**FOOTPRINT LAUNCHES DRINKS INDUSTRY ESG TRENDS REPORT TO DRIVE SUSTAINABILITY PROGRESS ACROSS THE SECTOR**

The 2022 Footprint Drinks Industry ESG Trends Report has launched today, identifying key trends and opportunities to help industry leaders build their business, develop a proactive sustainability strategy, benchmark good practice and identify issues in need of greater attention. Sponsored by Pernod Ricard UK, it is the definitive guide to charting and measuring sustainability progress in the drinks industry, and can be downloaded from [www.foodservicefootprint.com/footprint-drinks-industry-esg-trends-report-2022](http://www.foodservicefootprint.com/footprint-drinks-industry-esg-trends-report-2022).

The upheavals of the pandemic, the increased climate emergency, and COP26 has led to Science-Based Targets becoming the new norm. Sustainability is more of a strategic priority in the drinks industry than ever before, with activity focused on strategy, packaging, carbon, consumers and caring for community and staff. The 2022 report dives into the clamouring issues impacting the sector to identify opportunities, challenges and the areas most in need of action.

The report extensively surveyed over 1,000 consumers to identify whether businesses taking sustainability action would make them buy differently, and found that it is a key differentiator when making a choice between two similar drinks products or venues. 53% of consumers seek out information on their favourite drinks brands and venues regarding environmental and social responsibility, and the report highlights how many in the industry used the pandemic to strengthen their sustainability strategy and to set clear goals and action, to provide resilience for the future.

With the food chain responsible for a third of global greenhouse gas emissions, reducing impacts is a necessity for meeting climate targets. Strong supply chain relationships, where impact data is shared and projects to reduce emissions can be undertaken as partnerships, are therefore vital and this aspect is growing in importance as operators and other customers increasingly request detailed supply chain data.

Footprint also spoke with industry leaders, academics, consultants, investors and business experts from the likes of Pernod Ricard, Coca-Cola Europacific Partners, and Carlsberg Marston’s Brewing Company, which all contributed insights that reinforced this year’s drinks ESG trends. According to the report, 56% of consumers consider a brand’s green credentials when considering what to buy and the industry is seeing customers seeking out this eco-information from suppliers.

Charles Miers, Footprint Co-CEO & Founder, commented: “We’re absolutely delighted to have partnered with Pernod Ricard UK on the Footprint Drinks Industry ESG Report 2022. The world has shifted on its axis since the last drinks report and amid the pandemic, the industry was a hive of sustainability action. Areas such as general waste, water and modern slavery are busily progressing in the background, but getting very little airtime, and so this report dives deep into the issues that have been real challenges to industry leaders. The standout in this year’s report are the voices of consumers, who we surveyed extensively to tease out what they care about and it’s clear that they care about sustainability in all its forms. The climate crisis is urgent, but taking action leads to opportunity, as this report demonstrates. We urge everyone operating in the drinks industry to read it, share it as widely as possible and most importantly act on it.”

The report also showed that not only do consumers use their influence to support venues and drinks brands that are committed to climate action, 93% said they would choose a pub that had supported the community in the pandemic. From producing hand sanitiser to delivering care packages or brightening spirits with online pub quizzes, the industry pivoted to help a nation in need. The impact of the pandemic on young people also highlighted the role the industry needs to play in providing employment support and opportunities for them, and many businesses introduced listening and learning practices to support diversity and mental health within their organisations.

The 2022 Footprint Drinks Industry ESG Trends Report can be downloaded for free from [www.foodservicefootprint.com/footprint-drinks-industry-esg-trends-report-2022](http://www.foodservicefootprint.com/footprint-drinks-industry-esg-trends-report-2022).

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**About Footprint Intelligence**

The ever-shifting sustainability debate makes it vital for businesses to have accurate intelligence to make informed decisions. Footprint Intelligence is Footprint Media Group’s research and analysis division, helping companies develop successful strategies in the context of responsible business practices.

Footprint Intelligence aims to drive, promote and share best practice by helping industry resolve pressing sustainability issues. It asks tough questions and finds answers. It uses research and industry insight to bring businesses together to identify solutions, opportunities, trends and challenges.

**About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob’s Creek, Lamb’s, Aberlour, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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