

AUDIT //

Drinks Brands With Purpose

In this audit, we have examined the positioning and design of 'brands with purpose,' looking at a range of drinks brands across spirits, wine, beer, low & no and soft drinks, to see how each of these brands have a clear and defined purpose.

Whether it be fighting food waste, protecting the environment, or giving back to the community and farmers which sustain us, each of these brands demonstrates a reason to exist other than for financial profit.

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HIGHLIGHTS //

DA-
SH
WATER



Everleaf.
NON-ALCOHOLIC APERITIFS

BRUICHLADDICH
SINCE 1881

AUDIT //

Dash Water

On a mission to hydrate and save tons of wonky fruit and veg, Dash Water infuses its delicious sparkling water with real wonky fruit – fruit that's bent, crushed, curved and even misshapen, which others say no to.

With up to 40% of fruits and vegetables grown in the UK going to waste, Dash is helping to address a serious problem, putting food waste at the forefront of consumers minds when they choose what to eat and drink.

DA-
SH
WATER





CERTIFIED B CORPORATION // Dash have passed the assessment to join B Corp's global network of progressive businesses. **NEW RELEASE** // Dash Water infused with wonky mangoes.

PARTNERSHIPS // Partnering with zero waste chef Max La Manna to create zero waste/ wonky recipes.



AUDIT //

Sapling

The first climate-positive vodka, for every bottle of this London-made vodka sold, a tree is planted. With one tree absorbing up to 1.5 tonnes of carbon in its lifetime, a bottle of vodka emits about 2.5kg of carbon. As such, each bottle of Sapling pays back over 535 times.

With a mission to plant 1,000,000 trees by 2027, Sapling also backs its pledge with a commitment to donate 5% or more of its annual revenue towards tree planting projects.

Sapling





LIMITED EDITION // Sapling worked with the 2 Michelin star Whatley Manor to collect the waste citrus from their bar and kitchen to produce a super eco citrus vodka.



TREES // For every bottle sold, a tree is planted. On each bottle a unique code tells you what tree was planted where.



NEW LAUNCH // Sapling launched a London Dry Gin at the Royal Academy of Arts and became the only gin in Europe to use a regenerative, organic wheat as its base ingredient to ferment spirit.

AUDIT //

Montanya

Female-founded craft rum brand Montanya hails from the Rocky Mountains in the USA, and recently became available in the UK. Its sustainability credentials are impressive: the distillery is wind-powered, the company offsets 110 per cent of its carbon production and uses water from a snowmelt-fed aquifer underneath the distillery.





AIM // To enable our staff to thrive, empower women and people of colour to take on new roles, contribute to our community, and lead our industry in environmental sustainability and social responsibility.





ENVIRONMENTAL SUSTAINABILITY // Commercial Composting & An LFC Biodigester. Montanya together with certified B Corps collectively diverted 207,000 metric tons of waste from landfills.



GROWING GENDER DIVERSITY // Karen Hoskin made it her mission to empower women in the rum industry, and we're glad to see the ways gender diversity has improved.



EMPLOYMENT PRACTICES // Montanya employ over 35 people across ethnicities, gender and generation. They celebrate diversity, build a more inclusive workplace, and create professional opportunities in a small, rural community.

AUDIT //

Everleaf

A non-alcoholic bittersweet aperitif, Everleaf's ingredients are sourced ethically and sustainably. Its Madagascan vanilla is sourced directly from small-scale farmers ensuring they get the best price, while the vetiver comes from a project in Haiti that works with communities to protect their livelihoods through reforestation, food security and the empowerment of local women.

Everleaf.
NON-ALCOHOLIC APERITIFS





DEVELOPMENT // Founder, Paul Mathew, researched plants, sustainable sourcing, dehydrating samples, macerating, and extracting to get the perfect blend of complementary yet surprising flavours.

AUDIT //

Freestar

B-Corp certified Freestar is a non-alcoholic beer that emits 90% less CO₂, uses 80% less energy and water, and produces 70% less waste than the beer industry average. Claiming that 'making a business its proud of is just as important as making a beer its proud of', Freestar wants to be proud of the impact the business leaves behind - both on the community and on the planet.





INNITIATIVE // Freestar partnered with The People - a youth powered consultancy - to create a Mentoring Hotline to help young people struggling to find work. A beer that gives back!



