



## MAISON GABRIEL MEFFRE SEES ITS CSR (CORPORATE SOCIAL RESPONSIBILITY) PROJECT RECOGNISED WITH A "LEVEL 3 - CONFIRMED» AFAQ 26000 ASSESSMENT.

### A N EXCELLENT RESULT

Maison Gabriel Meffre has received its first and very positive assessment with **663 points out of 1000**, achieving «**level 3-confirmed out of 4**» after the AFAQ 26000 evaluation performed by AFNOR Certification, the leading independent certification organisation in France and a pioneer in social responsibility assessment.

The AFAQ 26000 method measures a company's **contribution to sustainable development**, defined by the **ISO 26000** standard, the only CSR assessment standard **approved internationally** by experts.

All of the Maison's practices (from the vine right up to storage before shipping) and its social, economic and environmental achievements were assessed over 3 days in Gigondas. In their report, the two independent experts paid tribute to «**the serious approach, professional attitude and clear commitment** of the Management and all employees to **Corporate Responsibility**.»



*"Because sustainable development is part of our corporate project, because it requires continuous effort and great adaptation and because the relationships with our staff, our stakeholders and our performance depend on the quality of this commitment, we are particularly proud of this result which celebrates and honours our corporate philosophy.»* declared Eric Brousse, CEO when the results were announced.

### A MBITIOUS OBJECTIVES

Through its Sustainable Development project, Maison Gabriel Meffre has created a policy of responsibility focused on **strong strategic directions**:

- **Economic performance**: developing wines adapted to specific characteristics of the markets where Maison Gabriel Meffre is present, in France and overseas.
- **Social performance**: encouraging openness, dialogue and teamwork.
- **Respect for the environment** through the choice of sustainable practices in its various fields (Terra Vitis label, recycling programmes, economy of water/electricity, etc.)
- **Establishing proximity**: encouraging sustainable and local partnerships with its stakeholders.

# GABRIEL MEFFRE

— à Gigondas depuis 1936 —

## GABRIEL MEFFRE: QUALITY AS A STATE OF MIND

Willingly committed to its quality project since 1990, the Maison is BRC and IFS certified and meets HACCP standards, guaranteeing consumers the excellent quality of its wines.

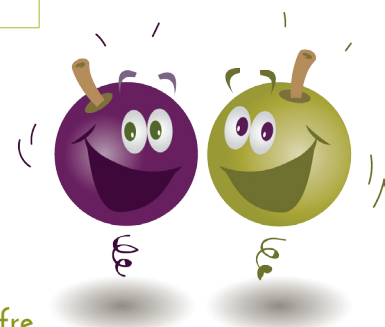
In 2011, it wanted to go even further and launched its **personal and voluntary global improvement process**, today recognised by the level 3 result in the AFAQ 26000 assessment. Of the 200 companies already assessed in France, covering all sectors and industries, only 60% achieved «level 2-Progress» at their 1st assessment. Thanks to these results, the Maison is a pioneering «**Responsible Business**» in its sector; to date, it is one of the first Rhône Valley wineries to have been assessed.



«The assessment spotlighted our concrete solutions and showed us the path towards future progress and improvements,» explained Etienne Maffre, Vice President. «For 2018, the year of our next assessment, our objective is to achieve level 4-exemplary performance.»

Founded in 1936, Maison Gabriel Meffre owns **Domaine de Longue Toque**, manages **Château Grand Escalion** and works with its partner wine-makers in all appellations in the Rhone Valley and the south of France.

Faithful to the spirit of its founding fathers, the Maison perpetuates strong values including a great passion for wine, respect for the environment and the land, innovation and the sharing of expertise.



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