

Press release - June 2023

## After just 3 months, over 44,000 consumers have already scanned the 1664 Blonde QR code and discovered the beer's journey from the barley field to the bottle!

For the past 4 months, thanks to a QR code placed on the bottle, 1664 Blonde beer has been inviting its consumers to discover how it is made, **from the barley field to the bottle**, via a brand-new digital platform.

Since its launch, it has been a huge success, with **over 44,000 consumers already logged on!**

They are particularly keen to know more about the ingredients in their beer and appreciate the commitment of all the players in this first traceable Responsible Barley supply chain, co-constructed with **Soufflet Agriculture & Malteries Soufflet (InVivo group)** and **Kronenbourg SAS**.

- **CONSUMER NUMBERS DOUBLE EVERY MONTH, WITH AN AVERAGE VIEWING TIME OF 3 MINUTES**

Launched in February, the number of visitors to the platform has doubled every month, and the overall total today is over **44,000**. The average viewing time is **3 minutes**.

**The top 3 sections consumers find most interesting:**

**Commitments:** this approach reflects the partners' commitment to responsible barley growing, water conservation and sustainable transport, with almost **70% of Kronenbourg SAS beers** shipped by train from the Obernai brewery. This represents **19,000 fewer lorries** on French roads each year.

**Cereal harvesting: no other beer on the market has taken its commitment to the agricultural and food transition so far and with such transparency.** An exclusive blockchain solution has been developed by Malteries Soufflet (InVivo group) in partnership with Crystalchain. Consumers can access information about the area where the barley is collected and its harvesting date. They can also access an interactive map.

**Brewing:** consumers not only learn about the various stages in the brewing process, but also find out precise details about the beer in their hands, such as the brewing and malting dates and the day it is bottled. And in video testimonials, Master Brewers talk about their know-how and the creation of new recipes.

- **IN 2023, A SURFACE AREA TRIPLED AND THE NUMBER OF FARMERS MORE THAN DOUBLED**

**The number of partner farmers** involved in France's first traceable Responsible Barley Supply chain has more than doubled in a year. There were **45 in 2022** (in the Grand Est and Burgundy regions), when the chain was launched, and there are **now 120** under Responsible contracts (in the Grand Est, Burgundy and Ile de France regions). They supply their barley to Soufflet Agriculture; the Soufflet Malting Plant in Strasbourg then transforms the barley into malt, and this is delivered to the Kronenbourg brewery in Obernai. The aim is for there to be 250 farmers by 2026.

**Responsible Barley cultivation areas** have also tripled in a year, rising from **900 ha to 2,700 ha today** (with an average farm size of 190 ha). In terms of **tonnage**, in 2022 this was **5,000 T of graded barley**, and the harvest forecast for 2023 is **14,000 T of graded barley**.

- **THE AGRO-ECOLOGICAL TRANSITION: VISIBLE IMPACTS ALREADY**

When the 1<sup>st</sup> traceable Responsible Barley supply chain was introduced, Soufflet Agriculture, Malteries Soufflet and Kronenbourg SAS worked together on specifications guaranteeing transitional agriculture through farmers' use of good agro-ecological practices. As well as maintaining the high quality of malts, this helps to protect the environment, in particular by promoting biodiversity and reducing the carbon footprint.

### **Biodiversity on the rise**

- **Nearly 6 different crops per farm**

Half the farmers grow 4 or 5 different crops on their farms; the rest between 6 and 8 crops. The use of longer rotations provides many benefits, particularly for soil health and biodiversity. It also makes it possible to rationalise the use of plant protection products – for example, by introducing crops that consume fewer inputs and variability that disrupts pests.

- *Twice as many Ecological Interest Areas (EIA) than the threshold set by the CAP*

Farms with Responsible contracts have almost 9% of Ecological Interest Areas, with fallow land, grass strips, groves and kilometres of hedgerows (with the Responsible Barley supply chain, there are already over 16 km of hedgerows all in all!), providing multiple environmental benefits.

