

# PERNOD RICARD

## SUSTAINABILITY & RESPONSIBILITY

2023



Pernod Ricard  
*Créateurs de convivialité*



## SUMMARY

<b>I. OBJECTIVES</b>	<b>00</b>	<b>V. BRAND HOMES AND S&amp;R</b>	<b>00</b>
<b>II. STRONG RECOGNITION</b>	<b>00</b>	<b>VI. THE BAR WORLD OF TOMORROW</b>	<b>00</b>
<b>III. GLOBAL INITIATIVES</b>	<b>00</b>	<b>VII. DRINK MORE WATER</b>	<b>00</b>
<b>IV. BRANDS INITIATIVES</b>	<b>00</b>		
Chivas Brothers incl. Chivas & Royal Salute			
Ballantine's			
The Glenlivet			
Aberlour			
Havana Club			
Irish Distillers incl. Jameson			
Absolut			
Beefeater			
Plymouth			
Monkey 47			
Altos			
Del Maguey			
Lillet			
Ricard			
Suze			
Malibu			
Kahlua			
Martell			
Mumm			
Perrier Jouët			
Jacob Creek			
Campo Viejo			



Pernod Ricard

*Créateurs de convivialité*

**Putting Sustainability and Responsibility  
at the heart of our business and our future**

**GOOD TIMES**  
**FROM A**  
**GOOD PLACE**



**Address massive  
environmental  
and social shifts**



**Matters to  
our consumers**



**Matters to  
our people**

# PERNOD RICARD

> A clear roadmap

## GOOD TIMES FROM A GOOD PLACE

Préserver • Partager

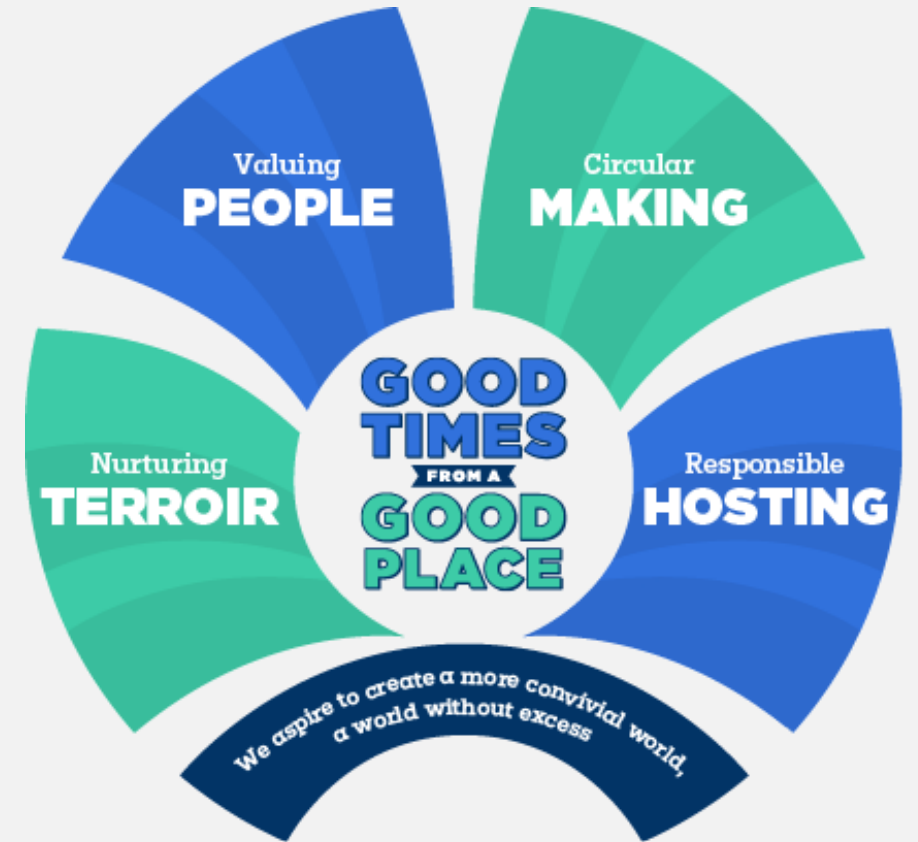
**Sustainability & responsibility (S&R)** is one of our **business's 4 key drivers** and embedded in our strategic plan business plan Transform & Accelerate. Our S&R roadmap is based on **four key pillars that address all aspects of our products' life cycle**; with clear 2030 objectives supporting the United Nations Sustainable Development Goals.

We are Créateurs de Convivialité. True to our founding spirit, we've been bringing people together, inviting them to share authentic experiences and making new friends every day through our world-class portfolio of premium wines and spirits.

We are passionate hosts - a family of exceptional people who are committing to **fighting alcohol misuse** and creating a better way to live and work together to bring good times today and for generations to come.

We are respectful guests who care for and strive **to protect and nurture the terroirs and environments we live in. We partner with local farmers and respect local communities to benefit our planet**, our consumers and our business.

We bring good times from a good place, to create a **more convivial world, a world without excess.**



## VALUING PEOPLE

Convivialité is about sharing warmth, care and respect for people everywhere.

We increase diversity and fairness for all our people and empower people across our supply chain.



## CIRCULAR MAKING

We share a world of finite resources, under huge pressure.

We minimise waste at every step by imagining, producing and distributing our products and experiences in ways that optimise and help preserve natural resources.



## NURTURING TERROIR

Our products take their character from the land where they were grown.

We nurture every terroir and its biodiversity and respond to the challenges of climate change to ensure quality ingredients now and for generations to come.



# OUR 4 PILLARS

## RESPONSIBLE HOSTING

Our products bring people together and serve a valuable role in society.

We fight alcohol misuse in society by taking action on harmful drinking and engaging with our stakeholders for real change.



Pernod Ricard  
Créateurs de convivialité

# OUR 4 PILLARS NOURISH

The 10 principles of the united nations global compact



## HUMAN RIGHTS

1. Business should support and respect the protection of internationally proclaimed human rights; and
2. Make sure that they are not complicit in human rights abuses



## LABOUR

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining
4. The elimination of all forms of forced and compulsory labour
5. The effective abolition of child labour; and
6. The elimination of discrimination in respect of employment and occupation.



## ENVIRONMENT

7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility; and
9. Encourage the development and diffusion of environmentally friendly technologies.



