

**CANNED WINE CO**



**SUSTAINABILITY  
ROADMAP.**  
November 2023

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# INTRODUCTION.

At Canned Wine Co., we are committed to integrating sustainability into every fibre of our business. We recognise the responsibility businesses have to create a positive impact and the need to communicate our progress transparently. We want to be humble about our imperfections and continuously learn and share our insights along our sustainability journey.

Since our early beginnings in 2019, Canned Wine Co. has tried to build sustainable habits and disrupt traditional thinking using a holistic approach that considers the multi-faceted and intertwined intricacies of sustainability. From setting up our supply chain based on bulk shipping and cans, to creating an inviting culture and becoming an attractive local employer for top talent.

As we go into our 5th year of business, the time is long overdue to finally share our goals and progress we've been working on internally, with our stakeholders and wider community. The roadmap to becoming as sustainable as we can be will be based on continuous improvement and learning, mistakes, and a blend of little wins and big actions.

In this report, we share our sustainability roadmap – including:

- the pillars for our sustainability strategy
- our challenges and dilemmas in growing sustainably
- how we are improving the governance of our strategy
- the steps we've taken and are planning to take to create an inclusive culture where people want to join, flourish, and stay, and community involvement (People)
- our goals to reduce our environmental footprint and continuously improve resource efficiency (Planet)
- our responsible sourcing and traceability strategy (Place)

This sustainability roadmap will be followed by a detailed internal step-by-step plan outlining actions, procedures, and deadlines for each goal, as well as our new annual impact reports.

# A WORD FROM OUR CEO.

Sustainability is a core value at Canned Wine Co. and engrained into our vision of becoming a global mark of trust for quality, sustainability, and talent in wine. Sustainability starts with our team; it's their commitment, our culture and our focus on continuous improvement and development of our people that will drive sustainable positive change – from the wine and transport to our packaging, distribution, and communications.

Overall, we are trying to reduce the environmental impact of the wine industry – addressing the overconsumption of resources in the supply chain and under-appreciation of the product and craftsmanship that goes into making good wine. The industry's persistence to use glass bottles and widespread wastage of wine at household level and within the on-trade has created an opportunity to disrupt with an innovative and more sustainable product. We believe quality food and drink can be a vehicle to engage consumers around social and environmental issues and educate towards more mindful consumption habits.

As most of our impact is in our supply chain, we carefully choose new suppliers for our wines to ensure high standards of social and environmental performance. Our winemakers are indispensable and nurturing long-term partnerships with them based on mutual trust, honesty and learning is one of our main priorities. One of our goals going forward is extending this philosophy to build deeper relationships with more of our suppliers beyond the wine.

We are excited to continuously create a technical centre of excellence that positions us at the forefront of innovation in canned wine. We want to push boundaries of what is possible in a can and challenge perceptions of what premium wine means. Our commitment to quality must always be synonymous with commitment to environmental excellence and social value too.

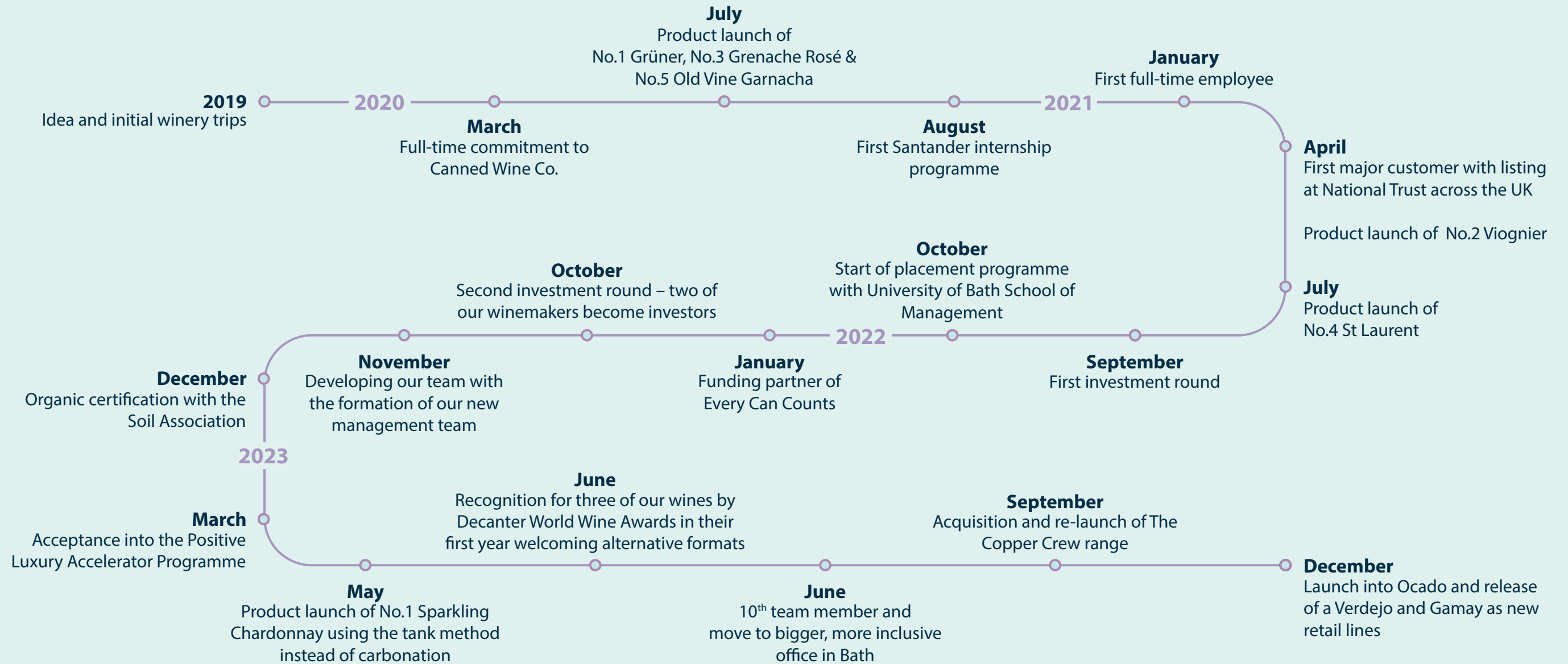
To tackle our environmental footprint more clearly, we need to start measuring more to make evidence-based decision making. As a growing start-up, there are always resource constraints that have meant we do not yet have a carbon footprint analysis, amongst other measurements. Many of our goals outlined in this report are centred around data collection so that we can make more informed risk assessments and channel our sustainability efforts towards tackling our environmental and social hotspots. As market creators, we have already proven to be risk-takers in our commercial strategy, we now need to embrace making difficult decisions in the context of sustainability and prioritise action over inaction.

I'm proud of what we have achieved so far and the team we've built to now charge ahead and make more positive change.

*Simon Rollings*



# MEET CANNED WINE CO.



# OUR BRANDS.

MEET CANNED WINE CO.

At Canned Wine Co. we love learning about and exploring wine. Our purpose is to elevate thoughtful connection between people, planet, and place, through wine. From unusual grape varieties to classical wine regions, rustic styles to more refined examples, we hope to engage with our customers and ignite a sense of discovery through our wines.

At Canned Wine Co. we have crafted a series of ranges that reflect the many differences wine has to offer. We will continue to expand our portfolio into new wines and regions as future market opportunities arise. This has undoubtedly increased the complexity of our supply chain and impacted sustainability; however, it also allows us to have a more nuanced approach to sustainability and sourcing based on site-specific conditions.



## Vintage Collection

Our original range, the Vintage Collection, offers exemplary examples of varietal wines reflecting the winemakers' talent, the grape and year's natural characteristics.

**Tailored for the on-trade and export markets.**



## Heritage Collection

Our Heritage Collection showcases fine examples of wines from historic wine regions. The regions are famous for specific grapes and styles which we reflect in our wines.

**Created for UK retail.**



## The Copper Crew

The Copper Crew range offers characterful, fruit-forward and playful wines for every occasion.

**#foreverwhereelse**

# MEET THE TEAM.

Wine, more than any other product, evokes a sense of place and time. Something that connects us all as a team is wine's place as a conversation starter, a journey of discovery, a new experience to uncover, a new region to explore. Wine is not unique in the challenges it faces from climate change; the impact is already recognisable as harvests are disrupted and wine styles change. As a team we are passionate about contributing towards the long-term sustainability of the industry across the globe.

MEET CANNED WINE CO.

