

Press release – September 2025

1664 Blonde revolutionises French beer

Aiming for 100 % traceable responsible barley and regenerative agriculture by 2026

1664 Blonde is taking a new step towards transforming the French beer market in a sustainable way: from 2026, 1 in 10 beers consumed in France will be brewed with 100% traceable Responsible Barley, sourced from an exclusive, segregated⁽¹⁾ and innovative supply chain, co-developed by Brasseries Kronenbourg, Soufflet Malt and Soufflet Agriculture (subsidiaries of the InVivo group) since 2022. The three partners are renewing their partnership for a further two years (2026 and 2027 harvests), thereby continuing this pioneering initiative, which now combines regenerative agricultural practices, total traceability thanks to blockchain technology, and strong commitments to the environment, farmers and consumers.

A founding and visionary partnership to transform the barley-malt-beer sector

The Responsible Barley traceability chain has been a concrete success since its launch in 2022. The ambitious commitments made by the three partners to **transform 10% of the beer market in France** have been fully achieved. In three years, the number of partner farmers has grown from 45 to 216, and more than 5,800 hectares are cultivated according to the specifications of the Responsible Barley Traceability sector for the benefit of 1664 Blonde beer. All the objectives set – traceability, high quality, remuneration for farmers and reduction of environmental impact – have been achieved. From 2026, 1664 Blonde will be brewed with 100% malt from this sector, proving that change is possible and real.

As part of the "Semons du Sens" sustainable supply chain initiative, this dynamic highlights the culture of innovation and global expertise of Soufflet Malt, which is working alongside Soufflet Agriculture to promote a sustainable, traceable and resilient barley-malt-beer supply chain. *"The partnership with Brasseries Kronenbourg for a responsible, traceable and sustainable barley-malt-beer supply chain is perfectly in line with our desire to develop effective and impactful solutions that ensure a genuine agroecological transition. To accelerate the evolution of this entirely segregated sector towards regenerative agricultural practices, we are opening up a new and innovative path that meets our joint ambitions. We are very proud, together with all our partner teams, to share these strong values and commitments with Brasseries Kronenbourg,"* says **Guillaume COUTURE, President EMEA of Soufflet Malt.**

A pioneering path for the Responsible Barley sector

From 2026, **1664 Blonde** will become the first and only beer in France to guarantee a **100% supply of malt from the traced Responsible Barley sector**, with a **trajectory oriented towards regenerative agriculture**. This ambitious choice has a significant impact as it concerns 10% of the French beer market, or one in ten beers consumed, and marks a major step forward in the transformation of the sector.

A two-year extension of the partnership with key changes to the specifications

Soufflet Agriculture, Soufflet Malt and Brasseries Kronenbourg **are renewing their partnership for a further two years** (2026 and 2027 harvests) and are taking the opportunity to step up their commitment by incorporating new, enhanced and measurable specifications, while ensuring the brewing and organoleptic quality of the malt :

- **Transition to regenerative agriculture:** the specifications take a decisive step forward by incorporating regenerative agriculture practices from the 2026 and 2027 harvests onwards. Partner farmers are supported in gradually adapting their methods, particularly in terms of soil cultivation, plant cover, crop diversification and biodiversity preservation.
- **SAI Platform compatibility and ambition:** the sector is seeking official recognition by the SAI Platform, the international benchmark for sustainable agriculture, with the aim of obtaining recognition under the "Regenerating Together Framework" by 2030.
- **Stronger low-carbon requirements:** the new specifications commit all partner farmers to high-impact levers, including a significant reduction in CO₂ emissions through the use of low-carbon mineral fertilisers and optimised nitrogen fertilisation management.
- **In-depth biodiversity monitoring:** biodiversity indicators have been strengthened, with regular monitoring of partner farms, the introduction of cover crops and the sustainable management of plant protection products.
- **Support for farmers:** to ensure the success of this transition, Soufflet Agriculture is providing specific support to help roll out regenerative farming practices in the field, drawing on the innovation and technical expertise of its partners.
- And as always: total traceability, as every tonne of barley and malt produced by this supply chain is carefully monitored, ensuring quality, transparency and recognition of the efforts made in the field.

Solid commitments to transform the sector

This structuring dynamic embodies a shared desire to go further, with measurable commitments on traceability, malt quality, farmer remuneration, carbon footprint reduction and sustainable environmental preservation. It places the Responsible Barley traceability supply chain at the forefront of the agricultural and food transition in France and Europe.

REGENERATIVE AGRICULTURE: PRINCIPLES AND AMBITIONS

In the face of climate change, we firmly believe that agriculture is part of the solution. But it must be resilient, sustainable agriculture that is resolutely focused on regenerative farming practices. Although there is not yet a universal framework, a consensus is emerging and several initiatives are proposing structured guidelines to support farmers in adopting these sustainable agricultural practices.

Regenerative agriculture is a comprehensive agricultural approach, whose main objective is to restore and improve soil health. This approach promotes synergy between crop and livestock systems. It is based on a set of agricultural practices whose implementation also contributes to the fight against climate change and biodiversity loss, while ensuring sufficient productivity and economic performance to maintain profitable, resilient and competitive agricultural activity in the long term.

