



DUTCH BARN
- ORCHARD -
VODKA

IMPACT REPORT

JAN-DEC 2023

GOOD PEOPLE, GOOD BY NATURE, ALWAYS IN GOOD SPIRITS

Certified



Corporation

2023 IMPACT AT A GLANCE

GOOD PEOPLE



PROFITS SHARED WITH OUR EMPLOYEES
20%

2.3%

REVENUE EFFECTIVELY SPENT TO OFFSET EMISSIONS AND FUND ENVIRONMENTAL PROJECTS



A PASSIONATE TEAM WHO BENEFIT FROM A 20% SHARE



SUSTAINABILITY AT CENTRE OF OUR CULTURE AND BUSINESS DECISIONS



CO₂ EMISSIONS RIGOROUSLY CALCULATED AND COMPENSATED WITH HIGH QUALITY OFFSETS



CARBON POSITIVE WORKFORCE THROUGH DEDICATED OFFSETS



DRIVING PLANS TO ACHIEVE NET ZERO



AWARD WINNING PRODUCTS OF THE HIGHEST QUALITY



A CHALLENGER BRAND WITH AUTHENTIC BRITISH HUMOUR

GOOD BY NATURE



REDUCTION IN OUR 2023 CORPORATE CO₂ FOOTPRINT VS. 2022



3HA HABITAT ENHANCED

TRANSFORMING THE AREA AROUND OUR DISTILLERY



4,160

TREES PLANTED IN 2023 FOR NEWSLETTER SIGN UPS

ALWAYS IN GOOD SPIRITS



10 LITRE 'POLYS'

LAUNCHED IN 2023 TO IMPROVE CIRCULARITY IN THE ON-TRADE MARKET



-75% CO₂E GLASS BOTTLES

208T CO₂ AVOIDED TO DATE THANKS TO OUR 40% LIGHTER, 68% RECYCLED BROWN BOTTLES



INNOVATIVE PACKAGING

100% RECYCLED, ENDLESSLY RECYCLABLE ALUMINIUM 5CL BOTTLES FOR TRAVEL RETAIL

OUR IMPACT REPORT



Welcome to our Impact Report for 2023. It is designed to share the efforts we are making to balance people, planet and profit.

We hope our transparent approach helps to shine a light on the many efforts we have already made, and are continuing to make, to deliver the most sustainable business we can.

For simplicity our report is split into three broad areas:

1. WHERE WE'VE COME FROM
2. PROGRESS IN 2023
3. WHERE WE'RE GOING NEXT

CONTENTS

PART 1: WHERE WE'VE COME FROM

IMPACT AT A GLANCE	2
A NOTE FROM OUR TEAM	5
OUR STORY	6
WHAT SETS US APART	7
B STANDS FOR BENEFIT FOR ALL	8
APPROACH TO CO ₂ EMISSIONS	9
DAY ONE APPROACH TO CO ₂ EMISSIONS	10
CASE STUDY: COMPENSATING FOR OUR IMPACT	11
BUSINESS AS A FORCE FOR GOOD: WE DO MUCH MORE...	12

PART 2: PROGRESS IN 2023

OUR CARBON FOOTPRINT 2023	14
OUR CARBON FOOTPRINT 2023 — BREAKDOWN	15
OUR CARBON FOOTPRINT 2023 — PROGRESS	17
OUR PACKAGING — INNOVATIONS TO REDUCE IMPACT	19
CASE STUDY: RESEARCH INTO RE-USING WASTE	20
CASE STUDY: ENHANCING THE BIODIVERSITY OF OUR SITE	21

PART 3: WHERE WE'RE GOING NEXT

A CLEAR TRANSPARENT STRATEGY	23
SUSTAINABLE DEVELOPMENT GOALS ALIGNMENT	24
OUR TARGETS	25



WHERE WE'VE COME FROM

—ABOUT US—



GOOD PEOPLE, GOOD BY NATURE, ALWAYS IN GOOD SPIRITS.



A NOTE FROM OUR TEAM

The Ellers Farm Distillery story is built on the simple principle of balancing people, planet, and profit. We produce great spirits with great craft and dedication that we believe are among the world's best.

Our ambition is to make Dutch Barn Vodka a global top 20 vodka known for its sustainability credentials. In our desire to minimise our negative and maximise our positive impacts, we understand that restoring and protecting our planet is good for everyone.

At the same time, we've built a distillery and intend to have some fun along the way! We want to treat our environment with respect, share successes with our people along the way and do it all with smiles on our faces and a glass in our hands.

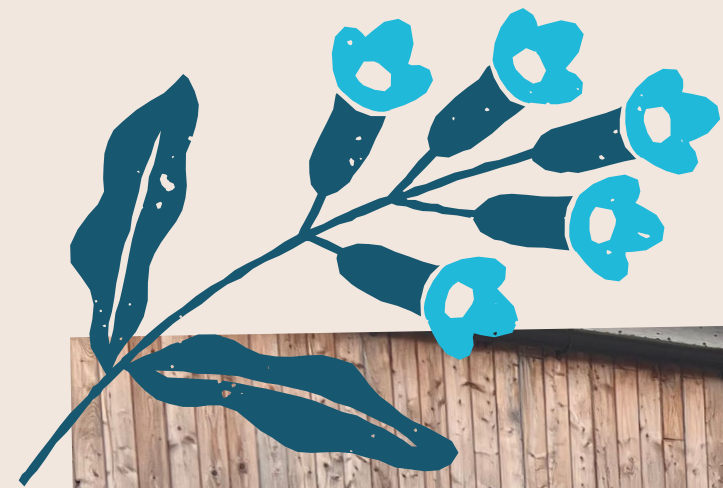
A NEW CO-OWNER

This year saw us welcome Ricky Gervais, renowned comedian, actor, writer and advocate for wildlife conservation, as a new co-owner of Ellers Farm Distillery. This partnership brings together our mutual passion for sustainability, fun and high-quality spirits.

Ricky has long been a champion for environmental causes and brings his unique perspective and comedy flair to the table. There can be no better partner to help us show that making environmentally responsible choices doesn't have to be dull or uninspired.



OUR STORY



Carbon Literate Organisation
Silver



Sustainability doesn't need to be about sacrifice. Our journey began humbly in 2020, amidst windfall apples in a North Yorkshire orchard. From those overlooked fruits we saw an opportunity too precious to waste, quite literally, and began crafting an exceptional spirit.

Dutch Barn Vodka was born – a crisp, smooth, crystal-clear spirit unlike any you've tasted before.

Since then our award-winning products proudly line the shelves of supermarkets, wholesalers, bars and restaurants across the UK, and our reach expanding internationally. From our local roots to our global aspirations, our ethos remains steadfast: to balance people, profit, and the planet in everything we do.

Pursuing perfection sustainably – this is the principle and value at the heart of everything we do.

Regardless of whether it's vodka, gin, whisky or a bottle of liqueur, the mantra stays the same - If it's not as perfect as it can be, improve it. Whatever it takes from the planet, give more back.

Beyond our unique products, it's our people who truly drive our mission forward. From guaranteeing living wages and sharing profits through a unique employee ownership scheme, to fostering a culture of carbon literacy, our growing team embodies our values and shares our vision for a more sustainable future.





WHAT SETS US APART

(AMONGST OTHER THINGS...)

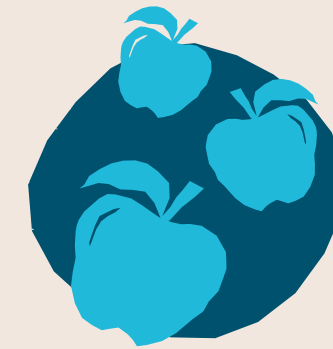


In the world of spirits, shortcuts are common. There are very few independent distilleries in the UK that make their own ethanol. Most source it industrially to streamline production and cut costs. This means no "Scope 1" CO₂ emissions are needed to make the alcohol (they would be classed as "Scope 3"), making environmental claims easier.

We do things differently. Our spirits are carefully crafted, making our own ethanol from apples as part our process as well as using some imported potato spirit. This matters because making the alcohol is the most energy-intensive step in spirit-making.

