Moët Hennessy & Verallia:
A strategic partnership to accelerate industry decarbonization and develop a new generation of glass packaging

Moët Hennessy, the wine and spirits division of LVMH, and Verallia, Europe's leading and the world's third-largest producer of glass packaging for food and beverages, announce their strategic research and development partnership dedicated to designing new glass solutions combining resource efficiency, circularity and performance.

From left to right: Romain Barral, Operations Director at Verallia, and Frédéric Dufour, member of the Moët Hennessy Executive Committee and Deputy Managing Director of MHCS @James Bort

This alliance between Moët Hennessy and Verallia reflects a shared conviction that major environmental, societal and regulatory shifts are accelerating and call for new, collective solutions at the intersection of innovation and industrial excellence.

Glass packaging accounts for up to 30% of the wine and spirits industry's carbon footprint.

For Moët Hennessy, leader in the premium and super-premium category, reducing bottle weight and improving the energy mix, particularly through its work with Verallia, are at the heart of its decarbonization strategy, in place for many years. The initial results of this approach can already be observed across several products from the Champagne Maisons, Hennessy, Terrazas de los Andes, Chandon, as well as Château Galoupet.

For Verallia, reducing packaging weight, developing new technologies and decarbonizing industrial processes are key pillars of its innovation and sustainability strategies. This commitment is part of an ambitious CO_2 emissions reduction pathway, validated by the Science Based Targets initiative (SBTi), with the objective of achieving Net Zero for scopes 1 and 2 by 2040 and scope 3 by 2050. By joining forces, Moët Hennessy and Verallia aim to develop a new generation of glass packaging combining maximum weight reduction with strength.

The program targets a 30% to 50% reduction in bottle weight through technologies to strengthen the glass and processes to preserve its mechanical performance.

This work will cover the entire value chain, from research and development to the industrial validation of solutions under real-world operating conditions.

For Verallia, the program will leverage its expertise in evolving production processes and equipment, as well as in carrying out testing and qualification under real-world conditions. It will be rolled out over the coming decade, with the resulting advances intended to benefit the industry as a whole.

"Innovation is in Moët Hennessy's DNA. Having demonstrated that it was possible to design higher-performance glass solutions, we now intend to accelerate their development and widespread adoption. This is the essence of our partnership with Verallia: combining our expertise to pave the way for a new generation of bottles, more resource-efficient, more innovative and capable of supporting the long-term industrial transformation of our sector, as well as the customer experience." Frédéric Dufour, member of the Moët Hennessy Executive Committee.

"This partnership illustrates how Verallia harnesses its expertise and innovation capabilities to support its clients' objectives. Building on our longstanding relationship and shared environmental ambitions, we are taking the next step with Moët Hennessy by using our industrial know-how to develop new processes and study how they can be integrated into our production facilities. By combining glassmaking expertise, an understanding of applications and industrial excellence, we aim to pioneer a new generation of packaging that is lighter and lower carbon while maintaining the same high performance. Romain Barral, Operations Director at Verallia.

Verallia will bring to the partnership its proven expertise in the innovative design and manufacture of glass packaging, as well as its ability to support clients from the early phases of research to the industrialization of solutions. The Group will notably rely on its leading position in the development of lightweight bottles, with models among the lightest on the market, and on its mastery of industrial processes to test and then deploy innovations on a large scale. These projects will complement the Group's investments in reducing its CO_2 emissions.

Moët Hennessy will bring its understanding of applications, its expertise in consumer experience and its ability to qualify and deploy innovations at scale in particularly demanding industrial environments.

This alliance also aims to address packaging decarbonization challenges and anticipate future regulatory requirements under the European PPWR (Packaging and Packaging Waste Regulation), that will progressively tighten requirements for packaging reduction at source, recyclability and circularity.

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About Moët Hennessy

Moët Hennessy is the wine and spirits division of the LVMH group, which also owns renowned wine estates through “LVMH Vins d’Exceptions.” Moët Hennessy is a group of twenty-five Maisons, internationally recognized for the richness of their terroirs, the quality of their products and the craftsmanship with which they are created. For many years, Moët Hennessy has been committed to its environmental and social program, Living Soils Living Together.

About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world’s most sustainable packaging material. We work together with our customers, suppliers and other partners across the value chain to develop new, beneficial and sustainable solutions for all.
With almost 11,000 employees and 35 glass production facilities in 12 countries, we are the European leader and world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customised and environmentally friendly solutions to over 11,000 businesses worldwide. Verallia produced nearly 18 billion glass bottles and jars and recorded revenue of €3.3 billion in 2025.
Verallia’s CSR strategy has been recognized with the Platinum Ecovadis medal, placing the Group in the Top 1% of companies assessed by Ecovadis. In September 2025, SBTi officially validates Verallia’s long-term Net Zero 2040 target according to its Net-Zero Standard. Verallia commits to reducing its CO_2 emissions by 90% and offsetting the remaining 10% by 2040 for scopes 1 & 2 and by 2050 for scope 3, compared to the 2019 base year. This Net Zero target is aligned with the 1.5°C climate trajectory set by the Paris Agreement.
Verallia is listed on compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and trades on the following indices: CAC SBT 1.5°, CAC Mid & Small and CAC All-Tradable.

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