

# SUSTAINABILITY & RESPONSIBILITY AT PERNOD RICARD UK

JANUARY 2026

Every Pernod Ricard bottle tells a story, not just of what's inside, but of our care for the planet and communities.

Since launching our Good Times from a Good Place roadmap in 2019, we have made significant progress, from piloting regenerative agriculture and achieving gender balance in top management, to reducing lost-time accidents, advancing carbon, water, and circular packaging targets, and launching the Drink More Water campaign.

In October 2025, we unveiled the [second chapter of this roadmap](#).

Keeping the same vision and four pillars, we are now focusing on ten key areas to accelerate progress: Regeneration, Sustainable Sourcing, Health, Safety & Wellbeing, Equal Opportunities, Water Stewardship, Decarbonized Direct Operations, Circularity & Decarbonized Value Chain, Responsible Drinking, Consumer Offer, and Customer Engagement.

This newsletter highlights our recent initiatives, efforts, and achievements in sustainability and responsibility across global, brand, and local levels.

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Pernod Ricard UK  
*Créateurs de convivialité*

NURTURING  
TERROIR

VALUING  
PEOPLE

CIRCULAR  
MAKING

RESPONSIBLE  
HOSTING

GOOD TIMES  
FROM A  
GOOD PLACE.







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## Updated Supplier Standards

Pernod Ricard has updated its Supplier Standards to **boost responsible sourcing** and **risk management**. Now embedded directly in contracts and purchase orders, the standards make **onboarding simpler** and **provide clear legal guidance**.

By setting **consistent expectations**, we strengthen our supply chain and **reinforce accountability** to regulators, investors, and stakeholders—ensuring all our business relationships reflect **Pernod Ricard's commitment to integrity and sustainability**.



[Available Here](#)

## Harnessing AI for Smarter Operations

Pernod Ricard is **integrating artificial intelligence** across its packaging and logistics operations to **drive efficiency and sustainability**.

AI is helping to **optimise warehouse management**, **streamline supply chain flows**, and **improve traceability**. From **predictive maintenance** and **automated quality control** to **smart forecasting**, these technologies **reduce waste** and **energy use** while **supporting real-time decision-making**.

By adapting to changing demand and improving operational efficiency, **AI contributes to Pernod Ricard's broader goals of decarbonization and digital transformation**.



# Drive Efficiency

# Integrity & Sustainability

## FY25 Universal Registration Document is Available

The Pernod Ricard FY25 Universal Registration Document is available on our global website.

Chapter 3 (pp. 94–299) focuses on Sustainability & Responsibility and includes, for the first time, a **Sustainability Statement aligned with the Corporate Sustainability Reporting Directive (CSRD)**.

It provides verified information on our environmental, social, and governance initiatives and serves as a reference for our achievements and **future plans in sustainability and responsibility**.

[Available Here](#)

2024 — 2025

Universal  
registration  
document

Including the annual financial report

  
Pernod Ricard  
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# Circular Packaging Model

## Sustainable Glass Bottle Reuse Pilot in France

A coalition of beverage leaders - including Pernod Ricard, Campari, and Moët Hennessy, is piloting a **coordinated glass-bottle reuse model** in France.

Supported by distributors and Circul'R, the initiative tests bottle returns from supermarkets and hospitality venues.

The goal is to **evaluate logistics, economics, and consumer uptake** of bottle reuse, helping the industry align with France's AGEC law targets and **advance a more circular packaging model**.



## Top Global Recognition for Climate Efforts

Pernod Ricard has been recognised by Ethifinance, an independent European rating agency, among the **top 4% of listed companies worldwide** for advancing the climate transition.

