

Certified



Corporation



MAISON FONDÉE EN 1785

**PIPER-HEIDSIECK**

CHAMPAGNE

B CORP ANNOUNCEMENT  
2022



# PIPER-HEIDSIECK UNCORKS A SUSTAINABLE FUTURE

**Reims, Champagne:** Since its inception, Piper-Heidsieck owes its success to audacious leadership and a pioneering spirit, anchored in its company wide practices.

The House showcases its unwavering commitment towards a conscientious, sustainable future and responsible Champagne production by implementing several initiatives across a number of areas including its carbon footprint reduction, vineyard operations, social impact and supplier management.

Today, the efforts of the Champagne House are recognised as it becomes B Corp Certified, joining a community of companies that are leading a global movement for an inclusive, equitable, and regenerative change.



*Since 1785, bringing the best of the Champagne terroirs to the world has meant our team is working meticulously each day to foster a healthy environment for future generations. Now more than ever, we believe in taking inspired action to pave a new path forward by constantly adapting to enforce strategies that better our Champagne production, whilst having a positive impact on the world.*

- PIPER-HEIDSIECK, CEO BENOIT COLLARD 

# THE HOUSE'S INITIATIVES

With innovation and sustainability at the core of the Champagne House, the concrete initiatives taken by Piper-Heidsieck as it becomes B Corp Certified include:

## CARBON FOOTPRINT REDUCTION



**-46%**

Carbon emission reduction per bottle in intensity for Scope 3\* by 2030



**-61%**

Carbon emission reduction in absolute for Scope 1&2\*\* by 2030



**NET-ZERO**

Carbon emissions before 2050



**LIGHTEST BOTTLE**

On the market since 2010 (835g)



**-40% ENERGY USE**

By 2025, eliminating fossil fuel in production activities



**TIME FOR THE PLANET**

Investing in the non-profit organisation deploying 100 global innovations to fight against climate change



**100% RENEWABLE**

Electricity since 2021



**JOINING INTERNATIONAL WINERIES FOR CLIMATE ACTION**

Taking collective action to decarbonize the wine industry

## SUPPLIERS



**100% OF SUPPLIERS**

Relocated to Europe by 2030 for packaging & POS



**100% OF WINEGROWERS**

To be certified with Sustainable Viticulture in Champagne by 2025



**ECO-CONCEPTION**

Moving away from added value packs in non-recyclable materials

\*Indirect emissions derived from the company's activity from supplier to final consumer including raw materials, freight, outsourced transportation and production

\*\*Scope 1: covers direct emissions from activities under a company's control / Scope 2: emissions are indirect emissions related to a company's purchase of electricity, steam, heat, or cooling

# THE HOUSE'S INITIATIVES

## PIPER LAB



### SUSTAINABLE CERTIFICATIONS

Our vineyards are certified Sustainable Viticulture in Champagne and High Environmental Value since 2015



### EXPERIMENTING

In the vineyards to build the viticulture of tomorrow: cover crops, organic farming and agroforestry



### ENHANCING BIODIVERSITY

By planting 1000 trees and shrubs of local species and implementing 8 beehives since 2015



### NO HERBICIDES, PESTICIDES, CHEMICALS\*

To reduce health and environmental impact

*\*CMR carcinogenic, mutagenic and toxic material for reproduction products*

## SOCIAL



51%

Of our managers are women, endorsing gender equity and parity



### INCLUSION

By engaging with diverse talents in both employees & collaborators in all campaigns



### COMMITMENTS

Advocating for the arts, film and not-for-profit organisations that speak to its values



€111K

Donations in cash or bottles to support meaningful causes

# PAVING A NEW WAY FORWARD

B Corp certification is given to businesses that meet high standards of social and environmental impact, verifying its performance, accountability, and transparency by allowing information to be measured against B Lab's criteria.

Piper-Heidsieck obtained a score of 91.9 points, verified by B Lab, the non-profit network founded in 2006.

Acquiring the certification is an extensive process involving the assessment of each brand's social and environmental influence with more than 200 questions as defined by B Lab, covering governance, employees, communities, and the environment.



