

PEARSE LYONS

DISTILLERY

Dublin 8

EU CODE OF CONDUCT ON RESPONSIBLE FOOD

General Company Information

Pearse Lyons Distillery is a working boutique whiskey distillery in Dublin's Liberties Quarter. Set in the fully restored St. James's Church, Pearse Lyons Distillery offers a full visitor experience with a guided tour and tasting of its range of whiskeys and gin.

Founders Pearse and Deirdre Lyons identified St. James's Church as a potential distillery site in 2013, drawn particularly to its historical location in the Liberties. St. James's Church dates back to the 12th century and has an adjoining graveyard full of past characters, including some Lyons family members. Deirdre oversaw the massive restoration project, including the newly installed Irish artisan stained glass windows. Capped off with a new glass spire, the distillery is dubbed the 'Liberties Lantern'.

Sustainability Overview

Sustainability is a core value of our distillery inherited from our parent company. We consider the well-being of the animal, consumer, and environment in all production processes. Furthermore, it is our intention as a company to become one of Ireland's leading visitor attractions, as well as a leader within our localised community. Accordingly, we strive to be an exemplar of sustainability, and have implemented practices from the outset that serve this value. Our investment in a state-of-the-art facility ensures a highly automated production process that minimises waste and resource inputs.

EU CoC Aspirational Objectives

Pearse Lyons Distillery will report on the following ‘EU Code of Conduct on Responsible Food Business and Marketing Practices’, all of which are existing commitments.

Aspirational Objective	Aspirational objective 2: Prevention and reduction of food loss and waste		
Commitment/Target Description	Increase end-to-end raw material conversion rate by 2% per year until 2025		
Target Rationale	Our end-to-end conversion rate measures the amount of malt converted into final new grain spirit (i.e. 100% conversion rate means no pot grain and spent grains). By increasing our conversion rate, we not only limit our waste but also can reduce the amount of raw material inputs.		
Indicator	LPA per Tonne	Baseline Year	2020
Progress on Goals and KPIs (Qualitative and/or quantitative)			
Year 1	In 2021 we changed mash bills (recipes) in use. This resulted in an increase in grain usage per brew (and subsequently per distillation). However, as the new mash bill contained higher proportions of unmalted barley, which retains less moisture through the process, this led to an immediate increase in conversion efficiency. Furthermore we made changes to our Lauter Tun processes, where we increased efficiency by changing the rake and blade speeds - and - we also increased mashing time to maximise transfer of starch and protein to the wort. All of these changes combine to account for the significant improvement in efficiency in conversion rate.		
Year 2			
Year 3			
Year 4			

Aspirational Objective	Aspirational objective 4: An optimised circular and resource-efficient food chain in Europe		
Commitment/Target Description	Increase post consumer recycled components of materials used in packaging by 4% year on year from a baseline set at year end of 2020.		
Target Rationale	The packaging we use for our products includes the materials glass bottles, cork closures, paper labels, cardboard cartons and plastic safety closures. As of 2020 all materials used in our packaging is recyclable. Some of these materials are already partially post consumer recycled (PCR) and we aim to increase the percentage of this from our 2020 baseline by a minimum of 4% year on year.		
Indicator	%	Baseline Year	2020
Progress on Goals and KPIs (Qualitative and/or quantitative)			
Year 1	In 2021 we used 100% recycled & 100% recyclable material from Mid Cork Pallets for our shipper case (carton) inserts in all our Irish Whiskey SKUs - Ha'Penny Original, Ha'Penny Four Cask, Pearse 5 Year Old Original, Pearse 7 Year Old Distillers Choice & Pearse 12 Year Old Founders Choice as well as all		

	our Irish Gin SKUs Ha’Penny Dublin Dry Gin, Ha’penny Rhubarb Gin & Míl Gin. This brought our overall % up from 8% in 2020 to 12.5% - an increase of 4.5%
Year 2	
Year 3	
Year 4	

Aspirational Objective	Aspirational objective 6: Sustainable value creation in the European food supply chain through partnership		
Commitment/Target Description	Maintain 100% grain (by weight) from IGAS or equivalent certified sources.		
Target Rationale	In 2020 we purchased 100% of our distilling malt (crushed) from Boortmalt, formerly known as Minch Malt Ltd. This product is approved by IGAS, is the accepted standard for production, transport, handling and storage of the Irish cereal crop. We intend to maintain 100% of grain from IGAS certified sources for the duration of the plan. Minch Malt are also verified members of Origin Green.		
Indicator	%	Baseline Year	2020
Progress on Goals and KPIs (Qualitative and/or quantitative)			
Year 1	In 2021 we continued our 100% sourcing of IGAS grain for our brewing and distilling processes. The sources were Minch / Boort Malt and Loughran’s		
Year 2			
Year 3			
Year 4			

Declaration of Commitment

This document provides details of **Pearse Lyon Distillery’s** commitments to the EU Code of Conduct on Responsible Food Business and Marketing Practices. Progress against these commitments will be communicated annually.

The company’s management team will ensure that it is fully committed and accountable for the delivery of this sustainability targets through the provision of leadership and resources.

Conor Farrell

12/07/2022

Chief Executive Officer/Managing Director

Date

Conor Farrell

Conor Ryan

12/07/2022

Nominated Person

Conor Ryan

Date