



Press release

Bourgogne, 14th december 2022

The Vignerons des Terres Secrètes and Nuiton-Beaunoy launch the deposit on the Cerço range!

The two Bourgogne wineries have taken a new step in the ambitious Cerço project by launching, in collaboration with the company "J'aime mes Bouteilles", the deposit and reuse of bottles.

These are the first consigned bottles of Bourgogne wines!

- **Back to the Cerço range**

The Cerço range is the result of an eco-design and collaboration work carried out by 25 employees of the wineries. Its purpose is to promote **the cuvées « In conversion to Organic Agriculture" and « Certified in Organic Agriculture" from the 14 winegrowers who are members of the wineries. The 2 wineries are also labeled Vignerons Engagés (growers in sustainable development) since 2013 for Vignerons des Terres Secrètes and since 2020 for Nuiton-Beaunoy.** This sustainable development label covers the entire production, from the vine to the glass - from the producer to the consumer.

- **The deposit and reuse project for the Cerço range**

As early as 2019, the Cerço project working group had identified the deposit and reuse as a sustainability factor, but at the time, the sector was not structured. Despite the proximity of the wineries to a historical player in bottle washing, a key intermediary in charge of reuse logistics was missing. This regional service provider now exists and is affiliated with the national network France Consigne, it is the company "J'aime Mes Bouteilles", based in the Jura.

Since 2019, the world has changed significantly: the COVID crisis, the difficulties of supply - especially of glass, the awareness of reuse by the consumer and the legal obligations (AGEC law) further strengthen the approach initiated by the Vignerons des Terres Secrètes and Nuiton-Beaunoy.

Thus, and **starting with the 2021 vintage, all Cerço wines will be bottled in a bottle approved for reuse (Bourgogne TRAD - cinnamon color-560 g.). Its weight is a little heavier than the ECOVA model initially chosen (Bourgogne TRAD cinnamon color-395 g) but the solidity and durability are approved for reuse.** Thus, from the 2nd rotation of bottles, the CO2 impact is less than for the ECOVA model initially chosen. **As a reminder, compared to a recycling loop, an efficient re-use loop of glass packaging means up to**

- 51% water savings,¹
- 76% energy savings,¹
- 77.5% less waste,²
- 79% less greenhouse gases.¹

(1) Etude Deroche Consultants.

(2) Etude ADEME



Concerning the ON TRADE (Café - Hotel - Restaurant), talks with regional distributors and wholesalers are already well underway. Note that the Cerço range is already distributed in more than 600 wine shops in France.

As a reminder, the Cerço range is composed of 5 Bourgogne AOCs:

- Bourgogne Aligoté bottled at the property by Nuiton-Beaunoy
- Mâcon-Villages bottled at the property by Terres Secrètes
- Saint-Véran bottled at the property by Terres Secrètes
- Bourgogne Hautes Côtes de Beaune white bottled at the property by Nuiton-Beaunoy
- Bourgogne Hautes Côtes de Beaune red bottled at the property by Nuiton-Beaunoy

The 2021 vintage - all appellations included - represents 95,000 bottles of 75 cl.

- **Cerço, bold and committed choices:**





- ❖ No capsule
 - Faced with the existing technical choices (aluminum, various plastic complexes...) the best environmental solution is finally not to put a capsule on the bottle. We have therefore made the bold choice of refusing to put one on the entire range.

- ❖ Reusable glass bottle
 - Total weight: 560 grams
 - Produced by Verallia in Chalon sur Saône

- ❖ Cork stopper certified 100% French origin
 - Carbon neutral cork exploitation
 - From sustainably managed forests - FSC
 - 4 educational messages on the body of the corks.
 - Mirrors logotyped Vignerons Engagés.
 - Produced by Bouchons Abel in the Pyrénées-Orientales.

- ❖ Front label made of FSC certified paper 100% recycled in France
 - Format 160 * 80 mm to optimize paper width
 - Choice not to put a back label
 - Pastel colors from natural pigments produced in France.
 - Only 2 colors per label (vine black and 1 pastel color).
 - No finishing (varnish, gilding...), only mechanical work with a dry curve.
 - Produced by Imprimerie Bidoit - Inessens in Charente.

- ❖ Light cardboard box of 6 bottles of 75cl.
 - In recycled and compostable kraft
 - 14% weight reduction of the cardboard
 - One color educational marking with renewable water-based inks
 - Integration of preformed handles to promote the reuse of the cardboard packaging.
 - Produced by Smurfit-Kappa in Côte d'Or.



- **Cerço, an eco-designed range acclaimed by professionals and critics:**

As a reminder, the Cerço range is the winner of the "Millésime Adelphe 2022 Competition" for eco-design and the "Verallia 2021 Fund for a sustainable and resilient wine industry".

- **Some references :**

- **Vignerons des Terres Secrètes - Prissé (71) www.terres-secretes.com**

Since 1928 - 120 families of growers - 900 hectares of AOC vines - 23 employees

Producers of Pouilly-Fuissé (1^{er} Crus) / Saint-Véran / Mâcon-Villages / Mâcon Rouge / Bourgogne Pinot Noir

- **Nuiton-Beaunoy - Beaune (21) www.nuiton-beaunoy.fr**

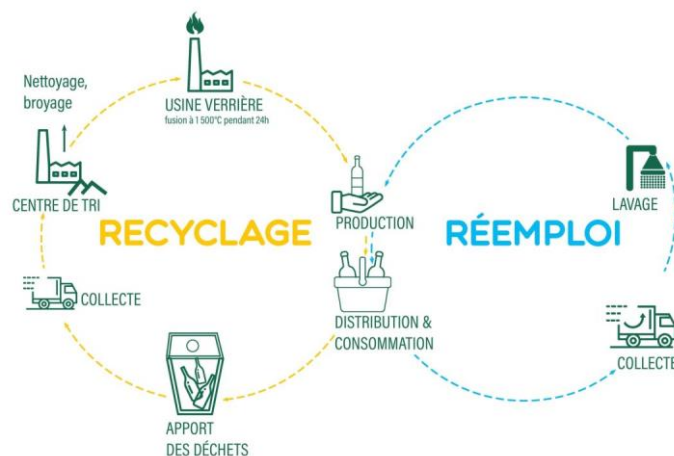
Since 1957 - 80 families of growers - 350 hectares of vines - 25 employees

Producers in regional appellations - villages – 1^{er} Crus and Grands Crus.

The 2 wineries are united in the Union des Vignerons Associés des Monts de Bourgogne.

- **J'Aime Mes Bouteilles – Commenailles (39) www.jaimemesbouteilles.fr**

The "J'aime Mes Bouteilles" project was born at the end of 2015 before really launching its activity in 2021. The company benefits from technical and financial support from the Bourgogne Franche-Comté Region and the ADEME. "J'aime Mes Bouteilles" is an active member of the national network France Consigne.



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