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## 1664, THE BLONDE BEER UNCOVERED...

Scan the QR code to find out everything there is to know from field to bottle with the 1<sup>st</sup> traceable and responsible barley chain

Kronenbourg SAS and the InVivo group, through its subsidiaries Malteries Soufflet and Soufflet Agriculture, have combined their expertise to co-create the first traceable and responsible barley chain in France, based on an exclusive agro-ecological model. From this point forwards, 1664 Blonde beer will be brewed with almost 20% responsibly sourced malt, with the aim of reaching 100% by 2026.

Thanks to a QR code that provides access to a new digital platform, every consumer now has the opportunity to discover the path travelled by the barley from field to bottle, as well as finding out about the farmers, maltster and brewer, all working together in the brewing industry. As well as being innovative, this is bringing transparency and traceability to the beer market.

### ❖ 100% TRANSPARENCY AND TRACEABILITY VIA A NEW DIGITAL PLATFORM



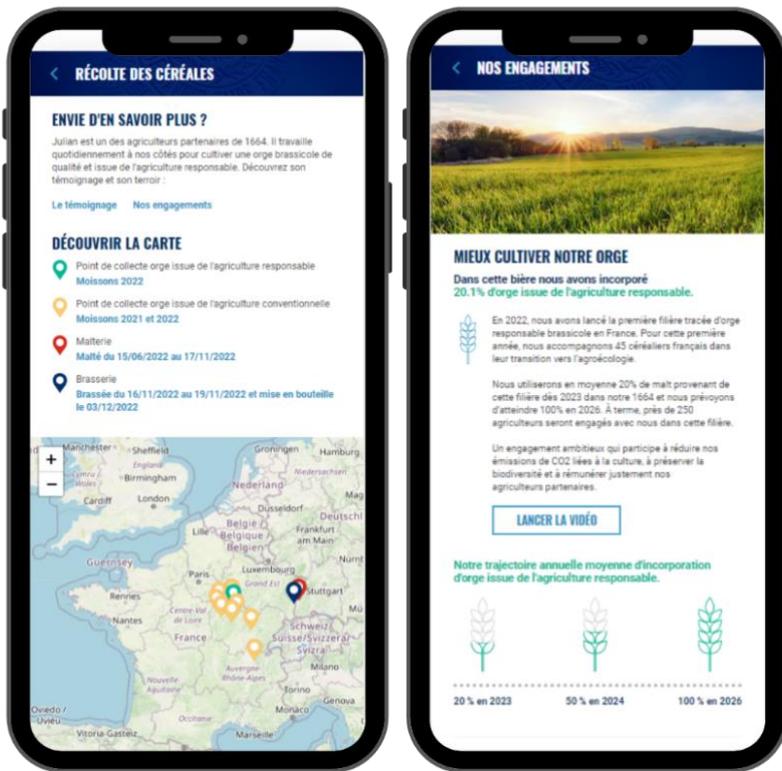
- **With a simple scan of your smartphone, trace your beer's entire journey from the barley field to the bottle, and find out about the farmer, maltster and brewer**

Nowadays, consumers are becoming increasingly proactive. They commit to their purchases, and not only want to know about the origin, composition and manufacturing process of their products, but also ensure that products meet their expectations in terms of how they are sourced and whether they are respectful towards nature and the environment. Faced with increasing demands for transparency, Kronenbourg is revealing, in a simple and instantly accessible way, everything that consumers have always wanted to know about their beer, but have never dared ask. All the consumer has to do is use their smartphone to scan the QR code on their pack or bottle of 1664 Blonde, made with traceable and responsible barley. Then, they just need to enter the batch number to access a platform that tells them everything about their 1664.

In addition to its composition, it provides the exact origin of the barley (growing region, interactive map of collection points, malting and brewing locations) and information about the farmer who grew it, as well as the dates on which it was harvested, collected at the silo, malted, brewed and bottled. It also details any good practices used from field to bottle, and shows the knowledge of those working in this sustainable and responsible sector, supported by testimonies from the farmer, master maltster and master brewer. It also details the role of the hop, also known as "the beer spice", and

the commitments of Kronenbourg SAS to water conservation, responsible farming and sustainable transport.

