

**Brewing a Better Future**



## Contents

01 Foreword

### IMPROVE

05 Green Brewer  
08 Green Commerce

### EMPOWER

11 Engaging Employees  
13 Heineken Cares

### IMPACT

17 Responsible Consumption  
17 Partnerships for Progress

## Company profile

Heineken UK is the UK's leading brewer and cider maker and an operating company of Heineken N.V. (Netherlands), the world's most international brewer.

Headquartered in Edinburgh, we employ around 2,300 people. As well as a brewer and cider maker, we manage around 1,300 pubs through our S&N Pub Company business.

We are passionate about our beer & cider brands and the services that we offer to our customers.

Our unrivalled portfolio of brands includes Foster's, Heineken, Strongbow, Kronenbourg 1664, John Smith's and Bulmers together with a full range of niche and speciality brands.

We have breweries in Manchester, Tadcaster and Edinburgh and our cider business is based in Herefordshire.



## Foreword

# Brewing a Better Future, Together



**As the UK's leading brewer and cider maker, we draw on centuries of experience to produce a range of Britain's best loved beers and ciders. We are passionate about our brands but equally passionate about being a responsible and sustainable business.**

Last year, we committed to strengthening our performance by embedding Heineken's comprehensive sustainability strategy for the next decade - Brewing a Better Future. This Sustainability Report gives an overview of just some of our 2010 achievements.

Our achievements so far on this sustainability journey are demonstrated in our being awarded the highest ranking of Platinum Plus in Business in the Community's 2011 Corporate Responsibility Index (CRI). We are the only alcohol company to achieve platinum plus.

In scoring so highly in the UK's leading voluntary benchmark of corporate responsibility, we have clearly demonstrated that sustainability lies at the heart of our commercial strategy and has influenced our business model. As well as being one of only 15 companies to achieve Platinum Plus ranking, we also achieved 'Best in Food and Drink Sector'.

Beer and cider have been part of the fabric of British society for centuries and are an element of a normal, social lifestyle for the vast majority of the population. But we recognise that alcohol misuse continues to be a problem and so we are committed to leading by example, advocating responsibility in the UK alcohol industry. We are a founding member of the Portman Group and a major supporter of the Drinkaware Trust.

In 2010, as well as continuing to implement our own responsible consumption strategies internally such as Cool@Work, and working with our alcohol misuse partners, we are also leading the industry in the Government's Public Health Responsibility Deal.

As the first brewer to work with the Carbon Trust to carbon footprint our products, we made clear that we were dedicated to ensuring that our water and energy use is as efficient as possible. Whilst we may already have met some of our targets, we continue to find ways to improve upon our usage.

As a business committed to the UK, we are proud that more than 95% of our beer sold in the UK is brewed in the UK. Demonstrating our commitment, we are investing in world-class processes to raise brewing standards in the UK. Last year, for example, we invested heavily in the recently acquired production site in Herefordshire, resulting in Herefordshire being classed as a global centre of excellence for cider production.

We are a major customer of British agriculture; 30% of all apples and two-thirds of all cider apples grown in the UK are used by Heineken. All of the barley used in the brewing of our beer in the UK is grown in the UK.

Through our products, job creation and agricultural commitment, Heineken UK provides £1 billion in tax each year to the UK economy and over 0.5% of the UK's GDP.

Despite the challenging economic times in which we currently operate, I am proud that Heineken UK is demonstrating that we remain focused on transforming our business in order to have a positive impact on the society in which we operate.

Stefan Orłowski  
Managing Director  
Heineken UK



Business in the Community CR INDEX  
Community PLATINUM PLUS

# Brewing a Better Future

In April 2010, we proudly unveiled Brewing a Better Future, our comprehensive and integrated sustainability strategy for the next decade. It increases the scope and scale of our work on sustainability and gives substance to our long-term ambition to be the world's greenest brewer. It also allows us to balance our need for financial sustainability with the role we play in society.

