



TERRES SECRÈTES AND NUITON-BEAUNOY LAUNCH CERÇO

THE TWO COOPERATIVE WINERIES UNITED IN THE UNION DES VIGNERONS ASSOCIÉS DES MONTS DE BOURGOGNE ARE LAUNCHING IN MARCH 2022 A NEW RANGE OF WINES IN CONVERSION TO ORGANIC FARMING, 100% ECO-DESIGNED, COLLABORATIVE AND COMMITTED: CERÇO.



The Cerço range consists of five wines corresponding to **five Burgundy AOCs**:

- **Bourgogne Aligoté 2020**, bottled at the property by Nuiton-Beaunoy
- **Mâcon-Villages 2020**, bottled at the property by Vignerons des Terres Secrètes
- **Saint-Véran 2020**, bottled at the property by Vignerons des Terres Secrètes
- **Bourgogne Hautes Côtes de Beaune white 2020**, bottled at the property by Nuiton-Beaunoy
- **Bourgogne Hautes Côtes de Beaune red 2020**, bottled at the property by Nuiton-Beaunoy

All are in conversion to organic farming, 2021 will be the first AB certified vintage.

The wines are available first in the cellars of the wineries and then from April 2022 in the wine shops.

Cellar prices range from €9.50 to €12.95 depending on the appellation.

GENESIS OF AN INNOVATIVE AND AMBITIOUS PROJECT

The adventure began in February 2019 when employees visited one of the winery's dry matter suppliers. A collective awareness of the impact of their wine-making activity on the manufacturing processes of their suppliers emerged following this meeting. This is how **a collective composed of 25 employees, involved and motivated, and 12 winegrowers committed to organic viticulture was created in order to work on a vast eco-design project aiming at elaborating the least impacting cuvée possible for our ecosystem, with the challenge of reconciling respect for the environment and economic viability.**

This approach is intended primarily for vintages in conversion to organic farming, but this reflection should also allow them to question all practices concerning packaging.

RESEARCH AND CREATION PROCESS

The group of employees is divided into five work groups covering all the elements of packaging: container, closure, labeling, packaging, cap.

Between 2019 and 2021, each group met on a regular basis to :

- think about the materials used and the manufacturing processes,
- study all the existing and/or development possibilities,
- meet with suppliers and challenge them on their sustainable offer,
- analyze the life cycle of all packaging components,
- in view of all these elements (sustainable, technical, social, financial...), to formulate a recommendation on the choice of dry materials.

The whole process of reflection and analysis is conducted according to the 5Rs principle:

- REFUSE ,
- REDUCE,
- REUSE ,
- RECYCLE,
- ROT.



BOLD CHOICES TO OBTAIN THE LEAST IMPACTFUL RANGE OF WINES POSSIBLE

After more than 24 months of collaborative analysis and reflection, Cerço is :

- ✓ **a lighter glass bottle**
 - a 20% weight reduction compared to a standard Burgundy bottle (Total weight: 395 grams),
 - 100% recyclable,
 - reuse of 78% cullet = high recycling rate = specific cinnamon color of the glass,
 - produced by Verallia in the Loire region,

- ✓ **a cork stopper certified 100% origin France**
 - from sustainably managed forests - FSC,
 - 4 educational speeches on the body of the corks,
 - mirrors with the logo Vignerons Engagés,
 - produced by Bouchons Abel in the Pyrénées-Orientales,

- ✓ **a front label made of biosourced paper Cane Fiber**
 - made from 95% bagasse (sugar cane waste) and 5% flax and hemp fibers,
 - acrylic adhesive on water base. Recycling of the glassine via an organized and valorizing channel (association of professional insertion),
 - 160 * 80 mm format to optimize paper size,
 - 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,

- ✓ **a lightweight carton of 6 x 75cl bottles**
 - made of recycled and compostable kraft,
 - 14% weight reduction of the carton,
 - one color 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,

- ✓ **absence of the overcap**
 - Faced with the existing technical choices (aluminum, various plastic complexes) the best environmental solution is finally not to use the cap.

All the dry materials used were studied using the BEE software developed by Adelphe. In the end, the life cycle analysis gives the following results:

- ✓ **the Cerço bottle produces 282 grams of CO2 equivalent compared to 414 grams of CO2 equivalent for the classic "Burgundy type" bottle, i.e. a reduction of :**
- ✓ **32% of greenhouse gases,**
- ✓ **22% of energy consumption,**
- ✓ **26% of air acidification.**

The Cerço range is a winner of the "Verallia 2021 Fund for a resilient viticulture".

Symbolizing the circular movement from the vine to the glass, Cerço is a range that heralds a paradigm shift. A true commitment to the preservation of our environment.



C E R Ç O

Discover the video
of presentation of Cerço :



About us

Vignerons des Terres Secrètes

Established for several generations in the extreme south of Bourgogne, the 120 families of the Vignerons des Terres Secrètes have been working with passion since 1928 in the heart of the Mâconnais region often described as "the sunny south of Burgundy".

Today, the Vignerons des Terres Secrètes represent 906 hectares of AOC vines of which 439 ha are in the Mâcon-Villages appellation, 239 ha in Saint-Véran (which makes it the leading producer of the AOC), 147 ha in Bourgogne AOC, 72 ha in Mâcon Rouge, 9 ha in Pouilly Fuissé. They produce 58 parcel selections and estates, as close as possible to the Bourgogne terroirs.

Defenders of a sustainable and reasoned production and recognized "Vignerons Engagés" since 2013, it is the quality and the respect of their environment and their soils which guide the choices of this unique cooperative cellar located in the perimeter of the Grand Site de France Solutré-Pouilly-Vergisson.

Nuiton-Beaunoy

Today, Nuiton-Beaunoy federates 80 families of winegrowers associated with the Côtes and Hautes-Côtes, which represents a little less than 400 hectares of vines. Thanks to its winegrowers, who cultivate their vines in numerous climates of the Côte d'Or, Nuiton-Beaunoy has almost infinite expressions of pinot noir and chardonnay.

At the origin of these wines, the cultivation of the vine is the fruit of a close collaboration between the winegrowers and the technicians of the cellar who share the passion of the vine and the wine. Here, the work of the soil, the grassing, the more than reasoned fight in the respect of the vine, of the environment but also of the men are valued.

Guided by an intimate knowledge of the Hautes-Côtes de Nuits and Beaune, Nuiton-Beaunoy has created a collection of "lieux-dits" with a singular expression. These places where the *vine and nature maintain a remarkable relationship* are called *Les Dames Huguettes, Le Prieuré, Les Millotes, En Pain Perdu, La Perrière, En Vallerot...* Vines whose grapes, once harvested, will give birth to wines expressing all the particularity of their climats of origin.