While our journey to decarbonization therefore presents unique challenges compared to many of our peers, who simply blend their flavours with someone else's ethanol, we embrace this responsibility wholeheartedly.

OUR PROGRESS SO FAR



2020
Brewing cider from windfallen apples



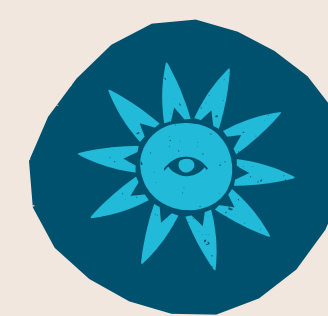
2021
Creating Dutch Barn and a business model



2022
Distillery construction and first production



2023
Industry recognition and our first Impact Report published



2030
Targeting Net Zero across operations



2040
Targeting Net Zero across our entire value chain

OUR APPROACH

- ✓ We craft much of our own ethanol from apples
- ✓ Sustainable choices 'built-in' to minimise impact from day one
- ✓ Plant a tree for every sign up to our newsletter
- ✓ Our team benefit from a 20% profit share
- ✓ We have developed an ESG strategy aligned with global goals

OUR PEERS

- ✗ Usually sourced from large scale producers
- ✗ Often pay lip service to sustainability as a marketing ploy
- ✗ Some plant trees when you buy their products
- ✗ Our competitors typically do not!
- ✗ Usually only in big corporations

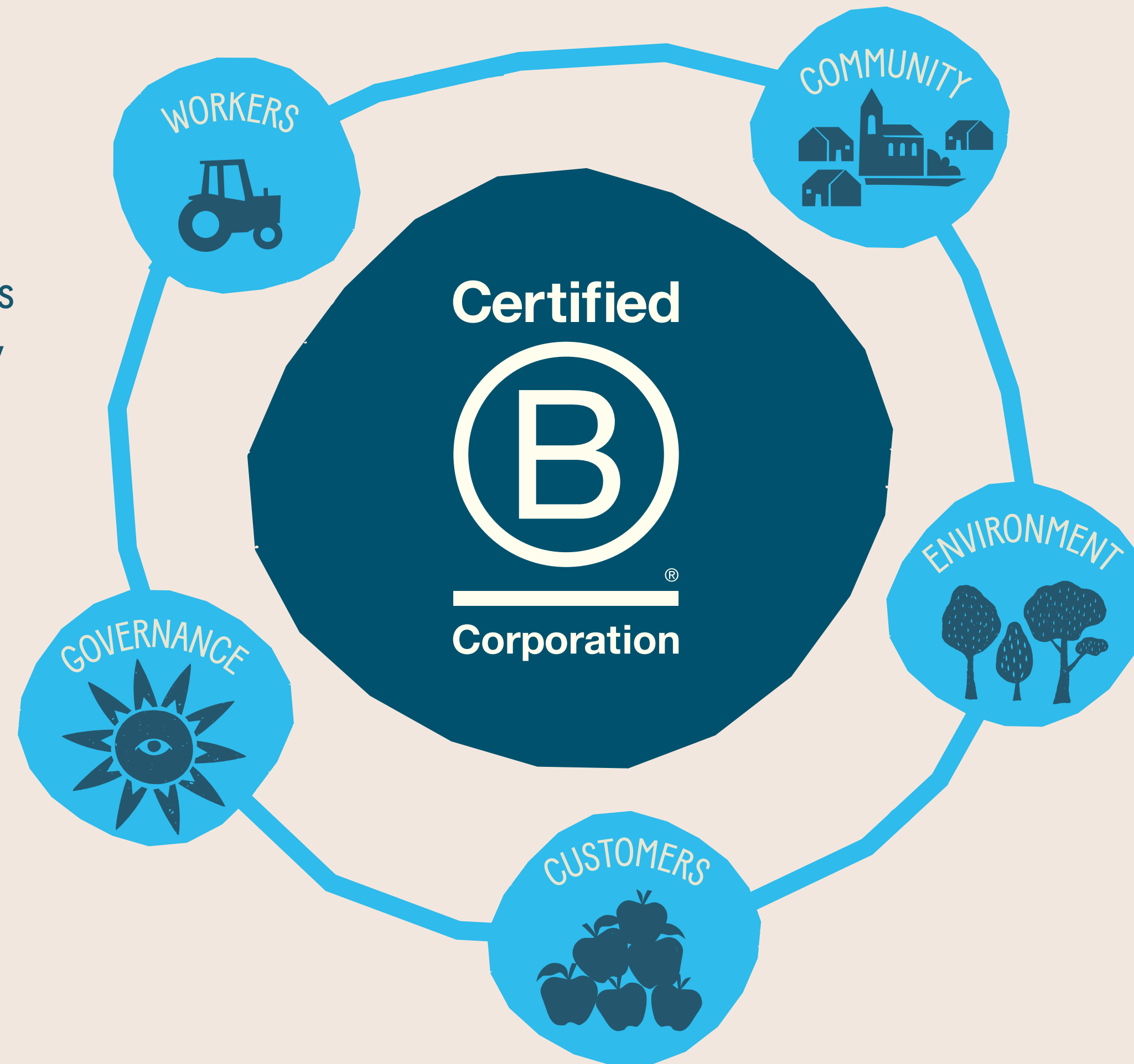
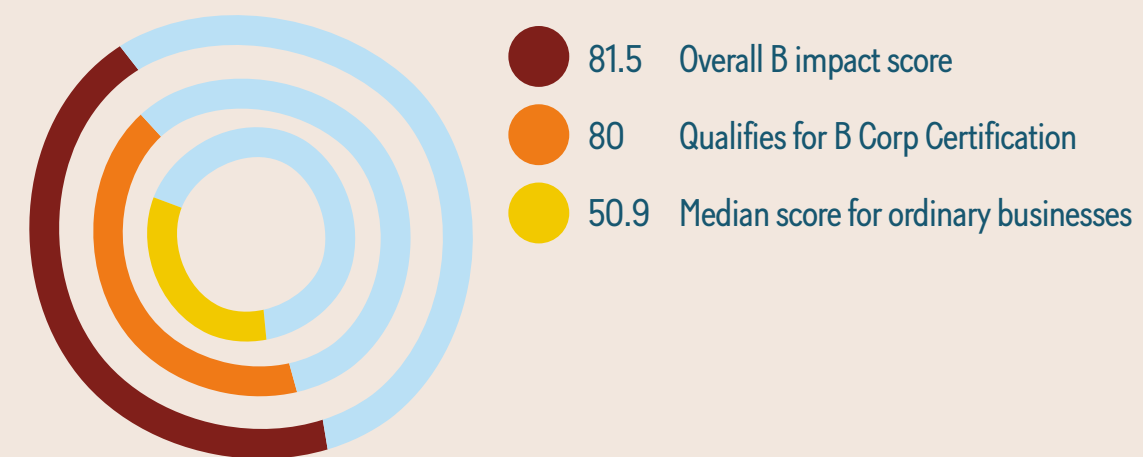


B STANDS FOR BENEFIT FOR ALL

Becoming a Certified B Corporation in September 2023 marked a significant milestone in the recognition of our responsible business practices. It embodies our dedication to do business the right way – for both people and the planet.

But B Corp Certification is the beginning of a journey for Ellers Farm. We have set ourselves a goal to continuously improve our standards of social and environmental performance.

OUR B IMPACT SCORE



Today, the choices we make as consumers carry more weight than ever before. By opting for sustainable products and backing socially responsible, ethical businesses everybody can become part of the solution to a better future. For our customers, the B Corp logo offers assurance that their choices contribute to positive impacts on society and the environment, empowering them to make conscientious purchasing decisions.

