



Brew a Better World

James Crampton – Corporate Affairs Director



THE UK'S LEADING PUB, CIDER AND BEER BUSINESS

HEINEKEN UK

- 2,300 colleagues based across the UK
- Offices in Edinburgh and London
- Breweries in Manchester, Tadcaster and Edinburgh
- Ciderie and cider mill in Herefordshire
- 27 beer and cider brands + line extensions
- 2,500 pubs through Star Pubs and Bars
- 10yr sustainability programme: Brewing a Better World
- David Flochel joined as our MD in January 2021



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Our journey so far



Over the last ten years...

- Reduced CO₂ in production by 68%
- Reduced CO₂ in distribution by 22%
- 24% reduction in water consumption (hl/hl)
- Raw materials sustainably sourced
 - 100% barley
 - 98% apples
- All waste water treated

Canning plastic with the Green Grip

THE GREEN GRIP



- Plastic free
- Sustainably sourced card
- Carbon reduction

Only
4.4g!

All secondary plastic consumer packaging gone by 2022



50 SKUs



3 production sites



5 new packaging machines



12 operating teams

...and a HEINEKEN first!

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SmartDispense - helping pubs save water and energy



Over 100m pints of water saved since 2013



Over 394 tonnes of carbon dioxide saved



Chills the keg rather than the cellar



From weekly to 4-weekly cleaning of lines

An aerial photograph of a river valley with lush green trees on the left and a grassy field on the right. A large green circle is overlaid in the center, containing white text and a decorative border. The text includes the Heineken logo, the slogan 'BREW A BETTER WORLD', and the commitment 'RAISE THE BAR 2030'.

 HEINEKEN

**BREW A
BETTER
WORLD**

RAISE THE BAR 2030



Why we raise the bar

- We are committed to a **NET ZERO, FAIRER & HEALTHIER** world
- We know **WE CAN ONLY THRIVE IF THE PLANET & OUR COMMUNITIES THRIVE**
- Therefore, we are stepping up to **DO OUR PART** to Brew a Better World

Our 2030 strategy is so simple, it fits on a coaster



Path to
zero impact

Path to an inclusive,
fair and equitable world

Path to moderation and
no harmful use

With ET
updates based
on this
meeting

CARBON NEUTRAL • CIRCULARITY • HEALTHY WATERSHEDS

ENVIRONMENTAL

 **HEINEKEN**

PREMIER

Our path to zero impact...



Challenges and Opportunities

Net zero emissions



*Renewable solutions for thermal energy
and electric energy
Process efficiencies*

Rethinking Packaging



*Reducing our packaging
Increase recycled content
Making our packaging easier to recycle
Implementing successful DRS*

Carbon neutrality in value chain



*Sustainable agriculture and low carbon
farming
Green logistics
Best practice for pub estate*



Thank you



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