## ANTI-CORRUPTION

10. Businesses should work against corruption in all its forms, including extortion and bribery.

**The ten principles of the United Nations Global Compact are derived from:** the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

# Sustainability & Responsibility - our 2030 goals



# STRONG RECOGNITIONS



Ranked #2/16 in  
sector Inclusion  
in 4 indices



Score of 15.3  
(Low Risk) 1/85 Beer,  
Wine & Spirits 4/597  
Food and Beverage



Prime Top 10%  
of 305 companies



Water: A  
Carbon: B



Gold Recognition  
Level among top 1%  
global companies



FTSE4 Good  
Index Series



AA (CCC to AAA)



Europe & Global  
Corporate Social  
Responsibility  
Index



Only Wine & Spirits  
Company and  
only one of  
40 companies  
worldwide





# GLOBAL INITIATIVES

## ECOSPIRITS

Piloting an innovative closed-loop distribution system in Hong Kong and Singapore. Absolut, Beefeater and Havana Club transported in bulk and delivered to bars in ecoSPIRITS in a fully reusable 4.5-liter glass container, instead of 75cl glass bottles. Once empty, ecoTOTES are returned to the ecoPLANT, where they are sanitized and refilled

## THE FUTURE OF PACKAGING



*“We recently reached a very important milestone. We have managed to integrate the barrier – the coating that separates the fluid from the paper – into the paper itself. With an integrated barrier we can use much less barrier material and start testing different bio-based solutions.”*



Louise Warner/  
Packaging Director, The Absolut Company

**70%**

Approximate global recycling rate of paper – the world's most widely recyclable material

Three years in, the paper bottle initiative is becoming a flagship example of non-competitive collaboration, with each brand contributing different skills and insight. As we finalise lab-based analysis of shelf life, alongside closing out consumer trials, the next year will involve scaling production technologies to bring the paper bottle to shelves as soon as possible.




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Créateurs de convivialité



## CIRCULAR MAKING

Protecting our planet through sustainable making

### SAVING ENERGY

- Our malt distilleries **26% more efficient than the sector average**
- Adding energy-saving processes: thermo-compression units in our malt distilleries, **reducing steam demand by -40%**
- Absence detection saves ≈ 30% energy.**
- Signatory of 

### Focus ROYAL SALUTE

- Since June 22 > **more recyclable coated glass flagon > footprint REDUCTION -70%**
- Committed to making **all packaging 100% recyclable, reusable, compostable or bio-sourced by 2025**

**100%**  
of food waste across our sites with canteens.

**100%**  
green electricity at all sites

Enriched the lives of Over  
**2M**  
People in over 50 countries across 6 continents

**\$5m**  
No-strings funding

**120**  
Startups supported

**+10K**  
Applications



## VALUING PEOPLE + CIRCULAR MAKING

The spirit of generosity and community working together to build a more sustainable future for people and the planet.

### Chivas venture

**Global platform to support entrepreneurs solving the world's biggest social and environmental issues.**

### In the first 5 years

Supporting solutions include :

- Plastic waste into affordable housing
- Alternative to sugar
- Cow manure into sustainable fashion
- Unlocking education for the blind
- Lifting people out of homelessness through coffee

### Chivas master cocktail competition

Challenged to create a pop-up bar inspired by the sense of community and generosity. Using sustainable props and ingredients.



## Circular making

### Packaging optimisation

#### SECONDARY PACK

Rectangular shape of Ballantine's Finest

- ▶ no wasted space in our shipping cases, resulting in reduced packaging

#### BOTTLE

One of the lightest bottles of all brands in Pernod Ricard (400g for 70cl)

- ▶ enabling significant material and energy savings in bottle production

#### CAP

roll-on pilfer proof (ROPP) cap to replace the traditional NR (non-refillable) cap > designed to reduce single-use plastic

#### POS

created our own eco-friendly POS as bamboo tumblers, 100% organic cotton shirts and wheat fabric mobile phone cases.

19t

Of plastic saved



74t

Of CO<sub>2</sub> emissions saved



27m

Litres of water saved



95%

Of our malted barley is source from Scotland



## Responsible host + circular making

Leave no trace programme - S&R event organization

#### SECOND LIFE FOR EVERY MATERIAL WE USE

Concert

65 000 attendees

59 tones of waste

59 cars being thrown away in 1 night

- I. Ditch single-use plastics
- II. Make recycling easy II
- III. Train team SAFER PLACE

#### SAFER PLACE

39% said they would feel more at ease with emergency services were on site & easily visible.

- I. Creating spaces that are safer and inclusive for all
- II. Respect all
- III. Spiking prevention
- IV. Transport home

#### RESPONSIBLE DRINKING

- I. Low/ Now ABV drinks
- II. Water provision (Drink more Water) II
- III. Food available II Promote responsible drinking

#### CARBON EFFICIENCY

Simply switching to renewable energy, you could contribute to saving \$160 trillion in climate change costs by 2050

- I. Reducing carbon footprint II
- II. changing to renewables
- III. Offsetting

#### COMMUNITY SUPPORT:

Engaging local talent and adding a more diverse line-up to your event you could fill the need of the 50% of millennials who are actively looking to discover new music

- I. Supporting emerging talent
- II. Funding community projects community projects

#### NEXT STEP - BY 2025

- Bottle Lightweight 100% of our packaging
- Source 100% FSC-certified cardboard
- Increase recycled glass in our bottles to 50%
- Reduce single-use plastics: 837 tonnes of plastic saved per year with our new cap





## CIRCULAR MAKING

### ENERGY EFFICIENCY

All our wash stills are equipped with heat recovery systems, using 40% less energy than a standard still with traditional condensers.


### RECYCLING & WASTE MANAGEMENT

All of the by-products from the distillation process are used to feed livestock or converted into renewable energy. We return our cooling water upstream from where we abstract it, to protect fishery habitats and water flow of the River Livet

### LOCAL SOURCING

**100%** 

Of electricity used at The Glenlivet is from wind and hydropower in Scotland

 **26%**

More efficient than malt industry average (same size & type)

**100%** 

of The Glenlivet Barley is sourced from a local grain group, with a project to improve sustainable farming practices

## NURTURING TERROIR

### A Helping Hand for Nature

We are supporting a research project with Aberdeen University and The James Hutton Institute, to investigate nature based solutions for:

- I. Better land management.
- II. Improving resilience to climate change by raising water flows.
- III. Slowing the flow of water in wetter periods.





## CIRCULAR MAKING

### DISTILLERY


Generated by wind and hydro power in Scotland.


