

# LA GRANJA 360

## CORPORATE SOCIAL RESPONSIBILITY SUMMARY



### WHAT'S CSR?

“Corporate Social Responsibility is ‘the responsibility of enterprises for their impacts on society’.

To fully meet their social responsibility, enterprises “should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders.”

The European Commission’s official definition of CSR

### WHAT DOES CSR MEAN FOR US?

Originally, the brand was created to entertain consumers and to bring happiness to the world of wine but we believe our brand can expand this happiness and bring some happiness to the world where necessary.

La Granja 360 believes that the environment plays a key role in the production of its wines. Therefore, La Granja 360 wants to contribute, by means of the decisions it takes, towards a sustainable environment.

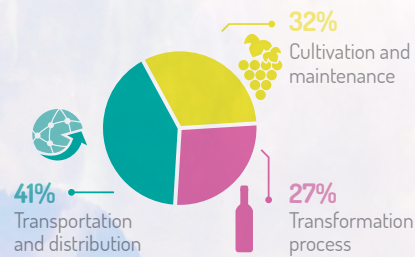
### OUR GOAL

La Granja 360 acts mindfulness towards all these social - and environmental - related decisions it takes. Therefore we want to raise awareness among all La Granja 360 wine lovers and go further beyond our responsibility with the environment and society.

## ENVIRONMENTAL PROJECTS

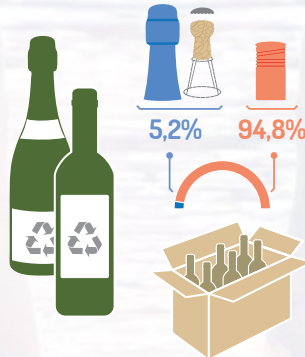
### PRODUCT LIFE CYCLE ANALYSIS

Detailed analysis of the life cycle of a La Granja 360 wine bottle with the aim of reducing La Granja 360’s environmental impact.



### ON-PACKAGING SUSTAINABLE ACTIONS

We select our distributors taking into account their environmental policy.



### IMPROVE ANIMAL WELFARE

In collaboration with Farm Sanctuary (USA), La Granja 360 adopts rescued farm animals to contribute to the improvement of animal welfare.



## SOCIAL PROJECTS

### ALCOHOL MODERATION

La Granja 360’s supports ‘Wine in Moderation’ and ‘College Drinking USA’ to show its responsibility and contribute to the prevention of alcohol abuse.



### COMMITMENT TO MUSIC

La Granja 360 supports ‘Sweet Relief Musicians Fund’ with the aim of supporting music professionals in need. La Granja 360 is committed to do this because of the high value it attaches to creativity.



### LOCAL WINE TALENTS

La Granja 360 collaborates with local wine institutions to teach future wine talents how to handle creativity sessions to enjoy the process of creating further than wine: customer experiences, emotions.

