

# 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.

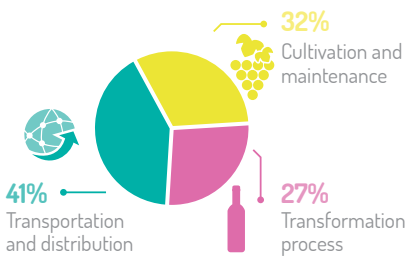
### OUR GOAL

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

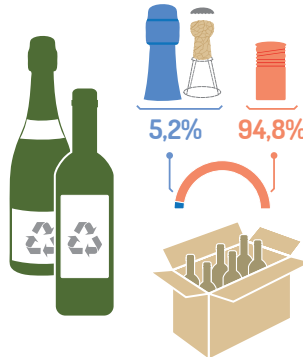
### PRODUCT LIFE CYCLE ANALYSIS

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.

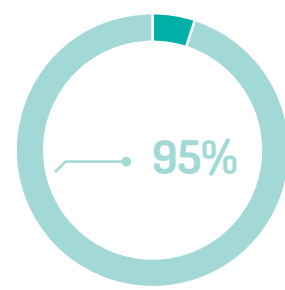
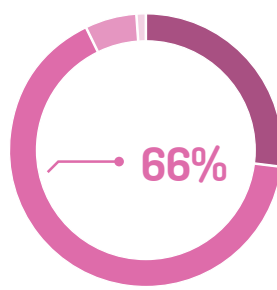
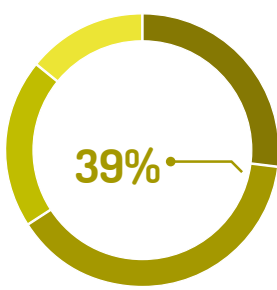
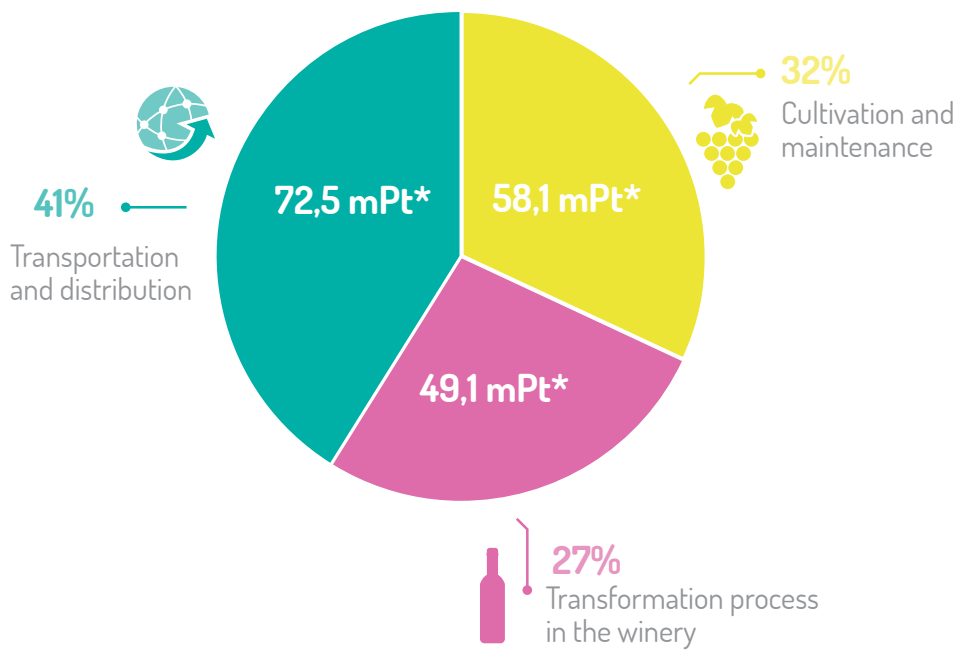




# LIFECYCLE OF AXIAL VINOS\* WINE BOTTLE

\*AXIAL VINOS: La Granja 360 Wines Company

## CONTRIBUTION OF EACH PHASE OF THE LIFECYCLE TO TOTAL ENVIRONMENTAL IMPACT



- 27% Maintenance works & harvest
- 39% Fertilizers & pesticides
- 20% Watering
- 14% Other materials

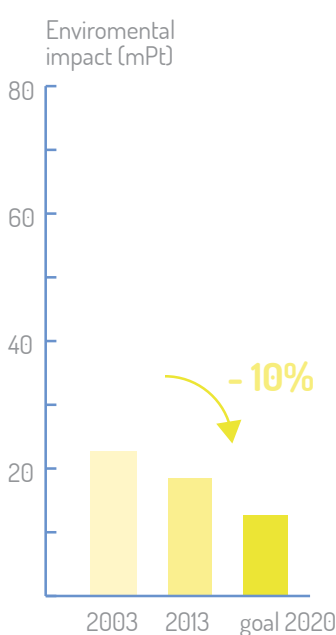
- 27% Processes
- 66% Bottling
- 6% Air-conditioning
- 1% Lighting

- 5% National
- 95% International
- \* Considered exclusively Axial Vinos model of distribution

