

Chambord: Luxurious, indulgent, and refreshingly sustainable



**Brown-Forman
France
2021 > 2023
#Packaging #ResourceEfficiency
#WasteManagement**



Objective

To reuse materials, revise packaging, and recycle waste.

Description

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

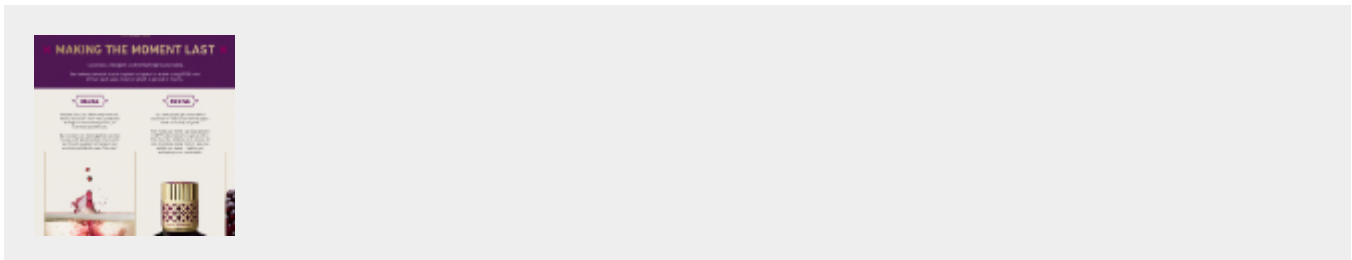
- **Reuse:** Fruit marc (produced during the maceration process), wooden pallets and plastic trays are reused.
- **Revise Packaging:** The ambition is to remove all non-functional metal from it, reducing weight and waste - making packaging more sustainable.
- **Recycle:** Brown-Forman collects and recycles all common, and special, industrial waste, including glass. All effluents from the production process are recycled in the field.

Results

- **Reuse:** Beauval Zoo, just 35km away from Chambord, reuses the fruit marc to heat their greenhouses. Plastic trays returned to the French supplier to transport Chambord's gold bottle caps.
- **Packaging:** The purple gift carton (launched in Fiscal Year 2023) is entirely paper made and easily recycled. The bottle cap was updated in 2019 to be made of one piece rather than two, which reduces packaging materials.
- **Recycle:** All effluents from the production process are recycled in the field. The quality forage grass they encourage to grow feeds the cows of the neighboring farmer.

Downloads

Photo gallery



Documents

Chambord leflet.pdf (pdf - 3.07 Mo)