

**Press release**  
Reims (France), 18 October 2023

## **Malteurop sets out to conquer new markets, with the inauguration of its new malthouse in Mexico**

Wednesday 18 October in Meoqui – **Vivescia Group and its malting business today inaugurated a new malthouse in Meoqui, in the northern Mexican state of Chihuahua, in the presence of the French Ambassador to Mexico and the authorities of Chihuahua, as well as the group’s customers and partners, and the employees involved in the project.**

**With a production capacity of 120,000 tonnes of malt per year, the plant will help Malteurop – already one of the world’s biggest maltsters – to win new business in Mexico with a virtuous process from grain to glass. This project is the first investment in Mexico by a malt industry player.**

**As well as the €112 million investment in this malthouse, over the past three years, Malteurop has developed a 100%-local supply chain thanks to a partnership with some 500 local farmers who produce malting barley.**

**The President of VIVESCIA Group, Christoph Büren, said: “Our arrival in Mexico marks a new stage in our malt business’s international development. This new malthouse also highlights French industrial and agricultural expertise while addressing local economic needs and the challenge of sustainability. During the construction of this new malthouse, Malteurop’s agronomic and varietal development teams have put together a 100%-local barley supply chain. This is an extension of our original business model, which is in place on VIVESCIA’s cooperative territory in France.”**

**Olivier Hautin, Managing Director of Malteurop, added: “This malting plant is the culmination of almost four years' work since the initial discussions with local farmers, through the difficulties related to the COVID pandemic, to the successful start-up of the malthouse in the summer of 2023, when the first batches of malt were produced. With an annual capacity of 120,000 tonnes of malt, which could be extended to 150,000 tonnes in the future, this new facility will enable us to meet the needs of brewers in a particularly buoyant market, which has a shortage of malt, a strategic ingredient in beer production. This project illustrates Malteurop's unique, well-established capacity to develop new industrial projects throughout the world.”**



*From left to right: Olivier Hautin, Managing Director, Malteurop; Jean-Pierre Asvazardourian, His Excellency Ambassador of France to Mexico; Christoph Büren, President of VIVESCIA; María Angélica Granados Trespalcacios, Representative of the Governor of Chihuahua for Economic Development and Innovation, Miriam Soto Ornelas, Mayor of Meoqui ; Olivier Miaux, Managing Director, VIVESCIA Industries.*



*From left to right: María Angélica Granados Trespalcacios, Representative of the Governor of Chihuahua for Economic Development and Innovation; Jean-Pierre Asvazardourian, His Excellency Ambassador of France to Mexico; Christoph Büren, President of VIVESCIA*

**His Excellency Jean-Pierre Asvazardourian, France’s Ambassador to Mexico**, has declared: “Malteurop, with its expertise in malt production and its close ties to the French agricultural world, will contribute to rural development in Chihuahua. It will also support Mexico’s brewing industry, which has become one of the most important in the world.”



### **A virtuous ecosystem: contributing to the development of a local barley-malt-beer value chain**

Over the past three years, Malteurop has formed partnerships with nearly 500 farmers, encouraging them to diversify into malting barley as an additional crop.

Malteurop was able to identify the malting barley varieties that are best suited to the region, while liaising with VIVESCIA Cooperative's teams, who provided support for the farmers with agro-ecological best practices and low-carbon farming techniques.

This new crop, malting barley, covers almost 35,000 hectares, with two harvests a year.



Mexico is currently one of the world's most rapidly expanding beer markets, with growth of around 8% in 2022. It is also a major importer of malt. With its new malthouse in Meoqui, Malteurop is part of a virtuous local ecosystem, with a more sustainable short supply chain, alongside its farming and brewing partners, in particular Heineken, whose most recent site is adjacent to the malthouse.



### The Meoqui malthouse: profile and key figures

- A €112 million investment
- A 10-hectare site adjacent to Heineken's brewery
- 70 local jobs created
- Annual production capacity: 120,000 tonnes, which can be expanded to 150,000 tonnes
- 30,000 tonnes of storage capacity (barley and malt)
- 100% local sourcing: the creation of a malting barley supply chain, involving 500 partner farmers cultivating 35,000 hectares
- A construction project carried out with 15 partners and technical subcontractors, and up to 850 people involved in the works

### A new stage in the Group's climate strategy and its commitment to regenerative agriculture

As VIVESCIA and its malting business expands into Mexico, the company is pursuing its commitment to climate action and decarbonising its value chain by finalising its roadmap for SBTi certification<sup>1</sup>. Aligned with VIVESCIA Group's strategy, Malteurop aims to significantly reduce its carbon footprint by 2030. This entails a 25% cut in total carbon emissions across scopes 1, 2, and 3, with a targeted 38% reduction in greenhouse gas emissions from its direct operations (scope 1 and 2). In order to achieve this, Malteurop intends to step up its efforts to help farmers adopt regenerative, low-carbon farming practices that promote soil health and biodiversity. This year, Malteurop joined the TRANSITIONS programme<sup>2</sup> run by VIVESCIA Cooperative in North-East France. Malteurop can use the programme as a large-scale "laboratory" trial and replicate its successes in other regions.

<sup>1</sup>Created following the Paris Agreement, and a product of a collaboration between several institutions around the world, including the UN, the Science-Based Targets Initiative (SBTi) is now the benchmark in terms of companies' carbon trajectories: <https://sciencebasedtargets.org>

<sup>2</sup>By 2026, **TRANSITIONS by VIVESCIA** aims to help 1,000 farmers transition to regenerative, low-carbon agriculture that promotes soil health and biodiversity, by providing them with significant financial support and robust technical assistance to derisk the transition. Based on scientifically recognised systemic agronomic foundations, TRANSITIONS relies on a coalition of downstream players in the plant sectors, who have chosen to share the costs of transitions to go faster and further. Find out more: <https://www.vivescia.com/transitions> Watch the film <https://youtu.be/4rUA5vPWkBO>

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### **About VIVESCIA Group**

VIVESCIA is an international, cooperative agri-food group with 7,000 employees in 25 countries, generating revenue of €4.6 billion for the year ending 30 June 2023. Specialising in producing and adding value to grain, VIVESCIA is owned by 10,000 farming entrepreneurs from the North-East of France.

VIVESCIA strives to take care of grain, from field to fork, thanks to a collective of men and women who are committed to sustainable plant-based industries. The Cooperative and its agricultural subsidiaries collect 3.5 million tonnes of grain every year; one in 10 beers worldwide are produced with our malt thanks to Malteurop's expertise. Our Francine flour can be found in one in three French households. Grands Moulins de Paris works with nearly one in four French bakers every day. Thousands of consumers enjoy sweet and savoury treats in France and around the world thanks to Délifrance's croissants, pâtisserie, viennoiserie and bread. We also have expertise in the milling maize industry, with Kalizéa; in animal nutrition with Nealia; and in the biotechnology and plant chemistry ecosystem with ARD.

### **About Malteurop**

A recognised specialist in the barley-malt-beer and whiskey industry, Malteurop is the malting division of French cooperative group VIVESCIA and has been one of the world's largest maltsters for over 60 years. Generating revenue of €1.3 billion for the year ending 30 June 2023, with 23 malthouses, a global malting capacity of 2.3 million tonnes of malt, and nearly 1,100 employees in 14 countries, Malteurop's is a "farmer-maltster" that serves brewers, distillers and food companies with innovative, sustainable solutions.

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