritage.

Philipponnat and Alexandre Bonnet embody a sustainable and exemplary vision for Champagne, blending tradition, respect for nature and a pursuit of excellence.

# REDUCING OUR CARBON IMPACT

At Lanson-BCC, reducing our environmental impact is a priority that guides every stage in our activity. We put in place innovative, concrete solutions to combine excellence with sustainability, while safeguarding natural resources.

At production sites across our Maisons, we invest in new technologies to optimize water and energy consumption, limit discharges, and recover and recycle waste through appropriate channels.

All of the Maisons are committed to reducing their carbon footprint through responsible choices covering their logistics, packaging and energy transition. Three Maisons - Alexandre Bonnet, Boizel and Lanson - have completed a carbon footprint analysis of their activities.

While remaining true to the traditions of Champagne, we continue to innovate with our production and blending methods and our new cuvées, ensuring that our Champagnes combine pleasure with a focus on the future.



## CHANOINE: INNOVATING FOR SUSTAINABILITY

**Chanoine** is innovating with modern, above-ground cellars that streamline production flows for sustainable efficiency on a site that has been BRC grade B certified since 2007. Since 2023, all secondary packaging and cases have been phased out, except for the Tsarine's new prestige cuvée, Précision, in order to protect the wine from the risk of "light taste" linked to its transparent bottle. All Chanoine Frères bottles are made from lightweight glass (835g), while initiatives are underway to reduce the weight of Tsarine's bottles. The Maison works exclusively with local or European suppliers, highlighting its commitment to responsible practices.

# COMMITTING TO RESPONSIBLE QUALITY

The excellence of our Champagnes is founded on our uncompromising pursuit of quality, paired with deep respect for the environment.

Our labels and certifications reflect the commitment made by our Maisons to combining quality and sustainability. They recognize their efforts to ensure alignment with the highest standards of food safety, respect for the environment and customer satisfaction.

In each of our Maisons, from grape selection to the crafting of the cuvées, every step of the production and blending process is subject to rigorous analysis by independent laboratories, ensuring the quality and traceability of our Champagnes.

While preserving traditional Champagne methods, we integrate sustainable practices and responsible innovations to create exceptional Champagnes.

## BURTIN: A HALLMARK FOR QUALITY AND RESPONSIBILITY



Since 2009, **Burtin** has been BRC Grade A and IFS High Level certified, confirming its compliance with the highest standards of food safety, quality and traceability for its Champagne production.

Committed to a responsible approach at every stage in its production process, the Maison has increased the percentage of its grapes sourced with HVE or VDC certification (218 ha in 2023, up from 46 in 2019), while prioritizing local suppliers within its procurement policy (84% of its expenditure placed in the Marne region in 2024) and reducing its energy consumption (-6.9% between 2023 and 2024) through targeted investments. In 2024, the installation of a new cooling system in the cuverie illustrates this commitment to continuously optimizing its operations.



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OUR SOCIETAL  
COMMITMENT



## Commitment, Dedication and Know-How of Our People

We support our employees and partners with their development, creating work environments that are motivating and respectful, while promoting local initiatives.

# SHARING OUR VALUES AND BEST PRACTICES

Two of our core pillars are sharing our values and encouraging excellence. We work to promote our best practices not only within our Maisons, but also among our winegrower partners, whose average length of service is over 20 years, fostering cooperation and progress.

The practices put in place by each Maison create value for Champagne.

By providing advice, support and technical tools, our proactive approach reflects our commitment to engaging our partner winegrowers to adopt sustainable viticulture practices.

We firmly believe that sharing our knowledge and values helps build a stronger, more sustainable and exemplary Champagne industry.

## LANSON: PROMOTING SUSTAINABLE VITICULTURE

In addition to owning a 16-hectare biodynamic vineyard, **Maison Lanson** is committed to sustainable viticulture for both its own vineyard and its supplies, supporting its partner winegrowers with their transition to certified wine production thanks to the creation in 2018 of the first collective structure by a Champagne House.

