



Chambord: Luxurious, indulgent, and refreshingly sustainable



#BottleEfficiency #Packaging #WasteManagement



Objective

Chambord's focus on environmental sustainability aims to reuse materials, revise packaging, and recycle waste. Our efforts in this area create further impacts in sustainable packaging, reducing greenhouse gas (GHG) emissions, and waste management.

Description

- **Reuse**

Beauval Zoo, just 35km away from our home, reuses the fruit marc, produced during our maceration process, to heat their greenhouses. Our wooden pallets and plastic trays are also reused, with plastic trays returned to our French supplier to transport our gold bottle caps.

- **Revise Packaging**

Our ambition is to remove all non-functional metal from it, reducing weight and waste - making our packaging more sustainable.

- **Recycle**

We collect and recycle all common, and special, industrial waste, including glass. All effluents from our production process are recycled in the field. The quality forage grass we encourage to grow will feed the cows of our neighboring farmer.

Results

Our new purple gift carton (launching in Fiscal Year 2023) is now entirely paper made and easily recycled. Our bottle cap was updated in 2019 to be made of one piece rather than two, which reduces packaging materials.

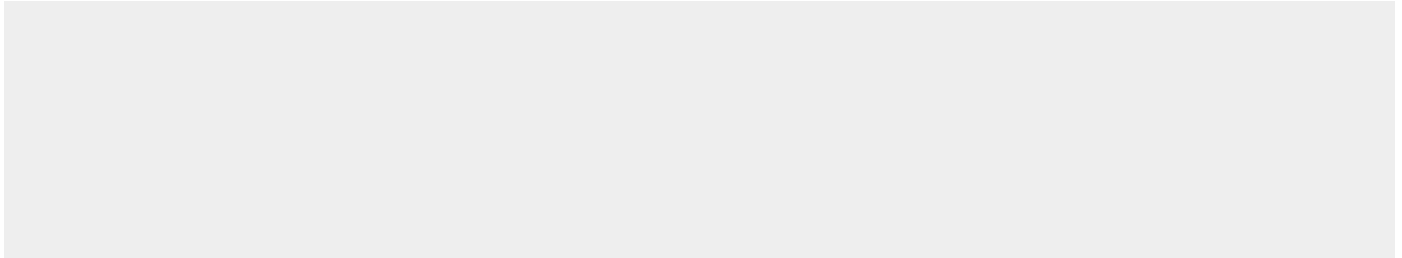
Measurement & evaluation

As part of our overall commitment to strong environmental practices, Brown-Forman holds itself accountable to global aspirations like the United Nations Sustainable Development Goals. The baseline for Brown-Forman's Sustainability Goals come from the 2020 fiscal year and reporting will follow the company's fiscal year financial reporting.

Brown-Forman's climate action progress is evaluated by CDP annually. Additionally, we report in accordance with GRI and SASB on broader sustainability topics, which are publicly available documents. Our progress is also reported in an annual ESG Scorecard and Annual Report, both available on our website.

Downloads

Photo gallery



Documents

Chambord leflet.pdf (pdf - 3.07 Mo)