- **Guaranteed traceability and an enhanced consumer experience through an exclusive blockchain solution**



To offer this traceability from the barley field (where the malt comes from) to brewing, Kronenbourg SAS was able to use an exclusive blockchain solution developed by Malteries Soufflet in partnership with Crystalchain: Transparency.

*"This traceability solution fully meets the consumer's expectations for transparency, as they can trace the entire journey of their 1664 Blonde beer.*



*It makes the knowledge of those working in this new barley-malt-beer chain much more tangible. This evidence-based approach makes the brand's commitments a reality, providing visibility over the sustainable good practices implemented from the field to the brewer. It's an innovative way to communicate for a better consumer experience",* commented **Hélène Frey**, Marketing Director of the InVivo group.

### French consumers are demanding greater transparency

- 91% want more transparency about food products<sup>1</sup>
- 61% want to know the origin of the products<sup>1</sup>
- 28% want to know more about the beer manufacturing process<sup>2</sup>

<sup>1</sup> Kantar Food 360  
<sup>2</sup> Malteries Soufflet

### ❖ THE FIRST TRACEABLE AND RESPONSIBLE BARLEY CHAIN IN FRANCE

- **Pioneering and unique French brewing**

This new, innovative chain, on which work began back in 2021, has been built on a model based on agro-ecological practices. The search for increasingly responsible raw materials has long been a priority for Kronenbourg SAS. Involved for many years in upstream sectors, the company focuses on good agricultural practices, which are fundamental to the sustainable development of the brewing sector.

*"We first began thinking about agricultural practices in 2019, through the Kronenbourg Foundation. The intention was to generate knowledge on hop cultivation in agro-ecology. This pilot project inspired us to take the same approach for barley, the other leading ingredient in beer. This benefits the soil, at the heart of the agroforestry-inspired model, to reduce carbon emissions, increase biodiversity and conserve water, both in terms of quantity and quality,"* explained **Agnès d'Anthony**, Corporate Affairs Director at Kronenbourg SAS.



- **A collaborative construction**

This pioneering chain was constructed in collaboration with Malteries Soufflet and Soufflet Agriculture (InVivo group) and launched in 2022. Forty-five producers from the Grand Est region of France supply their barley to Malteries Soufflet, who transform it into malt that is then delivered to the Obernai brewery.

Having been a historical supplier of Kronenbourg SAS for 30 years, the partnership with Malteries Soufflet came about naturally, in particular for malts made from barley and wheat. InVivo, one of the leading European agricultural groups, has invested heavily in the transition of agricultural practices to promote agro-ecological models. This responsible barley chain is part of the "Sowing Good Sense" approach, supported by the InVivo group. This adds value to sustainable products from its partner farmers, which in turn have a minimal impact on the environment.

- **A double-layered positive impact:**

**a) On the environment**

The ambitious and demanding specifications guarantee that partner farmers implement good agro-ecological practices, as well as a high level of quality for the malts produced. In turn, this:

**Promotes biodiversity**, in particular through the good management of agro-ecological areas which contribute to the maintenance of a rich and varied fauna and flora, the promotion of diversified crop rotation and the use of good practices when it comes to natural predation and wildlife-friendly crops.

**Reduces the carbon footprint**, through the use of rational fertilisation methods based on annual soil analyses, or by promoting carbon capture and biomass production, thanks to multi-species cover crops sown as part of an intercropping approach.

The implementation of this sustainable agricultural chain incurs an additional cost that is borne entirely by the chain, so as not to pass it on to the consumer sales price. "At Kronenbourg SAS, support for the chain is based on fair remuneration for partner farmers and valued outlets." said **Agnès d'Anthony**.

The good agricultural and environmental practices implemented as part of this traceable and responsible barley chain are subject to external and independent monitoring. A level two environmental certification system, based on the Charter for good agricultural practices, has been put in place for the chain.

**Each bottle has a farmer**

"These days, I am a 1664 partner. This allows me to highlight the efforts I make to develop biodiversity on my farm by setting up hives and establishing plant cover," says Thierry, a farmer on the Burgundy plateaus near Migennes, France.

"My beliefs about the environment led me to committing to sustainable agriculture. 1664 now allows me to produce barley in a way that works with the natural fertility of the soil," explains Philippe, a farmer from Polisot en Barrois, France.



