

Jaillance

20178

**A YEAR OF SUSTAINABLE
DEVELOPMENT**



FOCUS AREA 1: THE FUTURE DEVELOPMENT OF THE COMPANY

Improve wine quality by focusing on terroir (by plot) and the exemplary work of our members.

Develop distinctive new products - biodynamic and estate wines, single vineyard wines and Clairette Rosé.

Tailor the production of organic products to meet the needs of French and international markets.

Improve competitiveness.

FOCUS AREA 2: CONSOLIDATING THE JAILLANCE BRAND ACROSS ALL DISTRIBUTION CHANNELS

Strengthen the image and boost recognition of the Jaillance brand to reach 75% of total volume sales across the Group.

Position and develop the Jaillance brand in the premium wines segment as a distinctive, high-quality product.

Broaden the range of Jaillance products across other appellations, increasing the share for Brut.

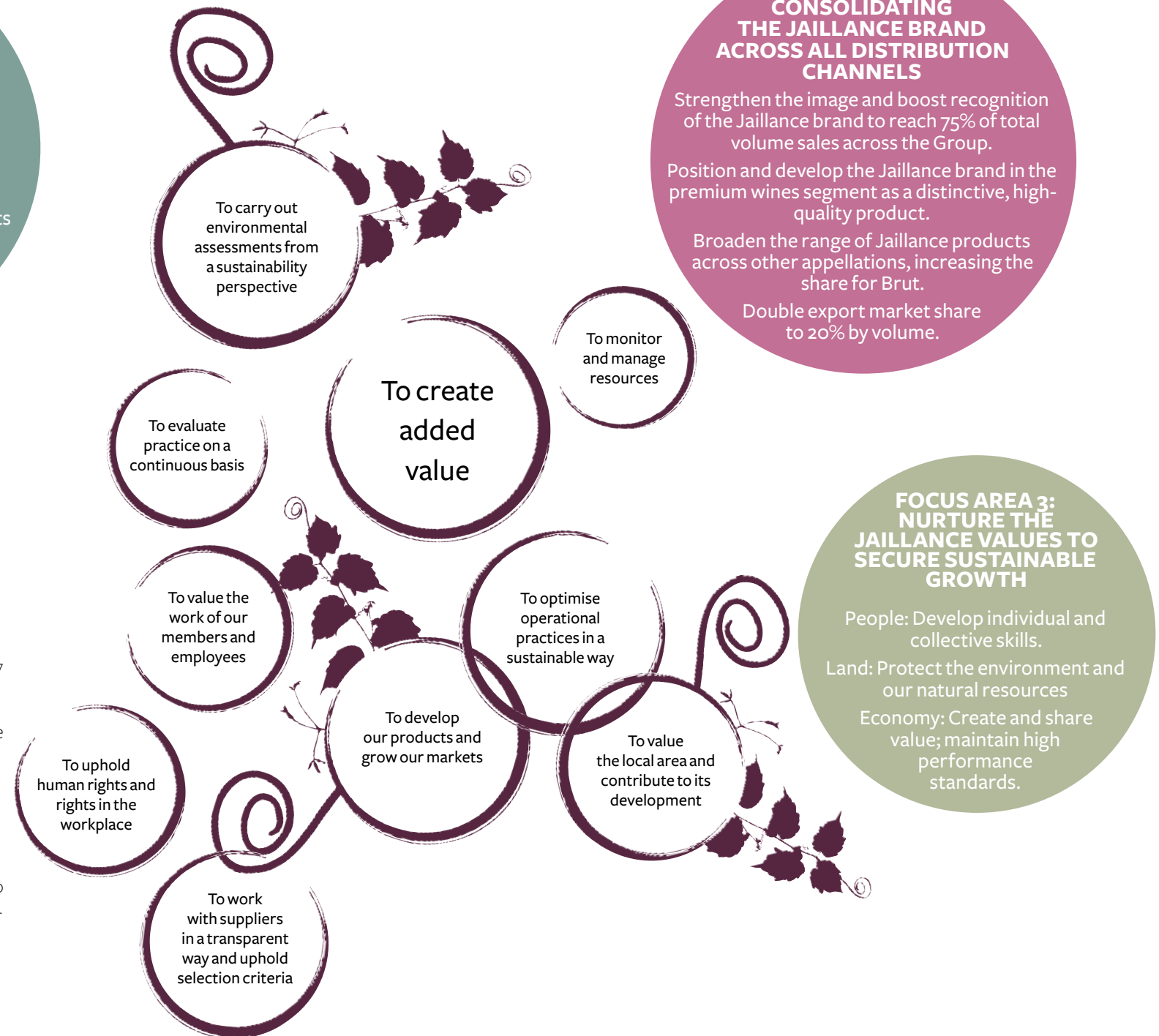
Double export market share to 20% by volume.

