



## Les Vignerons de Buzet produce vegan wine

Les Vignerons de Buzet are moving into the production of vegan wines, through the use of fining agents of vegetal origin.

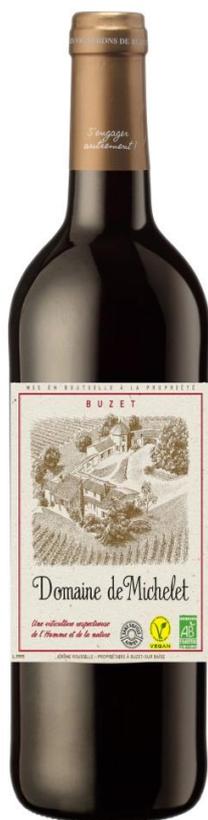
Les Vignerons de Buzet's Domaine Michelet, an **organic wine without added sulphites**, has now added the **vegan** logo. The "vegan" certification of this wine guarantees that no ingredients of animal origin are used in its production process.

More broadly, **since the 2016 harvest, all Les Vignerons de Buzet wines have respected vegan principles.** *"Since the 2016 harvest, we have replaced all the fining agents conventionally used, by fining agents which are 100% vegetal in origin",* says our oenologist, Stéphane Chauvet. *"We only use them when necessary. We are seeking to reduce inputs at all stages of our wines' production process."*

Les Vignerons de Buzet began to use plant-based fining agents on some of its wine in 2012. This allowed them to see that this substitution did not alter the taste of the wine in any way at all.

*"Veganism is a dietary practice which is very prevalent in North America and Northern Europe, and which is on the increase in France. These consumers have led us to review our practices and develop a wine that meets their diet",* says marketing manager, David Bidegaray.

Les Vignerons de Buzet are **precursors in terms of societal issues relating to wine, from the vine to the glass.** They are therefore continuing to pursue their practice of meeting the needs of wine consumers and closely following societal developments.



This procedure was initiated with Domaine de Michelet's **2014 vintage**: a red wine which is certified **vegan, organically-grown** and **without added sulphites**.

Distributed in specialised channels



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## Why isn't wine, the result of the fermentation of the juice of the grape, automatically vegan?

In the classic production process, proteins are used to fine the wine. This procedure improves the limpidity and the stability of the wines, as well as the clean character and finesse of their aromas. Traditionally animal protein, for example, were used for this purpose. Since 2016 we have no longer been using fining agents of animal origin. These have been completely replaced by fining agents of vegetal origin.

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