## CANNED WINE CO.



# WHAT WINE MEANS TO US.

MEET CANNED WINE CO.



*I love wine for the zest of life it gives to a moment, the way it opens up conversations and brings a mix of new experiences to your lips. Whichever path the next wine takes you on, there's something new to learn and feel.*

**- BEN**



*Enjoying wine reminds me of home - I grew up in a village surrounded by vineyards in Germany along the Weinstraße. Wine to me is all about the place it is from and the families who make it.*

**- MARIEKE**



*Whilst you're lucky if you're able to drink a wine with a view of the vineyard where the grapes were grown, I love how every sip and flavour manages to evoke this, no matter where you enjoy it..*

**- ELENA**



*I love how sharing wine transports us to a particular place, memory or story by connecting with other cultures and countries across the world.*

**- ABI**



*I love that wine is not bound to a recipe, but always speaks of provenance, dynamic seasons, and the winemaker's journey. Making wine is to capture a force of nature and drinking wine is to unlock its individuality.*

**- RACHAEL**



*Wine evokes so many memories and shared moments with loved ones, and I love how everyone appreciates wine and flavours differently.*

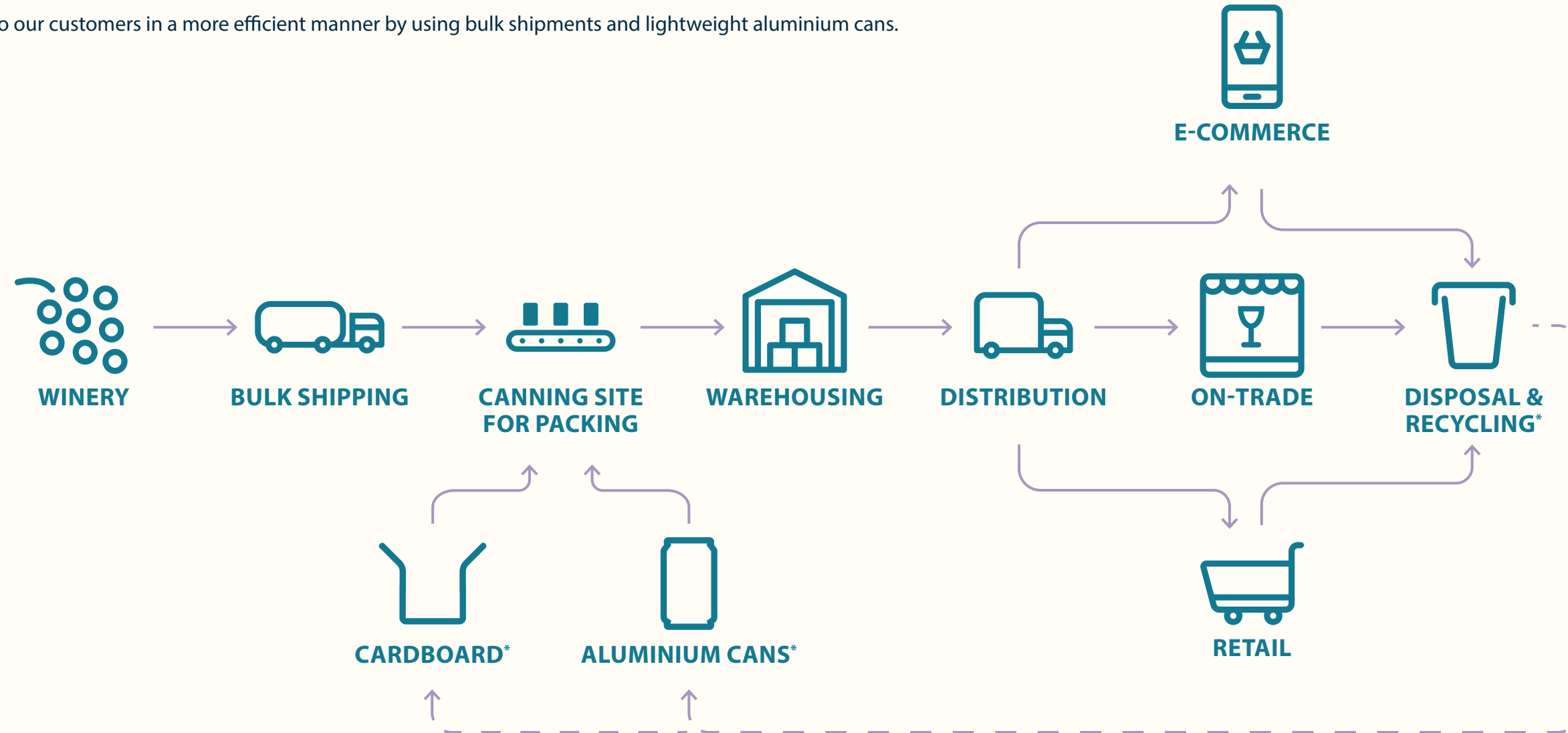
**- BELLA**



# OUR SUPPLY CHAIN.

MEET CANNED WINE CO.

From the start, Canned Wine Co. set up their supply chain to reduce transport emissions and bring high quality European wines to our customers in a more efficient manner by using bulk shipments and lightweight aluminium cans.



Disclaimer: this diagram simplifies the disposal and recycling steps. Whilst we encourage the responsible recycling of materials, we cannot guarantee that all cans and cardboard will enter the recycling loop. According to Alupro (2022), 92% of aluminium cans sold in the UK were recycled in 2021.

# KEY SUPPLIERS.

Our wine suppliers and canning sites have been integral to Canned Wine Co.'s vision and growth.

## Spain

- A. Javier Sanz Viticultor – La Seca
- B. El Escocés Volante – Calatayud

## France

- C. Lionel Gosseaume - Choussy
- D. Famille d'Exéa - Lézignan-Corbières
- E. Vignobles Boudinaud - Fournès

## Italy

- F. So.Vi.Pi. – Calamandrana
- G. Tre Secoli Viticultori – Monferrato
- H. Tenuta Viglione – Santeramo in Colle

## Austria

- I. Weingut Markus Huber – Reichersdorf
- J. Weingut Glatzer – Göttlesbrunn



# IMPACT STRATEGY.

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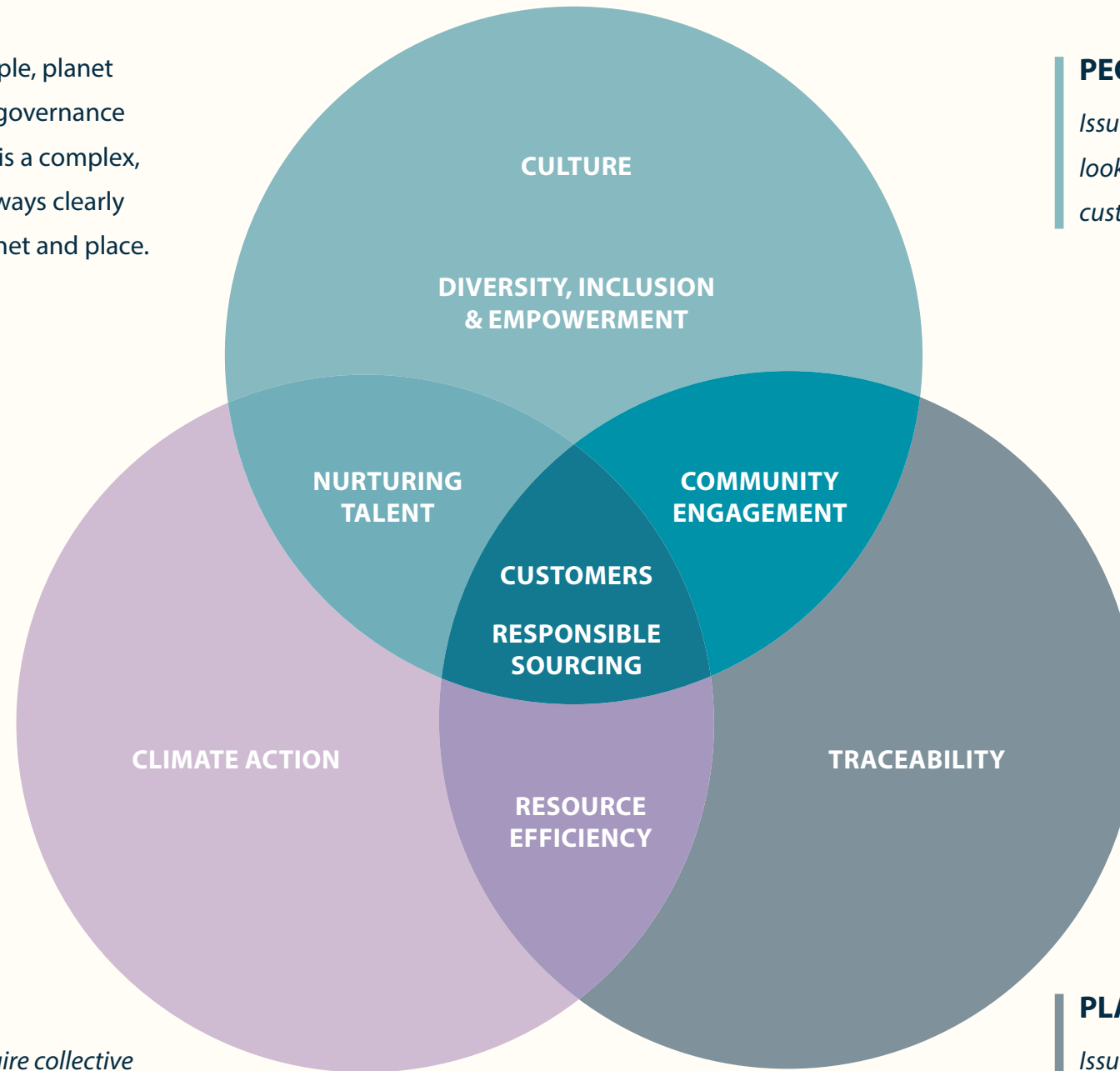
We acknowledge that as a business we cannot be perfect. Wine is a luxury, not a necessity, and any single-use format is not a panacea. Our approach to sustainability is built within the limits of our existing economic and political system.