Our journey is summarised by

**Brewing a Better Future**

**To be the World's Greenest Brewer**

Our long-term ambition

Three strategic imperatives

**Improve**

Continuously *improve* the environmental impact of our brands and business

**Empower**

*Empower* our people and the communities in which we operate

**Impact**

Positively *impact* the role of beer in society

23 programmes grouped into six key initiatives

Green Brewer

Green Commerce

Engaging Employees

Heineken Cares

Responsible Consumption

Partnerships for Progress

Five enablers

**Governance, Senior management incentives, Reporting & transparency, Supplier Code, Communication & engagement**

Brewing a Better Future is an exciting journey that has only just begun. To realise our vision of a more sustainable world, we will make positive and long-term investments in the environment, communities, people and partnerships. To make sure we reach our destination, we have focused our actions and energy around three strategic imperatives:

- Continuously **Improve** the environmental impact of our brands and business
- **Empower** our people and the communities in which we operate
- Positively **Impact** the role of beer in society.

From these, we have grouped 23 programmes of work into six inter-related initiatives that will enable us to realise our Brewing a Better Future goals.

**Embedding Brewing a Better Future into Heineken UK**

These 23 programmes are grouped into six strategic initiatives known as the Sustainable Six:

- Green Brewer
- Green Commerce
- Engaging Employees
- Heineken Cares
- Responsible Consumption
- Partnerships for Progress

These Sustainable Six will enable us to realise our Brewing a Better Future goals and ensure sustainability is embedded across all aspects of our business.

Heineken UK is well regarded as a responsible business and has a solid approach to managing sustainability issues, but to ensure that we are continually challenging ourselves to go further, in 2010, we compared our current performance in the UK against the Brewing a Better Future targets and ambitions.

We acknowledged the actions that were necessary to address gaps or maximise opportunities to position Heineken UK as a leader in sustainability. We put forward our UK ambitions for all 23 programmes and developed a plan for 2011-2013, with clear measures and targets to track our progress.

To make our journey actionable and achievable, we have taken some significant decisions that will enable us to fully integrate our sustainability plans within the business.

We believe that in delivering Heineken's sustainability plans, we will be a valued and effective partner that exceeds our stakeholders' expectations.





# Improve



Breweries and cider mills use large amounts of water and energy and so central to Heineken's ambition to being the World's Greenest Brewer is to continuously improve the environmental impact of our brands and business.

For many years, Heineken UK has recognised both the business and environmental value of ensuring our operations are as efficient as possible. We will always be compliant with environmental legislation and regulations, but also go much further to ensure that our production processes are designed to make efficient use of available resources and minimise environmental impact.

**"We are actively involving our suppliers, so we can work in partnership on more sustainable products and processes. We also encourage our employees to suggest and implement environmental improvements to help us be best in class."**



**We are measuring our global and local carbon footprint, so we can optimise our emission reductions throughout our supply chain."**

Paul Hoffman  
Supply Chain Director  
Heineken UK

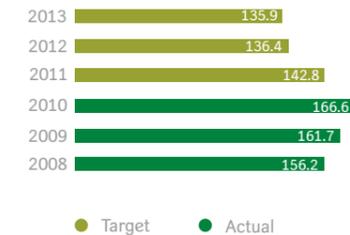
## Green Brewer

We are always aiming to improve our energy efficiency and reduce carbon emissions and water consumption in our breweries. We set stretching annual targets as saving energy and water increases our profitability and reduces our costs and environmental impact.

Due to the closure of two of our breweries in Reading and Newcastle in 2010, and the opening of a new cider plant at Ledbury in the same year, it was almost impossible to set accurate targets for 2010. 2010 targets are therefore not included in this year's report, but are set for 2011 – 2013.

## Specific total energy consumption breweries, cider, soft drinks and water plants

Mj/hl beer + cider



Total energy consumption for Heineken UK increased from 161.7 MJ/hl in 2009 to 166.6 MJ/hl in 2010. We are constantly aiming to be as energy efficient as possible, setting and meeting challenging targets. However, in the year that we closed underperforming breweries Reading and Newcastle, it was very difficult to set total energy efficiency, and thermal and electricity consumption targets. Our total energy performance in 2010 does not include energy consumption for the now closed breweries at Reading and Newcastle, or the new addition of our cider plant at Ledbury.

The breweries at Edinburgh, Hereford and Manchester have improved their total energy performance.

The specific total energy performance of Heineken UK is at the Heineken average of 166 MJ/hl.

## Thermal Energy Consumption

Thermal energy consumption for Heineken UK increased from 81.6 MJ/hl in 2009 to 86.3 MJ/hl in 2010. This increase was due to the poor performance of the closing breweries in Reading and Newcastle, and the addition of the cider plant at Ledbury, which has a very high thermal energy consumption (275 MJ/hl).