In line with the requirements defined by the Champagne Interprofession organization and the French Ministry of Agriculture, certifying the VDC and HVE labels, Maison Lanson is setting out its roadmap for support based on exchanges, sharing and commitment by everyone involved, moving towards virtuous practices with respect for biodiversity and societal and environmental standards.



# DEVELOPING OUTSTANDING SKILLS AND EXPERTISE

We are committed to offering a safe, respectful and motivating work environment, while fostering a culture of excellence at every level.

Our work environment enables our employees to develop their skills throughout their career by:

- providing opportunities for continuous learning, to further strengthen their levels of expertise and promote innovation;
- handing down our know-how, to preserve our heritage and inspire new generations.

We make the health and safety of our teams a priority at all times, through regular training and audits, as well as the modernization of our equipment. We also promote a healthy work-life balance.

Our success is built around passionate men and women working together to build a sustainable future for our Maisons.



## LANSON-BCC: SUPPORTING SKILLS AND PREPARING FOR THE FUTURE

In 2024, employees across our Group's Maisons completed 3,193 hours of training, including 1,523 hours on safety, further strengthening their skills and employability. We also welcomed 53 interns and trainees on work-based programs, reaffirming our commitment to passing on our expertise and know-how to future talents.

# PROMOTING OUR CULTURAL HERITAGE AND CULTIVATING OUR CUSTOMER EXPERIENCE

We preserve and transmit our rich Champagne heritage, reflecting our ancestral know-how and culture of excellence. Our Maisons, as outstanding ambassadors for this heritage, open their doors to visitors from around the world for unique experiences.

They welcome them to discover historic Maisons with exceptional vineyards. Through visits, tasting sessions and exclusive events,

they offer a unique immersive experience, revealing the history and fine craftsmanship behind their renowned Champagnes.

We also build strong relations with our customers through digital tools that ensure greater transparency and more effective communication, while building trust around our quality and passion, to offer them an unforgettable experience.

## DE VENOGÉ AND BESSERAT DE BELLEFON: ELEVATING CHAMPAGNE HERITAGE

**De Venogé** enchants with its refined hospitality, welcoming visitors to its Louis XV-style mansion in Épernay for an immersion in the history of Champagne.



With the opening of “La Sensation BB”, a bar and boutique housed in an 18th-century building in Épernay, **Besserat de Bellefon** blends heritage and modernity. Renovated with local artisans taking into consideration the environmental stakes involved, this space is aligned with the high standards demanded by Bâtiments de France and offers an elegant setting where visitors can discover the iconic cuvées of this Maison, which embodies the French art of fine living.



# SETTING OUT OUR STRONG REGIONAL ROOTS

The Group draws its strength from its regional roots, with the majority of its Board members originating from the Champagne region and a majority of its capital held by the founding families who are deeply anchored in its *terroir*.

This close connection to the region is also reflected in its active involvement in local development. Several of the Group's Maisons are involved in philanthropic initiatives, supporting iconic projects focused on culture and heritage, such as Mission

Coteaux, Maisons et Caves de Champagne and the Fondation du Patrimoine heritage foundation.

Alongside this, support for local non-profit organizations further strengthens the close links developed with the community and contributes to Champagne's vibrant social and cultural ecosystem. Through these actions, the Group sets out its role as a committed partner supporting the region, while promoting Champagne's unique heritage.



## BOIZEL: SUPPORTING LOCAL DEVELOPMENT

Boizel illustrates the Group's commitment to supporting local development. The Maison actively contributes to the Champagne region's cultural ecosystem by working with initiatives such as the Champagne Wine and Regional Archaeology Museum, Archiconfrérie Saint-Vincent and the Ordre des Coteaux de Champagne.



03

OUR ECONOMIC  
PERFORMANCE



## Enhancement and Excellence of Wines

We seamlessly blend respect for traditions with innovation to ensure sustainable growth, through ethical governance and family transmission.

# ENSURING SUSTAINABLE GROWTH AND ETHICAL GOVERNANCE

Lanson-BCC stands out as a responsible economic player, anchored around its values of excellence and ethical practices. The Group adopts a long-term vision around three core pillars: creating value around our Maisons, developing their premiumization and supporting our shared heritage across the generations.

