



Pernod Ricard
Créateurs de convivialité

Press release - Paris, 22 February 2024

Pernod Ricard to promote regenerative farming and responsible drinking at the 2024 Paris International Agricultural Show

Pernod Ricard will be present at the 2024 Paris International Agricultural Show (Salon International de l'Agriculture), where it will host two round table events on promoting biodiversity and the transition towards regenerative farming, alongside its partners and other committed stakeholders. These events will take place as part of SIA'PRO, a new three-day discussion format reserved exclusively for agricultural professionals, as part of the 60th edition of the Paris International Agricultural Show. Throughout the show, the Group will also run a campaign to improve awareness of responsible drinking, another cornerstone of its CSR roadmap.

Two round tables during SIA'PRO to promote biodiversity and regenerative agriculture

On Monday 26 February 2024 ([Agora room – SIA'PRO space – Pavilion 4 – 10.15-10.45am](#)), Sabrina Kaufmann, CSR Manager for Pernod Ricard France, will discuss the concrete action the Group is taking to promote biodiversity, highlighting the reintroduction of aromatic fennel in France. She will be joined by Benjamin d'Hardemare, CEO of Biota, and Sabrina Goncalves Krebsbach, Head of Sustainable Procurement and Biodiversity at Kering. Topics covered will include the challenges faced by the terroirs, ecosystems that are as precious as they are complex, just like the organisms that comprise them, as well as biodiversity regeneration, which is essential to pollination and soil fertility.

Wednesday 28 February 2024 ([Plenary room – SIA'PRO space – Pavilion 4 – 3.00-5.00pm](#)), Morgane Yvergniaux, Head of Sustainable Terroirs at Pernod Ricard, will present tangible examples of regenerative agriculture projects, one of the solutions in cutting greenhouse gas emissions, storing carbon, and protecting biodiversity and water quality. Speakers will also include representatives from other committed companies, partners and farmers.



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Launch of a campaign to promote responsible drinking

Pernod Ricard is helping support the success of the Salon International de l'Agriculture with initiatives to raise awareness of responsible drinking. To ensure the Salon remains an enjoyable yet responsible experience, the Group is supporting the SIA'ttitude campaign for the second consecutive year. Teams of "thirst quenchers" will hand out water free of charge during the event's two weekends to help prevent excess drinking and raise awareness of attendees in the vicinity of pavilions 3, 5.2 and 7.1. Relevant displays and a mobile stand will help to promote preventive messages through initiatives encouraging moderation throughout the trade show and will help to communicate responsible drinking guidelines.

This initiative is in line with the global "Drink More Water" campaign launched in 2021 and campaigns organised around numerous music festivals, aimed at raising awareness of the effects of excessive alcohol consumption.

Pernod Ricard France celebrates nature and people in a video series

In parallel with France's largest trade show, Pernod Ricard France wanted to give a voice to its partner farmers through a video series. This series showcases their expertise and their commitment to promoting more sustainable production, with a particular focus on conserving resources and protecting biodiversity, improving soil health and fertility and crop resilience in the face of climate change. From fennel through to vines, this series immerses us in the daily lives of farmers who are working to implement more sustainable practices to produce high quality ingredients that form the basis of Pernod Ricard France's wines and spirits. The "Celebrating Nature and People" series is available now <https://www.pernod-ricard.com/fr/nos-marches/france/preserver-nos-terroirs>.

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About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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