

A detailed botanical illustration featuring various fruits and flowers. In the top left, there's a branch with green leaves and a single orange. Below it, a cluster of red raspberries is shown. To the right, a branch with large green leaves and a single yellow pear is visible. Further right, there are several red cherries hanging from a branch. The background is filled with intricate line drawings of various flowers, including roses and smaller blossoms, interspersed with different types of leaves.

GIFFARD

Committed with Passion

since 1885

As the fifth generation and cousins, we have been lucky enough since early 2024 to pursue the family business, launched in 1885 by our great-great-grandfather Emile Giffard. He was a passionate pharmacist, and developed a mint liqueur in his laboratory with refreshing and digestive properties. His famous, pure, crystal-clear white peppermint “Menthe-Pastille” appealed to Angers’ top restaurants and hotels.

Generations came and went, and the company’s range of liqueurs and syrups grew, inspiring the most renowned cocktail and drink creators in the world. Family values lived on, becoming the cornerstone to our passionate entrepreneurial spirit and bringing together teams, customers, suppliers, partners and territories.

Well aware of the challenges to come, our desire is to invest ourselves everyday to strive for reasonable development - whilst respecting both mankind and our planet.
Growth is only worth it if it strengthens the company, and plays a part in human and territorial development.

Emilie Giffard *Peene Giffard*



More so now than ever before, the respect for human values, for the environment, and the constant search for quality from the outset ensures our sustainability.

“Knowledge and know-how in French liqueurs”

