

FOOD AND BEVERAGE

## Mot Hennessy opens sustainability research center

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*Mot Hennessy's Robert-Jean de Vog Research Center. Image credit: LVMH*

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By LUXURY DAILY NEWS SERVICE

LVMH's wine and spirits division Mot Hennessy has inaugurated the Robert-Jean de Vog Research Center, a science research facility devoted to sustainability.

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The facility serves as a new resource for the Mot Hennessy research and development ecosystem to help the company better understand and anticipate environmental and production challenges. The center is named after the avant-garde entrepreneur who made significant contributions to the development of the Mot Hennessy business.

### Sustainability research

In continuation of initiatives launched in 2020 as part of the Living Soils Living Together program, the new Robert-Jean de Vog Research Center confirms the company's commitment to innovation and sustainable development.

Recognizing the limits of the current viticulture model, the group launched this state-of-the-art research center to support its brands as they introduce more sustainable practices.

The facility will also be a hub for sharing knowledge among LVMH brands and outside organizations.

To drive innovation forward, the research and development center will focus on microbiology and biotechnology, analyzing micro-organisms to understand their impact on vineyards.



*Mot Hennessy continues to support environmental initiatives throughout France. Image credit: Muse du Louvre*

It will also focus on plant physiology in order to decrease the impact of climate change on vines and grapes and address the challenges of global warming, as well as promoting recyclability through process engineering.

Lastly, the center will focus on sensory analysis and formulation to study the profile of products at different production stages.

Designed by architect Giovanni Pace, the Robert-Jean de Vog Research Center located near the Mont Aigu production site. According to LVMH, it is made from materials that ensure optimal thermal performance and energy consumption.

To support biodiversity in Paris, reflecting one of the pillars of the brand's Living Soils Living Together program, Mot Hennessy launched an effort to "regreen" and restore the Tuileries Garden at the Muse du Louvre in Paris.

Through the program, 92 elm trees were planted along the garden's central Grande Alle over the winter returning to the pathway's 17th century design. Additionally, 26 stone benches have been refurbished ([see story](#)).

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