

## CHEESE

On our menus and  
cheese boards, let's feature:

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### 1 Raw milk cheeses

Avoid cheeses made from heat-treated or pasteurized milk. Raw milk cheeses preserve the nutritional benefits of milk as well as the variety of its flavors.

### 2 Sourced from local producers and heritage animal breeds

When possible, look for medium- or small-scale cheese producers local to you, and visit the farm to ensure production methods are responsible.

### 3 Raised with good animal welfare standards and grass-fed at least 70% of the time

Products will highlight flavors that reflects the richness and biodiversity of local flora.

### 4 Produced with natural/artisanal yeasts and rennets

Industrial fermentation standardizes taste, so it is better to avoid it, along with microbial rennets. Talk to your producer about their manufacturing methods.

### 5 Without artificial flavoring (*truffle, smoke...*)

But it is acceptable to infuse cheese with natural flavoring techniques and products (*grape must, tomato, charcoal, ashes, spices etc.*).

For our members located in Australia, Canada, Japan, New Zealand and the United States, laws in force prohibit the use of raw milk. Consequently, small-scale cheese producers and initiatives involving local breeds in those countries may be considered part of your #FoodForChange actions despite the fact that they make use of pasteurized milk.

## WINE

In our cellars and  
in our glasses, let's think of:

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### 1 Being as specific as possible about the wine

Clearly specify each bottle's appellation, the name of the winery and/or estate, the name of the cuvée, its vintage, format, and price.

### 2 Highlighting wines that reflect the identity of their *terroir*

Not only thanks to the grape varieties and the soil, but also thanks to indigenous yeasts, which are strongly encouraged.

### 3 Encouraging biodiversity and not using fertilizers, weed killers and synthetic anti-botrytis chemicals

Support regenerative agriculture practices, including agroforestry, cover-cropping, low or no till farming, and protection of pollinators and beneficial fauna via organic pest control (only in case of strict necessity).

### 4 Not flavoring with wood chips and having a measured amount of sulfur dioxide

Avoid exceeding SO<sub>2</sub> limits outlined by the organic wine certification of the European Union, which is 100 mg/l for red wines and 150 mg/l for white and rosé wines.

### 5 Promoting wineries that actively collaborate with the entire agricultural community

Enhance the agricultural system of your *terroir*, maintain good relationships with your partners and employees, encourage their personal and professional development, and collaborate and share *savoir-faire* with other winegrowers in the area.

### 6 Having an eco-conscious attitude, especially towards irrigation.

Avoid situations of significant water stress by communicating with the community and managing irrigation in a responsible manner.