### Waste product management,


all the by-products from the distillation process are used for the livestock feed market or converted into renewable energy

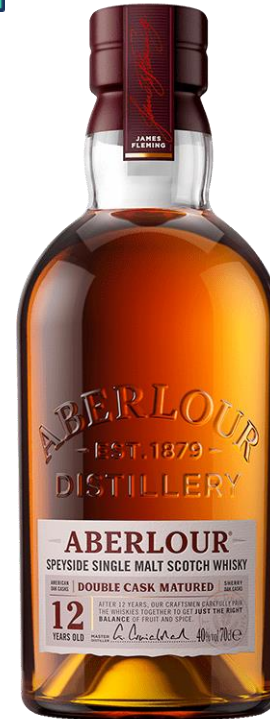
Our Whinstone Towers naturally filter the water used during production back into the Lour Burn beside the distillery following usage.

- The Towers provide a final polish to the used water.

  
**100%**  
of the electricity used at Aberlour is from renewables

  
ENERGY USAGE  
**24%**  
more efficient than the latest industry\*

  
**96%**  
water borrow is returned directly after use & treatment.



## NURTURING TERROIR + VALUING PEOPLE

Development of a farming partnership with Aberlour barley farmers and The Scottish Agricultural College to continue to improve sustainable farming practices.

All of our barley is now sourced within a 15 miles radius of the Aberlour distillery.

### SUPPORTING SALMON POPULATIONS

Aberlour is passionate about the local environment and has partnered with the Spey Fishery Board for a period of 3 years to help repopulate the salmon numbers in the Lour Burn adjacent to the Aberlour Distillery.

The aim is for more salmon to inhabit the Spey for generations to come, future-proofing the Spey catchment from environmental consequences and having a positive impact on the local economy





## CIRCULAR MAKING

### PACKAGING OPTIMIZATION

#### BOTTLE

Reduction weight on Havana club 3 anos & Especial

Producing HC3 & HC especial will now result in a 10% yearly reduction in packaging & transport of carbon emissions

### CARBON NEUTRALITY BY 2027

#### Direct emissions ▶ 16%

▪ Boiler	<b>5Kt</b> CO <sub>2</sub> / Year	<b>3,5Kt</b> CO <sub>2</sub> / Year
▪ Electricity		

#### Indirect emissions ▶ 84%

▪ Glass (bottles)	<b>26Kt</b> CO <sub>2</sub> / Year	<b>18Kt</b> CO <sub>2</sub> / Year
▪ Distillate		
▪ Transportation		

**70 cl**

(-13% II 515g to 450g)

**100 cl**

(-8% II 600g to 550g)



## NURTURING TERROIR

### PROTECTING MANGROVES & OFFSETTING CARBON

Mangroves are a vital part of the Mayabeque province's ecosystem ... But they have been jeopardised by industrial activities.

- 2M budget allocated over 4 years
- Partnership with Cuban Environment Ministry to help drive Cuba's carbon offset
- - 17 000 t of CO<sub>2</sub>
- Signature expected 2022

### GENERATING GREEN ENERGY @SJO

Installing solar panels at SJO. We are covering the ageing cellars' roofs with solar panels, which will allow us to generate 70% of the distillery's electricity consumption

- 4M\$ budget allocated over 5 years
- Objective saving 18 000 t of CO<sub>2</sub> from electricity

### SUGARCANE PRODUCTION CERTIFIED

Apply Pernod Ricard standards' on the supply chain.

### FEEDING LIVESTOCK WITH VINASSES

Reduce waste

### NEXT STEPS BY 2030

▪ Boiler (2021)	<b>0.4Kt</b> CO <sub>2</sub>	✓
▪ Solar panels (2022 – 2030)	<b>1.8Kt</b> CO <sub>2</sub>	⌚
▪ Removal of plastic		
▪ Bulk 50°	<b>0,1Kt</b> CO <sub>2</sub>	✓
▪ Lighter bottle	<b>1.2Kt</b> CO <sub>2</sub>	⌚





## CIRCULAR MAKING

Reducing our environmental impact in our distilleries

### MIDDLETON

Midleton, the Maker of Jameson, Aims to Become the 1st Carbon Neutral Irish Distillery The company is investing \$52.5 million to achieve the goal by 2026.

ENERGY <b>33%</b> Reduction Since 2010	WATER <b>35%</b> Reduction Since 2010	CO <sub>2</sub> <b>47%</b> Reduction Since 2010
ELECTRICITY <b>100%</b> Source from renewable	WASTE <b>0</b> Waste to landfill achieved	

### AT FOX & GEESSE

ENERGY <b>18%</b> Reduction Since 2010	WATER <b>37%</b> Reduction Since 2010	ELECTRICITY <b>100%</b> Source from renewable	WASTE <b>0</b> Waste to landfill achieved
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### Focus JAMESON

RECYCLE CONTENT UP TO **80%**  
Recycled glass in every Jameson original bottle

PRODUCT **6%**  
Lighter than Jameson bottle compared to 2010

2<sup>nd</sup> PACKAGING **100%**  
Removal of single use plastic

## NURTURING TERROIR

### ANIMAL FEED

Our feeds recovery plant manufactures animal feed from the by-products- of whiskey production. Our feed recovery business ensures that there is virtually no organic waste arising from distillation.

### CASKS

Our whiskeys are matured in preseasoned oak casks which have already been used in the bourbon, sherry and wine industries. not only contributes to product quality but also increases the lifespan of individual barrels.

### WASTEWATER

Investment in the plant has resulted in improvements in the efficiency of wastewater treatment. Polished wastewater is returned into the environment meeting all inland fisheries, Irish Water and EPA related discharge quality standards.

### CIRCULAR MAKING

- By 2025, 100% recyclable primary and secondary packaging
- By 2025, ZERO single use plastic used in POS and packaging
- By 2030, 50% Intensity reduction in CO<sub>2</sub>

### NURTURING TERROIR

- By 2022, 100% of cereal supply contracts to include sustainability measures

## NURTURING TERROIR

On track for carbon-neutral product by 2030

We are extending climate-smart actions into our wheat and glass supply chains, whilst driving down transport emissions.

All ingredients in Absolut original are source locally

No global outsourcing + sustainable farming

- Water drawn locally
- Bottles produced in southern of Sweden
- promote sustainable farming
- Recover CO2 by-product from fermentation to be used by others

One of the most energy efficient distilleries in the world\*

- 60% average distillery\*
- Our distillery is carbon neutral\*

Ecospirits



Since 2004, reduction of

# CO<sub>2</sub>

per litre by 90%



# 50+%

Reached recycled clear glass in our bottles



# 85%

of distillation & bottling energy comes from renewable sources



0,99 kg CO<sub>2</sub> e/l



1,85 kg CO<sub>2</sub> e/l

## CIRCULAR MAKING

- Plan Vivo certified carbon credits, which fund Scole'te, a forestry project in Mexico that is the world's longest-running ecosystem services project on the Voluntary Carbon Market certified by Plan Vivo.