As a luxury good, we believe that the wine industry must lead on sustainability. It is our responsibility to minimise any negative impacts that arise from operating Canned Wine Co. and create positive impact for the planet and people. Our impact strategy therefore prioritises what we can control and what we can influence – responsible sourcing and supply chain design, product design, key partnerships, developing employees and promoting sustainable lifestyles.

Our aim is to constantly revisit our sustainability strategy and ambitions as we learn more, collect more data and grow as a business – with the accompanying growth in responsibility. This includes honestly communicating our progress and struggles. Using the ESG+ framework and with support from Positive Luxury's Accelerator Programme, we will set sustainability goals for 2025 and 2030 to focus our actions.



Our impact strategy is based on three pillars of people, planet and place in line with our purpose, alongside solid governance structures to hold us accountable. As sustainability is a complex, interconnected challenge, our ambitions are not always clearly one pillar and there is overlap between people, planet and place.



**PEOPLE**

*Issues that affect individuals, teams, and communities. People looks at our engagement with all of our stakeholders; staff, customers, suppliers, investors and relevant communities.*

**PLANET**

*Global issues that affect everyone. These issues require collective action and institutional change, where we believe future business practices can positively contribute towards global challenges.*

**PLACE**

*Issues that affect a locality, be that local, regional or national from our wine growing, to resource scarcity, community and supply chain.*

# CHALLENGES.

In the name of being transparent, we want to share some of our limitations and dilemmas we face as a small wine business.

## Limitations of a start-up

- As a small start-up, we have limited leverage, influence and resources to create change in the wider food and beverage industry
- Measuring data accurately comes at a significant cost as a start-up with tool sand sustainability consultants commanding expensive fees
- Trade-off between taking immediate action and the time and resource sit requires for accurate data collection
- Balancing environmental and social sustainability with financial sustainability

## Limitations of wine in cans

- Wine is a luxury product that is inaccessible to many
- Wine is an alcoholic beverage that can have negative health implications for consumers
- Cans do not address issues of single-use packaging and are not the wine packaging with the lowest environmental footprint
- While aluminium is infinitely recyclable, current recycling rates and can designs still require virgin aluminium which involves mining bauxite from open-pit mines and energy-intensive aluminium production
- Little control over the end-of-life disposal of cans by trade partners and consumers

## Limitations of scaling the business

- As our business grows, so does our strain on natural resources and potential for negative impacts along our value chain – e.g. logistics for export, employee travel, aluminium cans
- Finding new ways of doing business that do not recreate scaling traps of the status quo – this includes defying expectations of the food and beverage industry of providing standard marketing and sales support
- Tension between growing the customer base and establishing guidelines of partners and customers, and understanding who we want to work with



# CERTIFICATIONS.

We want to ensure we are continuously measuring our impact and adhering to high standards of social and environmental performance. It is incredibly helpful as a young business to **be challenged** and **held accountable** by third-party standards – and utilise their consumer trust to credibly communicate our progress.

There is a vast array of certifications available to businesses. We have chosen to certify against specific standards because of the relevance or values that align with Canned Wine Co.'s ambitions. It is by no means exhaustive, and we will continue to review our certifications as our business grows.

- Positive Luxury *p.14*
- B Corp *p.15*
- Soil Association *p.16*



# POSITIVE LUXURY

## CERTIFICATIONS.

Positive Luxury works with luxury brands to redefine business models for a sustainable future through an ESG+ assessment, risk and opportunity mapping, transition strategy and **Butterfly Mark** certification, supported with communication tools and coaching.

The **Positive Luxury Accelerator Programme** supports 20 start-ups annually to provide one year of tailored support to help scale businesses sustainably without the financial burden of certification and consulting fees. Canned Wine Co. was accepted into the Q1 2023 Accelerator Programme, and it has been a major driving force behind our sustainability progress.

### Why Canned Wine Co. chose Positive Luxury?

The holistic ESG+ framework underpinning the Butterfly Mark closely aligns with Canned Wine Co.'s values around sustainability, social responsibility, and transparency. Working towards a certification that was developed by industry-leading experts helps us credibly communicate our genuine commitment to sustainability to consumers and partners. The future-oriented approach is a natural fit for a start-up trying to disrupt a traditional industry.

### The Butterfly Mark

The Butterfly Mark is awarded after undergoing a comprehensive assessment built on the foundation of global frameworks and standards – requiring recertification every two years. It includes impact on climate, nature, and water (Environment), how we treat workers and communities (Social) as well as how responsibly and ethically we run our business (Governance). To pass the assessment, brands must score a minimum of 50% in each area. The ESG+ Assessment further looks at Innovation to assess how organisations develop innovative products, methodologies and technologies that also improve sustainability performance.

The Butterfly Mark has been developed to communicate authentically with consumers who want to affect positive change and guide them towards brands meeting higher standards for people and nature. The Connected Butterfly Mark technology allows brands that have certified to demonstrate their ESG+ scores, other certifications, and areas of excellence electronically.

### Canned Wine Co.'s Progress

- ★ Submitted the baseline assessment in July 2023
- ★ Reviewed the baseline scoring and risk mapping in August 2023
  - Scored 47%, the average for baseline assessments is 36%
  - Most work needed on data collection to be able to assess our impact better – scored poorly in some areas due to lacking evidence despite good intentions
- ★ Planned the next submission of improvements for December 2023
- ★ Part of the Accelerator Programme until spring 2024 to continuously work together to identify focus areas, improve our practices and set-up the governance structures needed to grow sustainably

45%

ENVIRONMENTAL  
IMPACT

41%

SOCIAL  
IMPACT

45%

GOVERNANCE

83%

INNOVATION



B Corp envisions a global economy that uses business as a force for good – purpose-driven and creating benefits for all stakeholders beyond shareholders. To achieve certification, businesses must complete the **B Impact Assessment** with 80+ points, meet the legal requirement of amending Articles of Association and signing the **B Corp Agreement** and **Declaration of Interdependence**. Recertification occurs every three years.

The B Impact Assessment is an ESG assessment that analyses companies' governance and impacts on workers, communities, customers, and the environment. It is a free tool that is used to first assess performance, which can then lead to improvements and ultimately certification. Over 240,000 businesses worldwide utilise the tool to measure their impact.

### Canned Wine Co.'s Position on B Corp

Currently, we align more closely with Positive Luxury's values and process to certification. Given the acceptance into Positive Luxury's Accelerator Programme, we receive detailed, customised support. However, we appreciate the wider recognition of B Corp as a benchmark among consumers. As more consumer brands (including wine brands) have certified with B Corp, this allows consumers more direct comparisons based on a common scoring methodology. Therefore, we are choosing to certify with both Positive Luxury and B Corp.