*Achieving B Corp certification reflects our pioneering ethos and daring initiative to be a driving force of change within the Champagne industry. This certification not only recognises our environmental impact in the vineyards, but extends to our entire winemaking ecosystem, our community and our workplace.*

*This process began with an energetic spirit from our Chief Winemaker Emilien Boutillat, which propelled our entire team on a journey to work together towards a shared mission, and I am immensely proud to see this remarkable achievement brought to life. Becoming B Corp Certified marks a commemorative occasion in the history of Piper-Heidsieck, yet it also signifies that together, we are striving towards sustainable change and we hope to inspire others in the wine industry to implement similar initiatives.*

- PIPER-HEIDSIECK, CEO BENOIT COLLARD 

# THE GLOBAL B CORP COMMUNITY EXPANDS

Along with Piper-Heidsieck, Charles Heidsieck and Rare Champagne, part of the family-owned EPI Group, have also become B Corp Certified. The PH-CH Group, encompassing the three Houses, joined the global community of businesses striving for a fairer economy and have integrated a united purpose – sublimate and share the best of Champagne – as the status of the company, becoming a benefit corporation aiming to create a material positive impact on society and the environment.

Steeped in history, the Houses value innovative winemaking practices to produce the highest quality of wines, whilst acknowledging their global responsibility to positively influence the environment through sustainable practices. The Houses' philosophy incorporates sustainable viticulture, reduction of their carbon footprint, promotion of diversity and quality of work life.

For Piper-Heidsieck, the B Corp certification represents a first milestone in the reinvention of the iconic Champagne House's operations towards a positive and purpose-driven business model.

**TOTAL SCORE**

**91.9**  
/ 200

**MEDIAN SCORE FOR ORDINARY BUSINESSES**

**50.9**  
/ 200

To be certified B Corp the score must exceed 80.

## GOVERNANCE

Practices and policies related to Piper-Heidsieck's mission, ethics, accountability, and transparency.

**14.8**

## COLLABORATORS

Financial, physical, professional and social well-being of Piper-Heidsieck's employees.

**27**

## COMMUNITY

Social and economic good of the communities in which Piper-Heidsieck operates.

**23.1**

## ENVIRONMENT

Overall environmental management.

**23.8**

## CLIENTS

Value created for direct customers and consumers of Piper-Heidsieck's products and services.

**2.9**



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**FOR FURTHER INFORMATION, PLEASE CONTACT MANON DROUGARD FOR PIPER-HEIDSIECK.**

Manon Drougard  
e. manon.drougard@piper-heidsieck.com  
m. +33 7 72 00 29 54

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### **About Piper-Heidsieck**

Founded in 1785 and owned by the Descours family, Piper-Heidsieck is the most awarded Champagne House of the century\* and owes its international success to its bold leadership, with innovation always remaining at its core. Over the centuries, Piper-Heidsieck, known for its iconic cuvées, has fostered its reputation of international wine excellence well beyond the borders of France to reach Champagne lovers in every corner of the globe.

Since 2018, the Maison has been paired perfectly with one of the youngest Chief Winemakers, Émilien Boutillat, charged with safeguarding Piper-Heidsieck's unique philosophy and leading the House into the future. Proudly holding a dual certification of VDC and HVE\*\* in its vineyards since 2015, Piper-Heidsieck continues to improve the quality and authenticity of its wines and acknowledges its global responsibility to positively impact the environment through sustainable practices. In 2022, Piper-Heidsieck joined the IWCA\*\*\* and became B Corp Certified, two achievements that recognise the entire ecosystem of Champagne production and demonstrate the House's commitment towards a more environmentally conscious future.

Since its foundation, Piper-Heidsieck has been free from convention and aspires to innovate and convey self-expression. Today, it brings together Champagne drinkers from 100 countries worldwide, with one bottle popped every six seconds.

*\* Piper-Heidsieck's Chief winemakers received the prestigious title of "Sparkling Winemaker of the Year," awarded by the International Wine Challenge jury in 2004, 2007, 2008, 2008, 2010, 2011, 2012, 2013, and 2021.*

*\*\* VDC: Sustainable Viticulture in Champagne / HVE: High Environmental Value*

*\*\*\* IWCA: International Wineries for Climate Action*

### **About B-Lab**

B Lab is the non-profit network transforming the global economy to benefit all people, communities, and the planet, started in 2006 with the idea that a different kind of economy was not only possible, but necessary, and that business could lead the way towards a new, stakeholder-driven model. B Lab became known for certifying B Corporations, which are companies that meet high standards of social and environmental performance, accountability, and transparency.

