



LVMH is working to make fine wine more sustainable | Photo source [Michielle Dot Com](#) on Unsplash

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CRU CLASSÉ WINEMAKER SWITCHES TO SUSTAINABLE PACKAGING

 FOOD & DRINK

A French Cru Classé vineyard is adopting a number of organic and sustainable practices, including packaging that saves on transportation costs

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20th April 2022

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Takeaway:

Château Galoupet represents a very small part of LVMH's total holdings, estimated at a value of €125.311 billion in 2021. However, the move to revamp the estate to improve sustainability is an acknowledgement that luxury brands can no longer sit on the side lines when it comes to

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ustainability. Millennials and Generation Z are driving around 85 per cent of luxury
These consumers increasingly choose to associate with only the brands they
perceive to be most sustainable.