ECONOMIC | SOCIAL | ENVIRONMENTAL

GENERAL POLICY AND THE JAILLANCE SUSTAINABILITY CHARTER

For the past few years, Jaillance have pursued a strategy of premiumisation, consistently improving the quality of their wines. The strategy involves championing the good work done by their members, and meeting consumer demand across all markets. Investments continue year on year: in 2017 Jaillance acquired 3 new production sites in the Loire Valley. Viticultural and oenological trials are also ongoing, with the ultimate aim of improving wine quality. Meanwhile, waste management policies and research into new processing and recovery solutions continue to bring benefits across the board, especially to regional members.

To further demonstrate their professional commitment to sustainability, Jaillance have sought official certification for their CSR practices, based on an AFAQ 26000 assessment of Corporate Social Responsibility. (For more information visit www.v-dd.com, news).





THE JAILLANCE GROUP – KEY STATISTICS 2018

• PEOPLE

219 member winegrowers – 110 employees

• JAILLANCE VINEYARDS IN THE DIE APPELLATIONS

1,191 hectares across **31 communes**, making up over **76%** of total Die appellation vineyard area and **22% of organically farmed** vineyards

• BREAKDOWN OF APPELLATION VINEYARD AREA

1,146 ha for **sparkling wines** (AOC Clairette and Die et Crémant de Die), **31 ha** for **still wines** (AOC Chatillon-en-Diois)

• SALES PERFORMANCE

€33.1 million in turnover

• SPARKLING AOCS

AOC Clairette de Die: **7,000,000** bottles; AOC Crémant de Die: **84,000** bottles; AOC Crémant de Bordeaux: **871,000** bottles; **61,000** bottles of AOC Crémant de Loire/Vouvray/Saumur

• STILL WINES

AOC Châtillon-en-Diois: 110,000 bottles; Négociant wines (selection of estate-bottled wines): **163,000** bottles

• ALCOHOL FREE (BULLE DE MUSCAT)

Sparkling grape juice: **63,000** bottles

• DISTRIBUTION (BY VOLUME)

64% to **large-scale retail**, **15%** to **hospitality/food service, direct sales** (cellar door and mail-order) and **services**, **15%** to **export** and **6%** as **bulk**.

1 GROWTH AND DEVELOPMENT FOR THE FUTURE

THE ‘TERRES DE JAILLANCE’ VITICULTURAL LAND GROUP (GFV)

A Viticultural Land Group (*Groupe Foncier Agricole* or GFV) is a long-term pooled fund based on investors jointly owning a plot of vineyard; a way of combining financial investment with enjoyable returns! Any qualified individual now has the opportunity to invest in Jaillance vines, knowing they are protecting the land and helping young people secure a future in the winery.

BROUETTE AWARDED HIGHER LEVEL IFS CERTIFICATION



Jaillance have voluntarily sought IFS (International Featured Standard) certification, to maintain consistency within the Group. While the Die facility has been certified since 2006, Jaillance sought and achieved certification for Brouette in 2017, soon after their move to the new site at Peujard in Gironde. IFS certification assures distributors that the company's management practices and food safety procedures are up to the required standards.

IMPROVING WINE QUALITY – THE JAILLANCE EXPERT TASTING PANEL

In 2017, Jaillance set up an expert tasting panel comprising 12 members and 12 employees, providing them with the training to assess the quality and typicity of Jaillance wines on a regular basis. Monthly tastings not only monitor the quality of wines currently produced, but also help in the creation of new cuvées.

2 STRENGTHENING THE JAILLANCE BRAND

THE LOIRE PROJECT: BRAND STRATEGY

On May 22nd 2017, Jaillance, Loire Propriétés and the Pays de Loire Agricultural Cooperative (CAPL) finalised the purchase of SV-Pé and Marcel Louet, both specialised in the production of sparkling wines by the Traditional Method: the two producers make 4 million bottles of sparkling wine a year. This was a move made by Jaillance to diversify their portfolio; the Group can now offer a range of Loire Valley wines under their own brand name..

CLAIRETTE DE DIE WITH NO ADDED SULPHITES

What does ‘wine with no added sulphites’ actually mean? It is important to point out that there is, in reality, no such thing as a Jaillance sulphite-free wine; wild yeasts living on grape skins produce sulphites naturally. During the production process, extra sulphites are sometimes added to boost the antiseptic and antioxidant properties of these naturally-occurring sulphites, and can also help extend storage times. Jaillance Clairette de Die with no added sulphites is therefore a wine to which no extra sulphites have been added during the production process.





