



La Haute Tonnellerie

## SEGUIN MOREAU Offers the World's First CarbonNeutral® Accredited Barrels

**April 2011—Napa, CA**—SEGUIN MOREAU, in its commitment to environmental issues and sustainability, now offers the world's first CarbonNeutral® accredited barrels. The CarbonNeutral Company, a world leading provider of carbon reduction solutions, worked with the cooperage to reduce the CO<sub>2</sub> emissions from the raw materials, manufacture, packaging, storage and distribution of the barrels to net zero.

SEGUIN MOREAU selected a portfolio of international renewable energy projects to offset its emissions in:

- Candelaria Hydro Power (Guatemala)
- Sakri Wind Power (India)
- Damao Wind Power (China)
- Sichuan Hydro Power (China)



*John Marks*

CarbonNeutral.com

CO<sub>2</sub> emissions reduced to net zero in accordance with The CarbonNeutral Protocol

World's 1<sup>st</sup> CarbonNeutral® oak barrel

By SEGUIN MOREAU

These projects save CO<sub>2</sub> from being emitted by replacing energy that would otherwise have been derived from fossil fuel sources. The amount of CO<sub>2</sub> saved is measured and sold as carbon credits, which are used to neutralize the CO<sub>2</sub> produced by business activities—in this case, the production and distribution of oak barrels. The cooperage underwent its own carbon accounting in 2009, a first in the barrel industry, in accordance with the CarbonNeutral Protocol. This assures the quality of carbon footprint assessments, offset projects, and communication, and is regularly reviewed by an independent advisory group.

SEGUIN MOREAU wanted to have the lowest possible carbon footprint—as a company and for its winery partners—and thus began offering the world's first CarbonNeutral® accredited barrels in 2010. The CarbonNeutral Company is a world-leading provider of carbon reduction solutions, and works with more than 300 major businesses as well as thousands of other companies in 32 countries to develop offset inclusive carbon reduction programs. Since 1997, it has purchased carbon credits from more than 200 projects across six continents.

SEGUIN MOREAU CarbonNeutral® barrels are available in French oak coopered in Napa and France.

### About SEGUIN MOREAU

SEGUIN MOREAU has been the world's leading cooperage and supplier of French oak wine barrels for more than a century. In 1994, the company established the [SEGUIN MOREAU Napa Cooperage](#) to support United States wineries and bring cooperage operations closer to local winemakers. Classically trained in France and Scotland, the production team of coopers manufactures barrels ranging from 225L Bordeaux and Burgundy Export to exotic 500L barrels. French, American, Eastern European and Russian wood aged in SEGUIN MOREAU seasoning yards in Merpins, France and Perryville, Missouri is toasted to each winery's specification before coopering.

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