## b) On the beer market in France, 1664 accounts for almost 10%<sup>(1)</sup> of total volumes

A progress plan was put together by planting in 2021 to harvest in 2022. It started with 20% of the barley used in 1664 Blonde being produced with agro-ecological practices in 2023, with the aim of gradually reaching 100% by 2026.

From the first year in 2022, this first traceable and responsible barley chain brought together 45 partner farmers, located in the Grand Est and Burgundy regions of France, mainly in the departments of Aube and Yonne. This involved 900 hectares cultivated using agro-ecological practices to produce 5000 tonnes of traceable and responsible barley.

The objective for 2026 is to bring together 250 farmers and move upwards to 5000 hectares, to reach a production of 25,000 tonnes.



Its impact on the beer market has already been significant: 10% of the French beer market has been transformed. "1664 was chosen for the implementation of this innovative transitional agriculture approach because it is the group's leading brand in terms of volume, representing 10% of all beer consumed in France, purchased from both supermarkets and out-of-home channels."<sup>1</sup> It is also a brand that champions Made in France. It has been "Origine France Garantie" certified (French origin guaranteed) since the label was created in 2011," explains **Eva Demoniere**, Product Manager of 1664.



This innovative approach to transitional agriculture for barley is part of the overall "Together Towards Zero" strategy, initiated by Kronenbourg SAS. Mirroring announcements from the Carlsberg Group, the company made a commitment in 2022 that by 2040, all the ingredients used in all its beers will come from regenerative agriculture. The objective is to create a similar dynamic for the Alsatian hops used in 1664, the Strisselspalt. In time, all the brands in the Kronenbourg SAS portfolio will incorporate the regenerative agriculture model.

"We can assume that regenerative agriculture will gradually become standard, a standard common to all farmers. Transition is everyone's business. If we want to truly transform agricultural systems, every link in the chain must contribute, from upstream to downstream," concluded **Agnès d'Anthony**, Corporate Affairs Director at Kronenbourg SAS.



### Barley, the body of beer

French barley, the richest cereal in starch, is carefully selected with the maltster, a Kronenbourg SAS supplier. Malted (germinated and dried, sometimes roasted) and rich in nutrients, it brings colour and flavour to the beer. Pale malts give blonde beers a certain finesse and smoothness. Malts known as "caramels" give red beers a caramel aroma and amber colour. Brown and black malts, which are roasted as well as dried, give brown beers a mahogany colour and coffee taste.



### **About Soufflet Agriculture**

As a pioneer of traceable supply chains and the driving force behind their continuous development for twenty years, Soufflet Agriculture supports farmers in implementing specific production specifications by providing expert agronomic advice, ensuring collection and guaranteeing valued outlets.

### **About Malteries Soufflet**

Malteries Soufflet supplies high-quality malts to its brewing customers around the world. Its recognised mastery of the chain from grain to beer, its international presence, and its ability to meet customer needs make it a preferred partner, particularly in the development of approaches that combine quality and sustainability.

### **About InVivo**

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

This key figure in food sovereignty operates along the entire value chain, from farm to fork, as a leader in each of its four major strategic business lines: international grain trade, agriculture, agri-food (Malting, Milling/ingredients/bakery, wine), gardening and food distribution.

A global cross-functional centre for innovative and digital solutions completes the structure to accelerate the transformation of these activities towards the 3rd agricultural revolution.

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

### **About Kronenbourg SAS, a French brewer for over 350 years**

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

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

Over 1000 beer enthusiasts work at Kronenbourg SAS. Our company, with 350 years of history behind it, has built and continues to move forwards based around the three areas of Excellence Brassicole® (brewing excellence), Innovation Partagée® (shared innovation) and Responsabilité Solidaire® (joint responsibility).

Sources:

(1) Kronenbourg SAS

### **Press contacts:**

Jean-Pierre Tuil, IMAGE ET ENTREPRISE, [jptuil@image-et-entreprise.com](mailto:jptuil@image-et-entreprise.com) +33 (0) 6 81 47 12 48

Krystel Valaydon, InVivo Group, [kvalaydon@invivo-group.com](mailto:kvalaydon@invivo-group.com) +33 (0) 6 78 06 23 21

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