Certified



Corporation

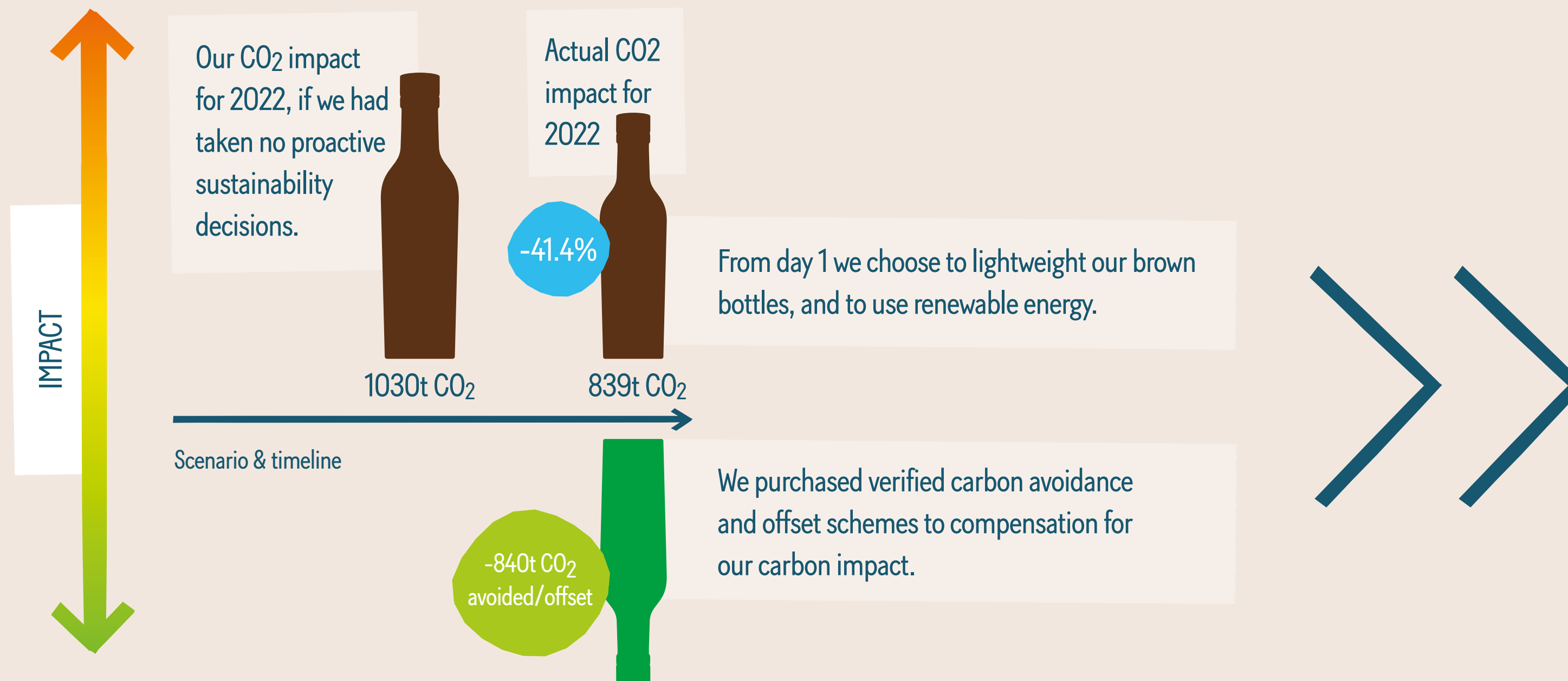
This company meets the highest standards of social and environmental impact

APPROACH TO CO₂ EMISSIONS

Addressing the climate crisis is one of the key challenges of our time. We have taken a proactive approach to reducing our emissions from day one and will continue to do so.

Our approach has been to make conscious decisions to reduce our carbon impact, while also rigorously calculating our emissions and then offsetting them.

BACKGROUND: FIRST YEAR OF OPERATIONS



CARBON NEUTRAL FROM DAY ONE

The rigorous calculation of our carbon emissions have allowed us to purchase offsets to mitigate these. In recognising this, our products carry the “carbon neutral from day one” labelling. But this approach is just the start of our journey and has always only ever been a bridge to our Net Zero target and beyond.

THE JOURNEY TO NET ZERO

True progress in addressing the climate crisis will come from collective action to reduce emissions. And whilst it is challenging to reduce emissions from a low but increasingly growing production level, our commitment to eliminating Scope 1 & 2 emissions, and working with partners to reduce Scope 3, is resolute.

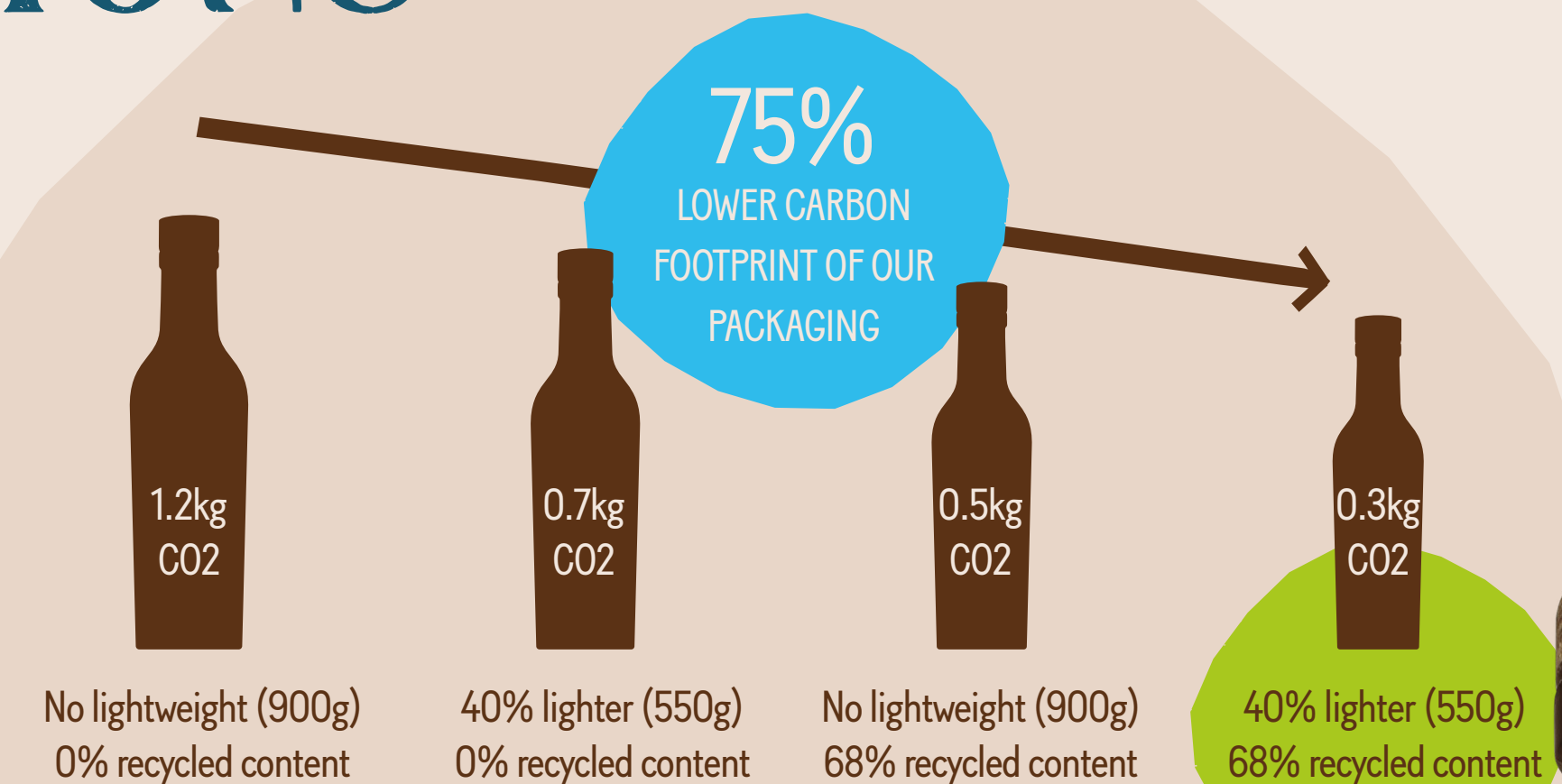
DAY ONE APPROACH TO CO2 EMISSIONS

In the world of spirits, premium has long been associated with heavy, clear glass bottles. Our iconic brown bottle is actively changing the status quo, showing that using recycled glass is not a compromise on aesthetics or quality.