A segregated and blockchain-based supply chain, unique in France, for 1664 Blonde

Thanks to a fully segregated and traceable supply chain using the "Transparency" blockchain solution offered by Soufflet Malt, 1664 Blonde is **the first French beer to guarantee that, from 2026, its barley malt will be 100% sourced from responsible and regenerative agriculture.**

This unprecedented traceability, accessible to all thanks to a QR code on each pack and bottle, makes it possible to trace the beer's journey from field to tasting and offers consumers an immersive digital experience. Now rolled out since mid-2025 in cafés, hotels and restaurants (CHR), this approach has won over more than **370,000 users** since its launch, **who remain connected for an average of 2 minutes**, proof of the sector's pioneering commitment and public support.

"Ensuring that by 2026, 100% of the barley malt used for 1664 Blonde comes from responsible agriculture, which is constantly pushing the boundaries with new practices in regenerative agriculture, is a strong, long-term commitment. Because it represents one in ten beers consumed in France, this initiative goes beyond our own brand: it contributes to the sustainable transformation of the entire beer industry," emphasises **Agnès d'Anthonay, Senior Director of Corporate Affairs at Brasseries Kronenbourg.**

IMPACT OF THE AGROECOLOGICAL TRANSITION : KEY FIGURES FOR 2025

- **216 partner farmers committed, an increase of 80% compared to 2024** (120 farmers), spread across the Grand Est, Burgundy (particularly Champagne and Barrois-Côte d'Or) and Brie-Picardie regions.
- **5,830 hectares** of cultivated land, equivalent to more than 8,000 rugby pitches.
- **5.5 different plant species** cultivated on average per farm (vs. 5 in 2024).
- **99 hectares of honeyfall fallow land** established, promoting pollinators and biodiversity.
- **635 beehives** deployed on **38 farms**, representing around **19 million bees**, compared to 236 beehives in 2024.
- **211 kilometres of hedges or wooded borders**, nearly **four times more than in 2024** (53 kilometres).
- **85 nesting boxes** installed on **34 farms**, compared to 25 nesting boxes in 2024.
- **More than 460 perches** in place on **61 farms** (vs. 151 perches in 2024).

(1). In agriculture, a "segregated" product is a distinct batch, tracked separately to guarantee its origin or specific characteristics.

A propos d'InVivo

The InVivo group is one of Europe's leading agricultural groups, with a turnover of €11.7 billion, more than half of which is generated in France, and a workforce of 15,000, including 10,000 in France. With operations in 39 countries, it has 90 industrial sites, including 54 in France. This pillar of food sovereignty is active across the entire value chain, from farm to fork, and is a leader in each of its four main strategic activities: International Grain Trading; Agriculture and Agri-Food; and Food and Agriculture. Agri-food (Malt, Wheat, Wine); Garden centers and food distribution. A global cross-functional center for innovative and digital solutions completes the set-up to accelerate the transformation of these activities towards the 3rd agricultural revolution.

To find out more : invivogroup.com - [@InVivoGroup](https://www.instagram.com/InVivoGroup)

About Soufflet Malt

Soufflet Malt is the world's leading maltster, with 40 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,300 employees, Soufflet Malt has a production capacity of 3.7 million tonnes of malt annually to meet the demands of its customers – large, global breweries and artisan craft brewers, distillers and other industrial players – around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting Co. Ltd, Great Western Malting, Durst Malt, Bairds Malt, Castle Malting, Tchecomalt, Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision : **Unleash the Power of Malt.**

For more information : souffletmalt.com

About Soufflet Agriculture

Soufflet Agriculture is Europe's leading cereal collector. Present in the main field crop regions of France and Europe, the company collects, stores and markets agricultural produce, and distributes agricultural supplies. Every day, Soufflet Agriculture supports farmers in managing their operations for greater profitability and sustainability. Support from upstream to downstream, combining agronomic solutions in the field, digital proposals and production enhancement. Soufflet Agriculture est engagé dans la démarche de filières agricoles durables Semons du Sens pour agir en faveur de la transition agricole et alimentaire.

For more information : www.invivo-group.com/activites/agriculture/soufflet-agriculture

About Brasseries Kronenbourg, French brewer for 360 years

A French subsidiary of the Carlsberg Group since 2008 and a brewer in Alsace since 1664, Brasseries Kronenbourg is France's leading brewer. We produce around 600 million litres of beer per year in France's largest brewery in Obernai (Bas-Rhin) and hold 25% of the market through a diversified brand portfolio: 1664 (the best-selling French beer in the world), Grimbergen (the most popular tasting beer), Tourtel Twist (a 0.0% alcohol beer-based drink with fruit juice), Kronenbourg (the leading Alsatian beer brand), Carlsberg (the major international brand), SkØll Tuborg (the trendy beer), Somersby (the fusion of beer and fruity flavours), La Bête (the northern beer that reveals the power of malt), etc.

With 360 years of experience, Brasseries Kronenbourg is home to more than 1,000 beer enthusiasts in France.

For more information : <https://kronenbourg.com>

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L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION