



New generations of consumers are more conscious about the impact brands have on the world. With the rise of social media and public scrutiny of the voices and actions of companies, the pressure is growing for brands to stand up for something more than just profits.

Being a brand with purpose can now be seen as an opportunity to build relationships with target audiences, both consumer and trade, but does it work equally for each? Is it always appropriate? And could your message backfire?

In this Intelligence Report we take a closer look at what it means to be a brand with purpose – and what it takes to do it properly from both a consumer viewpoint and drawing on commercial insights from a number of drinks brands in the space.

But first, **let's start with a quick recap.**

What do we mean by Brands With Purpose?

In recent years, businesses of all types have undergone an evolution.

Integrating brand missions that benefit society rather than just boosting profitability is now commonplace and even expected. Brands are increasingly giving back and supporting causes, ranging from environmental missions to social causes like diversity, gender equality and disability, and all the while, pushing for greater transparency to demonstrate commitment.

Companies big and small around the world are trying to become businesses for good and the spirits industry is no exception, with brands integrating charitable giving, community work or even making social missions the core of their DNA.

And the evidence shows that this can be good not only for the world but also for business, building closer relationships with consumers who increasingly expect and seek out means of making their purchasing decisions a power for change.

In fact, a recent study from EY's Future Consumer Index found that 68% of global consumers now expect companies to solve sustainability issues.

But this is not to say that it is a straightforward – consumers are also increasingly sceptical and are often unclear about every implication behind labelling such as Fairtrade. With far greater public visibility of a brand's actions, the wrong cause or a lack of commitment can do far more harm than good.

Is Brand Purpose Worth the Effort?

The discussion about cause-driven brand purpose is not settled. Some still believe brands have no business stepping out of their strict profit-driven agenda. And sometimes they might be right.

But the data in favour of the benefits is hard to ignore.

Research by Deloitte in 2019 suggested that purpose-driven companies grow three times faster than their competitors, all while achieving higher workforce and customer satisfaction.

In a 2019 report by Unilever, the company claimed that its Sustainable Living brands grew 69% faster than the rest of its business and delivered 75% of its overall growth.

In 2020, the New York-based company Zeno carried out a global survey of over 8,000 consumers, across 8 markets (United States, Canada, United Kingdom, France, China, India, Singapore, Malaysia), examining the “Strength of Purpose”. Their findings demonstrated that with brands that have a strong purpose, consumers were:

- **4 times** more likely to purchase from the brand
- **6 times** more likely to protect the brand in a challenging moment
- **4.5 times** more likely to recommend the brand to friends and family
- **4.1 times** more likely to trust the brand

The evidence is compelling and as a result, this has become a trend that many more established companies have looked to jump on.

Brand purpose must fit with what the company stands for though and once committed, it's not a decision that can be unmade or the public may turn on you for a lack of conviction.



Image Credit: Aleix Plademunt - Dubailand



Image Credit: Air Company Instagram

So, in some cases, no, becoming a brand with purpose might not be right for you. At least not right away. It takes planning and commitment to make it work for you, but look around at the statistics and it's plain to see the benefits.

For these reasons, we'd say that while becoming a brand with purpose may not be immediately beneficial to everyone, it's a pivotal evolution that's happening within the world of business, offering significant opportunities, particularly for drinks brands and we expect to see more and more brands taking the leap.



Image Credit: Getty Images for BACARDI rum via Independent



Image Credit: Kendall Jenner via Instagram

For brands, this means that a greater degree of transparency, self-assessment, review and continual integration of better practices is required, adapting their ways of working. The process can be challenging, but for brands that can navigate them successfully, the opportunity to connect with consumers in an active and engaged conversation is immensely powerful.

If you need convincing, look no further than Nike’s support of Colin Kaepernick’s decision to take a knee during the US national anthem in protest of social inequality and police brutality. While risky from a business perspective, their decision placed them as an ally of change, supporting the voices of one of the most important social movements of recent times.

