

GROUPE  
**VEDRENNE**  
LIQUEURS & SIROPS

# CSR REPORT

2023



[contact@vedrenne.fr](mailto:contact@vedrenne.fr)



# HIGHLIGHTS OF 2023



## 100TH ANNIVERSARY

### ▶▶▶ A YEAR OF CELEBRATION

VEDRENNE celebrated its 100th anniversary in 2023 with several highlights. On March 9th, all the company's employees gathered. All suppliers were invited to an evening tour of our production site in early July. Local bartenders came together on November 27th to learn about the history of Vedrenne.

### RENOVATED FAÇADES



The VEDRENNE stores in Dijon and Beaune underwent a painting facelift - enhancing the local historical heritage. The PAGES store in downtown Le Puy-en-Velay also benefited from a renovation of the passage leading to its access with a focus on the history of the company and the manufacture of the plant liqueur.

## LOCAL HERITAGE REHABILITATION



# A YEAR OF CELEBRATION

## ➤➤➤ WITH OUR EMPLOYEES

The company offered a special centenary day to all employees with a revisited version of the Netflix series 'Drink Masters' on the occasion of its 100th anniversary! The aim of the game was to create a cocktail and a mocktail (non-alcoholic cocktail) with the available ingredients within a set time. The game took place in 4 major steps: presentation and reflection time on cocktails, preparation of cocktails, decoration of cocktails, Vedrenne Quiz. Three teams were rewarded by a jury of local bartenders (Monsieur Moutarde & la Gobeleterie). A dinner was then organized with all the staff and the company's retirees.



## IN STORES

A limited 'centenary' edition joined the shelves. It is an old label that has been taken up and is printed randomly. Each copy is unique.

## ➤➤➤ WITH OUR CUSTOMERS AND SUPPLIERS

In early July, a visit of the the production site was organized with all Vedrenne stakeholders to celebrate the anniversary. The evening was punctuated by games and entertainment with a theme of the 1930s and the company's history. Our CEO Jean-Pierre Cointreau gave a speech, followed by a cocktail reception.

## WITH THE BARTENDERS



At the end of November, Dijon and Beaune bartenders joined our production site for a day of visit and tasting around the Vedrenne brand.



# KEY FACTS

## INSULATION

Unique points present on the heating networks of our sites.



183

on Turenne's site

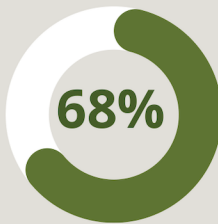
110

on Nuits-Saint-Georges's site



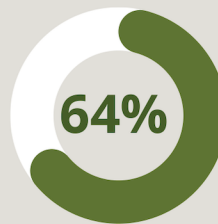
of our annual fruit purchasing volumes come from France.

We have established long-term partnerships with local fruit cooperatives. We have been working with the same blackcurrant cooperative in Burgundy since the 1970s, from father to son. Our supplier of gentians grown in sustainable agriculture is the 2nd generation of farmers on this family farm.



of our back labels feature a digital QR code

For greater transparency to consumers, our products are available with an e-label that provides information on the list of ingredients and nutritional values.



of our industrial waste is recycled

(fruit pulp, cardboard, glass, plastic films, paper, and residual bulk). In 2023, we found a channel for recycling our glassines."



Renewed certification.

*Significant progress on the RSE formalization item.*

This year, the auditor emphasized the team's work axes on the formalization of eco-responsible commitment within the company and externally with a complete work on stakeholders.



Renewed certification.

*The 'Living Heritage Company' (EPV) label is a mark of recognition from the State that distinguishes French companies with artisanal and industrial excellence. In 2022, the entire group renewed the label for a duration of 5 years.*

## GLASSINES



Implementation of sorting for recycling glassines. The recovery of glassines will be used for the production of cellulose wadding for house insulation.