CARBON OFFSET IMPACT, 2013 – 2021

11,7 Tonnes of CO <sub>2</sub> e offset	18 056 Trees planted	Number of people supported	
		32 Small-holders	163 Family members

- 1st global spirits brand to move to a partly hydrogen energy-fired glass furnace for large-scale production in a significant step to reduce the CO<sub>2</sub> emissions -20%. Agreement with Ardagh Glass, to use this partly hydrogen-fired furnace (20% green gas) commencing in the second half of 2023

## VALUING PEOPLE

LGBT PRIDE

Absolut supports diversity and self-expression, collaborating with artists, celebrities,



Circular making by 2025

- Fossil free distillation
- 60% recycled content in a glass bottle

Beyond 2025,

- Increase renewable fuels in local transport
- Reduce bottle footprint
- Reduce distribution footprint
- Future of packaging & innovation

Nurturing terroir

- Beyond 2025, action in sustainable wheat program

70% approx global recycling rate of paper





## CIRCULAR MAKING

### AT THE DISTILLERY

### PACKAGING

#### NEW DESIGN LAUNCH IN 2021

The new bottle is made entirely from recyclable glass and the shape was inspired by London bricks. The bottle was designed with bartenders in mind and is said to make pouring the gin easier.

**ANNUAL SAVINGS OF 410 TONNES OF PLASTIC**, equivalent to 17 million single use water bottles (500ml bottle).\*\*

**ENVIRONMENTAL FOOTPRINT IMPROVEMENTS** including reductions in CO2 and water use.\*\*

**100% RECYCLABLE GLASS BOTTLE**



ENERGY

**25%**

Improvement efficiency

WATER

**30%**

Improvement efficiency



**100%**

residues are turned of residues are turned into electricity ensuring they are put to good use

### PLASTIC FREE POS

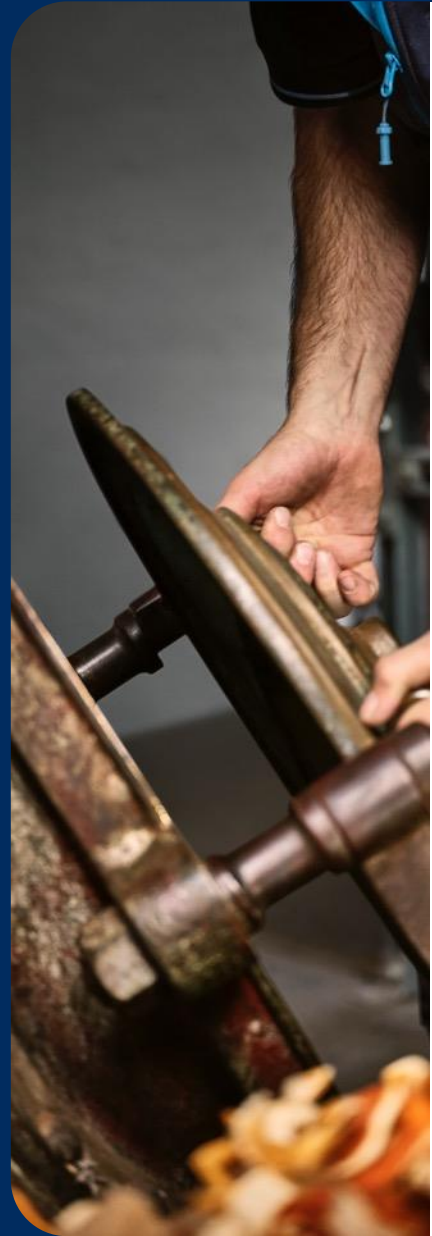
- Introducing innovative plastic alternatives such as LIGHTWEIGHT ALUMINIUM ice buckets.
- New centralised POS warehouse. OPTIMISED ORDERING.

Ecospirits future of packaging & innovation



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Créateurs de convivialité



## CIRCULAR MAKING

### PACKAGING

New packaging launched in 2021 with sustainability at the heart of the process

- 100% recyclable PET capsule
- 100% recyclable glass bottle
- Glass weight reduction of 15% - 70cl, 75cl, 1L
- All labels have been switched from plastic to recyclable paper
- Total packaging savings equivalent to 60 tonnes of carbon 20M L of water

### DISTILLERY

- 100% powered by hydro electricity
- The gin botanicals are recycled via an anaerobic digestion power plant - 0 waste to landfill

### VISITOR CENTRE

- 100% of single use plastic has been removed
- Recyclable glass bottles used for mixers
- Garnished/egg shells are transformed into green energy



100%  
recyclable



100%  
powered by  
hydro  
electricity



100%  
Recyclable  
glass bottles  
used for mixers



ocean  
conservation  
trust



## NURTURING THE TERROIR

Partnering with the Ocean Conservation Trust, a local charity based in Plymouth with a global purpose of restoring vital ocean habitats.

Since June 2021, we have been working with the OCT and our brand home on a year-long beach cleaning programme.





## CIRCULAR MAKING

### PACKAGING

By harvesting cork, a natural CO<sub>2</sub> absorber, we play a role in supporting the survival of cork trees

- 100% of shrink wrap used is biodegradable
- We only use FSC\* certified paper for our gift packs
- Our dark brown bottles are made from over 50% recycled glass (and that's Wunderbar!)

To ensure we minimise waste, we donate any broken corks to an NGO\*\* for future use

### PRODUCTION

**LOCAL SOURCING:** Our water comes from the Black Forest, a source known for its purity and good quality.

We regularly donate leftover fruit from the production process to regional food banks

### WASTE MANAGEMENT

**100% of mash waste** (waste made from the botanicals we use as part of our distillation process) is converted into electricity.

All of the **alcohol waste** from the distillation process is reused as a **water purifier**. We re-use water from the distillation process to power our under-floor heating system

### LOGISTIC

We reduce our carbon emissions by making our logistics more efficient, by splitting our production and bottling line, reducing the amount of traffic in the Black Forest

### POS

**Our POS is responsibly sourced, locally produced and 100% plastic-free**



**100%**  
of shrink wrap used is biodegradable

**Our water**  
comes from the Black Forest



Reduce **CO<sub>2</sub>** emissions by making our logistics more efficient

## NURTURING TERROIR

For more than 10 years by helping our fellow primates with a significant donation to the WWF Deutschland



**NEXT STEP**  
- BY 2025

### GREEN ENERGY

Our ambition is to use 100% renewable electricity



## CIRCULAR MAKING

### PACKAGING

**BOTTLE:** Reduction of the weight of our bottle by -22%.

### PRODUCTION

Altos's distillery efforts to reuse, reduce and recycle : Water, Energy, Waste

**Altos has been recognised by the industry for the focus on sustainable practices : preserve the land & ensure future generation** (traditional & modern production processes)

Since 2018 Reduced 11% water consumption.