### Canned Wine Co.'s Progress

- ★ In early 2021, Canned Wine Co. worked through the B Impact Assessment for the first time as a benchmark with a score of 61.0
- ★ Used the B Impact Assessment questions as a guideline for our Employee Handbook revisions later in 2021
- ★ Updated our Articles of Association based on B Corp's legal requirement to use business as a force for good in 2021
- ★ Planning to submit B Corp application in 2024 based on progress made with Positive Luxury – given both frameworks are based on ESG pillars and the UN's Sustainable Development Goals (SDGs)



# SOIL ASSOCIATION

## CERTIFICATIONS.

Several of our wines have always been grown and made organically at our partner wineries. To label them as such, Canned Wine Co. also had to undergo organic certification. As we wanted to be held accountable by the certification body with the strictest standards, we chose to certify with the Soil Association – their standards go beyond the EU Organic Regulation.

Organic farming is based on four principles that aim to minimise the disruption of the environment and maintain healthy soils.

- **Health** – sustaining & enhancing health of soil, plant, animals and humans
- **Ecology** – working with & sustaining ecological systems and cycles
- **Care** – precautionary & responsible protection of health and well-being of current and future generations
- **Fairness** – common environment & life opportunities

### How Organic Certification Works

Every step in our supply chain must meet organic standards – the wineries, canning site, Canned Wine Co. and even our bonded warehousing. Applied to the wine industry, organic standards limit the sprays allowed in the vineyard, allow the use of copper sulphate to fight disease pressure, limit the use of additives and processing aids and limit the level of total and free sulphur dioxide.

- We are inspected at least once a year to prove robust processes and paperwork that show the standards are being met
- After inspection, we are issued a certificate and trading schedule that lists all of the products that are certified to trade as organic
- The inspectors are inspected every year by further accreditation bodies that report to the Department for Environment, Food and Rural Affairs (Defra)

### Canned Wine Co.'s Progress

- ★ Received our first license in December 2022
- ★ Canned and labelled our Grüner and Viognier as organic for the first time in May 2023
- ★ Introduced a new trio of organic wines under the Copper Crew brand in September 2023 – Fiano, Rosato and Negroamaro (\*certified under the EU Organic Regulation only)
- ★ 67% of wine produced (in litres) from our suppliers in 2023 to date were organic-certified. More wine was organically grown but not yet certified

However, organic viticulture has flaws that can undermine sustainable practices – read more about Canned Wine Co.'s overarching approach to sourcing organic wines in our Responsible Sourcing section (p.38).



# GOVERNANCE.

Our governance structures underpin how responsibly and ethically we run our business with benefits for all stakeholders. We require robust decision-making and reporting structures, processes, and policies to ensure responsible and kind business practices are upheld, especially as we grow the company and our impact.

It is vital that the commitment to our impact strategy is backed by every part of our business, from director buy-in to getting every employee involved. Our CEO Simon and Sustainability & Operations Manager Marieke take the lead in integrating this strategy into every part of the business and reporting this transparently to all relevant stakeholders.

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## Inclusive Decision-Making

We ensure that diverse voices are included in decision-making

We seek out different perspectives and value our employees' contributions to collectively make decisions

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## Sustainability Engagement

We are integrating sustainability into every role

We are continuously learning and evolving our sustainability strategy in line with our impact and best practices

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## Accountability & Transparency

We want to ensure our business creates positive impact and adheres to our sustainability roadmap

We aim to define metrics that accurately report our impact on people, planet, and place

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# INCLUSIVE DECISION-MAKING.

	Objectives	Progress so far	Next steps
<b>Engage employees to make decisions collectively</b>	<ul style="list-style-type: none"> <li>● Utilise collective knowledge and specialisms</li> <li>● Increase transparency of what decisions are made, why and how</li> <li>● Improve employee engagement and wellbeing by encouraging different perspectives and listening to all contributions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Host annual company-wide Strategy Away Days since 2021 to discuss overall business goals and strategy and openly reflect on our experiences from the past year</li> <li>✓ Regular “Friday Sessions” with whole team to workshop decisions, brand strategy and sustainability goals</li> <li>✓ We value working together and collaborating in an open-plan office over work-from-home whenever possible</li> </ul>	<ul style="list-style-type: none"> <li>□ Implement new processes to retain efficient collective decision-making as the business scales</li> <li>□ Improve inclusion of employees working part-time or remotely</li> </ul>
<b>Create Advisory Board with diverse voices</b>	<ul style="list-style-type: none"> <li>● Represent wider stakeholder interests at high-level decision-making, including employee views and a voice for sustainability</li> <li>● Hold management team to account</li> <li>● Advise on ethical fundraising and sustainable business management</li> </ul>	<ul style="list-style-type: none"> <li>✓ Engaging with candidates for our Advisory Board from different backgrounds</li> <li>✓ Holding the first vote to appoint an employee representative to the Advisory Board in Q4 2023 – rotated every six months and compensated equally as the other board members</li> </ul>	<ul style="list-style-type: none"> <li>□ Assemble a board with female participation representing diverse experiences</li> <li>□ Create a sustainability briefing before each board meeting for a dedicated member of the board to explicitly represent sustainability – developed by our Sustainability Manager</li> <li>□ Seek advice on ethical fundraising and engage with current and potential investors on non-financial metrics</li> </ul>

	Objectives	Progress so far	Next steps
<p><b>Integrate sustainability into every role</b></p>	<ul style="list-style-type: none"> <li>● Ensure social and environmental responsibility is not seen as an extra, but integrated into every job role regardless of department</li> </ul>	<ul style="list-style-type: none"> <li>✓ Created KPIs for environmental performance in Operations team</li> <li>✓ Hosted workshops to help each team member define their spheres of influence in their job role, analyse how they currently integrate sustainability into decision-making and brainstorm sustainability considerations for upcoming decisions</li> <li>✓ Introduced monthly sustainability coffees for department heads to align Sales, Marketing and Operations</li> </ul>	<ul style="list-style-type: none"> <li>□ Set relevant sustainability KPIs at line management level across all departments and start measuring performance accordingly</li> <li>□ Define necessary sustainability trainings for each department and implement carbon literacy training as part of onboarding</li> <li>□ Include sustainability in weekly/monthly catchups with line managers                             <ol style="list-style-type: none"> <li><b>1. What sustainability challenge are you currently tackling?</b></li> <li><b>2. How do you measure sustainability in your role?</b></li> <li><b>3. How can I empower you to take sustainable action?</b></li> </ol> </li> <li>□ Use Positive Luxury’s new Employee Sustainability Barometer to understand employees’ level of sustainability knowledge and engagement</li> </ul>
<p><b>Continuously evolve sustainability roadmap and action plan</b></p>	<ul style="list-style-type: none"> <li>● Adapt sustainability roadmap and action plan in line with our impact, industry best practices and regulatory changes</li> <li>● Engage team in development of strategy to collectively decide on sustainability ambitions and ensure internal accountability</li> </ul>	<ul style="list-style-type: none"> <li>✓ Hosted first annual Sustainability Strategy Day and regular workshops</li> <li>✓ Continuously share and discuss learnings from conferences (e.g. Blue Earth Summit, Future Food Systems) and industry best practices</li> <li>✓ Used B Impact Assessment from 2021 to write our extensive Employee Handbook</li> <li>✓ Revised Bulk Wine Code of Practice and Supplier Approval Questionnaire multiple times to integrate more ESG data points</li> <li>✓ Using Positive Luxury’s risk assessment from August 2023 to improve our practices, policies, and targets</li> </ul>	<ul style="list-style-type: none"> <li>□ Submit next Positive Luxury ESG+ assessment based on improvements from the risk assessment to achieve Butterfly Mark – final deadline March 2024</li> <li>□ Review sustainability roadmap at least twice a year to improve metrics and set goals based on new information</li> <li>□ Conduct Scope 1, 2, 3 carbon footprints and product-level footprints to inform hotspots and define reduction targets accordingly</li> <li>□ Conduct an SDG workshop to identify key SDGs to commit to and join a global mobilisation around common goals that create higher standards of living within planetary boundaries</li> </ul>