- Dutch Barn Vodka bottles are made from a minimum of 68% recycled glass content
- Recycling glass mitigates CO2 emissions by avoiding the extraction of virgin raw materials and by reducing the energy required in the furnace
- They contain 40% less glass than the average spirit bottle, reducing the weight from 900g to 550g
- They travel under 60 miles direct from our Sheffield-based manufacturer.

Weight and transportation represent significant factors, where both lightweighting and local sourcing have made a significant impact in lowering our carbon footprint. As a result, the carbon footprint of our Dutch Barn Vodka brown bottle is 75% lower than conventional alternatives.

To date, these conscious choices have helped us avoid 208 tonnes of CO2 emissions from the production of our brown bottles alone.



IN A STUDY COMMISSIONED BY US WITH THE UNIVERSITY OF YORK'S BIORENEWABLE DEVELOPMENT CENTRE, BROWN GLASS WAS PROVEN TO BETTER PROTECT VODKA'S FLAVOUR BETWEEN DISTILLERY AND CUSTOMER WHEN COMPARED TO CLEAR GLASS BOTTLES.



CASE STUDY: COMPENSATING FOR OUR IMPACT

Our Financial Climate contributions to compensate for 2022 emissions, verified by ClimatePartner, amounted to 840 tonnes of CO2 removed from the atmosphere. Contributions for our 2023 emissions have only been able to be made after the 2023 emissions were fully calculated this year. Funding so far has supported three vital projects across the world are related to the 2022 offsets (amounting to 840t CO2).

REFORESTATION IN RIO KAMA, NICARAGUA:

Over 1 million native bamboo plants have been planted across 2,361 hectares and 1,000 hectares of old forest are now protected as a conservation zone.

Click [here](#) for more info

FOREST PROTECTION IN MATAVEN, COLUMBIA:

The biggest REDD+ Project in Colombia, this initiative is preserving 1,150,200 hectares of tropical forests from illegal logging and agricultural use by providing education, infrastructure and sustainable economic growth for over 16,000 indigenous people.

Click [here](#) for more info

CLEAN COOKSTOVES IN MAHARASHTRA, INDIA+ OCEAN PROTECTION:

This combined project provides thousands of households with portable, more efficient cookstoves, which require up to 70% less firewood, minimising deforestation, indoor air pollution and CO2 emissions. For every tonne of CO2 saved, 10 kg of plastic waste is collected in coastal regions by Plastic Bank.

Click [here](#) for more info



BUSINESS AS A FORCE FOR GOOD: WE DO MUCH MORE...

Reducing and compensating for emissions is not our only driver. As part of our commitment to sustainability we have sought to set high expectations and to drive positive impact. That's why we go above and beyond.

RESULTS:

- We plant a tree for every new subscriber to our email newsletters.
- All our employees benefit from an Ecologi Climate Action subscription, supporting climate projects to compensate for their personal carbon footprint.
- As a result of this we have already planted 8,800 trees (and counting) since our inception. We have also contributed to financing for over 51 climate projects through Ecologi, avoiding 420 tonnes of CO₂ from being emitted.

OVER 8,800 TREES PLANTED AROUND THE WORLD SINCE INCEPTION

The carbon absorption capacity of trees varies greatly depending on species, climate, location and many other factors.

However, taking the most conservative CO₂ removal rate (10kg CO₂/tree/year), for the 8,800 trees we have planted to date, we can estimate the removal of 88 tonnes of CO₂! (assumes all trees are one year old).



Ecologi

OVER 420T CO₂ AVOIDED TO COMPENSATE FOR OUR EMPLOYEES' PERSONAL EMISSIONS IN 2023

OUR IMPACT VISUALISED
420.57 tonnes of CO₂
is equivalent to one of the following:



323
long haul flights



1,262
metres² of sea ice saved

1,043,434
miles driven in a car





PROGRESS IN 2023

— OUR IMPACT AND RESPONSE —



OUR CARBON FOOTPRINT — 2023 —

As members of the SME Climate Hub and signatories of The Climate Pledge, we've committed to reaching Net Zero by 2040 and halving our carbon emissions by 2030, from a 2023 baseline. This reduction trajectory is aligned with science-based targets, representing the necessary path to limit global warming to 1.5C.

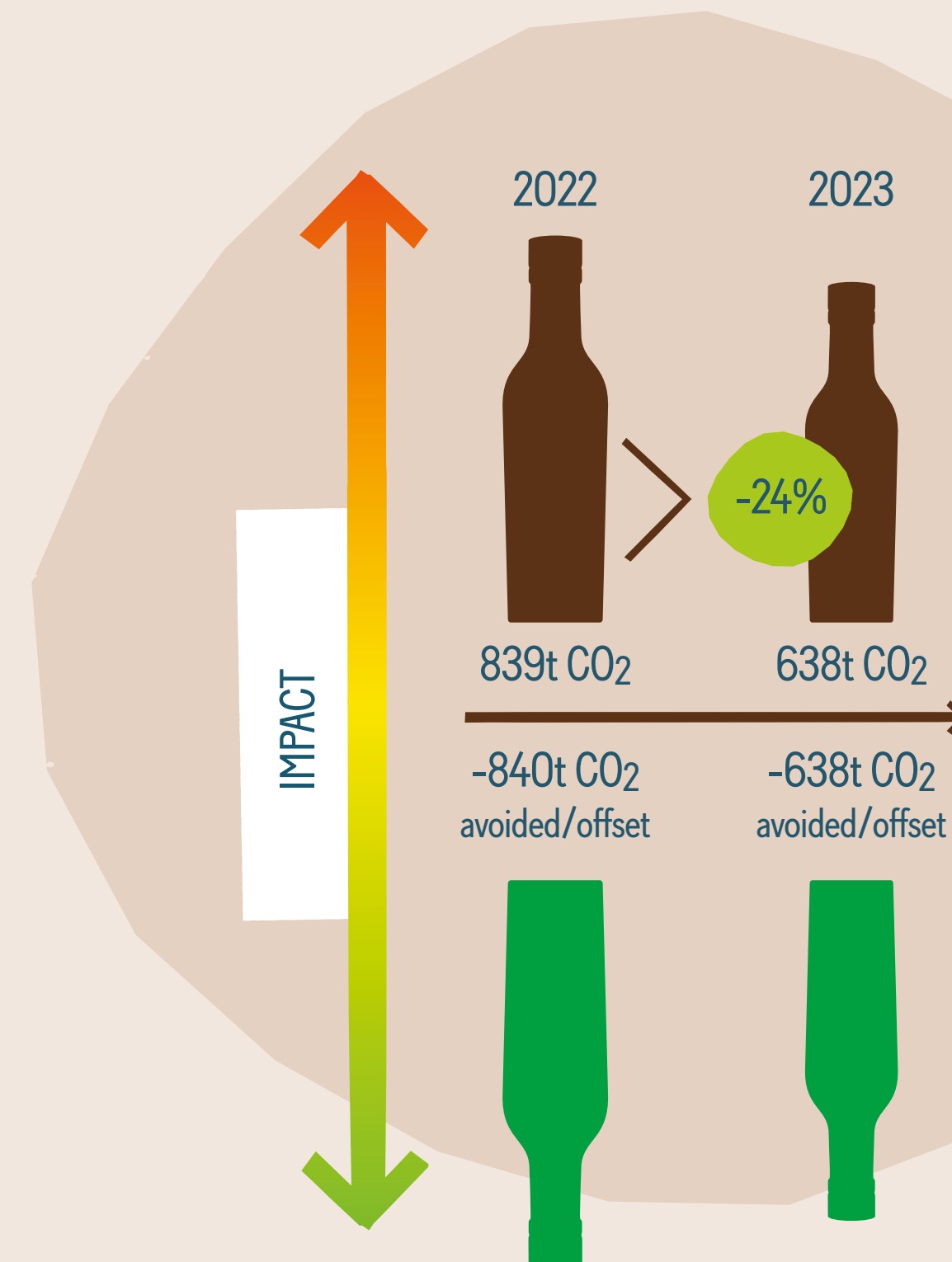
EFFECTIVE ACTION STARTS WITH ACCURATE MEASUREMENTS

We used best practice carbon accounting to calculate the carbon footprint of our business for 2023 and review and update our 2022 data. Every facet of our business has been fully mapped to an unprecedented level of detail, segmenting data by industry category, distance, volume, material type and mode of transportation. Our verifiable Greenhouse Gas Protocol-compliant footprint has placed us in a leading position to understand the emissions embedded in our supply chain.