### WASTE MANAGEMENT

**99% Of Altos' organic waste** are sent to be transformed into fertilizer. All non-recyclable waste in a year fits in 1 freight truck.



Composted

**1900 t**



**97%**

Of our solid waste s recycled



## NURTURING TERROIR

### ALTOS RED EART AWARD

This award is for those that care about that soil beneath our feet, that appreciate how much it give us and our industry and who make significant efforts towards a more responsible approach for the sake of the planet and our communities

## VALUING PEOPLE

### MIND THE BAR - Building a better bar culture



In 2018, Mind The Bar Foundation won the Tahona Society prize to establish a mental health support platform for the hospitality industry.

### THE TAHONA SOCIETY



Born in 2009, the Collective Spirit is a bartender contest with a difference to improve sustainable practices, community interaction, well-being. 15-20 finalists go to Mexico for workshops and mentoring with experts.

### SUPPORT COMMUNITY

**"In Mexico 10 million artisans, of which 60% live in vulnerable conditions and in areas of medium/high marginalization"**

San José, Jalisco – Marcelino Carrilo's Family

15 artisans worked on the project, 150 pieces creates of Altos special edition, 750 hours of craftsmanship, Equivalent to 8.5 daily min wages per artisan (\$680 MXP), Minimum Wage (\$80 MXP) + Ascalapha Base salary



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DEL MAGUEY  
SINGLE VILLAGE® MEZCAL

## NURTURING THE TERROIR

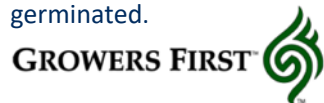


Del Maguey is deeply dedicated to the biodiversity and rich cultural heritage of Oaxaca.

### DEL MAGUEY'S WILD AGAVE

**Reforestation project** began years ago with a small nursery in Teotitlan del Valle, Oaxaca, that produced a few hundred Tobala, Tepextate, and Espadin plants from seed with the objective of renewing these special natural resources from which we produce artisanal mezcal.

- In 2020, Del Maguey donated over 80,000 Tobala seeds and received 23,000 Tobala plants.
- In 2021, we donated 30,000 Cuixe seeds, 50,000 Jabali seeds, and 40,000 Tobala seeds and received 6,000 Cuixe plants, 18,000 Jabali plants, and 13,000 Tobala plants.
- In 2022, 60,000 Tepextate seeds, and 40,000 Tobala seeds have already been germinated.



## NURTURING THE TERROIR & VALUING PEOPLE

Del Maguey is dedicated to **supporting our producing families and villages**. Environmental and social responsibility are the central tenets that anchor our impact philosophy.

### CURRENT INITIATIVES INCLUDE:

- **Zapotec Talking Dictionary Program** – Collaboration with Swarthmore College
- **Apiculture Program** – Increased biodiversity through bee pollination
- **Reforestation Program** – Planting trees in communities where we work
- **Digital Library Program** – Providing computers and USB drives for education

**Supporting Growers First in Oaxaca, Mexico, an advocate for farmers in remote areas of the world. They utilize agriculture and education to create traceable transformation** in the lives of poor farming families in remote regions. **Rural Medical Brigades are traveling medical teams;** surgeons, general practitioners, dentists and other specialists. **By bringing rural medical brigades into Del Maguey agave growing and mezcal producing regions, it creates access to care opportunities that benefit entire villages.**



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## CIRCULAR MAKING

### SECONDARY PACK

- 100% recycled cardboard

### BOTTLE

- New bio-sourced labels
- New lighter shipment cases with no chemical treatment

**Lighter packaging**  
-110g vs 2021

### PRODUCTION

Lillet bottle now requires 50% less energy than in 2016.



reducing transport-related CO2 emissions by

**90%**



Rate of recycled glass increases to

**25%**



Reduction of label size by

**-7%**



Production requires

**51%**

less water



## NURTURING TERROIR

### TRANSPORT

- Since 2021 all our wines are now supplied by tankers fuelled with bioethanol from Bordeaux's wine region residue
- 100% of the fruits used in Lillet are composted less than 30km away from our site.
- Our oak barrels are produced entirely in France and sourced from NFO\* forests.

### AGRICULTURE

Policy of sustainable agricultural practices sourcing a part of our wines from HEV and Terra vitis certified suppliers.



## VALUING PEOPLE



The league of extraordinary women by Lillet

Created in 2017 in Germany. Network & Mentoring platform for female bartenders promoting diversity within the bar scene.



Women's forum for the economy & society

Lillet is an official partner of the Women's Forum since 2015.



L Pour elles

For its 150th Anniversary, Lillet pays tribute to women in hospitality by launching "L pour Elles". Lillet brings this initiative to life through a map highlighting female-led and worldwide operated bars available on the brands website and a limited edition bottle.



\* National Forestry Office

The original recipe is born in 1932.

Paul Ricard named it **“Ricard, Pastis de Marseille”**



## NURTURING TERROIR

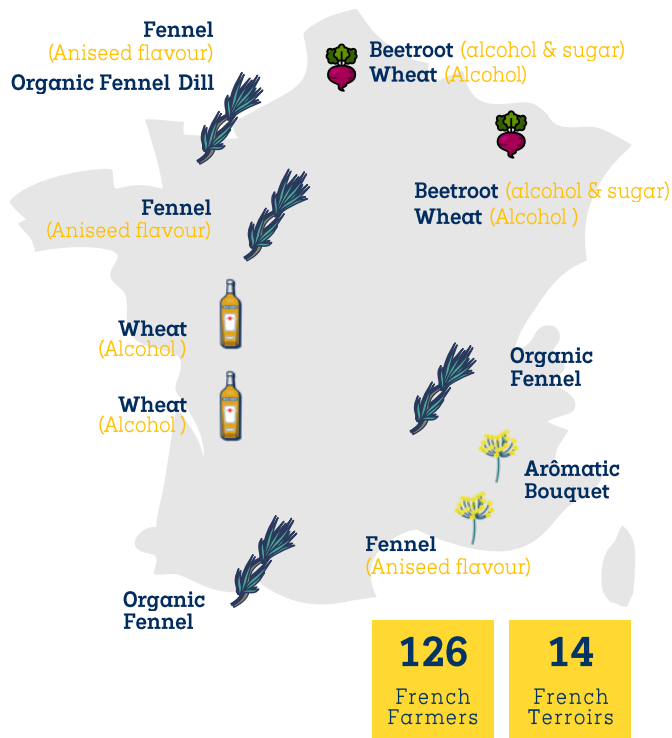
Supporting the savoir-faire and local terroirs

A presence in many french terroirs

Through our actions, we contribute to the direct & indirect employment of

- Supporting our farmers in the transition to a sustainable agriculture.

