

Suntory Beverage and Food Europe's commitments under the EU Code of Conduct for Responsible Business and Marketing Practices

About Suntory Beverage and Food Europe

Suntory Beverage & Food Europe (SBFE) was established in 2014 and is one of five regional divisions of the Japan-based Suntory Group, one of the leading global drinks companies. We're proud to be part of a family-owned business with its inspiring 120-year heritage and we are guided by Shinjiro Torii's founding spirit. SBFE is made up of 3,800 passionate people working throughout Europe on hugely iconic brands including Schweppes*, Orangina, Lucozade, Ribena, La Casera, Oasis*, Pulco and MayTea with a commitment to producing great-tasting, healthier drinks. Everything we do flows from our Mizu To Ikiru promise and our vision of Growing for Good. Being in harmony with people and nature is at the heart of our business, and we're working every day to ensure that future generations inherit and enjoy a healthy planet.

Brussels, 5 July 2021

SBFE is committed to its consumers by providing healthier products and generating unique and enjoyable drinking experiences. We already [adhere](#) to responsible business conduct principles that ensure the legal compliance and respect for international standards, product quality and safety, and environmental preservation. All of our marketing communications are governed by our own marketing codes of conduct, as well as compliance to all relevant industry codes of practice. We regularly undertake training with all of our marketing employees to ensure they continue to adhere to all responsible marketing codes of conduct – both internal and external.

SBFE would herewith like to register our company's interest in registering commitments under the EU Code of Conduct for Responsible Business and Marketing Practices.

Today, SBFE is an industry leader when it comes to sugar reduction strategies. Therefore, within the scope of the Code of Conduct, SBFE would like to build upon previous accomplishments and register our existing commitment for going further on sugar reduction in our products. This commitment until 2025 recognises our long-term strategy of sugar reduction and healthier drinks innovations.

We aim to deliver on this commitment by means of reformulation technology, replacing sugar with an alternative, and creating new drinks that are low in sugar. The company will publish an annual report to monitor the implementation of this new commitment.

In addition, we would like to register existing commitments on embedding circular economy principles in our business model. All of our commitments can be reviewed in Table 1.

Table 1: SBFE's commitments under the Code of Conduct for Responsible Business and Marketing Practices

Aspirational objective	Commitment
Healthy, balanced and sustainable diets for all European consumers	<p>35% added sugar reduction by 2025.</p> <p>Baseline: 2015</p> <p><i>An annual report will be published on SBFE's website to monitor the implementation of this commitment</i></p>

Prevention and reduction of food loss and waste	<p>Reducing food waste from production by 50% by 2030 and 0% waste to landfill from our factories.</p> <p>Baseline: 2019</p> <p><i>An annual report will be published using the methodologies as outlined in Champions 12.3.</i></p>
An optimised circular and resource-efficient food chain in Europe	<p>100% sustainable plastic bottles by 2030, switching to recycled and bio-based materials, and fully moving away from fossil fuels-based virgin plastic. This includes using a minimum of 50% recycled plastic in our bottles by 2025.</p> <p>Baseline: 2019</p> <p><i>An annual report will be published on SBFE's website to monitor the implementation of this commitment.</i></p>
An optimised circular and resource-efficient food chain in Europe	<p>Ensuring our packaging is 100% recyclable by 2025 by designing for circularity.</p> <p>Baseline: 2019</p> <p><i>An annual report will be published on SBFE's website to monitor the implementation of this commitment.</i></p>
A climate neutral food chain in Europe by 2050	<p>50% reduction in GHG emissions scope 1 & 2. 30% reduction in GHG emissions scope 3 by 2030. Net zero emissions by 2050 across whole value chain.</p> <p>Baseline 2019</p> <p><i>Annual measurement of carbon footprint using Bilan Carbone recognised methodologies. From 2022 we will transition to use GHG protocols.</i></p> <p><i>An annual report will be published on SBFE's website to monitor the implementation of this commitment. We also report globally as part of the CDP and SBT which is published in Suntory Group's annual report.</i></p>

Our commitments follow the principle of “going further” as requested by the European Commission. They are a mix of commitments (1) going well beyond existing EU requirements and (2) addressing areas not covered by EU legislation. We thereby believe they fully meet the requirements set out by the Code of Conduct and will contribute to the Commission’s objective of accelerating the transition to sustainable food systems.

While SBFE makes these commitments on a voluntary basis, we also want to stress the importance of an enabling framework that will accompany the EU Code of Conduct whereby the European Commission will take enabling measures which will help achieve the goals of our commitments.

In addition to our own commitments, we fully support and contribute to UNESDA’s commitments, and our company’s efforts are also monitored within their reporting framework.

For further information please contact michelle.norman@lrsuntory.com.

**Owned and commercialized within SBFE respective territories*

For more information about our company visit

<https://www.suntorybeverageandfood-europe.com>

<https://www.linkedin.com/company/suntory-beverage-&-food-europe-limited/>