We have volume-based, industry-recognised life cycle assessment (LCA) data for 100% of our raw materials

and packaging. This will enable us to pinpoint carbon hotspots in our supply chain and seek to collaborate with suppliers to drive emissions reductions.

Despite a 117% increase in production volume, we achieved a 24% reduction in our corporate carbon footprint in 2023 compared to 2022. This success can be largely attributed to energy efficiency enhancements we have implemented and optimized purchasing practices. We aim to continue to decouple growth from environmental impact.



THE GOLD AWARD IS AWARDED TO BUSINESSES WHO HAVE MEASURED THEIR CARBON FOOTPRINT, SET REDUCTION TARGETS AND STARTED TO ACHIEVE REDUCTIONS IN EMISSIONS, WHILST FUNDING GLOBAL CLIMATE ACTION.



OUR CARBON FOOTPRINT 2023 — BREAKDOWN

**ZERO CO2 EMISSIONS
IN 2022 & 2023**
because of using renewable
electricity; and as a result of
that we avoided 11.3t CO2.

The emissions generated in
our direct operations such
as heat generation through
burning LPG, represent just a
part of the wider associated
emissions.

Heat
43.7t CO2
6.7% up from 2022

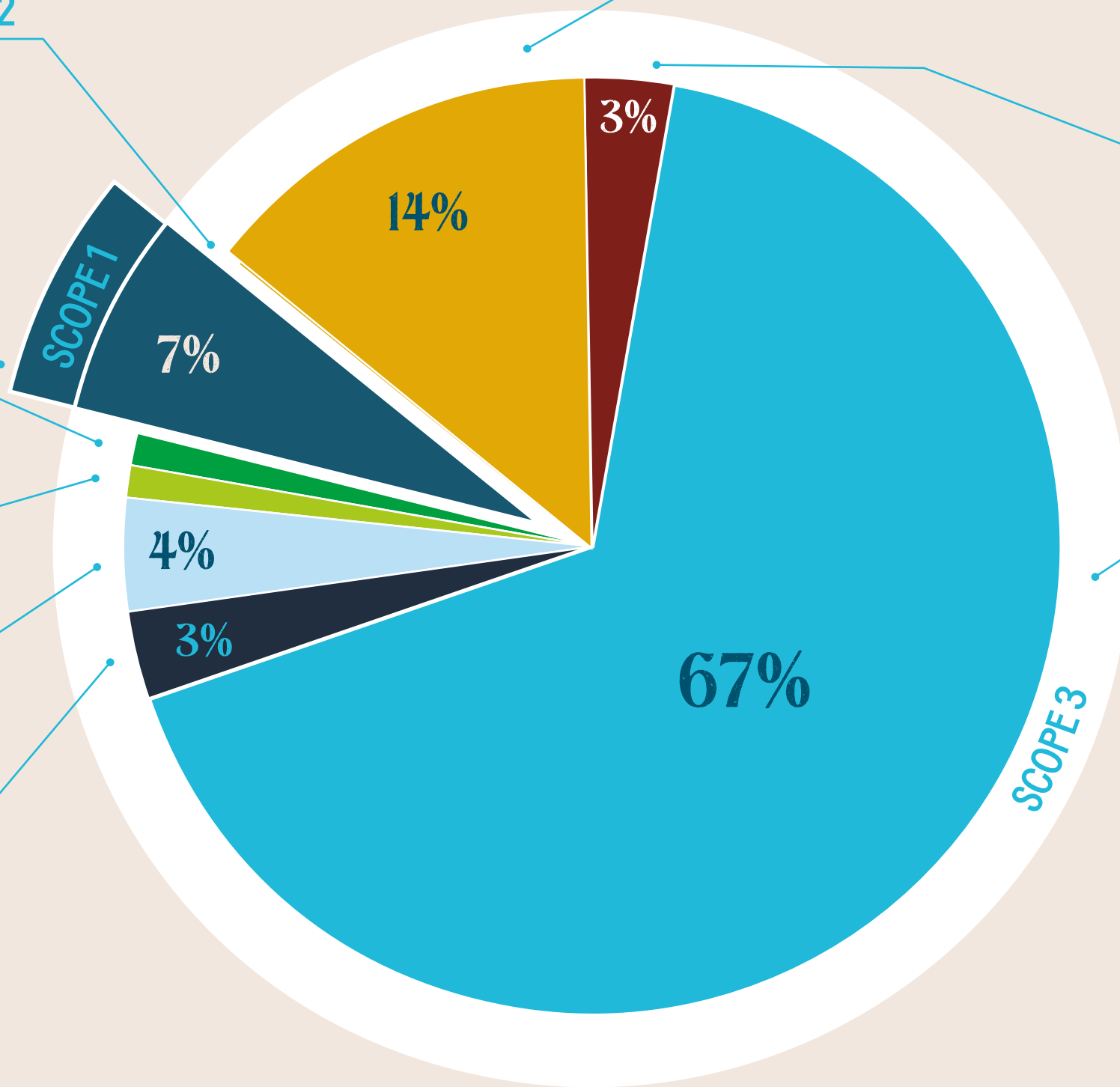
**Fuel & energy related
Activities** 7.8t CO2
10% up from 2022

**Upstream transportation
& distribution** 8.7t CO2
16.5% down from 2022

Employee commuting
23.5t CO2
1% up from 2022

Business travel
20t CO2
126% up from 2022

SCOPE 2



Raw Materials
87.4t CO2
54% down from 2022

Packaging
20.5t CO2
77% down from 2022

Other goods & services
426t CO2
9% down from 2022

These emissions will become
increasingly important as
our business grows and we
produce more spirits.

From construction materials to IT
software or consulting services - This
is typical for new businesses, reflecting
the acquisition of essential assets and
infrastructure during the setup phase.