A High-Stakes Conversation

While the issues – and even the definitions – around terms such as sustainability and carbon footprint are complex, social networks have given everyone a platform to voice their opinion on how businesses are impacting social issues, the environment and our wellbeing. This creates the opportunity for brands to be a part of the conversation and bond with consumers on an important level, but it also means that a misstep can be fatal.

Online call out and *cancel culture* means brands can no longer afford to ignore criticism by the public.

Accusations can carry significant weight and stop a brand in its tracks. This was plainly demonstrated in the recent case where Michael B Jordan renamed his rum brand “J’Ouvert” over accusations of cultural appropriation by Niki Minaj and the public.

Similar controversy has also been stirring over the launch of Kendall Jenner’s 818 Tequila which had her wearing traditional Mexican clothing in one of their marketing campaigns.



Image Credit: Nike taking a knee next to Colin Kaepernick in 2019

Firsthand advice on overcoming challenges

As we've seen, there's a lot of evidence in favour of being a brand with purpose. But there are also potential pitfalls.

In our most recent webinar, which featured five professionals from the drinks industry, we discussed the hurdles to be overcome on the journey of taking a brand with purpose from concept to consumer. Here are the group's top recommendations.

1) FOCUS ON BRAND FUNDAMENTALS

A brand purpose might give you a USP in a noisy market and open doors initially, but make sure there's a sound case for the brand:

"Corporations doing something better today than they did yesterday is a good thing for all of us. I would love all of my brands to have a very clear, positive planet purpose"

NICK

"Purpose can't exist alone"

HANNAH

"We have to create a viable business model otherwise every energy that we're putting in to save these waste materials and to act sustainably is lost if the brand isn't sustainable in its own right"

CALUM

2) HAVE A CRACKING PRODUCT

It may sound too obvious to mention but the product does have to be good. And while being unique may help to start with, remember to allow for the work involved in finding your brand's fit:

"We are in fresh juice so we are bringing a new sub-category within a very established, low-price category. And that is challenging"

MARIKA

"If you have a very average product, people might buy it once to help out – almost a charitable donation – but if it underwhelms completely, they're not buying again"

NICK

"I've got people on projects using manpower and money that I could spend on advertising, but we consider it's important to constantly improve"

JEANY

(on striving for best organic practice and product)

Our words of Wisdom come from:

JEANY CRONK, Co-Founder of multi award-winning Provençal rosé producer, Maison Mirabeau, with its ambition to balance People, Planet and Profit

CALUM FRASER, Brand Ambassador for Discarded Spirits Co, the zero-waste spirits brand on a mission to reverse needless waste in drinks

NICK GILLETT, MD of the importer, Mangrove Global, which specialises in spirits known for their innovative approach and sustainability credentials

HANNAH RHODES, Founder of Hiver Beers, a brand which aims to save the bees by being the place where beer and bees come together

MARIKA VAN SANTVOORT, human rights specialist and Founder of Pacha de Cacao, a 100% natural cacao juice drink created – from a by-product of the chocolate industry – in partnership with the community that grows the cacao beans.

3) PREPARE FOR ENCOUNTERS WITH GATEKEEPERS

The toughest challenge you may face to get your brand with purpose into the hands of consumers is convincing the gatekeepers – the buyers who list for retailers and the on-trade – as they are driven by different metrics, especially the bottom line. So believe in your product and hone your arguments:

“I think there’s a bigger sticking point at the gatekeeper rather than selling that product to a consumer”

CALUM

“People say, ‘Why is it expensive? It’s a waste product!’ I don’t want the product to be sold cheap because it’s not. It’s of great value”

MARIKA

(on walking away from a potential retailer squeezing on price and demanding 1,000 free bottles for sampling)

4) EDUCATION, EDUCATION, EDUCATION

While telling your story and explaining your brand purpose may radiate around the gatekeepers, you need to be ready to go up and down the line:

“I’m quite vocal in the industry. I write blogs about what it’s like to have a start-up. These go to big industry guys so it’s super-scary but I think it helps with credibility”

MARIKA

(on showcasing the cocoa farmers behind her product)