Registered as part of the Intangible Cultural Heritage Inventory



Patrimoine
Culturel
Immatériel
en France

connaître, pratiquer, transmettre

Collective commitment
alongside France's spirit
manufacturers

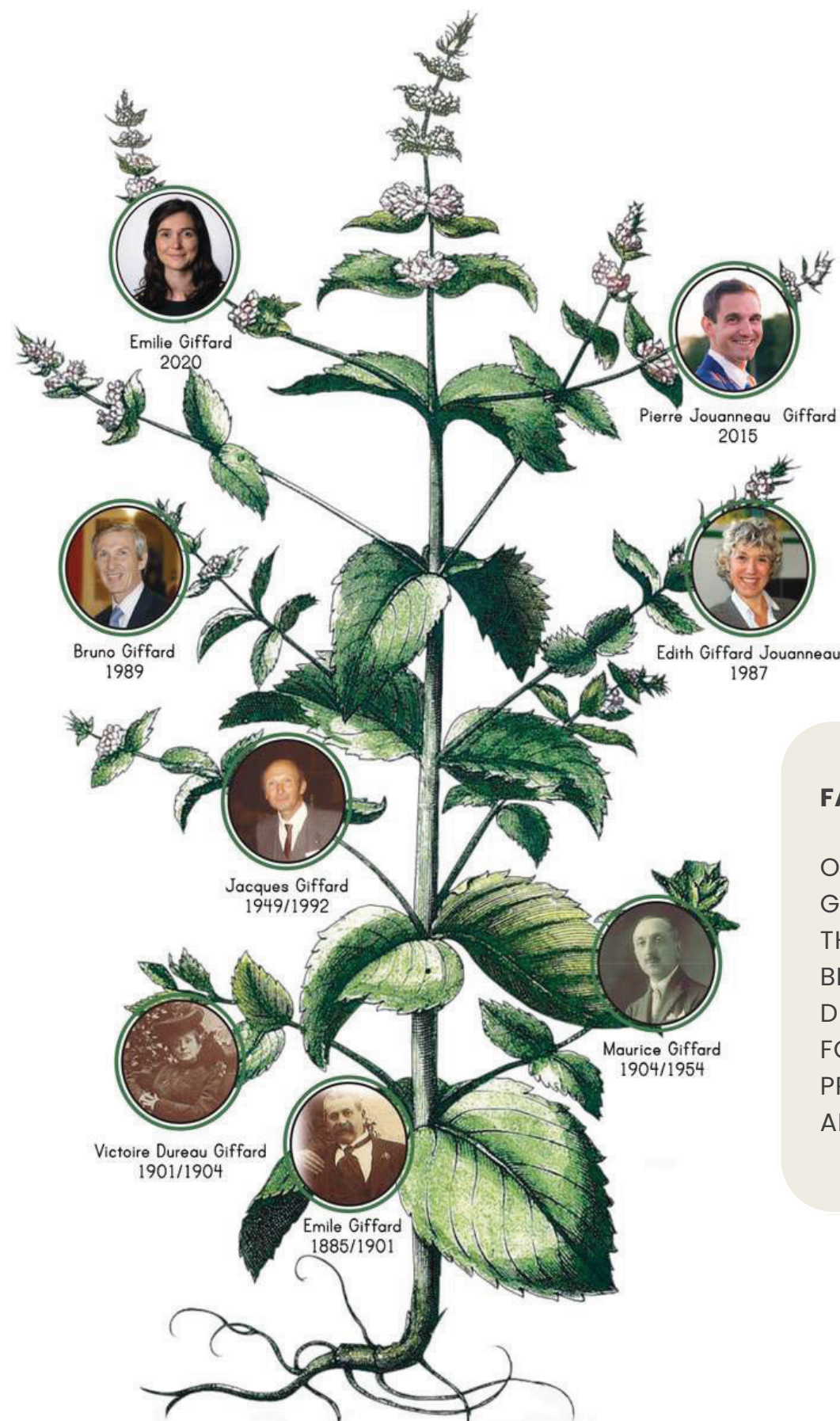


Centuries of practice have led to utmost proficiency in extracting flavours and aromas, thanks to infusion, maceration and distillation techniques learnt along the way.

Listed as one of France's agricultural excellence sectors, liqueur companies strive to comply with a collective quality and sustainability approach – stemming from age-old know-how.

Giffard has been attached to its local territory since 1885, so having our know-how recognised as part of the Intangible Cultural Heritage Inventory is an honour. Opening our doors to the general public, to tell our story, showcase our cultural heritage and present our liquorist craft makes us feel all the more grateful.

The Intangible Cultural Heritage Inventory (1) aims to list practices that thrive thanks to communities, groups and individuals, and that need to be safeguarded. French liqueurs contribute to our country's reputation and prestige throughout the world – showcasing everything we know about flavours, quality and tasting.



A desire to be long-lasting: Passing on to future generations

FAMILY GOVERNANCE

OVER A CENTURY AFTER GIFFARD WAS CREATED, THE COMPANY IS STILL BEING MANAGED BY DESCENDANTS OF ITS FOUNDER EMILE GIFFARD – PROVING ITS DURABILITY AND LONG-TERM VISION.

The Giffard company has a secret recipe for ensuring its longevity – just like it has one for its Menthe-Pastille liqueur. One of the ingredients is a natural CSR approach, that fits into the family company's culture and business model.

Its biggest and most essential allies are time and a long-term vision. Social contract, good relations with employees, family governance, local economic chain, performance of the business model, product positioning, constant search for excellence.

“When striving for durability, we do not merely preserve our identity and independence, but also aim to uphold our ecosystem and remain connected to our environment.”

“The world of cocktails is one that enhances the desire for good taste, a friendly atmosphere, pleasant exchanges and the art of taking your time. We wish to contribute to its development across all different cultures, by bringing together men and women from field to glass, and from one side of the bar to another.”

Certified PME+ since 2019



certifies our commitment to ensuring progress for mankind, employment and the environment. Audited on a yearly basis by ECOCERT Environment as per specifications stemming from the ISO 26 000 standard.

-11%
in CO2 per litre
produced

Between 2019 and 2022 thanks to the many efforts made to improve energy efficacy on our industrial sites, reduce the weight of glass bottles, optimise the supply chain, and more...

100%
of our sugar is sourced
from French sugar beets*

**(excluding sugar cane syrup and agave syrup)*

75%
of our fruit and plant
purchases (in tonnes)
come from French producers.

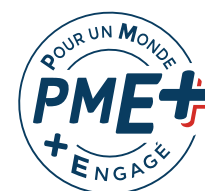


Report sources: 2023 / Carbon: 2022



Our commitment

Common sense, pragmatic vision, agility, a collaborative approach, honesty and openness are all levers for facing the ecological crisis



Our traditional techniques, combined with proficient processes, ensure high quality.

CSR lies at our very core, and we are committed to a proactive approach revolving around four priority pillars:

- 1 Reducing our environmental footprint**
- 2 Committing to sustainable agriculture**
- 3 Valuing the human factor**
- 4 Engaging our stakeholders in our approach**



1

Reducing our environmental footprint.

We are well aware of our company's impact, and endeavour to reduce it, day in, day out. Simplicity and superior quality guide us in this ambition: concentrated products, recipes as natural and simple as possible, light glass bottles with an understated design, etc.

