

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

TEMPLATE FOR COMPANIES
ASAHI EUROPE AND INTERNATIONAL
REPORT SUBMITTED ON 28 APRIL 2023

Type of business/ sector <i>(E.g. retail, dairy)</i>	Sustainability dimension <i>(E.g. environmental, social)</i>	Code aspirational objective <i>(1-7)</i>	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional) <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Beverage	Responsible Consumption	(1) Promoting food consumption patterns (for healthy and sustainable diets)	We're promoting responsible choices by working to achieve a 20% share of non-alcoholic products in our portfolio by 2030.	The share of non-alcoholic drinks in our portfolio was 6% in 2022. We want our products to be an enjoyable part of our consumers' lives. To support this vision, we will further innovate the non-	We will continue to strongly advocate for a responsible approach to the promotion and consumption of our products, building on the remarkable progress we have achieved in our markets.	

				alcoholic part of our portfolio to offer consumers more choice that suits different consumption patterns.	100% of our labels and brand communication bear responsibility messages to address underage drinking, drinking while driving or drinking during pregnancy, in addition to listing calories and ingredients. We committed through IARD to accelerate efforts in tackling underage drinking.	
Beverage	Environmental	(3) Improving the sustainability of food processing, retail, food service and hospitality sector's internal processes.	<p>We will be carbon neutral in all our breweries by 2030.</p> <p>By 2030, we will reduce carbon emissions of our products across the whole supply chain by 30%.</p> <p>We will achieve carbon neutrality across all operations by 2050.</p> <p>By 2030, we aim to reach 2.75 litres of water per litre of beer brewed on average.</p>	<p>From 2023, our Dutch and Polish breweries have used 100% renewable electricity, as has 40% of all our European beer production in 2022.</p> <p>We used 2.75 litres of water to brew one litre of beer on average across Europe in 2022. We are already the best in class on the market – not only in Europe, but worldwide. And we want to do even better.</p>	<p>We are switching to renewable energy through power purchase agreements with local suppliers, even in regions that traditionally rely on coal. Our Grolsch brand has signed a 100% green heat supply contract with Twence, reducing CO2 emissions from natural gas by 72% from 2023 onwards (5,500 tonnes CO2e per year). Grolsch has also used 100% renewable electricity since 2020, reducing emissions by 6,700 tonnes CO2e annually[1] [2] . Our Polish breweries are powered by 100% green</p>	

We will be using 100% renewable electricity in all our breweries by 2025.

electricity from Innogy, with AEI's contribution enabling the supplier to invest in an onshore wind power project to support Poland's renewable energy transition. We've also signed VPPAs to provide our breweries in the UK and Italy with 100% renewable electricity from 2025.

Beverage	Environmental	(4) An optimised circular and resource-efficient food chain in Europe.	100% packaging reusable or fully recyclable by 2030.	<p>40% reusable beer packaging in 2022</p> <p>By 2030, we will use only containers, as well as secondary packaging that is reusable or fully recyclable, and made chiefly from recycled content.</p>	<p>In 2020 we developed our Sustainable Procurement Principles to address key challenges for the agricultural sector’s supply of sustainable raw materials. 100% of our barley in Czechia, Slovakia and Italy is now sourced locally and in 2022, 40% of our beer was sold in reusable packaging and 100% of our shrink packs in Czechia, Slovakia and the Netherlands were recycled. 100% of our can multipack packaging in the Netherlands is now made from cardboard.</p>	
Beverage	People	(5) Sustained, inclusive and sustainable economic growth, employment and decent work for all.	Equal share of women in leadership by 2030.	We are working towards an equal balance of executive women in leadership teams by 2030.	To achieve an equal balance of executive women in leadership teams, we will put even more effort into flexible working practices and policies, with role models in senior positions to demonstrate that our people can be successful with families, and will actively support women in their growth and development.	

					We actively and deliberately support career-mobility and progression of high potential talent to enable multi-cultural executive teams.	
Beverage	Environmental	(6) Sustainable value creation in the European food supply chain through partnerships.	We are engaging with suppliers and partners to reduce carbon emissions of our products across the whole supply chain by 30% by 2030.	We have developed and published our Sustainable Procurement Principles, which go beyond our responsible sourcing policies to address key challenges for the agriculture sector in the supply of sustainable raw materials.	Our “For Hops” partnership (with Microsoft, Agritecture Consulting, the Hop Research Institute and the Hop Growers Union of the Czech Republic), means that our Plzeňský Prazdroj brewery uses AI and machine learning to evaluate historical climate data, satellite imagery and data from soil sensors to help Czech farmers optimize hops cultivation by efficiently irrigating their yards and predicting weather changes.	
Beverage	Environmental	(7) Sustainable sourcing in food supply chains.	100% of ingredients sourced sustainably by 2030.	100% locally sourced barley in Czech, Slovakia and Italy in 2023.	Our sustainable, collaborative approach means that 100% of the barley we use in Czech, Slovakia and Italy is sourced locally, most of it directly from farmers themselves.	

We collaborate with 1,500 farmers in Italy. We directly source from more than 130 barley growers in Czechia and Slovakia.

Using QR codes and blockchain technology, Birra Peroni consumers can follow the malt's journey from field to bottle, bringing visibility and transparency to our supply chain.

Our Campus Peroni program brings Birra Peroni together with Saplo Malting Plant, CREA (the National Research Centre for Agriculture) and six Italian universities to form a center of excellence that educates students in sustainable barley cultivation, providing opportunities for Peroni's 1,500 barley farmers to train students in the malting process, modern farm management and

				cultivation techniques and models.	
--	--	--	--	------------------------------------	--