OUR CARBON FOOTPRINT 2023 — PROGRESS

DECOUPLING GROWTH FROM OUR ENVIRONMENTAL IMPACT

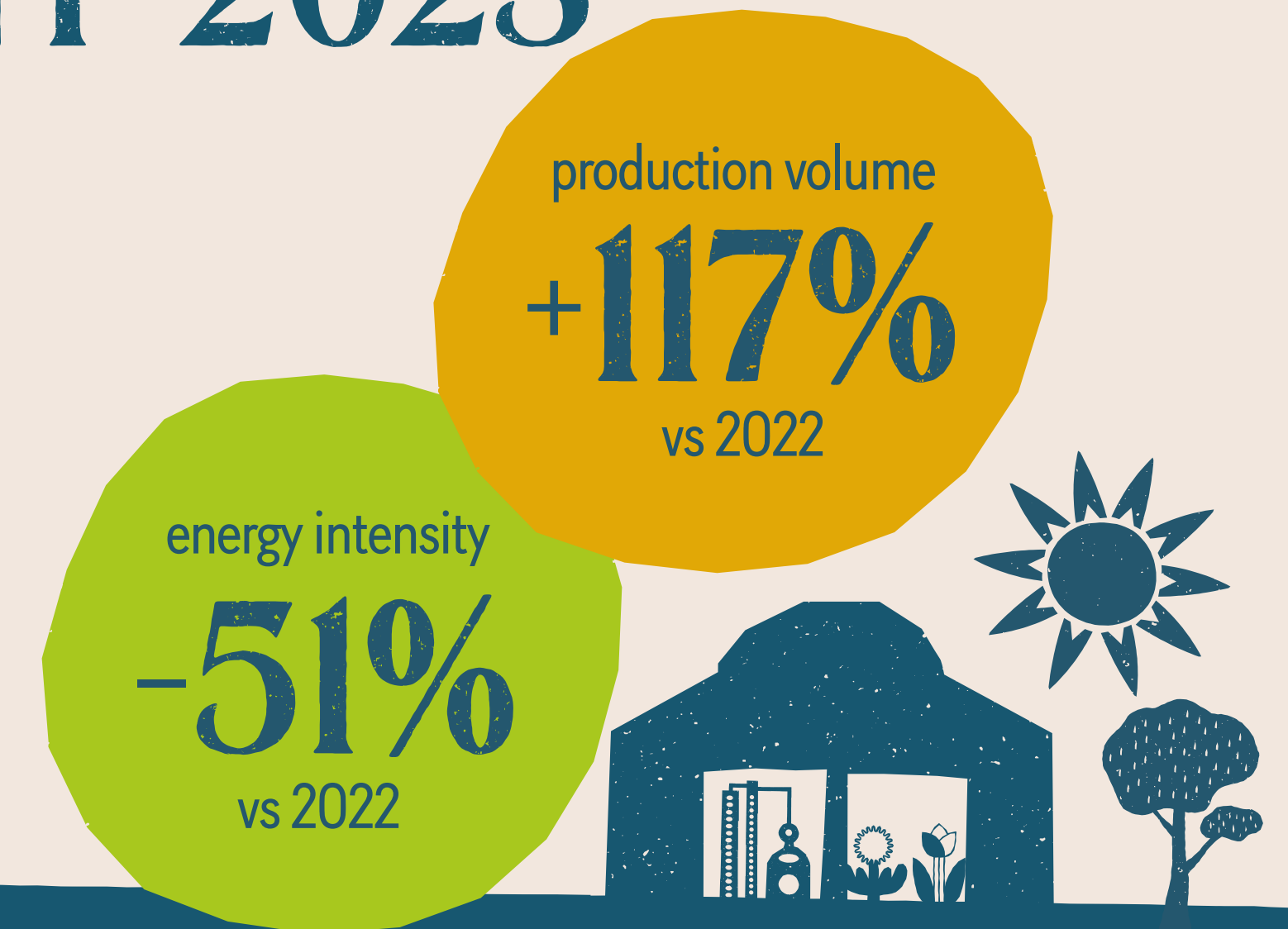
In order to achieve Net Zero across our operations, our primary focus will be to reduce carbon emissions associated with process heat used in the distillation process. While we've maintained a constant 0% in Scope 2 emissions by using renewable electricity, our Scope 1 emissions increased by 6.7% in 2023.

This trend does not align with our goals, which require an annual emissions decrease of 6% until 2030, however our Scope 1 increase was minimal given a 117% expansion in production volume over the same period. Thanks to energy efficiency initiatives implemented within the distillery including:

- Insulating our boiler and pipework
- Reusing waste heat in our systems
- Streamlining our production schedule

IN 2023 THIS RESULTED IN OUR OPERATIONS REALISING A 51% EFFICIENCY IMPROVEMENT WITH ENERGY CONSUMPTION REDUCED TO 5.7KWH/LPA* COMPARED TO 11.7KWH/LPA IN 2022.

*LPA = Liters of Pure Alcohol



DECARBONISATION STUDIES

While our distillery incorporates energy-efficient technologies, and our boiler is hydrogen ready (in case this becomes a viable solution), there are other opportunities for decarbonization gains:

- We're assessing the feasibility of a dual approach to steam production, combining electric and renewable biofuels, while considering both these technical and infrastructural implications.
- Utilising energy from multiple sources could, for example, greatly improve the site's resilience and remove barriers from the intermittency of renewable electricity generation.

Although the LPG we burn to power our manufacturing only contributes 6.7% to our corporate carbon footprint, it accounts for all of our scope 1 emissions and is also within our direct control.

OUR CARBON FOOTPRINT 2023 — PROGRESS

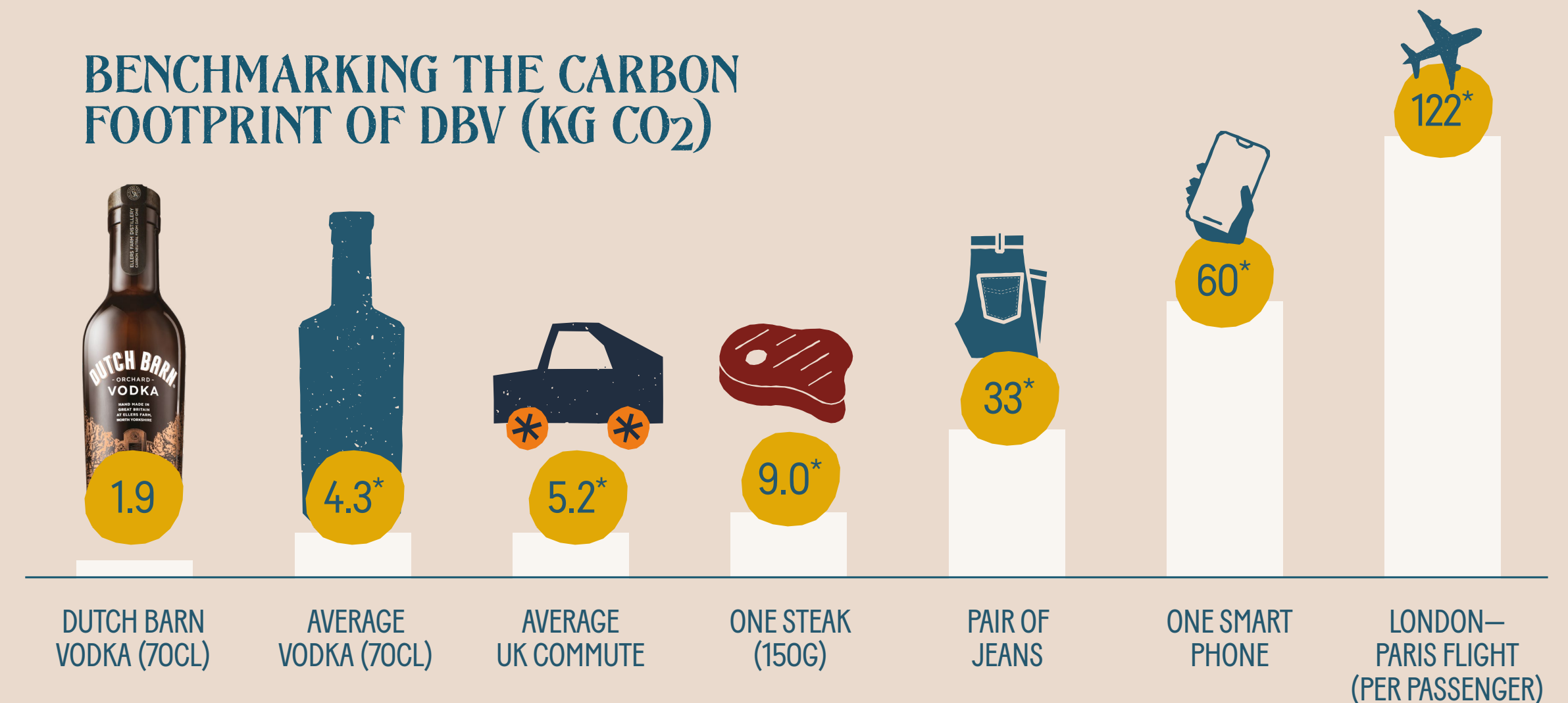
While the carbon footprint of our business informs our strategic decisions, it is equally important to consider the impact of individual products on the environment. This is particularly relevant when it comes to helping our consumers make informed choices.

We collaborated with ClimatePartner to calculate the carbon footprint (aligned with ISO 14040/44 requirements) for our entire product range. This helps us:

- understand how our products compare in environmental performance, informing the evolution of our portfolio
- reverse engineer our manufacturing processes and understand the business case for rolling out Net Zero carbon infrastructure across our operations
- quantify the environmental benefits of switching to more sustainable packaging and responsibly sourced raw materials
- communicate transparently with consumers about the sustainability of our products

Our hero product, Dutch Barn Vodka, is shown below in comparison to other goods. You can rest easy knowing that our spirits are already leading the pack with a lighter footprint than most staples of everyday life.

BENCHMARKING THE CARBON FOOTPRINT OF DBV (KG CO₂)



*These footprints are based on publicly available data from CarbonCloud. The producers have not been involved in the assessment. The data is representative for the type of product, but is not guaranteed to accurately represent a specific product.