Lanson-BCC optimizes its portfolio of prestigious Maisons, which are outstanding ambassadors for Champagne know-how, by developing their unique identities and capitalizing on diversified distribution channels. This approach enables us to further strengthen our presence on the markets, while preserving the authenticity and unique features of each Maison.

Premiumization continues to be a key factor for creating value. By investing in premium and exclusive cuvées, Lanson-BCC showcases the excellence of its Maisons and meets the expectations of the most discerning consumers. These exceptional creations further strengthen the reputation of our Group and support its development on international markets.

BY COMBINING  
THESE THREE STRATEGIC  
PILLARS,  
LANSON-BCC IS BUILDING  
A SUSTAINABLE FUTURE,  
TRUE TO ITS HERITAGE  
AND FIRMLY FOCUSED  
ON EXCELLENCE.



# COMBINING OUR SHARED FAMILY HERITAGE AND INDEPENDENT EXPERTISE

Lanson-BCC brings together family heritage and independent expertise to build a solid and sustainable governance framework. The Group is preparing a new generation of leaders, from both within and outside the founding families, focused on expertise and commitment.

Since 2010, the family shareholders' association has further strengthened the links between the generations and helped build the unity of the three founding families. It plays a key role in sharing our values, fostering a sense of unity and belonging, which is essential for the long-term sustainability of the Group.

The Board of Directors benefits from the diverse expertise of three independent directors – Michaela Merk, Mark Dixon and Philippe Vidal – while the CSR Committee, established in 2022, oversees the Group's sustainable commitments.

The CSR Committee is made up of Alice Paillard, Florent Roques-Boizel and Michaela Merk, its Chairwoman.





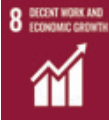

This blend of family experience and openness to new expertise helps ensure exemplary governance for a sustainable growth strategy.



Behind Bruno Paillard at center, from left to right: Brice Simphal, François Van Aal, Marie-Laetitia Bajiot, Michaela Merk, Evelyne Boizel, Philippe Bajiot, Michel Shapira, Marie Paillard, Alice Paillard, Florent Roques-Boizel, Philippe Vidal and Mark Dixon.

# OUR CORE INDICATORS

In response to the impacts of climate change, we are innovating with our winegrower partners to protect our soils and maintain the excellence of our wines. Committed to sustainable practices, we share our vision for responsible consumption, aligned with our values and our purpose: *“Deep Roots, Committed Hearts and Responsible Champagnes”*.

PILLARS	COMMITMENTS	INDICATORS	SDG
Quality and sustainability of <i>terroirs</i>	Promoting our <i>terroir</i> and responsible viticulture	93% of estate-owned vineyards certified HVE/VDC/BIO  54% of total grape supplies sourced from HVE/VDC-certified vineyards	  
	Reducing our environmental impact	-2,3% energy consumption compared to 2021  77% of 75cl bottles lightened to 835g  100% of glassware and dry materials supplies sourced from Europe, including 67% from Champagne-Ardenne	
	Committing to responsible quality	100% of installations equipped with a management food safety system	
Commitment, dedication and know-how of our people	Sharing our values and best practices	350 properties supported towards HVE/VDC certification  +20 years: average age of partner winegrowers	 
	Developing outstanding skills and expertise	83% of employees trained  €371K safety-related trainings	
	Promoting our cultural heritage and cultivating our customer experience	57,240 visitors to the Group's Maisons (+103% vs. 2023)  €975K invested in hospitality	
	Setting out our strong regional roots	24 sponsorship initiatives in favor of heritage and community partners	
Enhancement and excellence of wines	Combining our shared family heritage and independent expertise	4 CSR Committee meetings held  11 Management Committee meeting holds	

# ABOUT LANSON-BCC

LANSON-BCC is a group built around eight Maisons producing Champagne wines, created and led by Champagne families. It unites together outstanding Maisons, renowned for their unique wines and benefiting from the effective fit between their customer segments. The combination of ancestral know-how and modern technical capabilities, creative independence and rational synergies enables each one of its Maisons to develop its performances, ensuring the LANSON-BCC Group's sustainability.



MAISON CHANOINE  
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