“My husband has a foundation to promote regen[erative] agriculture in vineyards – something that is increasingly common, but when we tried to do it, we found very little information. It’s difficult to pass on these ideas but we’re passionate about it”

JEANY

(on sharing their vision with fellow producers)

“It’s difficult to explain to a consumer why the drink in their glass might cost 50p more. Our challenge is to find drinkers looking to make that swap, so when the consumer asks for something with a positive impact, they’re in the right place”

CALUM

(on educating bartenders and consumers)

“You want that engagement with the consumer. You need them to be part of the journey”

HANNAH

“It makes consumers feel good. If you can drink cocktails while helping the planet – happy days!”

NICK



Image Credit: Gabriel Jimenez - Unsplash



Image Credit: Markus Spiske - Unsplash

5) NEVER CUT CORNERS

No one likes a hypocrite – and these days, it’s all too easy to call out a brand for the slightest lapse. Tough though it is when there’s so much pressure on factors such as supply chains, the cost of manpower and end price, brands striving to be ‘green’ must be whiter than white on every claim they make:

“The whole story needs to hold together. If you’re polluting waste water out the back of the distillery, you have to question the whole process”

NICK

“The cork is created from the 70% of cork that is harvested but never gets used for wine or other categories. We can’t just turn around and pick another cork off the shelf”

CALUM

(on supply resilience)

“There are things about our supply chain that genuinely have good environmental impact, but if the box arrives with plastic Sellotape, the perception is negative”

HANNAH

“It’s nice that people are open to us finding a purpose along the way. It would be a shame if existing businesses were prohibited from changing. You are not either good or bad – there are a lot of shades in between”

JEANY

(on Maison Mirabeau adopting a clearer brand purpose after its first nine years)

To delve deeper into our stimulating discussion on all aspects of brands with purpose, view the 90-minute webinar

PLAY VIDEO

The Building Blocks of Brand Purpose

So while it won’t necessarily be a breeze to achieve, on balance we believe the value of having a brand purpose is plain to see. What makes it such an effective tool?

Defining a clear and understandable mission and purpose as a brand is the first and most important step.

In short, making it clear what you want to achieve, why it’s important/relevant to your brand and ensuring that clear purpose resonates throughout every aspect of your brand is the essential bedrock of an effective brand purpose.

Let’s look at Tesla as an example of a purpose-led brand.



Image Credit: Tesmanian.com

01

The Mission (The What)

What is the defining change the brand wants to enact in the world?

02

The Purpose (The Why)

Why does the Brand and its mission matter to the world?

“Accelerating the transition to a sustainable energy economy matters because CO2 emissions from carbohydrate fuel sources are contributing to global warming, which threatens the future of life on Earth.”

03

The Vision (The Where)

Where is the brand going? What will the future look like as the brand gets closer to achieving its Mission?

“In the future, everyone will be able to afford exciting and powerful sustainable energy products, including electric vehicles and sustainable energy production and storage solutions like the Tesla Solar Roof and the Tesla Powerwall.”

03

The Values (The How)

How does the brand behave, as it brings its Vision for the future into existence?

“Progressive. Straight talking. A bit silly at times.”

How To Discover Your Brand Purpose

Developing a strong brand mission & purpose can provide a crucial advantage to both new and well-established brands. For upcoming innovators it's a chance to create meaningful differentiation. For already dominant brands it's a way of securing their future and maintaining their relevance with increasingly aware consumers.

In either case, discovering that purpose follows a similar process. Developing a brand mission & purpose can be approached in two steps.

Step 1.

THINK ABOUT THE ISSUES YOUR BRAND CAN SUCCESSFULLY ADDRESS

Brand purpose must be authentic.

It is not what the brand is willing to say, but what it is willing to do. Brand purpose must be dedicated to a cause the brand team feels genuinely committed to.

Truly powerful brand mission and brand purpose statements come from the intersection between the following three areas:



Wonderworks Brand Mission & Purpose Discovery Model (Simplified)

Step 2.