OUR PACKAGING – INNOVATIONS TO REDUCE IMPACT

In an award winning industry collaboration for the UK spirits sector, a number of our products were made available this year in the 5cl “Alumini” bottle, made from 100% recycled European aluminium.

At 90% lighter than glass, infinitely recyclable, compact and shatterproof, this format is particularly suited to travel retail, reducing fuel costs and space on board flights. Our Y Gin Orange in 5cl Alumini bottles have been available on board Easyjet flights, offering the following benefits in use, compared to a glass bottle:

- always made from 100% recycled European materials*
- compact: 30% smaller, fits 3X more bottles per pallet
- 50% lighter when filled
- fuel reductions due to lighter loads, delivering CO2 savings

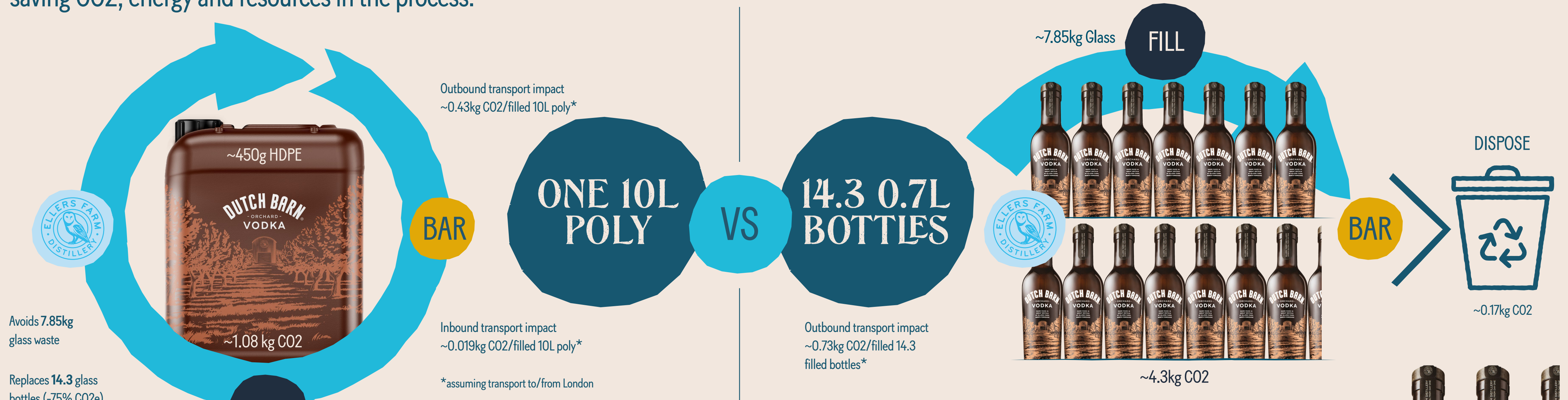
Aluminium’s lightweight reduces transportation emissions, while its high recycling rates and infinite recyclability ensures minimal material loss during the recycling process (less than 5%). Thanks to the well-established recycling infrastructure, a recycled aluminium package can be back on the store shelf in as little as 60 days. Recycling aluminium saves over 90% of the carbon and energy used to make primary aluminium.

*European aluminium, predominantly powered by renewable energy like hydroelectric power, has a carbon footprint of less than 7 tonnes of CO2e per tonne produced, contrasting sharply with regions like China where coal-heavy electricity generation results in a footprint of around 20 tonnes of CO2e per tonne produced.



OUR PACKAGING – INNOVATIONS TO REDUCE IMPACT

In April 2023 we introduced the 10 litre Poly packaging for our 'on-trade' customers (bars, restaurants, hotels, etc). Available for our entire range of spirits, this light yet durable packaging can be refilled and reused multiple times, saving CO₂, energy and resources in the process.



Each 10L Poly refill and reuse avoids 4.6kg CO₂e compared to the single use of 14.3 brown bottles* (-91% CO₂e); the CO₂ equivalent of 2.5 bottles of Dutch Barn!



CASE STUDY – RESEARCH INTO RE-USING WASTE

To distil our vodka, we take the juice of British apples, ferment it into cider, take the alcohol from the cider and are left with an alcohol-free, stewed apple juice which we currently treat and dispose as wastewater offsite.

We have analysed this waste stream and know that it has lots of valuable components for plant growth: nitrogen, phosphorus, and potassium (the main components in commercial fertilisers) as well as micronutrients such as boron, copper, and zinc.

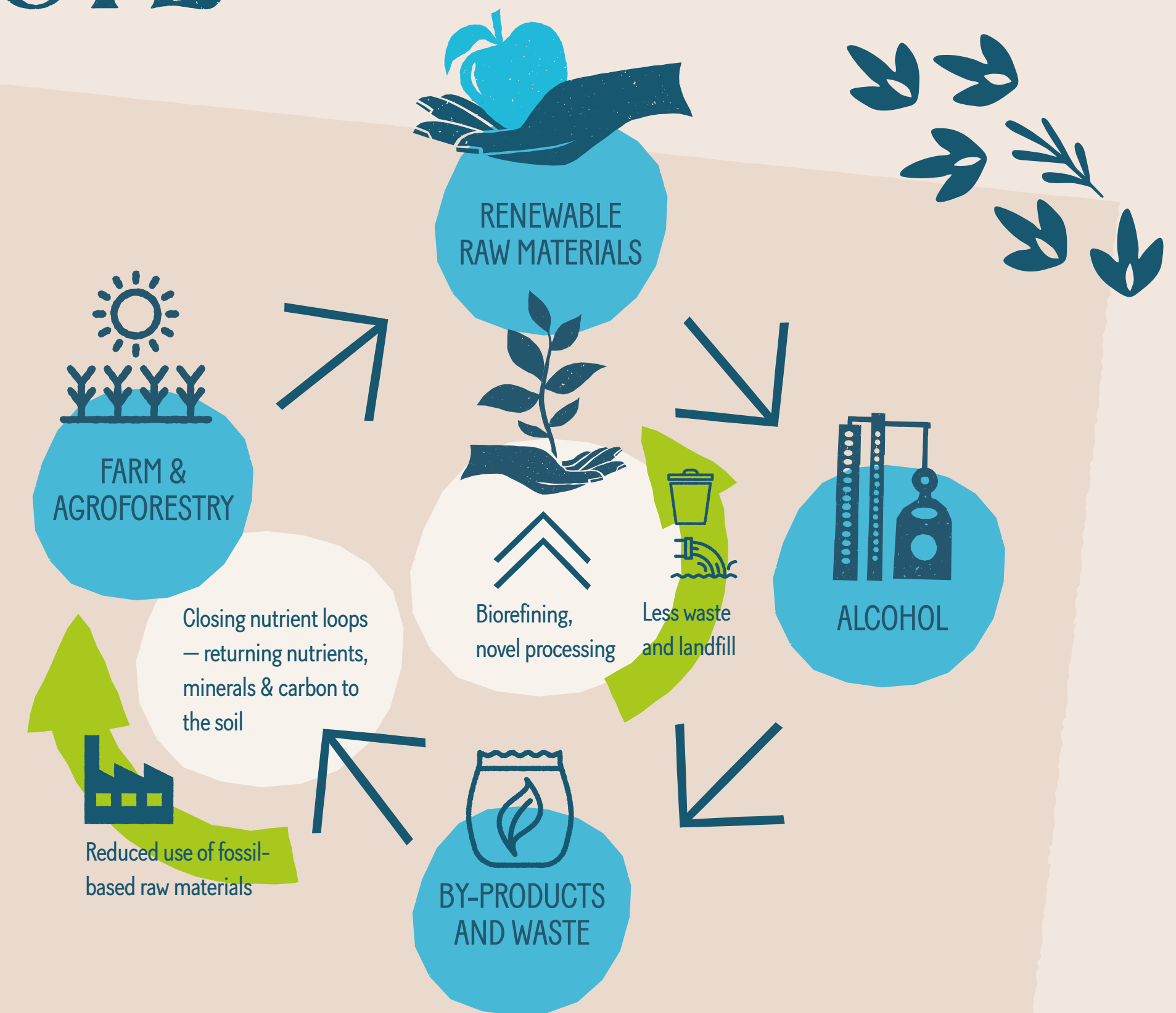
Over the past two years we partnered with the University of York's Biorenewables Development Centre, to explore if we can extract these components for their use as a natural, slow-release fertiliser known as struvite. This project is the first step in

potentially attempting to turn a linear production into a circular process, but it also has the potential to reduce greenhouse gas emissions by displacing fertiliser production whilst also improving agricultural resilience.

