

SUSTAINABILITY & RESPONSIBILITY AT PERNOD RICARD UK

APRIL 2024

Pernod Ricard is dedicated to bringing people together in a sustainable and responsible way, fostering authentic experiences, and forging new connections through its portfolio of premium wines and spirits.

Click below to discover the latest highlights and initiatives from Pernod Ricard's Good Times from a Good Place roadmap at a global level, through our brands and here in the UK.

GOOD TIMES
FROM A GOOD PLACE.

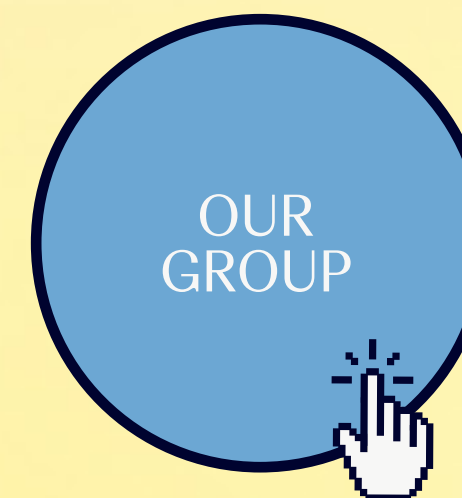
NURTURING
TERROIR

VALUING
PEOPLE

CIRCULAR
MAKING

RESPONSIBLE
HOSTING

DRINK
MORE
WATER.





New Global Governance Structure Unveiled

In February, Pernod Ricard announced a new Sustainability and Responsibility governance.

Led by Maria Pia De Caro, Executive Vice President Integrated Operations & Sustainability and Noémie Bauer, Chief Sustainability Officer, the Sustainability and Responsibility team now sits within Operations team to further drive climate action, regenerative agriculture, water stewardship, circularity, social sustainability, reporting and engagement.



OUR GROUP

OUR BRANDS

OUR UK INITIATIVES

Top 100 company for gender equality

Diversity and Inclusion is firmly embedded within our culture and we are proud of our progress at a group level, with female representation in Top Management positions rising from 19% in 2016 to 37% in 2024, with nearly 45% of senior leadership appointments over the past 10 months filled by women. This achievement was recognised by the Equileap Top 100 companies for gender equality in developed markets.

In 2023, Pernod Ricard UK made great progress to shrink its Gender Pay Gap further by reducing it to -0.6%, an 11% reduction vs. the previous year.



A- rating from Carbon Disclosure Project



Pernod Ricard has achieved an A- rating for both water and carbon in the latest CDP (Carbon Disclosure Project) Water Security and Climate Change reports.

This advancement places the company in the esteemed "leadership" band and reflects the Group's commitment to sustainability and transparent progress sharing.

Pernod Ricard joins World Business Council for Sustainable Development

Bringing together global businesses to limit climate crisis, restore nature and tackle inequality by 2050, the vision of this group of like-minded businesses is to build a world where nine billion people can live well and within the boundaries of the planet.

As part of this membership, Pernod Ricard also joined the One Planet Business for Biodiversity, an international, cross-sectoral and action-oriented business coalition on biodiversity with a specific focus on regenerative agriculture.





605,000

Chivas Brothers shares its success



Chivas Brothers (Pernod Ricard's business dedicated to Scotch whisky) recently hosted an Open House event at its Glentauchers Distillery, sharing insights into the successful implementation of heat recovery technology on-site with the wider spirits industry.

The two-day event followed Chivas Brothers' decision to make the design and implementation findings of this technology open source.

Over 130 industry peers, including professionals from sustainability, manufacturing, and engineering roles across distilleries of various sizes, attended the event to learn from Chivas Brothers' journey toward net zero, particularly in achieving carbon-neutral distillation by the end of 2026.

Chivas Brothers estimates that if adopted by malt distilleries across the industry, these technologies could result in a saving of approximately 1,756Gwh per year – enough to power 605,000 average homes for a year, exceeding the combined number in Edinburgh and Aberdeen.

Chivas Brothers launches *The River Within*

Water is the essence of whisky, and Scotland's rivers are its lifeblood. Yet, 34% of these vital waterways face ecological challenges, exacerbated by climate change projections of tripled droughts and 40% increased flooding.

Chivas Brothers has joined forces with the Deveron, Bogie, and Isla Rivers Charitable Trust, Findhorn, Nairn, and Lossie Rivers Trust, and the Spey Catchment Initiative to protect and restore waterways within the Trusts' combined catchment areas in North East Scotland totalling of 5,566 square kilometres.

Chivas Brothers' funding will focus on enhancing biodiversity, limiting rises to water temperature from climate change, and strengthening the longer-term resilience of the rivers, some of which flow through Chivas Brothers-owned land and feed into its Scotch production.