CARBON CHALLENGE

WATER

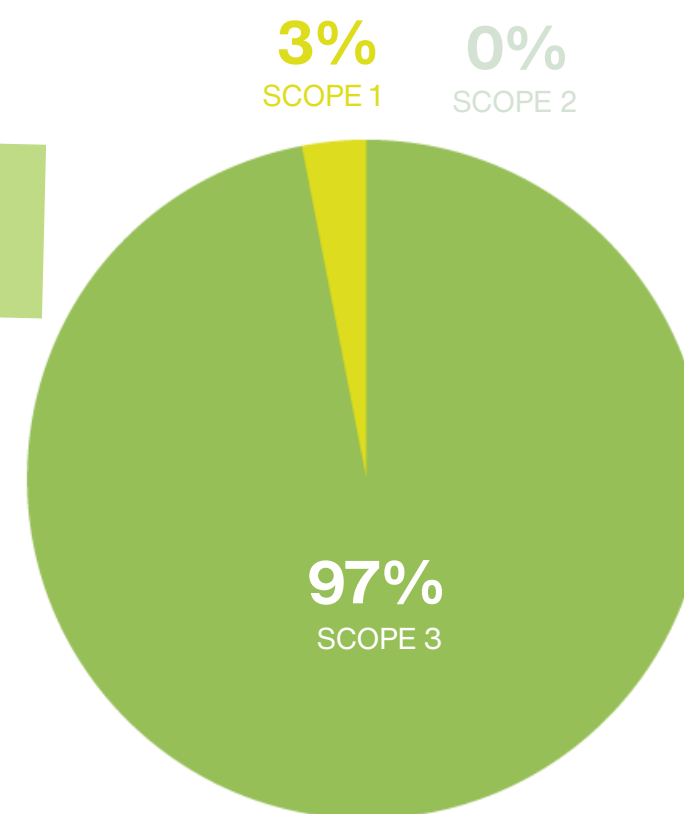
WASTE MANAGEMENT



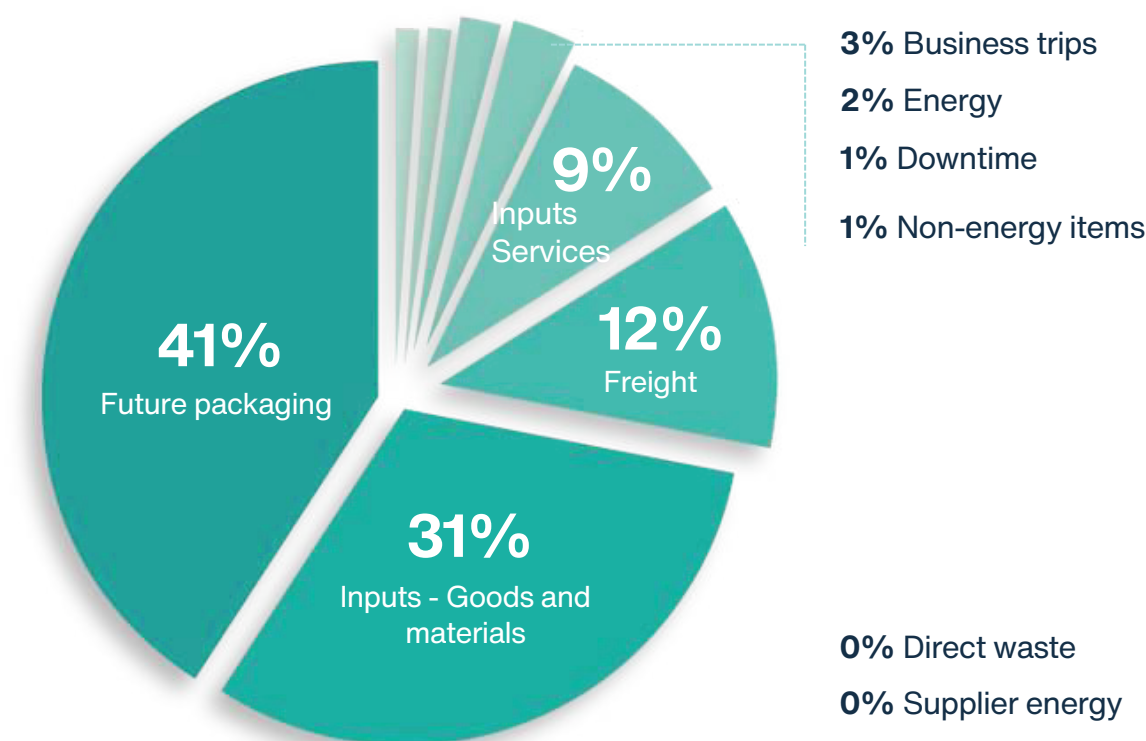
Carbon challenge.

In 2023, we conducted our second carbon footprint assessment, establishing what progress the company had made in the space of four years: **an 11 % drop** in the amount of CO2 emitted per litre produced between 2019 and 2022.

We have recently established a goal for reducing our carbon emissions per liter by 35 %* throughout our entire value chain (scope 1 + 2 + 3), from field to glass, by 2030.



BREAKDOWN OF GREENHOUSE GAS EMISSIONS PER SCOPE



SCOPE 3 BREAKDOWN OF GREENHOUSE GAS EMISSIONS



ACT ASSESSING LOW CARBON TRANSITION

We followed the ACT plan (Assessing Low-Carbon Transition) created by the ADEME (French Agency for Ecological Transition), with a view to structuring our low-carbon transition approach and implementing concrete, efficient actions that align with the Paris agreement - aiming to keep global warming below 2°C by 2100.