A MARKETING CAMPAIGN TO GROW THE BRAND AND BOOST SALES

A selected range of poster ads was displayed at, or close to, POS sites throughout the country to coincide with the usual peak sales times of spring and the Christmas period.

3 DEVELOPING VALUES FOR SUSTAINABLE GROWTH

CSR CERTIFICATION



Corporate social responsibility can be defined as the measures put in place by individual businesses to satisfy the principles of sustainable development, in terms of social, economic and environmental goals. Jaillance has been part of the Vignerons en Développement Durable (Winegrowers in Sustainable Development) movement since it first began in 2007, and had no hesitation in putting themselves forward for the first round of assessments in VDD's CSR certification process in June 2018. They passed with flying colours, demonstrating the required level of maturity in their sustainable growth strategies. What are the benefits of VDD certification? Professional certification is a strategic business imperative, meeting market expectation by: improving consumer understanding of corporate social responsibility concepts; providing a means of comparison across different countries; providing guidance on the integration of sustainable practice within the business. The certification has been adopted in 162 countries.

RESOURCES MANAGEMENT

A NEW TYPE OF STRETCH FILM

All our pallets are stretch-wrapped, chiefly to keep the contents stable during shipping. We have recently been working with suppliers to trial a new type of stretch film, resulting in a 50% weight reduction in film used per pallet, from 310g to 150g. This new film has been used ever since, saving an estimated €1,500 per year.



NEW LIGHTING FOR THE LOGISTICS CENTRE

The Jaillance logistics centre can hold up to one million bottles across its 2,500 m² of floor space, with pallets stacked up to 5 high. 93 suspended metal halide and sodium lights have been replaced with 50 LEDs, all fitted with presence detectors. Not only is their lifespan 7 times that of the old lights; power consumption is 10 times less. In addition, LEDs provide a more comfortable working environment. Cost reductions over 5 years are estimated to be around 36%.



VINEYARD NESTING BOXES

Jaillance are taking part in a project to help protect birdlife, focusing on tits and birds of prey. With support from Agribiodrôme, we have built a number of bird shelters and nesting boxes, and introduced them into the vineyards; these are checked annually, in July, for occupants. 6 Jaillance members now have these nesting boxes and shelters on their land. The first wave was installed in January 2018, followed by a second wave in January 2019. In total, 115 tit nesting boxes, 100 bat boxes and 25 lacewing chambers have been introduced across a 10-hectare area.



THE RHÔNE-ALPES ALTERNATIVE TRANSPORT CHALLENGE

For the last 2 years, Jaillance employees have taken part in the annual Journée Challenge Mobilité Régional (Alternative Transport Challenge) in their home region of Auvergne Rhône Alpes. This initiative, now in its 8th year, aims to promote ways of travelling to work other than by private car, and to foster more ethical behaviours around transport, road safety and the environment. In June 2018, 28% of Jaillance employees rose to the challenge, and came in to work by bike, bus or car-pool. Jaillance finished in 25th place out of 77 participants, proud to have been part of a programme to promote cleaner, cheaper, safer transport.





The Jaillance cooperative winery was one of the 10 businesses originally behind the Vignerons en Développement Durable (VDD) initiative. VDD is an internationally-recognised certification label for wine producers committed to sustainability – the only one of its kind in France. There are currently 27 certified wineries, 20 of which are fully accredited and 7 in conversion, making a total of over 4,000 winegrowers and employees. VDD accreditation requires a winery to be environmentally and socially accountable in its everyday business practice, and to commit to protecting the environment, ensuring the future viability of the vineyards, sharing a set of common values, managing resources and helping to develop a supportive, socially cohesive community.

WHY CHOOSE A JAILLANCE VDD-CERTIFIED WINE?

- Choosing a VDD wine means choosing responsible consumption, and supporting winegrowers committed to safeguarding and protecting the terroirs and their land.
- Choosing a VDD wine means helping to promote north/north fair trade, supporting small, local farming businesses and protecting jobs and the rural economy.
- Choosing a VDD wine means choosing good quality, affordable wine made by producers who care about their workers and the environment.
- Choosing a VDD wine is being an ethical consumer.



Jaillance truly care about the environment and employee wellbeing. It should come as no surprise then, that they are wholly committed to sustainable development and to going that extra mile to find a better way to protect nature and support their community.

Jaillance

signe les plus belles bulles de France

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