DECIDE ON THE ISSUE THE BRAND WILL MAKE A DIFFERENCE ON

The reality is that addressing deep societal issues takes a lot of resources and therefore wide scale impact is out of reach for most brands - it is not easy to end global poverty or send people to Mars! A more holistic view on brand mission & purpose is needed.

Brand mission & purpose can be viewed on an axis spanning from 'Category Mission' to 'Societal Mission'. Focus on the Category Mission means creating a new way to serve the needs of your audience in a product category that might not

even exist yet - for example, brands like Dash Water or Pacha de Cacao.

On the other end of the axis lies the Societal Mission brands. Brands such as Avallen Calvados and Bruichladdich whisky are putting their social missions at the forefront, innovating not only with their products but also with their business models. These brands focus on giving back to the community and, in the case of Avallen - our little bee friends, too.

Brand Mission & Purpose Axis



Brands can succeed across a wide range of potential options when it comes to their mission & purpose. What really matters is how passionate the brand team is about the issue they have chosen to address and executing it in a concerted and genuine way, putting intentions into practice, not just into comms.

When Brand Purpose Goes Wrong

Discovering your brand purpose is nothing like creating a PR comms campaign. In fact, trying to jump in with a quick campaign to gain the benefits can rapidly backfire.

Whether it's a case of adopting complex social issues, but not following up on promises or not fully considering the attainability of your plan, a flawed basis for your purpose can cause long term issues.

Looking at brands that have made these mistakes highlights some key pitfalls...

TOM'S SHOES

Once one of the biggest and earliest players in the world of brands with purpose, Tom's shoes popularised the Buy One, Give One concept.

The brand rapidly rose to popularity for the look of the shoes and concept of providing an easy way for consumers to give back in their day-to-day shopping habits. But progress stalled due to public criticism.

These criticisms centred around the efficacy of the one for one model. Investigations from third party researchers showed that there was in fact, very little discernible impact. The shoe donations were accused of undermining local business, creating an unsustainable aid-based economy. And fundamentally, the causes of the problems in most areas supported were simply too deep-set and socially rooted to be solved by the simple donation of shoes.

The opinion was that the model made consumers feel good, but ultimately did relatively little to make the differences to which the brand aspired. As a result, the brand pivoted away from one-for-one donation in 2019 to instead donate a third of their profits to organisations creating grassroots good.



Image Credit: Tom's Instagram

WW TAKEOUT

While a well-intentioned purpose can help to establish your brand as a global icon, the practicalities must also be considered. Keeping the goals targeted, attainable, and executing them in an efficient manner is essential, or your cause could risk being misinterpreted as a hollow gesture.

BREWDOG

Brewdog have long been one of the most celebrated brands within the drinks industry for making a splash.

Their brand purpose is broad. Environmentally, they have worked to become a carbon negative company, removing plastic from their supply chain, switching to only wind energy in their UK facilities and using spent grain to create biogas and animal feed. Socially, they have launched initiatives with purposes ranging from the gender pay gap to promoting dog adoption. The list goes on...

Recently, however, they hit headlines for a different reason. An open letter from over 60 ex-employees called out the company for having a "culture of fear" and "toxic attitude", despite historic claims of wanting to be one of the best employers in the world.

There were even accusations against the brand for historic unsustainable practices, chartering private jets and slashing a promised charitable donation, following an anti-Trump climate-motivated stunt. Similar hollow promise accusations were raised against their social

WW TAKEOUT

Aligning to key movements like mindful drinking and female empowerment can be powerful, but the wrong angle or a misjudged marketing campaign can be extremely damaging. It is essential to understand the needs of your target audience and ensure that your good intentions do not come across as patronising or outdated.

#BLACKOUTTUESDAY

One of the stand-out global societal landmarks of 2020 was undoubtedly the Black Lives Matter movement.

A social media initiative in late May saw brands posting black squares on their Instagram feeds to show allyship with the cause and the intent to bring about change.