2019

2.365
kgCO2e / litre of
product

627
tCO2e / M€
turnover

2022

2.108
kgCO2e/ litre of
product

522
tCO2e / M€
turnover

◆
-11%

Packaging

Our glass bottles contain between **50-70 % of recycled glass**. We are constantly working to **reduce the weight of our glass bottles**. Lightening our bottles in 2021 and 2023 meant reducing our emissions by 174 tonnes of CO2.



We launched a range of liqueurs and syrups in **5L Bag-In-Box** to meet new professional bartending needs, making “pre-batches”, and thus reduce the number of containers used.



Since 2023, we have been experimenting with **the collection and reuse** of our Syrup and Menthe-Pastille bottles. Tests are currently underway with our BtoB and BtoC partners in the Anjou area.



Energy

As a liqueur and syrup manufacturer from the very beginning, we strive to improve both our performance and environmental footprint on all our production sites.

-29 % in gas consumption per Litre produced on our Liqueur site in Avrillé and -6 % on the Syrup site in Saint-Léger-de-Linières between 2021 and 2023



A **geothermal energy** system was set up on the new Liqueur site being built. It will produce energy for heating during the winter, and for air-conditioning during the summer.



The Syrup site's **solar panels** generate 20 % of the site's electricity needs.

OUR SYRUP AND LOGISTICS INDUSTRIAL SITE WAS ECO-DESIGNED TO SAVE ON ENERGY AND WATER ; AN INNOVATIVE SYSTEM MANAGING LIGHTING, WATER ; SOLAR PANELS; A PLEASANT WORKING ENVIRONMENT FOR EMPLOYEES.



FOCUS

Eco-designing our products

We take great pride in our products, and offer the highest quality in all their uses. Our priority will always be taste and naturalness, conveyed by simple recipes and packaging when designing our products.

Maceration: a traditional method whose only energy source is TIME

Time is required to extract the fruit and plants' rich aromas, thus obtaining the best possible infusion to create exceptional liqueurs.

Our syrups are highly concentrated and free of preservatives

They are on average more economical and eco-friendly than ready-to-drink beverages. You can make 8 litres of drink with just 1L of syrup. This means:

- reduced base packaging,
- less weight to be transported, so fewer CO2 emissions,
- sugar levels can be adjusted according to taste.



Managing water and waste.

WATER IS A PRECIOUS RESOURCE AND A **KEY INGREDIENT** WHEN MAKING OUR LIQUEURS AND SYRUPS.

Used as an ingredient, it represents one-third of our total consumption. It is also used for cleaning and various industrial operations.

We aim to reduce the amount of water used at every stage of our process, and study innovative solutions for treating and reusing water.

An audit of our water consumption was conducted in 2022 within the Syrup manufacturing site, giving us insight on the various actions that could be implemented.



WATERING OUR GARDEN
WE RECOVER RAIN WATER TO WATER OUR GARDEN ON THE SYRUP SITE



IN 2022, WE REDUCED WASTE PRODUCED PER BOTTLE BY **22 %**.

97 % OF OUR WASTE IS RECYCLED.

Partnership with Les Alchimistes in Angers

100 % of our fruit dregs (waste following maceration) is turned into **compost** by a local association called Les Alchimistes, to be used by local farmers on their crops.



les Alchimistes



Revisit
récupérer • réinventer • réemployer



CIRCULAR ECONOMY

WE WORK HAND IN HAND WITH A COMPANY CALLED REVISIT, THAT FINDS NEW USES FOR OUR OLD OFFICE FURNITURE, ADAPTS IT TO SUIT OUR NEW NEEDS OR GUIDES US IN PURCHASING SECOND-HAND PROFESSIONAL FURNITURE.



2

Committing to sustainable agriculture.

Whether in summer or winter, our liqueurs and syrups provide convivial moments and offer a real discovery of flavours.

Plants are the source of our inspiration and creativity.

We care about finding the very best fruit and plant varieties and extracting their rich aromas.

Encourage local procurement

- In 2023, 75 % of our fruit and plant purchases (in tonnes) came from French producers
- Our sugar is sourced from French sugar beets* and 100 % of our alcohol also comes from France.

**except for agave and sugar cane syrups*

We are committed to local producers through multi-annual contracts.

The Cassis d’Anjou from Responsible Farming and the Mitcham Mint are produced in our department.

Caring for our fruit

Harvested when **fully ripe** then frozen if it needs to travel or is not immediately used for maceration – this keeps its flavours intact.



Playing our part in a sustainable agricultural transition and protecting biodiversity

Alongside the SOLENAT Farmers’ Association, we contribute to planting hedges on our blackcurrant producers’ land, to help:

- Retain rain and runoff water
- Encourage pollination by opting for varieties that attract endemic blackcurrant pollinisers, such as older species of bees that had disappeared.



We are partners of the association “Un toit pour les abeilles” that sponsors beehives.



