

## Press Release

Paris, October 14, 2024

# Verallia and Château Pontet-Canet Take a New Step Towards Sustainable Viticulture with the Launch of a Lighter Grand Cru Bottle

Verallia, Europe's leading and the world's third-largest producer of glass packaging for beverages and food products, announces the successful completion of an ambitious project in partnership with Château Pontet-Canet, a Grand Cru Classé of Pauillac since 1855. This initiative significantly reduces the weight of their wine bottles by 325 grams, reflecting both parties' shared commitment to eco-design and sustainability in the wine industry.



As part of its decarbonization strategy, Verallia has pledged to reduce the average weight of its packaging by 3% by 2025, contributing to a 46% reduction in CO2 emissions by 2030.

In France, this commitment is exemplified through strong local collaborations with long-standing partners like Château Pontet-Canet, a pioneer in the eco-design of fine wines.

An innovator in sustainable agricultural practices and certified in both organic and biodynamic farming, Château Pontet-Canet has confirmed its partnership with Verallia to reduce the weight of its premium bottles from 815g to 490g—a 38% reduction in CO2 emissions per bottle.

Justine Tesseron, the owner of the estate, expressed her satisfaction: *"For over 20 years, we have been committed to an ambitious environmental approach, striving to make our vineyard as sustainable as possible. With Verallia, we are taking another step forward: by reducing the weight of our bottles, we are further minimizing our carbon footprint while preserving*

*the quality of our wines and staying true to our identity."*

The new lightweight bottles were unveiled during the 2023 en primeur tastings and will be used starting with the 2022 vintage.

## The Result of Four Years of Collaboration Focused on Innovation and Eco-Design

For the development of its lighter bottles, Château Pontet-Canet benefited from tailored support provided by Verallia 360 VOA, the Verallia Group's dedicated entity for the French wine sector.

Over four years, Verallia's teams offered technical expertise throughout the development process, ensuring compliance with Château Pontet-Canet's environmental and aesthetic requirements.

*"All the Verallia teams are delighted with the successful development of this lighter bottle for a Grand Cru Classé. This project with Château Pontet-Canet showcases our expertise in eco-design—a commitment we initiated over 15 years ago with our ECOVA range, which we make available to winemakers. We are proud to have supported such a committed client in this ecological approach while maintaining the exceptional quality expected of a prestigious wine,"* said Maud Dubois, Marketing Director.



## About Verallia

At Verallia, our mission is to reimagine glass to build a sustainable future. We aim to redefine how glass is produced, reused, and recycled to make it the most sustainable packaging material in the world. We collaborate with our customers, suppliers, and other partners across our value chain to develop new, healthy, and sustainable solutions for all.

With nearly 11,000 employees and 35 glass production facilities in 12 countries, Verallia is Europe's leader and the world's third-largest producer of glass packaging for beverages and food products. We provide innovative, customized, and environmentally friendly solutions to more than 10,000 companies worldwide. Verallia produces over 16 billion glass bottles and jars annually and generated €3.9 billion in revenue in 2023.

Verallia's CSR strategy has been recognized with a Platinum EcoVadis medal, placing the Group in the top 1% of companies evaluated by EcoVadis. Our target of reducing CO2 emissions by 46% on Scopes 1 and 2 between 2019 and 2030 has been validated by the Science Based Targets Initiative (SBTi) and aligns with the Paris Agreement's goal of limiting global warming to 1.5°C.

Verallia is listed on the A compartment of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and is included in the following indices: CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small, and CAC All-Tradable.

In France, Verallia perpetuates the glassmaking tradition through its seven factories located in Lagnieu, Cognac, Chalon-sur-Saône, Oiry, Saint-Romain-Le-Puy, Vauxrot, and Albi. Closely attuned to the needs of the wine and food sectors, Verallia France is a major local player, with more than 2,000 employees across the country.

## Press Contacts

Laurie Dambrine | [verallia@comfluence.fr](mailto:verallia@comfluence.fr) | +33 (0)1 40 07 98 27

Sara Natij | [verallia@comfluence.fr](mailto:verallia@comfluence.fr) | +33 (0)7 68 68 83 22