The movement rapidly gained criticism, however. While it contributed to promoting awareness, many saw it as a hollow gesture “slacktivism”: brands aligning themselves to a popular and

prominent issue, without the intention to act. The flood of posts on social media also obscured posts from the activist groups pushing for real action.

Follow up reports also subsequently looked at whether brand promises were upheld. Quartz Business News organisation criticised the fashion and beauty industries for pledging to do better and more evenly cast different races for their models. Analysis of fashion feeds, while showing improvement, showed that it was only marginal.

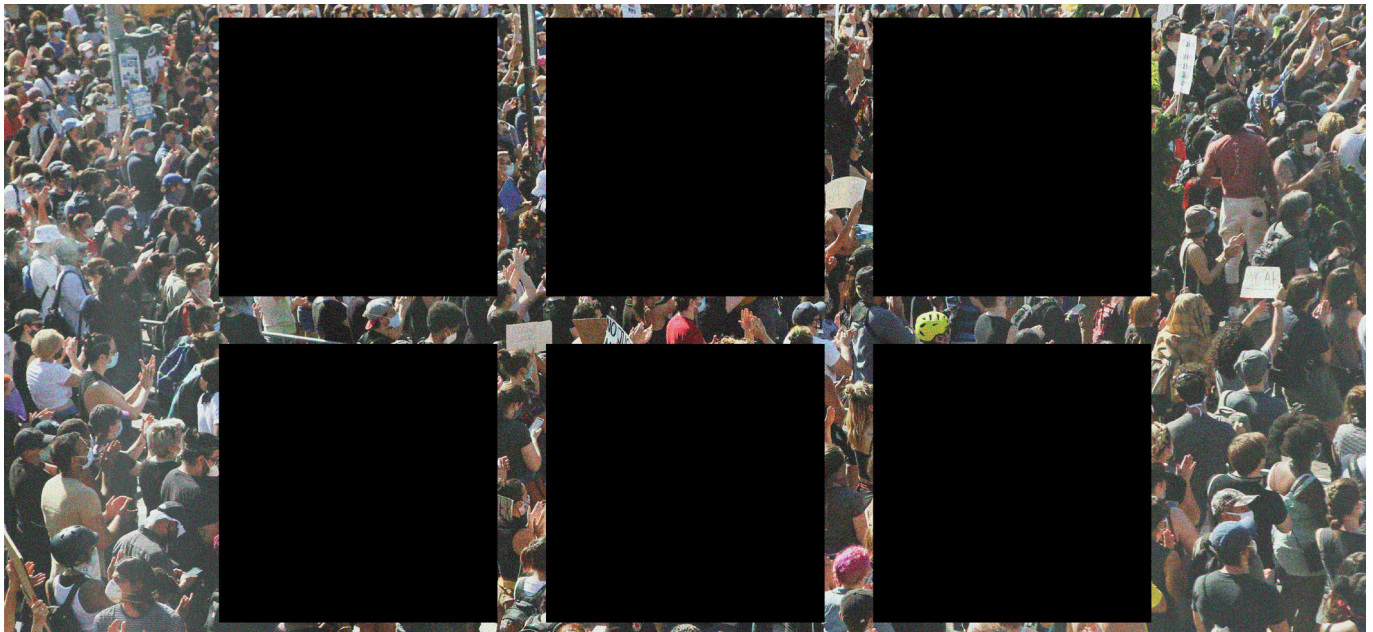


Image Credit: Simon Abranowicz

WW TAKEOUT

While it can be tempting to jump on board with popular social movements, a lack of commitment or discernible action can end up making a brand seem fickle. Committing to a defined cause and putting your words into action is far more effective.

When Brand Purpose Shines

While it can be easy for a brand to make mistakes in the world of brand purpose and it is important to be aware of these dangers, we are also continually inspired by the genuine change brands can help to drive.

Here we will look at a few of our best-in-class case studies.