Respecting the environment, preserving nature, striving for naturalness.

FOCUS

Menthe-Pastille, from field to bottle

ACCLIMATISATION OF THE MITCHAM PLANT IN THE ANJOU AREA

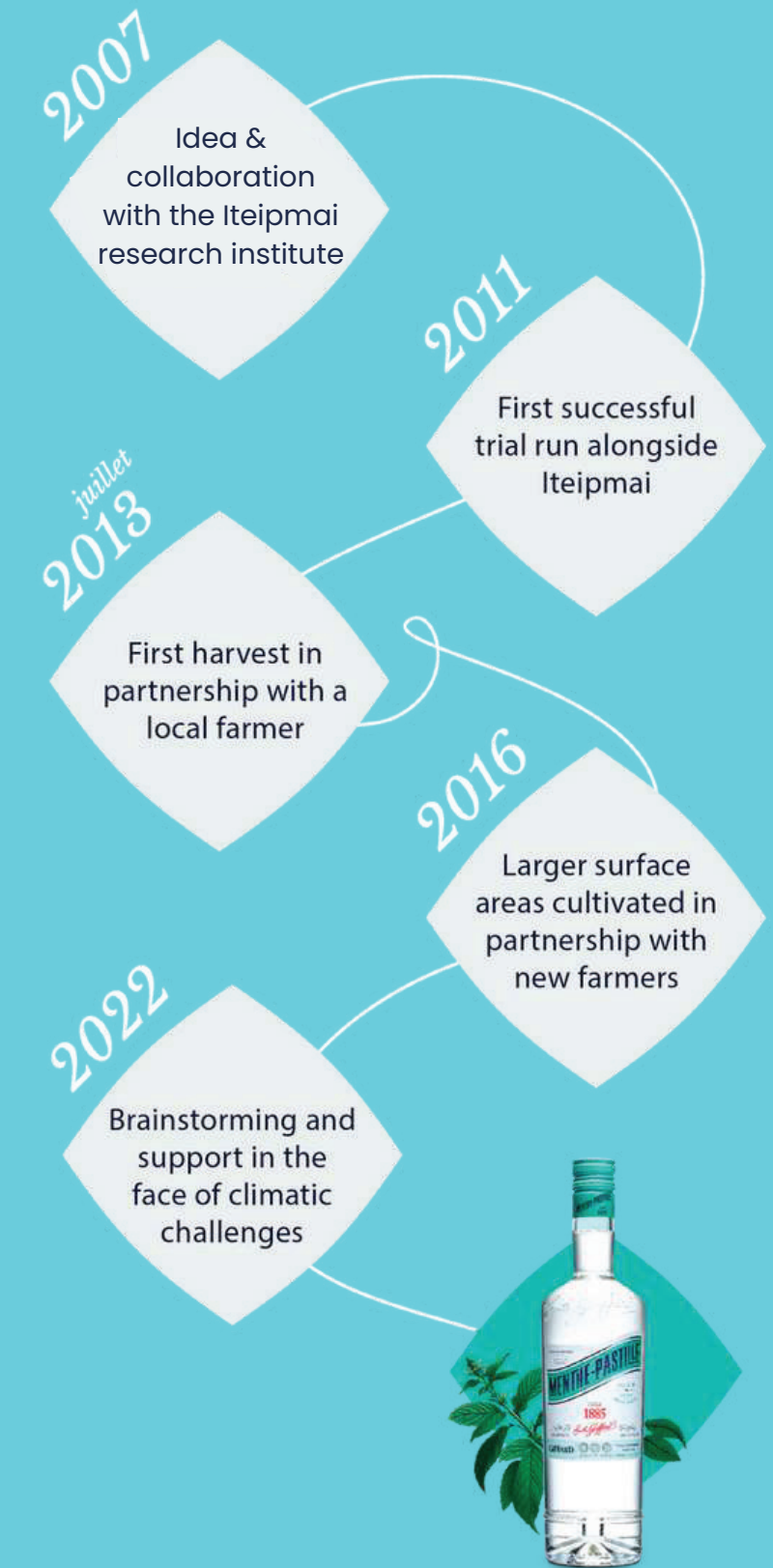
Established for over 130 years in the Anjou area, known for its aromatic and medicinal plant crops, we wanted, through our various commitments in terms of sustainability and the environment, to rely on local expertise to **introduce Mitcham peppermint in regional farming**. This special crop requires a great deal of know-how and proficiency.

For two years, in close collaboration with **local producers** and with support from the Iteipmai[1] and Adatris Anjou Plantes[2], we ran micro-culture tests to study this mint species and assess how well it could thrive in the Angers area.



Edith and Emilie Giffard with Jean-François Michaud and Vincent and Flora Marchand, Mitcham mint producers in the Anjou area.