**Acting for life & biodiversity**



## CIRCULAR MAKING

A global work on eco-design

### BOTTLE

- 100% recyclable
- Removal of metallic inks
- Recycling of adhesive label materials
- Reduction of the size of the labels



OBJS 2030 > 100%



## CIRCULAR MAKING

### PACKAGING

A unique bottle that has stayed unchanged since its invention – the same year the Eiffel Tower opened! Iconic bottle produced in France, reducing transportation



57%

recycled glass

### PRODUCTION (2010 vs 2020)



WATER

40%

Reduction



WASTE

-20%

Reduction



ENERGY CONSUMPTION

-33%

Reduction



100%

RENEWABLE ENERGY

## NURTURING TERROIR

- Local sourcing
- Since the 1970s Pernod Ricard developed the cultivation of its own fields – No fertilizer, no irrigation

### Suze – giving time to nature

The wild gentian has to grow for 20-30 years before being harvested.

Once harvested, the roots still have to macerate for one year before being turned into Suze.







Our Mission: "Protecting summer for future generations to enjoy"

## CIRCULAR MAKING

### PACKAGING

Our glass bottles are optimised to be as lightweight as possible

### POS

Banned promotional items made from single-use plastic by 2021

### MALIBU COLLABORATES WITH PLASTIC BANK TO COLLECT 5 MILLION BOTTLES OF OCEAN-BOUND PLASTIC IN THE PHILIPPINES

A year-long collaboration with the social enterprise Plastic Bank. The collaboration will prevent of ocean-bound plastic in a year, the equivalent approximately 100 tonnes valent of five million plastic bottles.

*"Every year, eight million tons of plastic enter the oceans – the equivalent of one garbage truck dumping plastic into the ocean every minute »*

**25%**  
of all plastic in bottles comes from recycled sources

Made from **30%** recycled glass



## NURTURING THE TERROIR

Our rum distillery and supplier in Barbados is on a beach which also happens to be a sanctuary for marine life.

### PROTECT THE TURTLE

The turtles have inspired us to partner with Earthwatch to protect the green sea turtle in the Bahamas since 2017.

### COCONUT COMMITMENT

Malibu is helping positively impact the livelihood of 500 coconut farmers and their families in the Philippines (biggest supplier).

Partnered with key partners to provide ongoing agricultural education & training.

### Circular making

Pernod Ricard has committed that the primary packaging for all brands in the PR Portfolio will be recyclable, compostable or biodegradable (by 2025)

### Nurturing the terroir

we pledge to have helped increase these 500 coconut farmers income by 15%, increase annual farm yield by 20% & helped 75% of farmers adapt sustainable practices guided by the Farm Sustainability assessment developed by the Sustainable Agriculture Initiative Platform.



Pernod Ricard  
Créateurs de convivialité



Enriching communities, empowering women and supporting farmers since 1936

## CIRCULAR MAKING

Within our commitment to the Ellen MacArthur Foundation we will remove all opaque PET from our product range by 2025

## VALUING PEOPLE

We are proud that **women in leadership are part of the Kahlúa story**. From the late 1960's until 1980, Kahlúa production in Mexico had an all-female management team led by Miss Maria del Pilar Gutierrez Sesma.



## NURTURING TERROIR

### COFFEE FOR GOOD PROGRAM

We strive to create a fairer and more sustainable livelihood through coffee, supporting our Valuing People and Nurturing Terroir pillars:

- Kahlúa, together with NGO (Fondo para La Paz in Mexico), **supports four coffee communities in Veracruz**
- The program helps the communities' residents out of poverty and maintaining the coffee industry for years to come
- Educating farmers to diversify their revenue streams
- Inter-cropping provides income and additional food
- Women in the villages now see the long term potential of improving their livelihood with sustainable coffee farming, having been empowered in their roles
- More villages have access to clean water and sanitation

**We aim for 100% of coffee to be sourced from communities included in the coffee for good program by 2022**



## NURTURING TERROIR

These certifications, held by the Martell, Mumm and Perrier-Jouët Houses for over 6 years, aim to share and foster more sustainable agricultural practices, with an emphasis on 4 main themes: biodiversity, phytosanitary strategy, fertilization and water management.

100% of our vineyards achieved level 3 of High environmental Value. Aim is to extend to our 1200 winegrowing partner



## CIRCULAR MAKING

### WASTE MANAGEMENT

- 96% of our production waste recycled
- Over 2,670 tonnes of waste were sorted across MMPJ

in 2021. To achieve this, we have built a large network of partners in more than 40 value chains who are capable of recycling or reinjecting recycled waste back into the circulareconomy.

### TRANSPORT

Biofuel for road transport: up to -90% CO2 emissions per trip.

### ENERGY

Biogas & green electricity for our production sites.

## NEXT STEPS

### NURTURING TERROIR

- 100% of our land by 2030 || 10% of our supplies from committed winegrowing partners by 2030

### CIRCULAR MAKING

- 100% of our packaging to be recyclable, reusable, compostable or bio-sourced by 2025
- - 50% of glass production-related emissions by 2023
- -5 to 10% of the weight of our packaging by 2022
- -30% GHG emissions in our distilleries by 2030



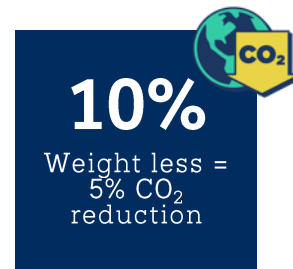
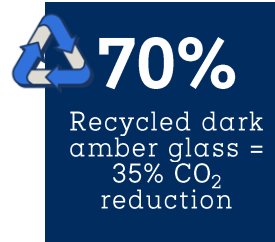
## CIRCULAR MAKING

### REDUCE WASTE

Transform product from Vinasse into energy

THE ECOBOTTLE is the product of the 2021 The Good

Challenge internal innovation programme. Its minimalist design is set to reinvent luxury codes: a 100% recyclable cork stopper sealed with recycled paper, a bottle made of 70% recycled glass with no label that is 10% lighter. a prototype is underway, and should be available by the end of 2022.



