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SEGUIN MOREAU launches the world's first CarbonNeutral® barrels

Ever faithful to its commitment to social and environmental issues, SEGUIN MOREAU continues to innovate and is now offering the world's first CarbonNeutral® accredited barrels. This will help its customers, particularly the winemakers in Australia and New Zealand that are receiving more and more pressure from major European distribution outlets to guarantee the lowest possible carbon footprint.

To achieve an industry recognised accreditation, SEGUIN MOREAU chose to work with « The CarbonNeutral Company », a world leading provider of carbon reduction solutions to reduce the CO₂ emissions from the raw materials, manufacture, packaging, storage and distribution of the barrels to net zero.


The cooperage was able to do this as it had already undergone its own carbon accounting in 2009 – a first in the barrel making sector – in accordance with the « CarbonNeutral Protocol ». The Protocol assures the quality of carbon footprint assessments, offset projects and communication and is regularly reviewed by an Independent Advisory Group. Following the assessment Seguin Moreau reduced the emissions to net zero through carbon offsetting in renewable energy projects in China, India and Guatemala.

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CarbonNeutral.com
CO₂ emissions reduced to
net zero in accordance with
The CarbonNeutral Protocol

World's 1st CarbonNeutral® oak barrel
By SEGUIN MOREAU

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Notes to editors

About Seguin Moreau:

Seguin Moreau selected a portfolio of international renewable energy projects to offset its emissions in:

Candelaria Hydro Power (Guatemala) ;
Sakri Wind Power (India) ;
Damao Wind Power (China) ; and
Sichuan Hydro Power (China).

These projects save CO₂ from being emitted by replacing energy that would otherwise have been derived from fossil fuel sources. The amount of CO₂ saved is measured and sold as a carbon credits, which are used neutralise the CO₂ produced by business activities – in this case the production and distribution of oak barrels.

The CarbonNeutral Company (www.carbonneutral.com) is a world leading provider of carbon reduction solutions. It works with over 300 major businesses and thousands of small and medium sized companies in 32 countries to develop offset inclusive carbon reduction programmes. Since 1997, it has purchased carbon credits from over 200 projects across six continents.

CarbonNeutral® is the registered trademark of The CarbonNeutral Company and is a global standard to certify that businesses have measured and reduced their CO₂ emissions to net zero for their company, products, operations or services. Permission to display the CarbonNeutral® mark is only given to clients whose carbon reduction programme is implemented in accordance with The CarbonNeutral Protocol. The Protocol assures quality of offset projects, carbon footprint assessments and communication and is regularly reviewed by an Independent Advisory Group. The company's 'audit trail' includes an annual independent verification of CarbonNeutral programs – from contracts with carbon offset partners through to contracts with clients and everything in between.

The CarbonNeutral Company has offices in New York, London and Singapore, with a network of associates in Japan and UAE.

The CarbonNeutral Company is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for rigorous industry standards www.icroa.org.



SEGUIN MOREAU is part of the OENEO group, whose majority shareholder is ANDROMEDE (37% of shares), the holding company of the Hériard-Dubreuil family. ANDROMEDE is also the majority shareholder of ORPAR, control holding company of the RÉMY-COINTREAU group.

Key figures

- Turnover : 55 Million €
- 90 000 barrels a year
- Large capacity containers (up to 610 hl)

Worldwide presence

- 1 cooperage in Charente, 1 cooperage in Burgundy, 1 cooperage in Napa (California)
- 1 stave mill in Dordogne
- 2 wood seasoning yards in Charente and in Missouri (American oak)
- 1 sales subsidiary in Australia
- An international team of sales specialists and oenologists
- A network of agents in all the main wine regions worldwide

Key landmarks

The first cooperage to have:

- Engaged in scientific research to better understand the interaction between the wine and the wood by signing a partnership agreement with the Faculty of Research & Oenology of Bordeaux (1983).
- Experimented « bousinage ».
- Made major discoveries on the influence of the botanical and geographical origin of oak used for barrel making.
- Perfected a unique and exclusive process for the proactive maturation of oak wood
- Identified and analysed the oenological potential of oak (Icône process) to guide its use. (1998).
- Obtained PEFC certification, a system of certification for sustainable forest management (2005).
- Signed an exclusive partnership agreement with the ONF for 5 years (2007-2011).
- Obtained ISO 22000 certification which guarantees the food safety of its barrels (2007).
- Undergone its carbon accounting : Bilan Carbone® ADEME FRANCE (2009)
- Launched CarbonNeutral® barrels (2010)