STREET ELITE // Partnership with the incredible charity Street Elite. Street Elite is an award-winning training for work programme which engages young people aged 18 - 25 affected by serious youth crime through sport, helping them transition from NEET into work, apprenticeships, training or education opportunities.

AUDIT //

Green Man Woodland Gin

The world's first ever spirit to be packaged in a paper bottle, Green Man Woodland Gin is lightweight, carbon-friendly and 100% recyclable. The outer layer is made from 94% recycled paper – which can be recycled itself, meaning it has a carbon footprint six times lower than glass or PET plastic bottles.

Hailed the 'Spirit of the Forest', Green Man Woodland Gin is a first from Silent Pool Distillers.





THE BOTTLE // Is 5 times lighter than a glass bottle, uses 77% less plastic than other plastic offerings, and has a carbon footprint 6 times lower than glass or PET plastic bottles. The bottle is fully recyclable.

AUDIT //

Bruichladdich Distillery

Founded in 1881, nearly 150 years ago, when brand purpose and sustainable practice weren't a standard consideration for the industry, Bruichladdich has worked hard to find and integrate its purpose.

With aims to decarbonise its processes by 2025 and to ensure that every ingredient is sustainably and transparently sourced, Bruichladdich has invested £2.65 million in industry-first hydrogen combustion technology. The goal? To remove the carbon cost of heating its stills and facilities.

BRUICHLADDICH
SINCE 1881





THE BIODYNAMIC PROJECT // First Biodynamic Scotch Whisky. 10 years old. 10:1 carbon capture to footprint. First whisky in the world to carry the Biodynamic Federation's Demeter Logo.



ISLAY & COMMUNITY // Focussing on its people, its growing partners, its Islay centric process, volunteering in its local projects, Bruichladdich will continue to develop its Islay-centricity.



PACKAGING // Bruichladdich's aim is to one day remove all of its tins globally. It's a massive task but one that's achievable if it starts one tin at a time.

COLLABORATION // Born out of shared values and a progressive mindset, the new limited edition barrel-aged whisky sour beer is a true demonstration of a 'new-age drink', where quality, creativity and innovation can be achieved with sustainability at the heart.



AUDIT //

Hiver

Hiver believes that even as a small team, that by caring about the provenance of its ingredients, by telling an important story through great beers and by caring about its suppliers, it can have a sustainable approach to craft beer and can do well by doing good whilst having some fun too.

Hiver sources raw honey from independent British beekeepers, it sponsors a number of beehives and it hosts fun beekeeping experiences that help spread knowledge about the role our furry friends play in the environment.



Hiver
FRESH
NATURAL





DRINK
HIVER
SAVE
BEES



THE HIVER EXPERIENCES // Hiver is hosting a collection of experiences that are everything bee-keeping & beer tasting related.

AUDIT //

Pacha de Cacao

Pacha de Cacao wants to rediscover the power of the cacao fruit to help people, businesses & nature thrive - going beyond chocolate. It does so by creating 100% natural cacao juice which tastes delicious and nutritious, and by educating consumers on the story of cacao and showing them that cacao is more than chocolate. It also collaborates with other companies to build a healthy and sustainable cacao industry that everyone can be proud of.

**Pacha
de Cacao**

FRESH JUICE
made from  Cacao pulp





NO WASTE // The cacao pulp normally goes to waste in cacao production because everyone is only after the beans, the main ingredient for chocolate!

AUDIT //

Nc'nean

Made by nature, not by rules. Nc'nean is an independent, organic whisky distillery that exists to create experimental spirits and pioneer sustainable production.

NC'NEAN





SUSTAINABILITY // Sustainability runs in Nc'nean's veins. The brand believes it is its responsibility to constantly improve its impact on the earth in terms of carbon footprint, pollution and biodiversity. Nc'nean uses organic Scottish barley in a distillery powered by renewable energy and recycles 99.97% of its waste. It bottles its whisky in a 100% recycled clear glass bottle.

AUDIT //

Discarded Spirits Co.

Discarded Spirits believes that as a society our consumption attitudes have to change in order to radically shift the future outlook of our environment. One of William Grant & Sons' innovation brands, Discarded Spirits has a simple mission to reverse needless waste.