ECOSPIRITS

On-trade accounts for about half of all spirits sales. Sustainability has become a defining issue for the drinks industry and so encouraging sustainable practice in the on-trade has become a focal point for many brands to drive positive change.

ecoSPIRITS are a prime example, making a change at distribution level, with the first low-carbon, low-waste distribution technology. They have created a closed-loop distribution system that nearly eliminates packaging waste in the spirits supply chain.

When each glass bottle created contributes 550 grams of carbon emissions, providing a viable, re-usable and scalable solution that reduces their need becomes a very powerful tool. ecoSPIRITS removed 22 million tons of carbon emissions in 2020 alone and are destined to make an increasingly significant impact on how on-trade will respond to the needs of the eco-conscious consumers of today.



Image: @ecospirits.global on Instagram

WW TAKEOUT

The power of ecoSPIRITS is not just in its clear and important purpose, but the efficient and accessible way that it has brought its idea to action, creating a measurable systematic impact.



Image Credit: Tony's Chocolonely Instagram

TONY'S CHOCOLONELY

Tony's has risen to prominence in recent years as one of the go-to examples when thinking of well-executed brands with purpose. The brand's mission and purpose is to make '100% slave free' the norm in chocolate production.

The current structure of chocolate production sees a few large companies dominate the market, driving prices so low that cacao farmers have resorted to using unpaid child labour, perpetuating modern day slavery.

Tony's aim is to lead by example and prove that chocolate can be fairer by paying better prices. They ask each player in the supply chain to strive for better – from consumers making better choices, to retailers not skimping on prices and producers being encouraged to follow their business model.

The vision is ambitious, but the company has woven its proposition into every level of the brand, from the packaging to the shape of the chocolate bar itself. It even encourages consumers to engage and drive the change via its petition that calls for governments to bring in legislation to hold chocolate companies accountable

AVALLEN

A perfect example of the power of a brand founded with a positive mission at its core, Avallen makes it onto our list with its causes of supporting the environment and bees.

Each bottle removes 2.73kg of CO₂e through its apple trees acting as carbon sinks; all labels are made using recycled apple pulp; and the brand donates to “1% for the Planet”, allowing consumers to make a difference with every purchase.



Image Credit: Avallen

The brand’s primary mission, though, is to support the bees. The trees provide flowers that support them, and Avallen sells ‘beebombs’ – biodegradable packages containing bee-friendly wildflower seeds to allow consumers to get involved at home in a way that is fun and engaging.

As a final touch, Avallen also works with PROVENANCE, a platform that provides reliable information about the supply chains of companies, striving for greater transparency so they can be accountable for their promises.

This attitude of striving to do better and consider impact at every level is truly powerful, making Avallen a brand that is hard not to love. It has also led to it recently achieving B Corp certification as a reflection of its hard work.

WW TAKEOUT

Avallen is a shining example of success from the new wave of brands that are founded with a mission of sustainability at their core. A well-grouped set of smaller touches bring its purpose to life in a way that is beautiful and ensures that purpose is truly part of its DNA.

DISCARDED SPIRITS

Recent years have seen a boom of new brands that are founded with more single-minded sustainability purposes. Discarded Spirits is a perfect example, championing the cause of reducing waste.

Discarded has seen a meteoric rise to popularity since its introduction to the market in 2018. It now has three products, each using otherwise wasted products:

- **Cascara Vermouth** – made using the berry surrounding coffee beans
- **Banana Rum** – made using banana peels
- **Vodka** – made with the grape skin, seed and stem pomace from wine production.

Its purpose is simple: saving what would otherwise be thrown away to show that it can be used to make something delicious, warning of a future where single-use is looking increasingly unsustainable.

The power of this purpose is its simplicity and inbuilt efficacy, making a difference with every bottle sold and encouraging a new perspective of re-use.

WW TAKEOUT

Adopting layers of purpose is not the only way for smaller brands to use purpose: simple is powerful. Creating a quality product with one simple, attainable goal is a great way to gain exposure and gather engaged customers who can make a positive impact with purchase.



Image Credit: Discarded Spirits

BRUICHLADDICH

Brands founded with a mission and purpose at their core can often get the most public attention, but it is increasingly possible for more established brands to take up a purpose and benefit from doing so. Bruichladdich is one of our favourite examples.