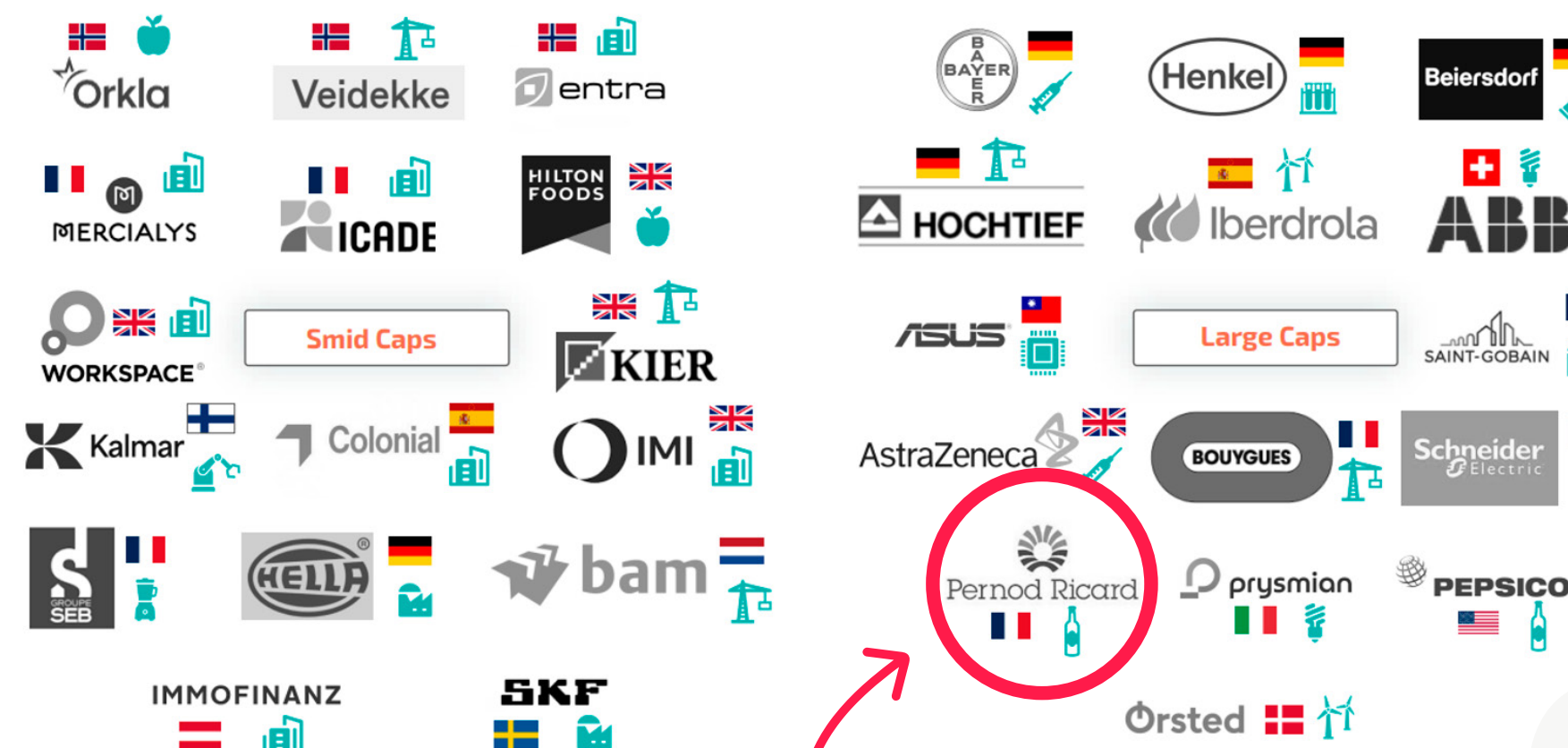
The assessment is based on four pillars: carbon footprint reporting; transition plan targets; strategy; and governance and progress. To be rated "Advanced", a company must score at least 60/100 in each pillar, demonstrating that most market expectations are met and that a robust climate strategy is integrated into governance and operations.

This recognition reflects Pernod Ricard's ongoing efforts to reduce carbon emissions and build a climate-resilient business.



# Top 4%

### Overview of the Climate Transition Assessment (CTA) 2025 Champions League (Advanced)



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# Empowering Coffee Farmers

## Kahlúa Launches Phase Two of Coffee for Good



Kahlúa has begun the second phase of its **Coffee for Good** project, aiming to **empower** coffee farmers and their communities over the next decade.

The initiative focuses on **affordable credit**, reducing water stress on farms, securing land ownership and helping farmers earn above the poverty line.

Health and wellbeing remain central, with access to basic medical care, digital services, and greater opportunities for women's higher education.



## Altos Tequila Strengthens Sustainability Commitments

Sustainability is a core pillar of Altos Tequila. Its agave plantations have earned **gold-level certification** from the Sustainable Agriculture Initiative (SAI) for responsible practices in biodiversity, water management, soil health, and labour conditions.

Altos also participates in the Charco Bendito project in Jalisco, Mexico, **improving water infiltration** and providing clean water access to over 1,000 people by 2028.

All paper and cardboard packaging used by Altos is FSC-certified, and the brand has introduced a new tequila bottle that is **5.6% lighter** and contains **3% post-consumer recycled glass**.

The redesigned Altos bottle meets EU packaging regulations and remains fully recyclable. **It will be available in the UK from January 2026.**

# 5.6% Lighter





# Malibu Continues to Support Coconut Farmers

Malibu has extended its commitment to coconut farmers with a **three-year programme** focused on **regenerative agriculture**, carbon footprint assessment, business skills, and health, safety, and community empowerment.

The initiative aims to **helps farmers increase yields, reduce costs, assess environmental impact, manage heat stress, and develop organic farming skills** to provide food and additional income for their communities.



Learn more about this programme in [this video](#)

## Renewable Sources

# KI NO BI Opens Fossil-Free Distillery

KI NO BI gin has launched a new **fossil-free distillery** in Kameoka, in the Kyoto Prefecture, now fully operational and **powered entirely by electricity** from renewable sources such as water and wind.

The facility, designed to **reduce the carbon footprint of production**, features multiple stills to support KI NO BI's intricate process, beginning with botanicals sourced from local farmers.



# Bio-Based Packaging Solution

## Absolut Vodka Advances Sustainability



Absolut Vodka continues its carbon reduction journey: the distillery is **fossil-free since September 2024**, initiatives are implemented to maximise container loads to **optimise distribution**, and a new process **recycles more water** from vodka by-products while keeping nutrients for livestock.