# ACCOUNTABILITY & TRANSPARENCY

	Objectives	Progress so far	Next steps
<b>Hold monthly management meetings</b>	<ul style="list-style-type: none"> <li>● Ensure the financially viable, socially and environmentally responsible running of our business</li> <li>● Represent every department in senior level decision-making</li> </ul>	<ul style="list-style-type: none"> <li>✓ Started monthly management meetings in August 2022, integrating social, environmental and financial sustainability into regular agenda</li> <li>✓ Established a management team with 60% women</li> <li>✓ Started defining new metrics to report department performance</li> </ul>	<ul style="list-style-type: none"> <li>□ Continuously improve measuring and reporting across employee wellbeing, environmental impact, and financial performance</li> </ul>
<b>Change Articles of Association</b>	<ul style="list-style-type: none"> <li>● Legally commit to using our business as a force for good</li> </ul>	<ul style="list-style-type: none"> <li>✓ Amended our Articles of Association in 2021 to commit to creating positive impact on society and the environment and considering stakeholder interests</li> </ul>	<ul style="list-style-type: none"> <li>□ Ensure amendments to Articles of Association remains in place as company scales</li> </ul>
<b>Publish annual impact reports</b>	<ul style="list-style-type: none"> <li>● Transparently communicate our impact to all stakeholders</li> <li>● Encourage stakeholder engagement with our roadmap and progress to date</li> </ul>	<ul style="list-style-type: none"> <li>✓ Defined pillars of our impact strategy and overall goals in this Sustainability Roadmap</li> </ul>	<ul style="list-style-type: none"> <li>□ Create step-by-step outlining actions, procedures, and deadlines for each goal</li> <li>□ Improve the communication of our sustainability roadmap and impact on our website</li> <li>□ Increase data collection and define impact metrics to report in first impact report by Q2 2024</li> </ul>

# PEOPLE.

People are integral to fulfilling our purpose and achieving our sustainability ambitions. As a small business, our largest sphere of influence and ability to create positive impact is with **people** – our team, suppliers (see more in Place), customers, partners, and wider community.

In line with our purpose, we aim to elevate thoughtful connections between people, planet, and place, through wine. At Canned Wine Co., we want to be conversation starters and be an accessible entry point into discussions – whether that is about female empowerment within our team, the nuances of organic wines with industry peers, or introducing new grape varieties to our customers.

## Culture

We are committed to creating an inclusive culture with strong values that attracts, develops, and retains talent

We want to be conversation starters, by creating a nurturing environment that values kindness, honesty, and curiosity

## Nurturing Talent

We recognise potential, invest in every individual's development and provide the space to grow

We take care of our employees with fair compensation and a suite of benefits

## Diversity, Inclusion & Empowerment

We are committed to creating a safe, diverse and inclusive working environment

We empower employees to follow their passions inside and outside of work

## Community Engagement

We want to use our brand platform to start conversations, collaborate for and create positive change

## Customers

We want to help our customers – both trade and end consumer – make more mindful and sustainable choices

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■ Customers	p.30



Getting our culture right is very important to us – a culture that prioritises trust and honesty, recognises everyone’s potential and gives the freedom to take on responsibility, make sustainable decisions and grow with challenges. We are committed to providing an inclusive environment that values kindness, collaboration, and continuous learning, helping people to thrive both professionally and personally.

Our culture has been shaped by every team member – values and ways of working were not imposed but developed together from our shared ethos. Together, we have identified four values that guide us towards our communal purpose every day, although we struggled to find exact words that felt like a genuine reflection of our culture that we already embody.

One theme stood out in every discussion – we want to be **conversation starters**. This has been embedded in Canned Wine Co. from the early days when we created a category (premium wine in cans) that did not previously exist in the UK. We have had to take risks, push boundaries, and initiate conversations about why buyers should take a chance on us. We encourage our team to start conversations every single day, whether this is to unlock a new distributor, challenge preconceptions of cans or engage with our suppliers about resource management.

## CONVERSATION STARTERS

### Naturally Curious

- Ask questions and challenge perceptions
- Continuously learn and improve
- Take risks
- Seek feedback

### Actively Honest

- Be transparent and humble
- Accept we do not have all the answers
- Share our mistakes and learnings
- Bravely push outside of our comfort zones

### Passionately Engaged

- Trust our team
- Actively listen and collectively problem-solve
- Thoughtfully collaborate to move forward together
- Believe in our brands

### Sustainably Minded

- Passionate about creating positive impact for people, planet and place
- Cultivate long-term relationships
- Provide the space to grow at own pace
- Act with integrity and respect

# NURTURING TALENT.

It is very important to Canned Wine Co. to trust, develop and incentivise the team. There is a strong investment into learning quickly, sharing knowledge and undergoing formal trainings to aid career progression and bring new skills to the team. We support each team member to follow their own interest areas and include them in defining their job role according to individual and business needs. Much thought is put into HR policies and rewards for loyalty to encourage employee satisfaction and build a happy team that ultimately can perform highly.

	Objectives	Progress so far	Next steps
<b>Continuously improve our onboarding process</b>	<ul style="list-style-type: none"> <li>● Give people the best possible start to excel at their role</li> <li>● Transparently share information</li> </ul>	<ul style="list-style-type: none"> <li>☑ Created a structured onboarding process with our HR partner to ensure every new team member receives the training and mentorship needed – based on feedback from all current and previous employees on their onboarding</li> <li>☑ Host strategy presentations for new starters to introduce business objectives, culture, and insights into each department</li> </ul>	<ul style="list-style-type: none"> <li>☐ Introduce sustainability onboarding for everyone to ensure understanding of sustainability roadmap and enable sustainable decision-making – including carbon literacy training</li> <li>☐ Create a culture deck that explains values and ways of working – this can be circulated before signing the contract and discussed during onboarding</li> <li>☐ Expand onboarding training to include anti-bribery training and unconscious bias training</li> </ul>



	Objectives	Progress so far	Next steps
<b>Develop and grow our team</b>	<ul style="list-style-type: none"> <li>● Recognise individual needs and interest areas to develop the team</li> <li>● Become a centre of technical excellence for wine-in-cans</li> <li>● Encourage internal promotions and prepare for leadership positions</li> <li>● Retain employees</li> </ul>	<ul style="list-style-type: none"> <li>✓ Introduced annual reviews and 360-degree feedback for senior management</li> <li>✓ Reviewed probation process, introducing clearly defined probation goals, regular check-ins and formal probation review</li> <li>✓ Introduced monthly catchups with line managers to discuss development and constructive feedback rather than day-to-day</li> <li>✓ Promoted internally and enrolled all new managers in management training</li> <li>✓ Provide funding and study time for WSET (Wine and Spirits Education Trust) for all permanent employees</li> <li>✓ Monthly wine clubs to informally improve whole team's understanding of wine</li> </ul>	<ul style="list-style-type: none"> <li>□ Formalise annual review process and goal setting within our centralised HR software</li> <li>□ Improve probation review document and ensure consistency across departments</li> <li>□ Build our office library with a new book a month to build knowledge across disciplines</li> <li>□ Organise guest speaker sessions with experts from different fields to learn from</li> </ul>
<b>Offer attractive benefits</b>	<ul style="list-style-type: none"> <li>● Offer benefits and rewards that encourage employee satisfaction and wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Offer unlimited holiday to encourage work-life balance and improved mental health</li> <li>✓ Private health insurance with Vitality</li> <li>✓ 3% pension match with Smart Pension's Smart Sustainable Growth fund</li> <li>✓ Share options for team members who grow into leadership positions</li> <li>✓ Regular team outings</li> </ul>	<ul style="list-style-type: none"> <li>□ Measure the average annual leave to determine the impact of having an unlimited holiday policy</li> <li>□ Review pension provider to understand environmental claims of investment portfolio</li> <li>□ Introduce profit-share scheme for all team members in 2024</li> </ul>

# DIVERSITY, INCLUSION & EMPOWERMENT.

We are committed to creating a safe, inclusive, and diverse working environment – the physical office space, our culture, and in our partnerships. We want all our employees to feel engaged around a shared purpose and a sense of belonging. Diverse opinions, talents and ways of thinking are always welcome. At Canned Wine Co. we give the freedom to everyone to pursue their sustainability journey and passions within their professional and personal lives.

There is more work to be done to diversify our team and make our ways of working more inclusive. We must find ways to actively attract and support underrepresented groups to enter the wine trade both within Canned Wine Co. and the wider industry.