5,566KM²

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Beefeater 0.0% lands in Spain

Beefeater has expanded its offering in its number one market, Spain, with the introduction of Beefeater 0.0% alcohol, inspired by its iconic London Dry Gin.

This non-alcoholic version retains the brand's signature citric and juniper-forward profile, delivering a balanced and refreshing drinking experience. The launch aligns with the growing trend of mindful consumption, reflecting the significant growth of the no-alcohol category.



Beefeater 24 gets a new, more sustainable pack



Maintaining its bold red glass, the new Beefeater 24 pack has improved sustainability credentials with a 90% plastic reduction on the closure and back label, as well as 30% less aluminium and a 22% glass reduction.

ABSOLUT.[®]

100%

of wheat for Absolut Vodka is sourced from 300 farms in Southern Sweden

Water used is drawn locally, from one of the largest aquifers in Northern Europe

Distillery has been net carbon neutral since
2013

Uses more than
80% renewable energy

Absolut Vodka production will be fossil-free by
2025

Absolut glass bottles are made from around
50% recycled glass

In 2024, Absolut will become the first global spirits brand to move to a partly hydrogen energy-fired glass furnace for large-scale production

KAHLÚA[®]

100%

of Kahlúa's key ingredient, arabica coffee, is solely sourced from Mexican farming communities participating in our 'Coffee for Good' initiative

MALIBU[®]

Uses

30% recycled material in its PET bottle

1.75-litre PET Malibu bottle is

100% recyclable



OUR GROUP

Our leadership team in the hot seat

At Pernod Ricard UK, we introduced a new Reverse Mentoring scheme, as part of our ongoing commitment to fostering inclusivity, which challenges traditional organisational hierarchies by encouraging senior leaders to learn from the diverse perspectives of employees.

The scheme aims to deepen awareness of our workforce's diverse experiences, cultivate inclusive leadership, and advance diversity in the workplace.



Drink More Water 2.0

Look out this May and June for the next instalment of our Drink More Water campaign, which aims to encourage responsible and moderate drinking habits by raising awareness about the risks of excessive alcohol consumption and promoting hydration with water at events globally.

The full campaign will reach consumers with this important message through corporate-led digital advertising, brand-led digital initiatives, experiential efforts, and internal engagement activities.



OUR BRANDS

Creating an army of volunteers

For several years, we have offered our employees paid Volunteering Leave for up to three days per year.

We encourage participation in two main initiatives: Team Volunteering and an Impact Mentoring Programme, which supports social enterprises by providing the expertise they need to solve a specific business problem.

This year, a total of 407 volunteering hours have been dedicated to these endeavours. This collective effort reflects Pernod Ricard UK's dedication to making a meaningful impact in our communities.



OUR UK INITIATIVES

Pernod Ricard UK ramps up efforts to create the Bar World of Tomorrow

Bar World of Tomorrow is Pernod Ricard's global training program designed to recruit a new community of sustainability-minded bartenders.

We're on a mission to support the hospitality industry with tips and tricks to be as sustainable as possible. From fresh ingredient sourcing and waste management to saving water and staff wellbeing, all kinds of training is available online for free and in multiple languages.



Pernod Ricard UK sponsored the Sustainability Award for the third year at MCA's Hospitality Awards, engaging our key On-Trade partners and showcasing Bar World of Tomorrow throughout the night by serving up sustainable drinks.





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Malibu B.A.B.E.S

Malibu partnered with Stamp Out Spiking, a registered charity established to tackle the increasing incidents of spiking across the UK and worldwide, which includes a £20,000 donation and training for 2,000 staff from bars, clubs, supermarkets, and convenience stores.

Training sessions were also offered to members of the public to raise awareness of how to act in the event of a spiking.

In collaboration with Malibu, the charity introduced a new training module explaining the new B.A.B.E.S protocol.

Buddy Up

Stay with your friend

Alert Staff

Speak to bar or door staff for assistance

Be Chatty

Keep your friend talking

Emergency Call

Call 999

Switch to Water

Sip water, not alcohol



Jameson FC Connects

As part of its on-going partnership with the English Football League (EFL), Jameson has introduced Jameson FC Connects – our initiative designed to bring football communities together through vibrant events nationwide.

Whether you're meeting a club legend, enjoying a behind-the-scenes stadium tour, or simply swapping stories about the game you love, Jameson is opening its doors to everyone!

Jameson will be donating £2,500 to each EFL Community Club Organisation that participates to fuel further community outreach.



'Sip Wisely. Water is always a super sub.'

Jameson also launched a new responsible drinking campaign, in collaboration with The EFL, that was live across 72 football clubs, the EFL website, club websites, video-on-demand via Sky Sports, matchday programmes, social media and in-stadium big screens and digital boards for the month of January.

20000