

## **Soufflet Malt Supplies Regenerative “Regenova” Malt for Sapporo’s Limited-Edition Beer**

**Paris, France, 8 April 2026** - Soufflet Malt has supplied malt to Sapporo Breweries to produce "Travelogue", a limited-edition beer to be produced using regenerative agriculture practices in Japan.

Sapporo Breweries has branded this Regen Ag malt as ‘**Regenova**’, which means the barley malt used in "Travelogue" has been cultivated by farmers adhering to strict technical sustainability specifications. Regenerative agriculture practices promote soil health and the protection of biodiversity during farming and include methods such as crop rotation, reduced tillage and cover cropping. This leads to lower greenhouse gas emissions and improved soil health.

*"We are excited to support the launch of Sapporo's new "Travelogue" beer," says Cyril Charzat, President of the Asia Pacific Region, Soufflet Malt. "Our strong partnership with Sapporo over the past years has been instrumental in bringing this project to life, and we're thrilled to see the results. The limited edition "Travelogue" beer is an important step to bringing regenerative agriculture closer to Sapporo's consumers and empowering them to support sustainable practices."*

Regenerative agriculture is a key part of Soufflet Malt's sustainability strategy and its mission to 'pioneer sustainable malt solutions'. Today, 39% of the barley purchased across our global operations is certified sustainable under the SAI Platform's Farm Sustainability Assessment or equivalent standards.

The Sapporo Group is dedicated to leveraging regenerative agriculture as an effective way to reduce greenhouse gas emissions and protect biodiversity in the agricultural sector. The launch of "Travelogue" beer represents an important step in this ongoing effort.

### **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 Malz, 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.

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