## NURTURING TERROIR

### PIONEER IN REGENERATIVE VITICULTURE

transitioning from a vine farming based model to an ecosystem management and regeneration model

LOCAL SOURCING: 100% of the grapes are coming from Charente and Charente Maritime

### PRODUCER ENGAGED

92% of our 1200 winegrowers are engaged in our program to develop sustainable viticulture.

### PROTECT THE LAND

Limited use of fertilizers based on analysis of the needs of the soil and the vitality of the vine

Use of organo-mineral fertilizers

No chemical herbicide (mechanical weeding) No or little tillage from September to March

Martell was among the first cognac houses to fully certify its 450 hectares of vineyards as sustainable

The House has fostered an enduring and essential partnership with France's National Forestry Office.

Maison Martell is the only cognac house to exclusively use such fine-grained oak in its barrels. This fine grain is essential to the ageing process.

After their use in the aging process, barrels are recycled into tools that protect the oak tree roots, and for artistic creation.

In France, Martell has been a long-standing patron of the National Forestry Office, which serves to protect and value forests around the country.

Together, through awareness campaigns and other activities, they work to make these forests a sustainable place that respect the cycle of nature.

**52%**

Of certified vineyards in the Cognac AOC area are Martell partners

## CIRCULAR MAKING

### PACKAGING

- Corks are sourced from sustainably-managed forests in Portugal.
- 80% Green glass bottle: contains a minimum of 80% recycled glass

Bottle  
**80%**  
recycled glass



### PRODUCTION

In 2019, Mumm invested in Bakus, a robot designed by Reims-based startup, Vitibot, which helps winegrowers maintain the soil.

- Investing in wine stabilisation through electro dialysis resulting in energy savings of approximately 85%
- Reduction of the environmental footprint, through introducing new growing practices and machinery, such as with the use of green fertilisers and zero-emission electric trimming trolleys.

**85%**  
Energy savings of approximately



New  
**Growing**  
practices



## NURTURING THE TERROIR

### OUR VINEYARDS

- A commitment to responsible cultivation of high-quality
- Maison Mumm implemented a zero-herbicide policy, 5 years ahead of the target for the Champagne region
- 98% on the Echelle des crus index
- The vineyards also meet Quality Safety Environment (QSE) standards.
- Protecting the biodiversity of the vineyards by planting trees, shrubs and hedges, and installing beehives
- 100% of Maison Mumm vineyards obtained a double certification for Sustainable Viticulture in Champagne and High Environmental Value. (2020)





## CIRCULAR MAKING

- 100% of the by-products of vinification are 100% recycled and reused as new products (essential oils, nutrients, compost)
- We use green energy at all sites
- Transport: a zero-air policy

### PACKAGING

Ecobox:

- Our new gift box
- Natural materials
- Fully recyclable
- Reduced footprint and 30% weight reduction

By 2022, 100% of our gifting offer will be eco-designed



We use  
**green energy**  
at all sites



**0**

air policy



Ecobox

**100%**  
recyclable



**85%**

Green glass bottles recycled glass



## NURTURING THE TERROIR

- 0 herbicides** in our vineyards
- 100% of the vineyard certified **100% “Sustainable Viticulture in Champagne”**



- Gentle vine cultivation with biological pest control and electric vehicles**
- Preserving biodiversity and natural habitats: planting trees, shrubs and hedges**



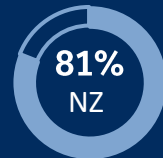
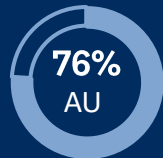


## CIRCULAR MAKING

We are working with partners to increase post-consumer recycled glass content in our bottles. In FY21, some bottles contained up to 68% recycled content



79% of our 750ml bottles produced in FY21 used lightweight\* glass, reducing emissions in production and transportation



## NURTURING THE TERROIR

Over 90% of own vineyards maintain permanent interrow plantings to improve soil health



100%

Wine regions with strategic biodiversity projects addressing the most pressing local issues

29 hectares

100% wine growing regions with regenerative agriculture pilot programs

3.5 Hectares AU

9 Hectares NZ

7.5 Hectares SP

9 Hectares USA

100% own vineyard

100%

Environmentally certified to international

ISO14001: 2015 Environmental Management

And local standards

AU Sustainable Winegrowing Australia

NZ Sustainable Winegrowing New Zealand

SP D.O.Ca.Rioja or D.O.Ribera del Duero

US California Sustainable Winegrowing



Drip irrigation throughout own vineyards



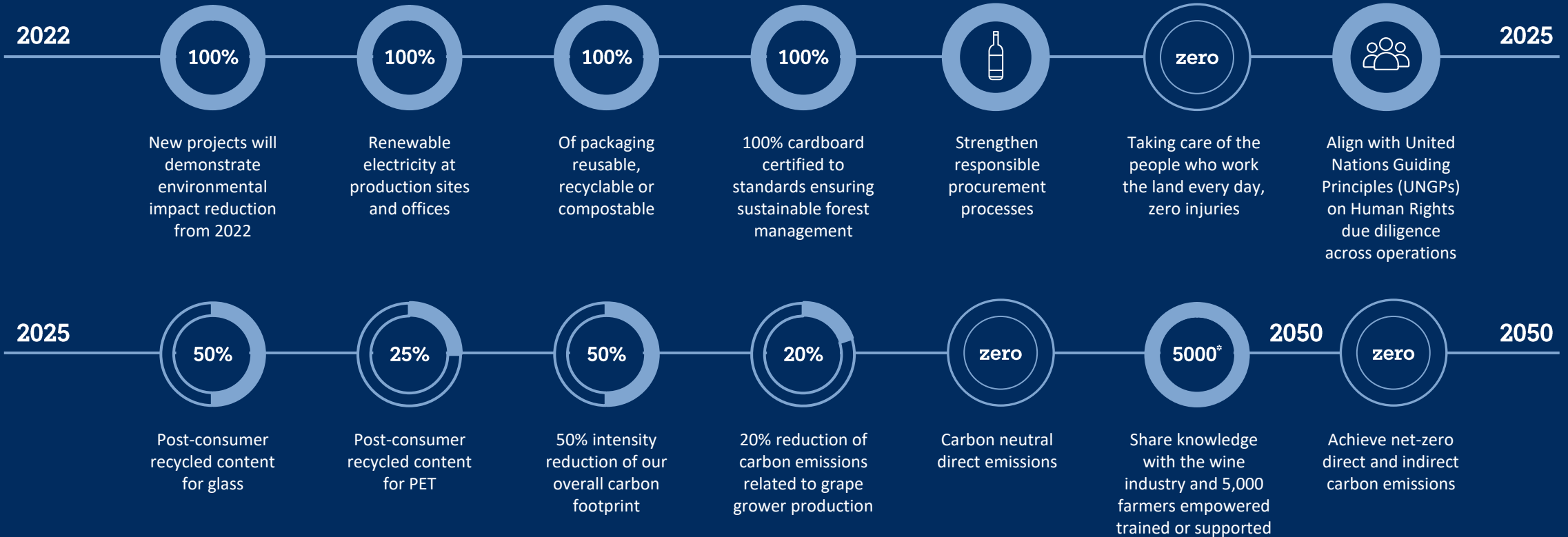
Own vineyards have been mapped and assessed for risk, over 4,300 hectares globally