However, given the current low yield of the extraction process, the additional equipment and materials required and our current volume of apple waste, further research is needed to optimise this waste valorisation approach.



We conducted a 10-week plant growth trial to test the efficacy of these compounds in our waste product, using tomato and lettuce which are fast growing and nutrient demanding plants.



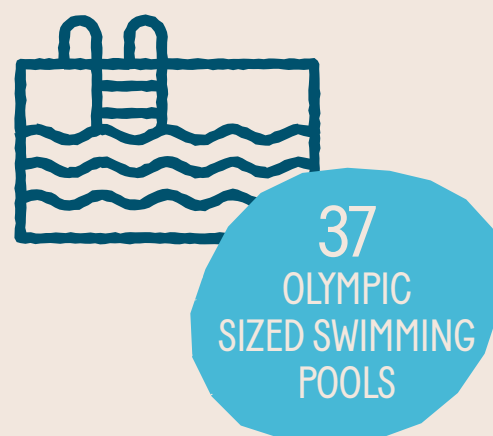
CASE STUDY – ENHANCING THE BIODIVERSITY OF OUR SITE

The landscape around Ellers Farm Distillery was previously used for sheep grazing, and not particularly biodiverse. By creating a shelter belt of native woodland tree species, utilising the naturally wet areas of pasture for grasses and wildflowers and planting heritage varieties of British apple trees, we began giving back more to nature.

UNDERSTANDING OUR LAND IMPACT



We have quantified the impact of our production. In 2023 the land footprint of our business, including the area necessary to cultivate the raw materials utilised in our products, amounted to 45 hectares.



Similarly in 2023 the water footprint of our business was 92,177m³. Around 90% of our water footprint is actually traced back to our supply chain (the water required to grow and source our raw materials).

MINIMISING OUR LAND IMPACT

We planted 2.3 hectares of mixed native woodland and a heritage apple orchard as well as 0.5 hectares of wet grassland and wildflower meadow in the area surrounding our distillery. We've dug a wildlife pond and planted native wildflower seeds on the pond arisings, as well as creating rockery refuges for reptiles and amphibians.

Additionally, we've installed owl boxes, sparrow terraces, and swift boxes handmade from UK-sourced cedar to provide habitats for various species enhancing biodiversity across our site.



A POSITIVE IMPACT ON NATURE

Carbon sequestration • soil health improvements • water quality improvements
Habitat creation for invertebrates, pollinators, birds and mammals



WHERE WE'RE GOING NEXT

—OUR STRATEGY—



A CLEAR, TRANSPARENT STRATEGY

Eager to avoid negative impacts on the planet, we made conscious decisions to try and minimise our impact from day one. This included setting up our business to be carbon neutral from day one by investing in climate-based projects worldwide to mitigate for our carbon emissions.

Whilst we remain committed to funding climate and nature projects beyond our value chain, we recognise that relying on 'offsetting' – as many businesses do – is not the answer addressing the root causes of the climate crisis. Amidst a sea of confusing sustainability claims and labels, we are choosing to demonstrate the integrity of our products and approach through measurable progress against science-based targets.

As our business evolves and we strive to become a force for good, we adopt a clear strategy:

- Set measurable targets aligned to the United Nations Sustainable Development Goals (SDGs)
- Pursue routes to eliminate our Scope 1 emissions.
- Work with partners to help reduce Scope 3 emissions.

In developing our strategy, we conducted a thorough evaluation of our entire value chain, from sourcing raw materials to production, distribution and beyond, scrutinising our business practices and ambitions through the lens of the United Nations Sustainable Development Goals (SDGs) and pinpointing areas where we could make meaningful contributions.

We have set ambitious targets across all 3 pillars of sustainability (environmental, social and governance) and these targets are the backbone of our 2030 strategy. Each year, we will measure and report our progress against these targets. Our strategy is deeply rooted in our company approach, "Good people, good by nature, always in good spirits".

SUSTAINABLE DEVELOPMENT GOALS





SUSTAINABLE DEVELOPMENT GOALS ALIGNMENT



INCREASING POSITIVE IMPACT



MINIMISING NEGATIVE IMPACT



The 17 SDGs provide a universal blueprint to create a more sustainable and equitable future for all, going beyond climate action and covering areas like equality, innovation, access to resources and benefit sharing.



OUR TARGETS

OBJECTIVES

TARGETS & METRICS

GOOD PEOPLE

Business with purpose: Demonstrate our commitment to raise the bar in sustainable spirit-making.

- Achieve a B Corp score over 100 by 2026, as part of our next recertification.
- Implement a 3rd party certified Environmental Management System for our business by 2026.

Business as a force for good: Drive positive change and contribute to a more resilient and sustainable future for all

- Allocate a minimum of 1% of our annual revenue to support projects outside of our value chain, for example on restoration projects, community spend or climate and nature contributions (and report the quantifiable environmental and social benefits).

Equipped for the future: Contribute to sustainable and inclusive economic growth by fostering a positive work culture, providing all our employees with a fair income as well as the knowledge and skills needed to drive sustainable development within our business.

- 100% of full time employees to spend a minimum of 1% of working time learning and developing new skills or volunteering.
- 100% of employees, including temporary staff to receive a living wage that is monitored and reviewed annually.
- Quarterly employee wellbeing programme and activities

Diversity & Inclusion: shape a society where diversity is celebrated.

- Continually reviewing our policies, communications, job adverts and other company documents for unconscious bias

GOOD BY NATURE

Decarbonisation: Achieve our science-based targets (SBTs) by reducing our emissions in line with limiting the global temperature rise to 1.5°C above pre-industrial levels

- By 2030 reduce carbon emissions in our direct operations (Scope 1 and 2) by 50% from a 2023 baseline and reduce our value chain emissions (Scope 3) by 25%.
- By 2040 be a Net Zero organisation.

Sustainable sourcing: Use natural resources responsibly, while mitigating land degradation, water stress, and social inequalities across our value chain.

- By 2030, 100% of our raw materials will be sustainably sourced and deforestation free, with fully mapped supply chains
- Manage and expand our own orchard, achieving net positive impact on our local biodiversity by 2030
- By 2027, evaluate all our raw materials suppliers' performance on ethical and responsible sourcing practices, including commitment to science-based (or equivalent) carbon reduction targets.

Circular production: Achieve a circular production system, repurposing distillery waste and ensuring 100% of our packaging is widely recyclable or reusable

- Maintain a minimum 66% recycled content in our bottles and strive for further gains and packaging efficiencies
- By 2030 aim to utilise all apple waste from our distillery in a circular process.

ALWAYS IN GOOD SPIRITS

Sustainable consumer behaviour: Leverage EFD marketing and creative media to increase consumer awareness and make conscious choices the norm

- By 2030 reach 10 million people with our sustainability messaging.

Community outreach: Deliver value to the local community through engagement, employment opportunities and nature-based solutions

- Annually track and report the following community engagement metrics, aiming to increase them each year:
- Redistribution of resources to and collaboration with local businesses.
 - Total hours volunteered by employees

Innovation projects & partnerships: Work with stakeholders to accelerate transition to a circular economy and develop future-proof business solutions

- By 2030 establish on average one new partnership per year to innovate the way spirits are made and consumed sustainably.



CRAFTED WITH CARE, SIPPED WITH PURPOSE

As individuals we are not responsible for the climate crisis, but we can be part of the solution.

Our choices, no matter how small add up to big impact.

With this in mind, we are set to deliver our consumers an experience woven with purpose, ensuring each sip is not just enjoyable but leaves a positive mark on the planet. For those sceptical about the attainability of sustainability, our product serves as a delightful conversation starter, debunking myths and instilling a sense of what can be possible.