As 70% of food and drink waste is avoidable, Discarded Spirits is adopting a new philosophy to understand how what is wasted today, can be treasured tomorrow.

DISCARDED
SPIRITS CO.





ZERO WASTE // Utilising fruit waste that would normally be discarded to create delicious innovative spirits.



DISPOSABILITY // On a mission to discover new possibilities through using that world-wide 70% waste food which is normally disposed.



TEAM UP // Promoting and partnering with bars and restaurant to keep up the “zero waste” culture and come up with new cocktails and food recipes that would have never been explored otherwise.

AUDIT //

Maison Mirabeau

Maison Mirabeau co-founders Stephen and Jeany Cronk have always had a deep personal commitment to the environment and community. In 2020, the award-winning rosé brand decided it wanted to go even further to ensure that it continues its journey to become a company with purpose beyond the bottom line, formalising its position as a business that balances People, Planet and Profit.

Mindful of this, Mirabeau is following in the footsteps of only a handful of winemakers and vineyards in Europe to achieve B Corp status.

MAISON
MIRABEAU





COMMITMENT // Promoting the benefits of Regenerative Viticulture to restore biodiversity.



WAKE UP CALL // The wildfires in 2021 have strengthened the intention of Maison Mirabeau to become a B-Corp certified business.

AUDIT //

Avallen

One of our favourite examples of sustainability and not just because we had a hand in the process! Avallen is a newcomer and challenger in the world of Calvados, with a light and approachable style to challenge a category that is often seen as outdated. Printed on paper made from recycled apple pulp, the bottle's label showcases the natural vibrance of the liquid and the brand's core mission - save the bees!

avallen





SUSTAINABILITY // Every bottle made removes 2.73kg of CO₂e from the atmosphere (without external offsetting). Apples grow on trees, which act as powerful carbon sinks, helping combat climate change by locking up CO₂ in their wood and roots.

AUDIT //

EcoSPIRITS

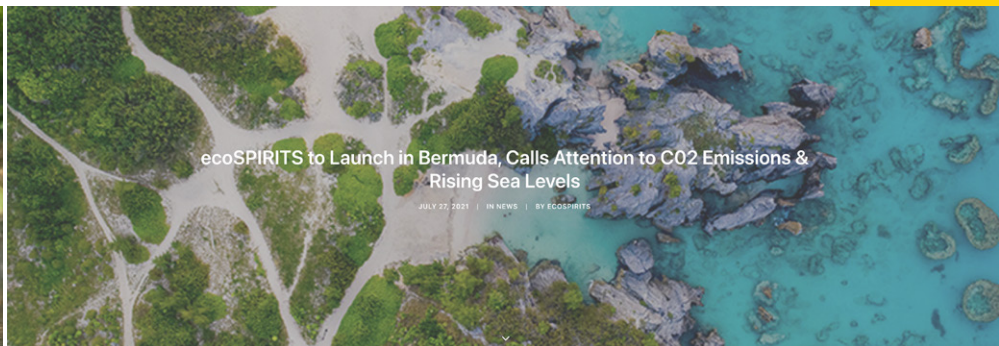
The world's first low carbon, low waste spirits distribution technology, ecoSPIRITS is an innovative closed-loop distribution system that nearly eliminates packaging waste in the premium spirits supply chain.

By dramatically reducing packaging and transport costs, ecoSPIRITS provides both a powerful cost advantage and a transformative carbon footprint reduction.

Join the revolution. End single use glass.

ecoSPIRITS





ecoSPIRITS to Launch in Bermuda, Calls Attention to CO2 Emissions & Rising Sea Levels

JULY 27, 2021 | IN NEWS | BY ECOSPIRITS

REFORESTATION // Partnering with GreenSteps to open a reforestation area in Sumatra, the biggest island on the planet, suffering a 50% loss of its rain forest.

22million

tons of emissions in 2020

550grams

emissions saved per bottle

30grams

emissions saved per cocktail



EMISSIONS // Developed an ecoSPIRITS Carbon Calculator to help track the progress of the brands' emission impact on the planet.



**BERMUDA
GIN CO.**
EST. 2019

the drinks business
**GREEN
AWARDS**
2021



AWARDS // Shortlisted for the Drinks Business Green Awards 2021, winner of the P.E.A Awards 2021 and others.

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