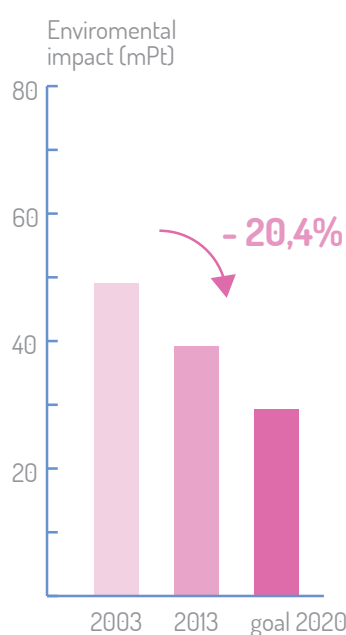
### Total environmental impact of AXIAL VINOS wine bottle lifecycle: 179,1 mPt\*

\* Methodology of impact analysis: Eco-indicator' 99 (AKA Eco-indicator' 99). This method is based on a weighting coefficient enabling the calculation of a single value - 'eco-indicator' measuring the environmental impact. It is measured in 'milipuntos (mPt)'. 1 mPt represents 1 hundredth of the environmental charge of the average European. The bigger the Eco-indicator, the higher the environmental impact.

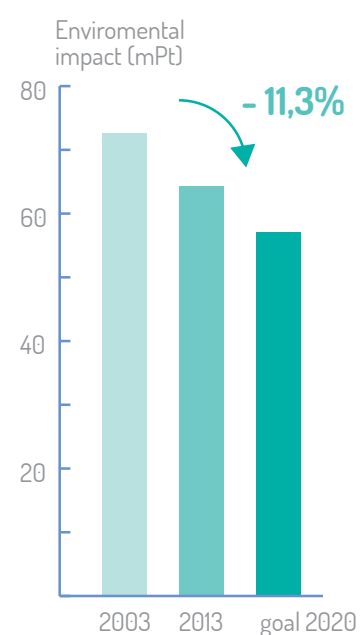
### MAIN FIELDS OF ACTION ACROSS ENVIRONMENTAL IMPACT: GOAL 2020



- Average use of pesticides in 2003
- Average use of pesticides in 2013
- Goal 2020: Reduction of 10mPt compared to 2003 (38%)



- Use of recycled glass in 2003 (33%)
- Use of recycled glass in 2013 (66%)
- Hot-spot 2020: 100% bottles reused



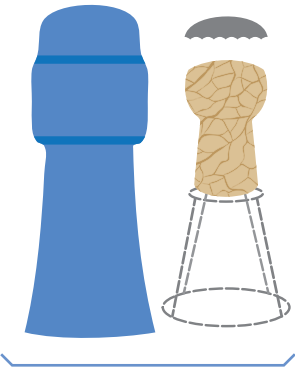
- Average bottle weight in 2003: 700 g
- Average bottle weight in 2013: 500 g
- Hot-spot 2020: Weight reduction up to 50%

# ON-PACKAGING SUSTAINABLE ACTIONS

WE SELECT OUR DISTRIBUTORS TAKING INTO ACCOUNT THEIR ENVIRONMENTAL POLICY

## CAPSULE+CORK

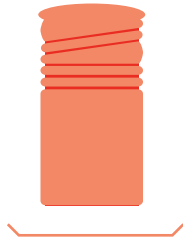
La Granja 360 Cava bottles



5,2%

## SCREWCAP

La Granja 360 Wine bottles



94,8%

### POLYLAMINATE CAPSULE

- The materials consist of AL+PVC+AL
- Withdrawal of capsules in special containers so aluminium can be reused

### PRINTED DICIS

- Material: Aluminium (Al) Recyclable material
- Printing: inks free of heavy metals or levels well below the maximum allowed level

### CORK

- 100% Biodegradable

### TRADITIONAL TWIST FREE BELT WIREHOODS

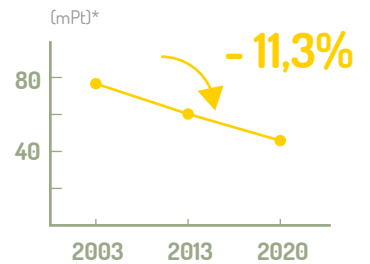
- Material: Aluminium (Al) Recyclable material
- The wirehood is essential to complete the covering of a bottle of cava so that it can only be used once.

### SCREWCAP

- 1 PIECE: less production = -CO2
- Material: Aluminium (Al) Recyclable material
- We encourage the use of screw taps when quality requirements allow it

## BOTTLE

- Selecting bottles with as less weight as possible to minimize the product's carbon foot print



- Since 2003, the environmental impact of the production proces has decreased by 11,3% due to reduced bottle weight
- The goal for 2020 is to reduce bottle weight by 50% in comparison to 2003

\*(mPt):

Unit to measure environmental impact . 1 Pt represents 0,01 of the environmental burden of an average European citizen.

## LABEL

- Raw materials: virgin cellulose pulp
- Printing: Inks free of heavy metals or levels well below the maximum allowed level
- Adhesive SH6020. Certified for direct contact with low-fat foods

## CASES

- Raw materials: Craft paper and coating made of pulp coming from BIO-SUSTAINABLE FORESTS
- Printing: Water-based inks - those who contain heavy metals are acceptable according to the rules 11/97