	Objectives	Progress so far	Next steps
<b>Create a safe, diverse, and inclusive working environment</b>	<ul style="list-style-type: none"> <li>● Create a welcoming space that is inclusive and accommodates for all abilities</li> <li>● Ensure and maintain psychological safety and a culture safe from bullying and harassment</li> <li>● Engage diverse voices and skill sets</li> </ul>	<ul style="list-style-type: none"> <li>☑ Invested in a bigger and more accessible office space in June 2023 – more space for each team member, desktop monitors, shower facilities, ramp, lifts and accessible toilets</li> <li>☑ Offer an impartial helpline and eight hours of free mental health support per employee through our external HR consultancy</li> <li>☑ Appointed Mental Health First Aider in 2023</li> <li>☑ Added new HR policies covering diversity and inclusion, health and wellbeing, performance management, whistleblowing, non-discrimination, anti-harassment, training, grievance resolution, anti-slavery, anti-bribery, maternal/paternal/shared parental leave – Employee Handbook is signed before joining</li> </ul>	<ul style="list-style-type: none"> <li>☐ Working on positive changes with our building management, including the creation of a multi-purpose retreat room that can be utilised as mental health space, prayer room and for breastfeeding</li> <li>☐ Improve inclusion in social activities for part-time and remote team members</li> <li>☐ Train one more First Aider and Mental Health First Aider in 2024</li> <li>☐ Incorporate diversity and inclusion training into onboarding</li> </ul>

# DIVERSITY, INCLUSION & EMPOWERMENT.

	Objectives	Progress so far	Next steps
<b>Ensure equitable recruitment processes</b>	<ul style="list-style-type: none"><li>● Give each applicant an equal chance</li><li>● Encourage more diverse applications</li></ul>	<ul style="list-style-type: none"><li>✓ Clearly communicate salaries in job descriptions Added diversity and inclusion statement to all job descriptions to encourage more diverse applicants</li><li>✓ Formalised our recruitment process more across departments with three stages (introductory phone call, interview with task, informal meeting with wider team)</li><li>✓ Increased flexible working opportunities, such as part-time roles</li></ul>	<ul style="list-style-type: none"><li>□ Enrol all hiring managers in unconscious bias training to improve fair assessments of applications</li><li>□ Review our job advertisements to be more inclusive and encourage applicants without university degrees</li></ul>
<b>Empower employees</b>	<ul style="list-style-type: none"><li>● Listen to every team member</li><li>● Encourage growth beyond comfort zones</li><li>● Empower women in the workplace</li></ul>	<ul style="list-style-type: none"><li>✓ Introduced an external HR consultancy to create in-depth Employee Handbook and centralised HR software in early 2022. Regularly review policies in line with regulatory changes and employee wishes</li><li>✓ Give autonomy to create own schedule, make mistakes and learn</li><li>✓ Friday Sessions to collaboratively develop new areas of the business, policies and campaigns</li><li>✓ Monthly wine club hosted in turns on a wine region of choosing to help gain confidence in presenting</li><li>✓ 70% women across the business, 60% women in senior management positions</li></ul>	<ul style="list-style-type: none"><li>□ Support professional development of women into leadership roles with hard and soft skill training</li><li>□ Implement new flexible ways of working to support women back into work after maternity leave and employees with childcare responsibilities</li><li>□ Implement a supportive working policy to allow for sufficient rest during menstrual cycle and for mental health</li><li>□ Regularly check in with team about what can help empower them</li></ul>

# COMMUNITY ENGAGEMENT.

At Canned Wine Co., we want to use our brand platform to start conversations and take actions that create positive change. We are still finding our place in both the local community and wine community and have been slow to codify a business strategy for community engagement. This will continue to evolve, but we have naturally started focusing on three categories: industry collaboration, training for young people and supporting the local Bath community.

For change to progress, it is vital for the industry to work together – climate change and social change cannot be tackled in isolation. Therefore, engaging with our business community has always been important, from discussing best practices for canning wine and labelling regulations for alternative packaging format to inclusivity in the wine trade.

	Objectives	Progress so far	Next steps
<b>Exchange knowledge and accelerate change with industry peers</b>	<ul style="list-style-type: none"><li>● Work together to challenge status quo of the drinks industry</li><li>● Exchange sustainability best practices</li></ul>	<ul style="list-style-type: none"><li>✓ Joined the WSTA (Wine and Spirit Trade Association) to understand policy changes and collaborate with peers – our Technical Manager is part of the Canning Working Group</li><li>✓ Co-founded the industry association Wine Traders for Alternative Formats and co-authored an open letter to the government to champion a shift to alternative wine packaging</li><li>✓ Several team members joined the Curious Vines Women in Wine network</li></ul>	<ul style="list-style-type: none"><li>□ Regularly post our Sustainable Sips blog series and invite guest writers to share cross-disciplinary insights</li><li>□ Publish white papers based on our research and development into canning and shelf-life extension</li></ul>

# COMMUNITY ENGAGEMENT.

	Objectives	Progress so far	Next steps
<b>Provide training for young people in local community</b>	<ul style="list-style-type: none"><li>● Share knowledge and experience with students and young entrepreneurs in Bath</li></ul>	<ul style="list-style-type: none"><li>✓ Share learnings with students and alumni at University of Bath events</li><li>✓ Provide development and growth opportunities for students through placements programme with University of Bath – resulting in two new graduate roles in summer 2024</li><li>✓ Started networking series in Bath to create a safe space for young entrepreneurs</li></ul>	<ul style="list-style-type: none"><li>□ Host community wine programme twice a year to help introduce people to the wine trade with The Drinks Trust</li><li>□ Offer work experience for career starters without university education</li></ul>
<b>Volunteer with local community</b>	<ul style="list-style-type: none"><li>● Regularly dedicate time to local community projects</li><li>● Allow employees to follow their own interests</li></ul>	<ul style="list-style-type: none"><li>✓ Ad-hoc support for fundraising events for various charities across UK</li></ul>	<ul style="list-style-type: none"><li>□ Offer two paid days a year per employee for volunteering and environmental activism</li></ul>

We want our product and customer service to support our customers – large or small, trade or direct consumer – to make more sustainable and mindful choices. Some of our trade customers already have comprehensive sustainability strategies and our wines fit into their sourcing criteria. Others are still earlier in their sustainability journey and listing our wine-in-cans can help reduce the impact of their operations.

	Objectives	Progress so far	Next steps
<b>Communicate sustainability of wine transparently</b>	<ul style="list-style-type: none"> <li>● Help customers make informed choices based on accurate data</li> <li>● Deliver experiences to engage customers</li> </ul>	<ul style="list-style-type: none"> <li>☑ Explain our winemakers’ sustainability practices on our website</li> <li>☑ Use events as a platform to educate consumers around the sustainable benefits of cans</li> </ul>	<ul style="list-style-type: none"> <li>☐ Use Positive Luxury’s Connected Butterfly Mark technology to communicate our sustainability performance directly to consumers through their smartphones</li> <li>☐ Add more in-depth sustainability section to our websites</li> <li>☐ Review the sustainability of our point-of-sale and marketing materials</li> <li>☐ Measure and improve the sustainability of our customer events</li> </ul>
<b>Help improve our trade customers’ existing operations</b>	<ul style="list-style-type: none"> <li>● Build long-term relationships based on mutual support</li> </ul>	<ul style="list-style-type: none"> <li>☑ Offer wine that has lower breakages, is quicker to chill, creates less wine and packaging waste</li> <li>☑ Uphold minimum order quantity where possible to minimise excessive transportation and packaging</li> </ul>	<ul style="list-style-type: none"> <li>☐ Empower our stockists to have conversations about environmental impact with their customers</li> <li>☐ Create bespoke point of sale materials for customer needs to avoid overproducing marketing materials</li> <li>☐ Implement training programme and materials, online and in-person, for onboarding new customers and ensure a sustainable partnership</li> <li>☐ Create a sales trip tracker to include sustainability metrics in sales reporting</li> </ul>
<b>Increase access to sustainable alternatives</b>	<ul style="list-style-type: none"> <li>● Remove the premium paid by customers for sustainable products</li> </ul>	<ul style="list-style-type: none"> <li>☑ Smaller portion size reduces upfront cost of wines</li> <li>☑ Price wines in line with bottle equivalents without a premium for convenience or sustainability</li> </ul>	<ul style="list-style-type: none"> <li>☐ Increase distribution points and visibility to improve access to purchase</li> <li>☐ Push for alternative packaging to be sold alongside conventional bottle shelf space to legitimise more sustainable choices</li> </ul>

# PLANET.

There is no time to waste on climate action – overwhelming scientific evidence published by the Intergovernmental Panel on Climate Change (IPCC) and a continuous stream of temperature records around the globe showcase that climate change is happening and accelerating. The wine industry itself is at risk from climate change. Viticulture thrives in specific climatic niches and even small changes in temperature and precipitation levels can affect the style, quality and quantity of wine produced. All our winemakers have shared with us the climate change impacts they already witness locally – higher temperatures, water stress and earlier harvests with some looking at different varietals from hotter climates.