The brand was founded in 1881, nearly 150 years ago, when brand purpose and sustainable practice weren't considerations for the industry. As a result, the way the category operates can be environmentally costly, burning significant amounts of fossil fuels to power stills, transport raw ingredients and fulfil other daily needs.

A legacy that the brand wants to move away from.

Change on such a big scale requires significantly more work and more stakeholders to please, but it has not deterred them. The brand is changing for the better, aiming to decarbonise its processes by 2025 and driving to ensure that every ingredient is sustainably and transparently sourced.

Environmentally facing, it invested £2.65 million in industry-first hydrogen combustion technology to remove the carbon cost of heating their stills and their facilities if successful.

It also created the world's very first 'biodynamic whisky' to support regenerative agricultural systems, buying all its grain from Yatesbury House Farm which uses a carbon-negative and soil-enhancing process.

Its push to modernise also incorporates social missions, with community support as a core

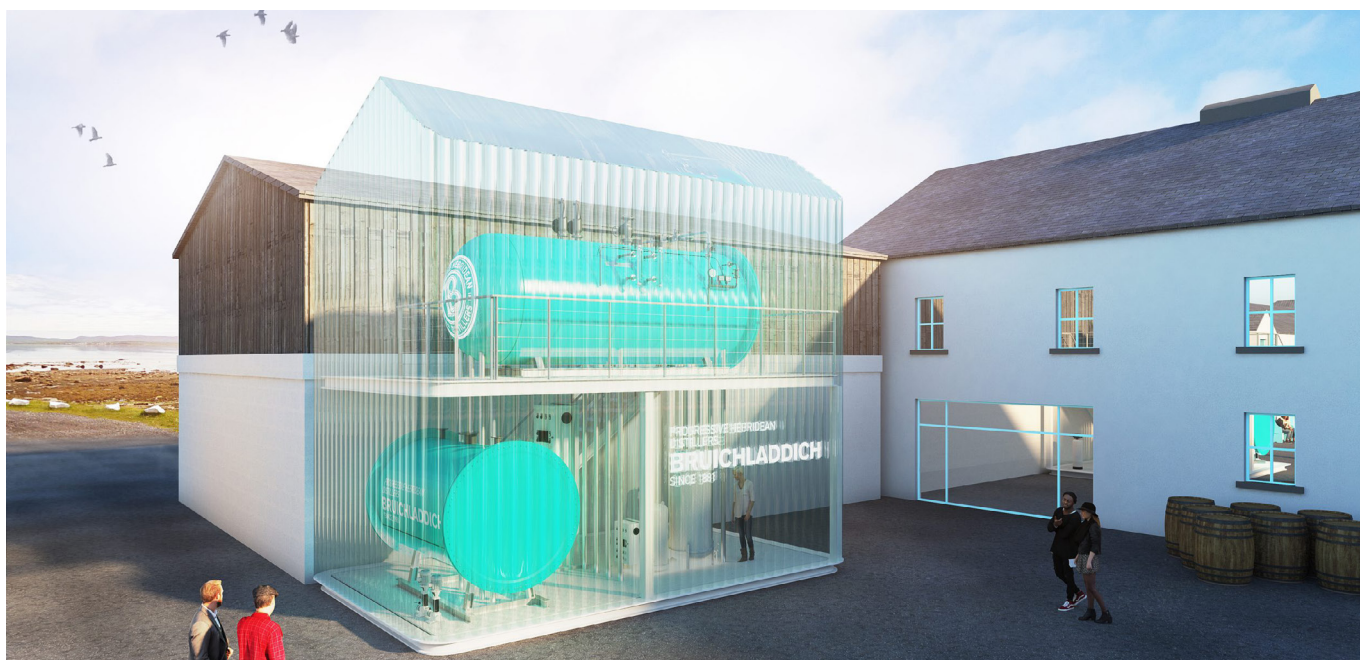


Image Credit: Bruichladdich

focus. It promotes job creation for locals and encourages team members to take paid volunteer days. With the arrival of Covid-19, the brand even offered up its buses and electric cars to health volunteers and temporarily switched its focus to producing hand sanitiser.