GIFFARD FORGED PARTNERSHIPS WITH LOCAL FARMERS TO DEVELOP MITCHAM PLANT CROPS IN THE ANJOU AREA. IN 2013, THE VERY FIRST MITCHAM PLANT WAS HARVESTED IN CHEMILLÉ-EN-ANJOU.



[1] Research organisation for the development of medicinal and aromatic plants
[2] Production cooperative

3

Valuing the human factor.

INTERNAL ACTIONS

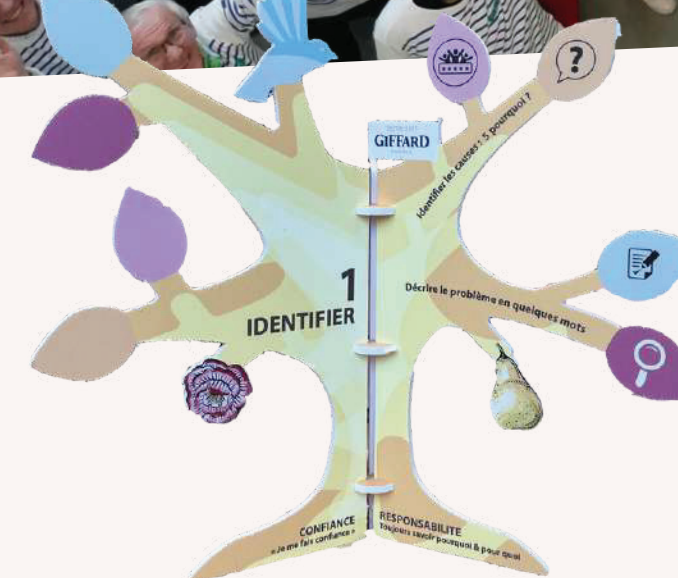
SPONSORSHIP

Human development is at the very heart of our company's operations.

Allowing each and every person to speak their mind is essential, regardless of their position, job or department. Workshops are held every year.

The company as a whole has contributed to **defining the company's philosophy and values.**

To encourage autonomy and individual responsibility, this philosophy is shared with and imparted upon each new recruit.



Internal actions

WE CONSIDER OUR EMPLOYEES' WELLNESS AS AN ESSENTIAL INGREDIENT WHEN AIMING FOR SUCCESS, AND STRIVE DAILY IN LINE WITH OUR CSR PLAN FOR:

- **Equal opportunity:** in 2023, we were granted a professional gender equality score of 87/100*.
- **Fair value distribution:** our profit-sharing scheme is mostly based on overall work time.
- **A pleasant working environment:** green setting, natural light, large openings out onto the garden, protection against noise, etc.
- **Added value jobs:** we strive to consider employee expectations, and our jobs are regularly reviewed and adapted to reduce strenuousness, and make them increasingly rich and fulfilling.