Every business should take responsibility for their emissions, no matter the size. There is a moral and business imperative to act now and take care of our planet. At Canned Wine Co. we tried to set up our supply chain with this in mind to reduce our carbon footprint from the start, prioritising bulk shipments of wine within Europe and lightweight packaging (average 750ml bottle weighs around 500g, three 250ml cans weigh 30g in total). We are aware that our carbon footprint will grow as we expand our business and brand portfolio over the coming years, so it is crucial that we reduce the carbon intensity of each product, find emission reduction strategies across every part of the business, and optimise how efficiently we use resources. As a first step, we have decided to partner with Zevero to measure our Scope 1, 2 and 3 emissions with 2022 as a baseline year and use the data to work on emission reduction goals.

We believe that there are flaws to offsetting emissions and claiming carbon neutrality through offsetting, especially with projects unrelated to the core of our business. We instead commit to working with our winemakers to invest in nature-based solutions in their vineyards to reduce carbon emissions and enhance carbon sinks, save water, and enhance biodiversity. Nature-based solutions are actions that protect, sustainably manage and restore ecosystems with benefits for biodiversity, human well-being, and resilience to climate change impacts.

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## Climate Action

We will measure our carbon footprint and identify our impact on biodiversity

We will reduce our carbon footprint over time and carbon intensity of our products

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## Resource Efficiency

We aim to optimise inputs in our supply chain, utilise resources wisely and minimise wastage

We keep true costs in mind when making design and business decisions

Partnerships	p.32
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## Zevero

Zevero makes it simple for companies to accurately measure, report and reduce their greenhouse gas emissions across their operations and supply chain. Their platform is built to comply with global standards such as Greenhouse Gas Protocol and CDP.

### Why Canned Wine Co. chose Zevero

Having looked for the right partner for a long time, Zevero's specialisation in start-ups and the drinks industry seemed like the perfect fit. Operationally, their integration aligns with our inventory management software, simplifying the data collection process.

### Our Partnership So Far

The kick-off meeting to calculate our 2022 baseline carbon footprint is in November 2023. Together, we will calculate our Scope 1, 2 and 3 emissions – followed by emissions for 2023 and reduction targets.

**Carbon footprint:** total greenhouse gas emissions that a company is responsible for measured in carbon dioxide equivalent (CO<sub>2</sub>e). This includes not just carbon, but all greenhouse gas emissions and their global warming potential.

**Scope 1 emissions:** direct emissions produced by your company from owned or controlled sources, such as boilers, furnaces, and vehicles. Put simply, these are emissions that are directly released into the atmosphere.

**Scope 2 emissions:** indirect emissions produced through your company's purchased electricity consumption.

**Scope 3 emissions:** indirect emissions from sources not owned by your company and in your supply chain – such as the production of products or services you buy, the transportation and disposal of your goods as well as any business travel and employee commutes.

## Every Can Counts

Every Can Counts is a not-for-profit recycling programme working to inspire, encourage and empower people to recycle their empty drinks cans through marketing activities, communication materials and on-the-ground consumer engagement. Its mission is to achieve a 100% recycling rate for drink cans throughout Europe. The programme is funded through a partnership between drink can manufacturers, drinks brands and the aluminium recycling industry, including Canned Wine Co., Most Wanted Wines and Alupro.

### Why Canned Wine Co. chose Every Can Counts

As wine-in-cans is regularly consumed in outdoor and at-home settings, we want to explicitly encourage the recycling of aluminium cans. Reducing waste, both wine wastage and packaging, is at the core of our brand. Given the two caveats of recycling being at the bottom of the waste hierarchy and having limited control over the end-of-life disposal of our wine packaging, it is important to us to improve the awareness of the aluminium recycling infrastructure and value of entering empty cans into the recycling loop.

### Our Partnership So Far

Canned Wine Co. and Every Can Counts have collaborated on several events and consumer engagement activities, including a pop-up for Earth Day at Covent Garden and at Big Festival.





	Objectives	Progress so far	Next steps
<b>Measure our carbon footprint</b>	<ul style="list-style-type: none"> <li>● Understand our Scope 1, 2 and 3 footprints</li> <li>● Identify carbon hotspots in our supply chain</li> </ul>	<ul style="list-style-type: none"> <li>☑ Internal unverified calculations of 2022's Scope 2 emissions based on purchased electricity equal 1404.52 kg CO<sub>2</sub>e</li> <li>☑ Switched to a bulk wine logistics provider that reports CO<sub>2</sub> emissions per shipment</li> </ul>	<ul style="list-style-type: none"> <li>☐ Conduct a third-party verified company carbon footprint assessment with Zevero to understand our Scope 1, 2 and 3 emissions and publish results in annual impact reports</li> <li>☐ Measure product-level life cycle assessment to understand how our cans of wine compare to other packaging formats</li> </ul>
<b>Measure our carbon footprint</b>	<ul style="list-style-type: none"> <li>● Identify and pursue emission reduction strategies</li> <li>● Increase carbon sequestration in our supply chain</li> </ul>	<ul style="list-style-type: none"> <li>☑ Bulk ship our wines to reduce transport emissions</li> <li>☑ Encourage low-carbon commutes with only two employees regularly driving cars</li> <li>☑ Sustainable Travel Policy for all employees with priority for train travel</li> </ul>	<ul style="list-style-type: none"> <li>☐ Use insights from carbon footprint assessment to tackle hotspots first and set reduction targets for 2025 and 2030</li> <li>☐ Prioritise canning wine in the market of sale dependant on scale and local canning site capabilities</li> <li>☐ Engage with building management about energy tariffs, ways of reducing energy usage in office and waste management</li> <li>☐ Appraise sustainability of travel and company resources for events and customer visits</li> <li>☐ Score the sustainability of our finance providers and improve this over time</li> <li>☐ Introduce Cycle to Work scheme</li> <li>☐ Staff training on reducing digital footprints</li> <li>☐ Explore investments into nature-based solutions in our suppliers' vineyards and renewable energy solutions in the winery (<i>insetting – climate protection projects in own value chain</i>)</li> </ul>

## Objectives

## Progress so far

## Next steps

### Enhance biodiversity in our value chain

- Preserve local biodiversity and ecosystem services
- Acknowledge that vineyards are typically monocultures

- ☑ Work with wineries that minimise the use of sprays in the vineyard

- ☐ Conduct a biodiversity risk assessment to determine both the impact of our operations on biodiversity and our dependency on biodiversity
- ☐ Actively challenge wineries and growers on their practices and plans
- ☐ Understand the nuances within the supply chain of aluminium cans



# RESOURCE EFFICIENCY.

Resources are limited – not only environmental resources, also financial and human resources in a start-up. We want to focus on optimising the inputs into our business operations while minimising wastage as much as possible. It is vital to keep the true costs of every decision in mind and use all resources effectively. Our goal is to maximise the impact of everything we invest in and know there is always room for improvement.

	Objectives	Progress so far	Next steps
<b>Optimise packaging usage</b>	<ul style="list-style-type: none"> <li>● Optimise the product to packaging ratio whilst maintaining product safety</li> <li>● Ensure most sustainable supply of raw materials as we grow</li> </ul>	<ul style="list-style-type: none"> <li>☑ Mainly use brown cardboard packaging to reduce use of bleach and inks</li> <li>☑ Ongoing packaging audit ongoing to determine operational efficiency, the recycled content and recyclability for each type of packaging</li> </ul>	<ul style="list-style-type: none"> <li>☐ Reduce weight of cardboard packaging sent per order</li> <li>☐ Switch to paper-based tape or glue</li> <li>☐ Explore alternative label materials or printed cans to reduce use of plastic-based materials</li> <li>☐ Benchmark can manufacturers across sustainability credentials, technical specification, suitability for wine, and reliable supply in all sizes</li> </ul>
<b>Design for circular pathways</b>	<ul style="list-style-type: none"> <li>● Design for circularity within our business model and product design</li> <li>● Increase the recycling of our packaging</li> </ul>	<ul style="list-style-type: none"> <li>☑ Funding partner of Every Can Counts to improve consumer awareness around recycling of all aluminium cans regardless of brand and drive responsible disposal</li> <li>☑ Added “Metal Recycles Forever” logo to our can design to encourage recycling</li> </ul>	<ul style="list-style-type: none"> <li>☐ Increase recycled content in our packaging</li> <li>☐ Ensure all packaging is 100% recyclable</li> <li>☐ Increase campaigns with Every Can Counts to reach wider audiences</li> </ul>
<b>Minimise wine wastage</b>	<ul style="list-style-type: none"> <li>● Honour the resources, time and craft needed to make and transport wine</li> <li>● Create a technical centre of excellence for wine-in-cans</li> </ul>	<ul style="list-style-type: none"> <li>☑ Offer 187ml and 250ml cans of wine to help minimise wastage from opened bottles in the on-trade</li> </ul>	<ul style="list-style-type: none"> <li>☐ Improve forecasting and production planning to reduce amount of stock wasted or destroyed to absolute minimum</li> <li>☐ Build own laboratory to carry out frequent shelf-life testing and improve understanding of wine-in-cans</li> </ul>



# PLACE.

At Canned Wine Co., it is important to us to build long-term relationships with our suppliers and clearly understand the impact our supply chain has on a place and its people. While a lot of our focus is on our wine, we know that every raw material comes from a place and we have a responsibility to establish the traceability of our inputs beyond wine, especially for packaging.