- *169 hives and 77 roosts already in place*

Farmers are also the driving force behind the introduction of systems that encourage natural predation. To date, 25 nest boxes and 77 roosts have been installed. Not to mention set-ups

for bees. For 169 beehives are already in place, as well as 17 ha of fallow land with nectar-rich plants:  
over 24 rugby stadiums!

### **A carbon footprint 20% smaller than with conventional methods**

An initial assessment shows that the carbon footprint of barley grown using traceable responsible farming methods is already significantly lower than that of barley grown with conventional methods: emissions measured for the 2022 harvest<sup>(1)</sup> were 334 KgCO<sub>2</sub>/T of barley compared to 409 with conventional methods<sup>(2)</sup>. Various levers are brought into play to achieve this good performance: - Sustainable fertilisation based on the principle of the right amount at the right time; split fertiliser applications based on annual soil analyses, and the planting of legumes, which can be integrated into crop rotation.

- The use of multi-species plant cover sown between crops to encourage carbon capture and biomass production.

### **Certification by OCACIA**

The good agricultural and environmental practices implemented in this traceable Responsible Barley supply chain are subject to external, independent control (NF V30-001 standard). In addition, a level 2 environmental certification system based on the Charter for Good Agricultural Practice has been set up for this chain.

- **50% TRACEABLE RESPONSIBLE BARLEY IN 1664 BLONDE FROM 2024**

Co-constructed with Soufflet Agriculture and Malteries Soufflet (InVivo group), this innovative supply chain was launched in 2022. As we approach mid-2023, the cultivation of traceable Responsible Barley is showing steady progress, making it possible to meet the targets Kronenbourg SAS has set itself, i.e. to rise from **20% traceable barley in 2023** to **50% in 2024** and then 100% in 2026 for the brewing of 1664 Blonde.

Sources:

<sup>(1)</sup> Measured using the eGES Arvalis/Low-Carbon "Field Crops" Label tool

<sup>(2)</sup> Agribalyse, the benchmark environmental database for agricultural and food products

### **About Soufflet Agriculture**

As a pioneer of traceable supply chains and the driving force behind their continuous development for some 20 years, it supports farmers in implementing specific production specifications by providing expert agronomic advice, overseeing collection and guaranteeing outlets with enhanced value.

### **About Malteries Soufflet**

Supplies high-quality malts to its brewer customers around the world. Its recognised mastery of the supply chain from grain to beer, its international presence and its ability to meet customer needs make it a preferred partner, especially in the development of approaches combining quality and sustainability.

### **About InVivo**

The InVivo group is one of Europe's leading agricultural groups, with a turnover of almost €12 billion – over half generated in France – and a workforce of 14,500, including 11,000 in France. Established in 38 countries, it has over 90 industrial sites, including 63 in France.

This pillar of food sovereignty operates across the entire value chain from farm to table, and is a leader in each of its four main strategic activities: International grain trading; Agriculture; Agri-food (Malting, Wheat, Wine); Garden centres and food distribution.

A global, cross-functional centre for innovative digital solutions completes the system for accelerating the transformation of these businesses towards the third agricultural revolution.

For more information: [invivo-group.com](http://invivo-group.com)/Twitter @InVivoGroup

### **About Kronenbourg SAS: French brewer for over 350 years**

A French subsidiary of the Carlsberg Group since 2008 and a brewer in Alsace since 1664, Kronenbourg SAS is France's leading brewer.

We produce 700 million litres of beer each year in France's largest brewery in Obernai (Bas-Rhin) and hold 25% of the market through a portfolio of diversified brands, including: Kronenbourg (France's biggest name in beer), 1664 (the best-selling French beer in the world), Grimbergen (the most popular speciality beer), Carlsberg (the major international brand), SkØll Tuborg (the trendy beer) and Tourtel Twist (a beer-based drink made from 0.0% alcohol and fruit juice).

Kronenbourg SAS is made up of 1,000 beer enthusiasts. Excellence Brassicole® (Brewing Excellence), Innovation Partagée® (Shared Innovation) and Responsabilité Solidaire® (Joint and Several Liability) are the company's three pillars, which have underpinned its development over 350 years.

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