# NEXT STEPS

## Our sustainability targets by 2050



\*All scope reduction targets are being revised to align the Group with the 1.5°C trajectory defined by the IPCC





Connected to the local environment and Australian spirit since 1987

## CIRCULAR MAKING

### PACKAGING

Reduce packaging by 6.3%

### PRODUCTION

100% renewable electricity from 2019

### WASTE MANAGEMENT

- 100% of waste water is recycled or reused
- 99% of solid and organic waste recycled



JACOBS CREEK®

## NURTURING THE TERROIR

- Founding member of Sustainable Winegrowing Australia, environmental assurance scheme for grape growers and wineries
- 68% of grapes purchased from sustainable sources

### BIODIVERSITY REJUVENATION

- 199 hectares of indigenous vegetation plantings
- Native species of frogs, fish and ou waterbirds have returned to our flourishing ecosystems
- Partnership with Conservation Volunteers Australia & New Zealand to protect and enhance our environment

## VALUING PEOPLE

### CONNECTING COMMUNITIES

Jacob's Creek takes pride in bringing people together by creating wines for consumers to enjoy entertaining with family or friends over a meal.



Pernod Ricard

Créateurs de convivialité



## CIRCULAR MAKING

### PRODUCTION

1<sup>er</sup> Spanish production center in beverage/food to attain stamp of "Calculate, reduce and Offset" of carbon footprint, promoted by the Ministry of Agriculture in 2015



### PACKAGING

Reduced weight of bottles from 550grams to 390grams

- Campo Viejo launches its first organic certified wine!
- Label made with FSC-certified recycled paper.
- Non-biodegradable metallic inks and imprints have been removed while an innovative paper capsule has been introduced



2/3

less water consumption per liter of wine made\*



-30%

CO<sub>2</sub> emissions



New bottle made with

75%

recycled glass



## VALUING PEOPLE

### ENGAGING PARTNERS

Annual gatherings of grape supplier, and also with suppliers of bottles, boxes, corks, capsules, labels and barrels. Sharing best practices, our vision, knowledge and conviviality.

**PACKAGING**

- NO PLASTIC AND 100% RECYCLABLE**  
New enveloping paper capsule, making the bottle 100% recyclable
- RECYCLED GLASS**  
We use lighter bottles with 75% recycled glass
- RECYCLED PAPER LABELS**  
with FSC certification
- NO METALLIC INKS OR METALLIC STAMPING**  
We have removed all foil from our design, selecting a simpler version of our iconic label
- THIRD PARTY BACKING**  
One of the key factors in purchase decision of sustainably products is having third party backing of claims
- 1 X TREE PLANTED**  
For every box sold

✓ Certified organic product  
✓ Sustainably produced  
✓ Vegan

WINEBIBLES  
The Climate Foundation

\*Compared to Spanish average

## Our brand homes bring Good Times from a Good Place to 1.5 million visitors per year around the world

### RESPONSIBLE HOSTING

Our brand homes are committed to educating 10 million visitors about responsible drinking by 2030.

We have a new brand homes accreditation 'Responsible Host' delivered by the Sustainable Restaurant Association recognising the implementation of responsible drinking measures. All of our brand homes will be certified before 2025.

Our Indigo bar in Cognac includes the alcohol units of each cocktail on their menu and 'slowcktails' that contain fewer alcohol units.

Chivas Brothers' brand homes provide drivers with takeaway samples so they can do the tasting once they are safely home.

All of our brand homes have:

- Food and water when any drinks are served
- Non-alcohol drink options
- Clear responsible drinking messages



### CIRCULAR MAKING

We are **reducing waste at every step**.

All of our brand homes have the following in place:

- Glass & bottle recycling
- No more plastic straws and stirrers
- Minimal food waste in all kitchens
- Biodegradable carrier bags and bags for life in our retail stores
- Corks and cases recycling
- No more single-use plastic promotional items

Plymouth Gin Distillery in the UK has foraging tours around Plymouth for our visitors. The items collected are used to make syrups and garnishes.

# TRAINING & EDUCATION

THE BAR WORLD OF TOMORROW is our online training program aimed at upskilling bartenders on sustainable and responsible practices which covers 5 key areas.

## Brand

Knowledge & product curation

## Sourcing

Sourcing fresh ingredients

## Service

- Responsible service
- Identifying sustainable bar set up solutions

## Staff

- Achieving work life balance
- Create culture of wellbeing
- Workplace policy

## Bar

- Dealing with waste
- Save your water and energy
- Ice management

Available in 8 languages: English, Spanish, French, German, Chinese, Polish, Portuguese and Turkish

Online e-learning or in-person toolkit

Providing concrete tools at the end of the training to advance one's sustainability journey

## Whats next !

BWOT audit tool (60-question assessment tool) to help bars understand their sustainability impact through a score and an automated report. (Upcoming launch)

Certification - By answering positively to certain questions, bars become eligible for verification by the Sustainable Restaurant Association, so are invited to be verified via email and will need to supply evidence (ongoing pilot)

## Our objectives

**6400 bartenders** as of June 2022

Train **10,000 bartenders** by 2030

# The Bar World of Tomorrow





Drink More Water is the new innovative and breaking-the-codes campaign of Responsible Party, pursuing the commitment of Pernod Ricard to promote responsible alcohol consumption and combat binge drinking among young adults in Europe and beyond.

We adopted young people's codes, their ways of thinking and partying, and we spoke to them with complicity in a straightforward way.

**Authenticity is the key word lead to a strong ambition :**  
Highlighting GenZ real life during parties.

**A simple and clear call to action.**



**180 million**  
people reached  
so far

#drinkmorewater  
#responsibleparty  
#rememberyournight  
#holdthenight  
@responsibleparty