We believe that it is important to be transparent about where the products we love come from and by whom they are made. We think that wine – with its strong focus on provenance – is a great conversation starter to engage customers about sustainable food production, agriculture, and climate change. We care about the craftsmanship in winemaking, the history of winemaking communities, the resources it requires to produce a can of wine and how wine can be a vehicle for environmental, social, and cultural regeneration.

Every place is unique – climate change impacts and what constitutes sustainable land management is site- and climate-specific. We acknowledge that best practices in one region do not always transfer to other regions and the year-on-year seasonal changes that can influence what sustainability looks like for different growers. This is particularly important when appraising organic practices.

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## Responsible Sourcing

We prioritise long-term, equitable partnerships with our suppliers

We want to ensure fair labour practices and positive social impact throughout our supply chain

We work with suppliers that take environmental stewardship and regeneration of place seriously

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## Traceability

We know where, how and by whom our wines are made

We aim to improve the transparency of our full supply chain

▮ Responsible Sourcing

*p.37*

▮ Traceability

*p.39*



	Objectives	Progress so far	Next steps
<b>Cultivate long-term supplier relationships based on respect, transparency and knowledge sharing</b>	<ul style="list-style-type: none"> <li>● Grow and learn together to expand the wine-in-can market with quality wines</li> <li>● Balance trust and accountability to ensure financially, socially and environmentally sustainable operations</li> </ul>	<ul style="list-style-type: none"> <li>☑ Created a supplier approval process for winemakers and canning sites, including an in-depth supplier approval questionnaire (SAQ)</li> <li>☑ Engaged with several of our winemakers on sustainability of organic practices in a panel at London Wine Fair</li> <li>☑ Encourage our winemakers to invest into the business for the mutual long-term benefit of both parties</li> </ul>	<ul style="list-style-type: none"> <li>☐ Use existing bulk wine suppliers as much as possible when expanding our range to deepen relationships</li> <li>☐ Better capture sustainable practices wineries are already doing without creating huge administrative burdens</li> <li>☐ Solidify our packaging and logistics supply chain and create more rigorous supplier approval processes</li> </ul>
<b>Ensure fair labour practices and community engagement</b>	<ul style="list-style-type: none"> <li>● Encourage and support positive impact for people in our supply chains</li> </ul>	<ul style="list-style-type: none"> <li>☑ Expanded our winery SAQ to include more questions on health and safety, fair wages, work hours, forced labour, anti-bribery, industry associations and community projects</li> </ul>	<ul style="list-style-type: none"> <li>☐ Review our Human Rights Policy and applicable questions in SAQ</li> <li>☐ Review and enforce our Code of Practice for all suppliers beyond wine and contract packing</li> </ul>
<b>Promote environmental stewardship and regeneration of place</b>	<ul style="list-style-type: none"> <li>● Minimise negative impacts on environment in our supply chain</li> <li>● Support regenerative practices that are site- and climate-specific to improve soil health, biodiversity and carbon sequestration</li> </ul>	<ul style="list-style-type: none"> <li>☑ Exclusively work with wineries that prioritise looking after their land by minimising inputs, promoting biodiversity and regenerating soil</li> <li>☑ Expanded our winery SAQ to include more questions on biodiversity, land management, pesticide use, greenhouse gas emissions, energy and water use, climate change impacts and environmental policy</li> </ul>	<ul style="list-style-type: none"> <li>☐ Create approval process for more partners we work with to capture their sustainability strategies, including event partners, professional services, packaging and logistics</li> <li>☐ Identify areas for improvement and support our suppliers to implement more sustainable practices</li> <li>☐ Explore options for collaborating on nature-based solutions in the vineyard</li> </ul>

## Thoughts on Organic Certification

We agree with organic philosophy to minimise the disruption to the environment and maintain healthy soils. This fits into our sustainable sourcing criteria and often aligns with the philosophy to carefully assess every input in the vineyard.

However, organic standards do not consider carbon footprints, water usage, worker rights, packaging, end-of-life disposal or local conditions. The standards further allow the use of copper sulphates to combat mildew and rot, with the metal accumulating in the soil over time and requiring higher tractor usage risking soil compaction. Therefore, a thorough holistic assessment of sustainability is required in our buying process – organic is not one of our sourcing requirements and must be part of an overarching sustainability strategy that considers people, planet, and place.

*Read more about our panel discussion at London Wine Fair in our Sustainable Sips blog series.*



# TRACEABILITY.

Traceability provides visibility of the entire supply chain, by identifying each supplier and step from raw material to finished product. It is key for food safety and quality assurance from an operations perspective, but also helps storytelling and connecting our customers with the places our product comes from. While we trace back our wines to their vineyards and winemakers, we are committed to expanding our knowledge on where every raw material in our supply chain comes from.

	Objectives	Progress so far	Next steps
<b>Trace our wines back to the vineyard</b>	<ul style="list-style-type: none"> <li>● Understand exactly where, how and by whom our wines were made</li> </ul>	<ul style="list-style-type: none"> <li>☑ Buy directly from our winemakers</li> <li>☑ Complete traceability exercises during bulk wine supplier approval for suppliers without GFSI certification</li> <li>☑ Site visits to all our partner wineries at least once every three years, balancing our physical travel impact with our commitment to traceability</li> </ul>	<ul style="list-style-type: none"> <li>☐ Conduct annual traceability tests for each wine supplier</li> <li>☐ Understand relationships with cooperative members and their vineyard management for wine suppliers that work with cooperatives</li> <li>☐ Publish more information about each winemaker, vineyard location and winemaking practices on our website</li> </ul>
<b>Map our supply chain to trace beyond Tier 1 suppliers</b>	<ul style="list-style-type: none"> <li>● Understand different actors within each tier of the supply chain</li> <li>● Support risk assessment of our supply chain and prioritise actions for our sustainable sourcing strategy</li> </ul>	<ul style="list-style-type: none"> <li>☑ Ongoing conversations with our cardboard packaging partner about their raw materials and suppliers</li> </ul>	<ul style="list-style-type: none"> <li>☐ Upgrade our SEDEx membership for more upstream and downstream transparency</li> <li>☐ Encourage at least 50% of our suppliers to join SEDEx for increased supply chain transparency</li> <li>☐ Engage with all Tier 1 suppliers about their supply chain for materials we purchase – specific focus on can manufacturing, cardboard and labels to start with</li> </ul>

# LOOKING AHEAD.

As this roadmap shows, we have a lot of work ahead of us!

Our focus for the next few months is to:

- Set up our annual impact reporting and publish our first Impact Report by April 2024
- Turn our roadmap into a detailed internal plan with more granular goals, mechanisms to achieve goals and timeframes
- Complete our 2022 baseline carbon footprint analysis with Zevero
- Achieve over 50% in Positive Luxury's ESG+ certification to receive the Butterfly Mark
- Re-evaluate each department's key performance indicators to align every part of our business to this sustainability roadmap
- Share our journey in our Sustainable Sips blog series—showing the tiny steps, the big scary risks, mess-ups, learnings, and everything in between!





# THANK YOU.

Thank you for reading our Sustainability Roadmap. If there are ways you think we could improve our strategy, we would love to hear your feedback on [hello@cannedwine.co](mailto:hello@cannedwine.co)



[cannedwine.co](http://cannedwine.co)



[coppercrew.com](http://coppercrew.com)