

FOOD AND BEVERAGE

Ruinart launches product transparency platform in favor of traceability

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The platform launch follows the rollout of 100 percent recyclable eco-designed packaging, developed over three years and dubbed "Second Skin." Image credit: Ruinart

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Ruinart is taking steps to empower consumers with the crucial ESG background they increasingly seek.

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Launching a new platform, the maker of fine wines is inviting audiences in on all stages of its supply chain. The resource advances the centuries-old operation's commitment to employing responsible business approaches.

"In twenty years' time, we have acquired a solid culture of responsibility," said Frdric Dufour, president and CEO of **Ruinart**, in a statement.

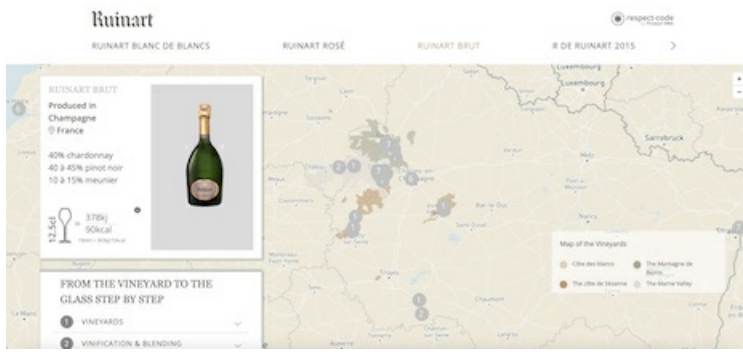
"This culture is now an integral part of Maison Ruinart, it guides our decisions and guides each of our actions," Mr. Dufour said. "We strive, through our actions, to best meet the expectations of our consumers and their desire for transparency."

Tightening transparency

Ruinart is championing transparency by lending insight into the life cycle of the company's product line.

The brand's landing page provides information regarding Ruinart's vine cultivation, nutritional facts and product composition, rendering its offerings relatively traceable.

Details regarding production and storage conditions and sites, packaging, and logistics and delivery are also available on the platform.



Ruinart is championing transparency by lending insight into the life cycle of the company's product line. Image credit: Ruinart

All partners throughout Ruinart's production chain are represented by the now-live resource, which can be found at <https://ruinart.respect-code.org/>. The maison's products feature 100 percent French and European origin.

Conscious players across other verticals have enacted similar measures ([see story](#)), though Ruinart's initiative is framed by the nature of its business, as regenerative agricultural practices become a necessity for survival amid a shifting climate.

Working in tandem with the grounds upon which the company harvests, a positive impact on the planet remains the Champagne house's aim.

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