

Veve Clicquot Develops Packaging Made from Grapes

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Champagne brand Veve Clicquot has developed new, 100-per-cent recyclable packaging made from grape skins mixed with recycled paper.

The move forms part of the brand's commitment to use environmentally responsible innovations in packaging, and it had previously used potato starch as an ingredient in its packaging during 2013 and 2014.

The new packaging is dubbed Naturally Clicquot, and in a statement, the brand said, "The result is an elegantly discreet champagne container that's 100 per cent biodegradable and recyclable."

Veve Clicquot has developed a microsite to support the new initiative, which can be found [here](#).
