

FOOD AND BEVERAGE

Mot Hennessy highlights environmental commitment with World Living Soils Forum

June 1, 2022



Mot Hennessy is committed to biodiversity. Image credit: Gabriel Jimenez

By LUXURY DAILY NEWS SERVICE

LVMH's wine and spirits arm Mot Hennessy is hosting the first edition of the World Living Soils Forum on June 1 - 2 in Arles, France.

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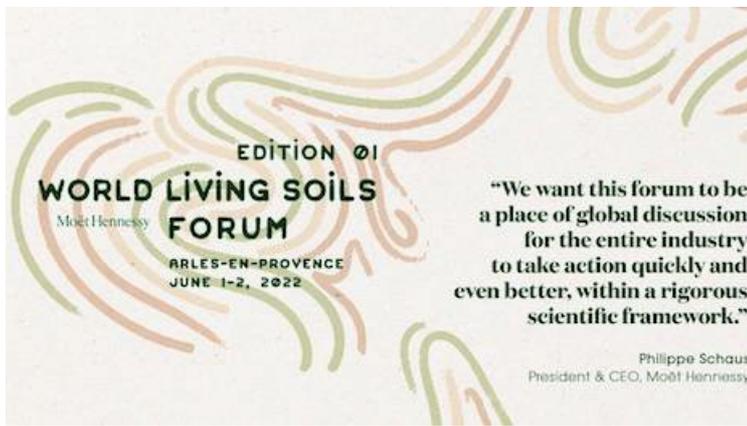
The event is aiming to rally specialists and associates motivated to action to preserve living soils. The forum is calling upon 100 global experts who share a commitment to the preservation of soils, engaging with several talks and activations dedicated to the cause.

"We need to find new and ambitious solutions to the challenges directly and indirectly related to soil conservation and regeneration in viticulture," said Philippe Schaus, president/CEO of **Mot Hennessy**, in a statement. "Then, we need to share them, so they become available to the entire world. The very future of our business depends on these efforts."

Dedicated to the cause

Mot Hennessy is a fitting host since the brand's commitment to preserving soils is woven throughout its DNA acknowledging that much of the good quality of its products is reliant on healthy soil.

The preservation of living soil serves as a key component of Mot Hennessy's sustainable development approach, with "Living Soils Living Together" serving as the focus of the Living Soils Forum.



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The stakeholders and experts present at the forum will collaborate in contemplating effective ways to protect and regenerate soil around the world.

Keynotes and roundtables will be streamed live on the World Living Soils Forum website in both French and English.

The wine and spirits division continues to prove its commitment to environmental issues.

Last year, Mot Hennessy inaugurated the Robert-Jean de Vog Research Center, a science research facility devoted to sustainability.

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 ([see story](#)).

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