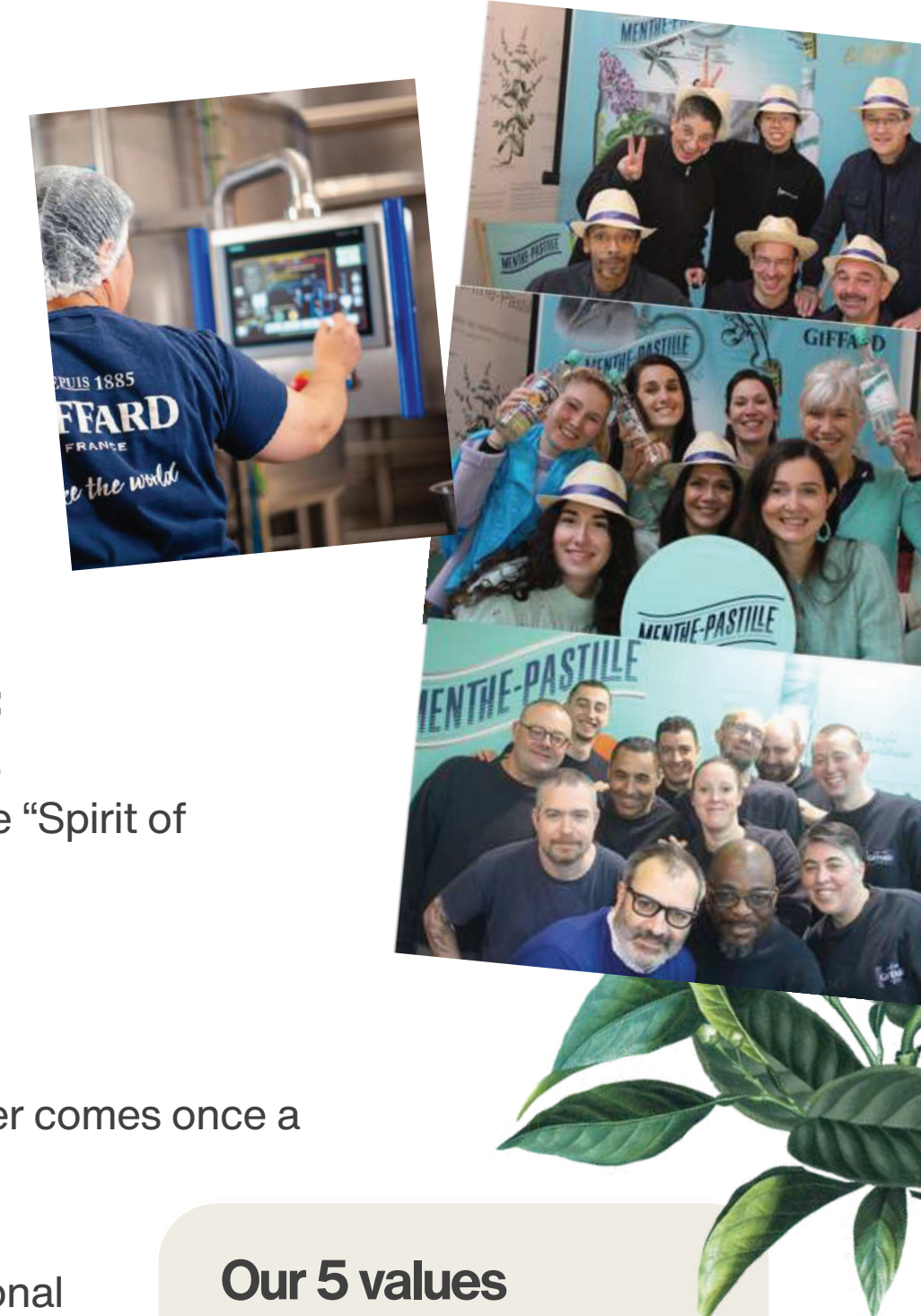


93 % of employees are proud to work for our company (2023)

**(Indicator no.1: 39/40, Indicator no.2: 25/35, Indicator no.3: could not be calculated, and Indicator no.5: 10/10).*

Our friendly atmosphere, desire to share, and family spirit are key ingredients of the “Giffard” recipe

- **Regular training courses to prepare for the future:**
 - In 2023, 85 % of employees underwent training.
 - All our managers followed our Leadership course “Spirit of Management”.
- **Wellness:** massage workshops are available.
- **Personal and professional support:** a social worker comes once a month, in partnership with the ASIA organisation.
- **World Café:** every year, our French and International employees convene for a friendly and collaborative event.



Our 5 values

which make up our common behavioural framework

1. **Respect**
2. **Authenticity**
3. **Know-how**
4. **Open-mindedness**
5. **Close contact**

Sponsorship

OUR COMMITMENT TO THE HUMAN FACTOR BOTH IN FRANCE AND ABROAD

We take concrete action through support to **Cultural, Environmental and Solidarity** projects, by supporting associations that share our values and ambitions to ensure a positive impact.

We favour **local initiatives** to boost our territory, and are partners of the social & solidarity endowment fund “Angers Mécénat”.

For the last 10 years, we have supported the French NGO **1001 Fontaines**, working to improve health in vulnerable populations or countries with no access to drinking water.



Local initiatives

Disability

Café Joyeux Angers
Simon de Cyrene
Vaincre la mucoviscidose

Humanitarian work - Solidarity

Angers Mécénat endowment fund
Réveillon de l'amitié
NDC Angers Foot - *citizen internships*
La Cité des Soins
Food bank

Entrepreneurship

Réseau Entreprendre
Les Entrep': students program
CEDEF Fonds Thalenthum

Actions abroad

Water is vital

Since 2015, we have been committed to the NGO “1001 Fontaines” and more specifically to the programme entitled “Water in School”, which aims to provide free drinking water to children every day. In total, we helped over 60,000 students in about a hundred schools in Cambodia.



Culture

5 senses exhibition at the Fine Arts Museum
School of Fine Arts (former distillery)
À Travers Champs association
Super Atelier Arts Appliqués Festival
Printemps des Orgues
Tout Angers Bouge
RCF
Trélazé Festival
Cultissime book festival

Youth training

In 2023, we welcomed 1890 pupils and students to show them what a company looks like and what trades it includes.

EMPLOYEE COMMITMENT

EVERY YEAR, EMPLOYEES CAN SUGGEST AN ASSOCIATION WHICH THEY ARE PERSONALLY ENGAGED IN, SO IT CAN BE SUPPORTED BY THE COMPANY



FOCUS

“The Art of Taking your Time”

SHARED ETHICS AND PHILOSOPHIES
TO ENSURE **RESPONSIBLE CONSUMPTION**

Taking your time to prepare, share and savour a delicious cocktail or drink means that it becomes part of a friendly moment bathed in curiosity and discovery. Our products’ rich flavours and complex aromas encourage **responsible consumption**, meaning that people take their time when savouring our delicious drinks.

