

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

TEMPLATE FOR COMPANIES
ASAHI EUROPE AND INTERNATIONAL
REPORT SUBMITTED ON 12 APRIL 2024

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 6.9% in 2023.	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.	

					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	(2) Prevention and reduction of food loss and waste	Zero waste to landfill by 2030	We are committed to reducing landfill waste in our breweries to zero by minimising waste and increasing the amount we recycle, reuse and compost. We are working with suppliers and partners to reduce waste across our production journey.		
Beverage	Environmental	(3) Improving the sustainability of food processing, retail, food service and hospitality sector's internal processes.	We will be using 100% renewable electricity in all our breweries by 2025. We will be carbon neutral in all our breweries by 2030.	Renewable electricity: From 2023, our Dutch and Polish breweries used 100% renewable electricity. We have now signed VPPAs in 7 countries (Poland, Italy, UK,	Renewable electricity: We are switching to renewable energy through power purchase agreements with local suppliers, even in regions that traditionally rely on coal.	

		<p>By 2030, we will reduce carbon emissions of our products across the whole supply chain by 30%.</p> <p>By 2030, we aim to reach 2.75 litres of water per litre of beer brewed on average..</p> <p>By 2030, we will be using 100% Renewable heat in our European breweries.</p> <p>We will achieve carbon neutrality across all operations by 2050.</p>	<p>Netherlands, Romania, Slovakia and Hungary) to help us reach our 100% Renewable Electricity goal.</p> <p>Water: We used on average 2.92 litres of water per litre of beer brewed in Europe in 2023. We are already the best in class on the market and continue to reduce our water consumption further.</p> <p>2.29 was the water-to-beer ratio in our most water-efficient brewery in Nošovice, Czech Republic in 2023. The brewery is also supporting several water-related projects in nearby communities.</p> <p>26% less water per hectolitre of beer brewed compared to a decade ago. Between 2010–2023, we reduced our average water usage by more than a quarter thanks to new technologies and</p>	<p>Grolsch has used 100% renewable electricity since 2020, reducing emissions by 6,700 tonnes CO₂e annually[1] [2] .</p> <p>Our Polish breweries are powered by 100% green 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.</p> <p>Renewable Heat: Our Grolsch brand has signed a 100% green heat supply contract with Twence, reducing CO₂ emissions from natural gas by 72% from 2023 onwards (4,800 tonnes CO₂e per year).</p> <p>Our Plzeňský Prazdroj brewery now sources renewable heating from Plzeňská Teplárenská (Pilsen Heating Plant)</p>	
--	--	--	--	---	--

				improved operational efficiency.		
Beverage	Environmental	(4) An optimised circular and resource-efficient food chain in Europe.	<p>100% packaging reusable or fully recyclable by 2030.</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>Our goal is to achieve 100% recyclability of our one-way packs by choosing the right materials, increasing the use of recycled materials and supporting research to find innovative technological solutions.</p>	<p>In 2023, 40% of the beer we brewed was sold in reusable packaging, whether in returnable bottles or on tap in pubs.</p> <p>100% Plastic Free packaging for cans in the Netherlands: Our patented TopClip Packaging for Can Multipacks, which we have introduced in the Netherlands is made from cardboard.</p> <p>In 2023, 100% of our shrinks in Czechia, Slovakia and the Netherlands were made from recycled material.</p>	Active cooperation with all partners, including packaging producers, retailers and waste collection and recycling systems, is crucial to achieving better collection and recycling efficiency. We also need to continue educating our consumers to maximise recycling of our packaging.	
Beverage	People	(5) Sustained, inclusive and sustainable economic growth,	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	

		employment and decent work for all.			<p>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.</p> <p>We actively and deliberately support career-mobility and progression of high potential talent to enable multi-cultural executive teams.</p>	
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 optimise 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.	<p>100% locally sourced barley directly from farmers in Czech, Slovakia and Italy in 2023.</p> <p>We collaborate with 1,500 farmers in Italy. We source directly from more than 160 barley growers in Czechia and Slovakia.</p>	<p>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.</p> <p>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 centre 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.</p>	
----------	---------------	---	--	---	---	--