The brand is also collaborating with its glass supplier to **transition to a partly hydrogen-fired furnace**.

Absolut is also trialling a paper-based cap made of over **95% FSC-certified fibers** with BLUE OCEAN CLOSURES, tested alongside its paper-forward composite bottle. The first-generation design is a step towards the vision of creating a **bio-based packaging solution**.





# Don't Drink & Dive

## Malibu Continues to Raise Awareness with 'Don't Drink and Dive'



Malibu's Don't Drink and Dive initiative continues to highlight the risks of drinking near water.

In its second year, Tom Daley featured in a weather segment wearing heat-sensitive knitted trunks, designed with his brand, Made With Love, changing colour with temperature - a striking reminder of the dangers of alcohol around water.

Research shows 1-in-4 UK drowning incidents involve alcohol, with swimming after drinking five times riskier above 20°C. The message remains clear: **Don't Drink and Dive.**

## Promoting Responsible Drinking with Punch Pubs

At Pernod Ricard, we are committed to empowering consumers to make responsible choices and are taking a disruptive approach to raising awareness about the importance of moderation and the consequences of excessive drinking. Our Drink More Water campaign encourages people to alternate and pace their alcohol consumption.

In the UK, we bring Drink More Water to life through Jameson brand activations in partnership with EFL, at major summer festivals in collaboration with Strut Safe, as well as at customer and internal company events.

Pernod Ricard UK supported Punch Pubs' annual conference in Burton-upon-Trent, helping celebrate its awards evening.

As part of our Drink More Water initiative, we provided water backpacks throughout the event, encouraging attendees to enjoy our brands responsibly.

The feedback was very positive, highlighting how we can partner with customers to advance shared sustainability goals and we hope to see this best practice at future events.



Check out highlights from the event on our Instagram [here](#)

## Jameson Promotes Responsible Drinking at Football Finals

In 2025, Pernod Ricard UK supported football fans at both the Carabao Cup Final and the EFL Championship Play-Off Final with the Jameson Bus Orla Board and the Drink More Water initiative.

Brand ambassadors engaged fans, serving Jameson Ginger & Lime drinks, distributing merchandise, and providing free water to promote responsible drinking and hydration. The activations reached tens of thousands of supporters, combining memorable match-day experiences with responsible consumption messaging.



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## Advancing Local Carbon Reduction Initiatives

Pernod Ricard UK is actively working to **reduce locally controlled carbon emissions** across operations, marketing, facilities, tech and packaging.

Pernod Ricard UK has been **strengthening sustainable warehousing practices** with its third-party logistics partner by **improving trailer-fill efficiency**, **minimising stock touchpoints**, and **reducing transport-related emissions**.

Pernod Ricard UK is also working with Impact Plus to **lower emissions from digital advertising**, and its Chiswick Business Park office is now **fully powered by renewable electricity**.

In addition, Pernod Ricard UK is collaborating with British Glass to **promote upcycling**, ensuring more glass is recycled into new products. At group level, the headquarters team is conducting **Life Cycle Analyses** for around 12 top-selling products, with results expected in early 2026.



80%



## Beefeater 0.0% Launches in the UK

Beefeater is staying true to its passion for **innovation** and driving **growth** within the non-alcoholic spirits category by introducing Beefeater 0.0%, crafted for those who **choose not to drink** but still want to be part of the occasion.

With 60% of UK adults turning to “zebra striping”, the act of alternating between alcohol and non-alcoholic drinks during one occasion, Beefeater 0.0% has been designed to **complement the cocktail occasion** with a hero serve that stays true to its iconic original London Dry Gin, a Beefeater 0.0 and Tonic.

Beefeater 0.0 launched in the UK in September 2025.

0.0% 13,000+



## Jameson x Drinkaware Wins Gold at the Global Drinks Intel ESG Awards 2025

**Know Your Score**, a campaign developed by Drinkaware in partnership with Jameson, was **awarded a Gold Medal** within the **Responsible Drinking/Alcohol Harm Reduction Initiative of the Year** category at this year's Global Drinks Intel ESG Awards.

Launched during Jameson's Responsible Drinking Month, the campaign **encouraged UK football fans to reflect on their drinking habits** via Drinkaware's Drinking Check, supported by a spoof transfer video with former footballer Jay Bothroyd. It generated **13,000+ completions**, including 9,000 on day one, and reached a much higher proportion of increasing and high-risk drinkers than usual.

Judges praised its ability to engage a **hard-to-reach audience** through a creative, stigma-free approach.

## Driving Impact Through Volunteering and Mentoring

743 Hours

In FY25 (July 2024-June 2025), 162 Pernod Ricard UK employees contributed 743 hours to community service, giving back to society, and to the Impact Mentoring programme.

Through their support, social enterprises received **guidance to grow more sustainably**, **strengthen operations**, and **refine corporate sales pitches** - demonstrating the meaningful difference our people can make beyond the workplace.

