

FOOD AND BEVERAGE

Champagne Telmont receives investment from Leonardo DiCaprio

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Part of Remy Cointreau, Telmont is looking to become a 100 percent organic Champagne house. Image credit: Telmont

By LUXURY DAILY NEWS SERVICE

French spirits group Remy Cointreau's Champagne Telmont has landed one of the most famous actors in the world as an investor.

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American actor and environmentalist Leonardo DiCaprio and the Champagne brand share a commitment to protecting and preserving the environment. The actor was drawn to the investment due to the brand's several sustainable practices and future goals.

"Leonardo DiCaprio's decision to become a shareholder sends Telmont a strong message of support that will encourage us as we carry out our ambitious plans," said Ludovic du Plessis, chairman and shareholder of **Champagne Telmont**, in a statement.

"We share the same convictions and the same commitment to protecting the environment," he said. "We aim to act in the name of Mother Nature in everything we do."

Value alignment

Some of Champagne Telmont's sustainability goals include converting its entire vineyard to 100 percent organic agriculture by 2025 and assisting its partner growers with the full conversion of their vines by 2031, using 100 percent renewable electricity and converting to classic green champagne bottles made from 85 percent recycled glass.

The brand also shows continued commitment to protecting biodiversity in its estate and reducing its environmental footprint. Since 2021, the house has prohibited gift boxes, citing the belief that the best packaging is no packaging.



Telmont CEO Ludovic du Plessis. Image courtesy of Telmont

Champagne Telmont has also stopped buying clear bottles made from 0 percent recycled glass and has eliminated air freight for its supply and distribution.

Telmont uses 100 percent renewable electricity and continues to be transparent about its environmental program.

Mr. DiCaprio is known for both his acting work and his vast environmental efforts, having established the Leonardo DiCaprio Foundation in 1998 which supports organizations and initiatives dedicated to working towards a more sustainable planet. The partnership between the actor and house stems from clear value alignment.

"Champagne Telmont, together with its partner wine-growers, has set its sights on producing 100 percent organic champagne, ensuring a completely sustainable product lifecycle in the coming years," Mr. DiCaprio said in a statement. "From protecting biodiversity on its land to using 100 percent renewable electricity, Champagne Telmont is determined to radically lower its environmental footprint, making me proud to join as an investor."

Sustainability is becoming a driving force in the wine and spirits sector, as exemplified by the Macallan and Bentley partnership. Digital channels and sustainability have allowed brands to engage with consumers and differentiate themselves in a crowded market ([see story](#)).

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