With such dedication to community and environmental responsibility, Bruichladdich has become one of the few distilleries in the world to achieve B Corp status, a statement of its dedication to transparency and being a business for good.

The integration of its mission and purpose works so well because of the genuine passion and humble dedication the team puts in. It is also a natural fit for the brand, given its ethos of striving for the best ingredients and creating the best expression of its environment and people.

WW TAKEOUT

Being an established brand doesn't mean adopting purpose is impossible, it just requires a different approach – seeking out relevant ways to weave purpose into each level of the brand. B Corp certification is a particularly powerful tool for this, which we expect to see become increasingly vital in the future, with drinks brands who have long been established, such as Sipsmith, Maison Mirabeau and Harrogate Spring Water, also taking up the certification.

Our Key Learnings for Becoming a Brand with Purpose

ACTIVATE WITH PURPOSE

As we've clearly seen from our case studies, purpose-led brands must be dedicated to doing something meaningful about the issue they have chosen.

A brand should not talk about how much it cares about the environment if it keeps selling products wrapped in wasteful packaging. To be credible, the brand mission & purpose must permeate through all aspects of the brand, from new product development, supply chain and product life to disposal.

SIMPLE IS OFTEN BETTER

While supporting as many causes as possible can be seen to increase exposure and broaden the audiences you connect with, it also increases the risk of a misstep and dilutes messaging. Making one clear and personal purpose the heart of your brand is often far more sustainable, and with the right commitment, more effective.



Image Credit: Avallen



Image Credit: Bruichladdich

COMMIT TO THE LONG HAUL

Your mission and purpose should be something that connects to the heart of your brand’s identity and acts as a guiding light for the future, so make sure it is the right one for you and do not rush into it.

Also be prepared to continue to review and evaluate your approach. Good brand purpose should evolve, finding new ways to innovate, collaborate and ensure you’re actively engaged.

Some things may not work out, but transparent review and learning is part of the process. Admitting your shortcomings will avoid call out or cancelling online and can even deepen consumer trust when they see that you are open to learning and continuing the conversation.

We Wonder

Brands are starting to change for the better. Everyone is still learning how to navigate the process properly, but brand purpose isn’t going anywhere and for those brands that can cut through the noise, the rewards are significant.

Brands like Avallen, Bruichladdich, Discarded and ecoSPIRITS, and the many other brands we haven’t been able to examine in this report, have shown that considering the wider impact on the planet is good not only for the soul but also for business.

Starting out as a new brand with purpose woven into your DNA from the outset is perhaps easier – a simple and attainable purpose can guide your brand to a ready-made consumer set and conversation to join. But that’s not to say more established brands don’t have a place in this. It may require more work, conversation, and change, but certifications like B Corp are helping to provide a structure for larger companies to follow.



B Corp empowers larger businesses to make a holistic change at every level, from the people they hire to the partners they work with and drive engagement with every member of the company from the top down, ensuring their commitment and impact are maximised. The certification has become an aspiration for all brands looking to make a positive change, and this rising popularity will help drive the spread of brand purpose.



But so far, getting certified is neither a hygiene requirement nor a silver bullet. Certifications can be expensive for smaller businesses and, says Marika, who has a love/hate relationship with them:

“It’s just [the industry] highlighting a part of the supply chain – it’s not a solution to solve poverty or quality. There’s a lot of bullshitting around.”

The process of establishing a brand with purpose can be difficult, and the penalty for poor execution can be severe, but we expect to see a future for the drinks industry where brand purpose continues to become more widespread and influential.

We hope that this report inspires more businesses to take the leap and that we have provided a useful framework and to help you in this process.

This is a subject we’re passionate about, so if you want to discuss with us in person what purpose could look like for your business,

*please don’t hesitate
to reach out!*



wonderworks