A new alcohol-free range

So consumers have more choice when it comes to enjoying high-quality non-alcoholic drinks or cocktails, we have recently developed a new alcohol-free range – inspired by our liqueur maceration process – in which fruit and plants macerate in wine vinegar. This results in extremely rich aromas, bringing true complexity and real added value to cocktails.



4

Engaging our stakeholders in our approach.

97 % of our CO2 emissions currently come from Scope 3.

Through our various commitments, we wish to create positive momentum that includes our partners and stakeholders – encouraging them in turn to commit and make the most of collective energy to face climate-related challenges.

The foundations to this lie in **forging sustainable and close relations.**



Internally

CSR concerns us all

Each department comes up with actions they can implement relating to CSR, and includes them in their roadmap.

A **CSR committee** was created this year. It is made up of department experts and works alongside the Executive Team to move forwards collectively and enhance engagement at different company levels.

Raising awareness amongst employees

Many employees are mindful of these topics, and take pride in supporting them. As part of the Green Team, they run awareness campaigns and highlight simple actions to be implemented: Clean walk, NRJ walk, Green Transport week, working on a vegetable patch, etc.

Workshops focusing on **climate change** and the **circular economy** were organised so everyone could become more aware of the major environmental challenges we face, and think about what actions could reduce our carbon footprint – both individually and collectively.



CLEAN WALK
AROUND THE LIQUEUR
PRODUCTION SITE IN
AVRILLÉ

**LA FRESQUE
DU CLIMAT**
CLIMAT CHANGE
WORKSHOP: A QUIZ
IN THE CAFETERIA



BOTANICAL GARDEN
ON THE SYRUP AND
LOGISTICS SITE IN
SAINT-LÉGER-DE-
LINIÈRES

Externally



Giffard has been certified as PME+ since 2019, with a score that increases every year. This CSR certification proves our commitment to more sustainable development, and drives progress when it comes to good social, societal and environmental practices.

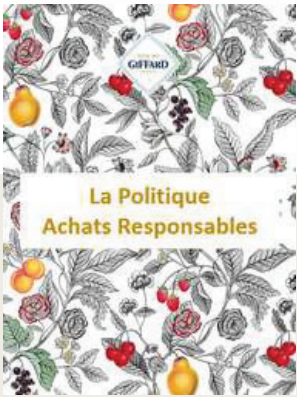
This structuring process is controlled annually by an independent third-party organisation, whose assessment criteria are based on the ISO 26000 CSR standard. This label allows us to communicate with stakeholders regarding our commitments, and help them in turn engage in a more sustainable approach.

	Overall performance*	
GOVERNANCE AND ETHICS	86%	88%
LOCAL IMPACT		92%
EMPLOYMENT IMPACT: LOCAL EMPLOYMENT, MANAGING THE COMPANY'S MEN AND WOMEN		83%
MANAGING AND PRESERVING THE ENVIRONMENT		83%
FAIR BUSINESS PRACTICES THROUGHOUT THE VALUE CHAIN		75%
ANTICIPATING AND TAKING CUSTOMER & CONSUMER EXPECTATIONS INTO ACCOUNT		92%

Long-standing partnerships with our stakeholders:

Since 1885, we have had our heart set on forging long-term and close-knit partnerships with our stakeholders: customers, suppliers, associations, employees, etc. Some have been working alongside us for generations!

The company is also committed to several local and France-wide associations, so we can exchange and share good environmental practices: ADEEC (circular economy), FBN Impact, Communauté du Coq vert BPI France, cross-industry trade unions.



THIS YEAR, WE FORMALISED OUR RESPONSIBLE PURCHASING PRACTICES BY DRAFTING A POLICY AND CHARTER, AND WE EXCHANGED WITH OUR KEY PARTNERS REGARDING CSR PRACTICES AND AREAS FOR IMPROVEMENT.



Giffard West Cup & Green Transport

To echo with the theme “The Art of Balance” of the final of the Giffard West Cup international cocktail competition, the 18 candidates from all over the world, and those accompanying them, took public transport every day to get to and back from the competition site.

*2023 audit



More to come in 2025...

WE WISH TO THANK ALL OUR EMPLOYEES, PARTNERS, WHETHER HISTORICAL OR MORE RECENT, CUSTOMERS, SUPPLIERS, LOCAL COMMUNITIES, INSTITUTIONS AND MORE, FOR THEIR UNWAVERING COMMITMENT TO WHAT WE BELIEVE IN, AND FOR HELPING US MAKE AN INCREASINGLY POSITIVE IMPACT ON OUR ECOSYSTEMS.

*COUNTLESS CHALLENGES AWAIT US,
THERE IS MUCH MORE TO COME IN 2025...*

DEPUIS 1885

GIFFARD

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