The breweries at Edinburgh, Hereford and Manchester have improved their thermal energy performance. In Manchester this was done by

## Heineken UK Joins Courtauld Commitment

In 2010 Heineken UK became a signatory to the second phase of the Courtauld Commitment - a cross-industry agreement to reduce packaging waste.



The Courtauld Commitment came into effect in 2005 when 40 off trade retailers and brand owners, facilitated by the Waste Resources Action Programme (WRAP), agreed two cross-industry targets on packaging - to design out packaging waste growth by 2008 and to deliver absolute reductions in packaging waste by 2010.

The second phase of the Commitment, which runs from 2010 to 2012, expands the targets on packaging. These will not only include reducing the weight of packaging put onto the market each year but also to increase the recycled content and recycling rate of packaging, as well as reducing its carbon impact. There are further targets on reducing supply chain waste and household food and drink waste.

Heineken UK's participation as a signatory to the Commitment, supports one of our priorities for Brewing a Better Future in the UK - 'Green Packaging and Innovation'.

Over the years Heineken UK has significantly reduced the amount of packaging we use through the introduction of lighter versions. Lightweighting is a continual process but is only possible after it has been proven that the new package will maintain safety and hygiene during filling, distribution and use.

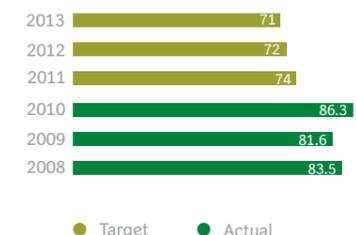
Through our work with WRAP and other signatories to the Courtauld Commitment, we look forward to further improving our performance.

being more proactive in condensate recovery/ steam trap management, improving maintenance of boiler burners to improve boiler efficiency and brewing at higher gravity.

The specific thermal energy performance of Heineken UK is better than the Heineken average of 87.6 MJ/hl.

## Specific thermal energy consumption breweries, cider, soft drinks and water plants

Mj/hl beer + cider



### Electricity Consumption

Electricity consumption has remained at 8.9 kWh/hl since 2009. We did not improve upon our consumption in 2010 due to the performance of the closing Reading and Newcastle breweries, and the addition of the cider plant at Ledbury.

The specific electricity performance of Heineken UK is just higher than the Heineken average of 8.7 kWh/hl.

### Specific electricity consumption breweries, cider, soft drinks and water plants

kWh/hl beer + cider



● Target ● Actual

### Direct and Indirect CO2 Emissions

The total direct and indirect CO2 emission from Heineken UK has increased from 9.5 kgCO2/hl in 2009 to 10.8 kgCO2/hl in 2010. This is higher than the Heineken average of 9.3 MJ/hl. Our increase in CO2 emissions is directly related to the increase in total energy consumption.

Our carbon reduction strategy is mainly focused on switching fuel sources and on reducing carbon intensive operations, and at new site Ledbury, strategies are based on green packaging, green cooling and sustainable buildings programme. With the exception of Caledonian Brewery in Edinburgh, all of our sites have European Union Emissions Trading Scheme permits.

### Direct and indirect CO2 emission breweries, cider, soft drinks and water plants

kg CO2/hl beer + cider



● Target ● Actual

### Types of fuels used

Calculation of MJ per type of fuel



- Gaseous fuels (LPG, natural gas, propane)
- Liquid fuels (diesel, fuel oil, gasoil, kerosine)
- Biogas

The majority of fuels used are based on gaseous fuels (76.8%), which are mainly used for thermal energy production. Some thermal energy and electricity are based on liquid fuels. Logistics are mainly powered by LPG and diesel. Biogas incineration at Manchester and Tadcaster breweries accounts for 1% of the total energy consumption, but there is potential for biogas to generate 5.2% of total energy consumption, and thus reduce CO2 emissions.

### Water Consumption

At Heineken UK we need water to brew beer, make cider and package our products. Therefore, both water availability and quality are priorities for our business.

We release water once it has been used in the brewing process, with our sites producing large volumes of effluent. This requires treatment to minimise any possible environmental impact. Our Tadcaster and Manchester breweries have on-site effluent treatment plants which helps us increase business efficiency and reduce costs. Managing, treating and reducing water consumption is a high priority.

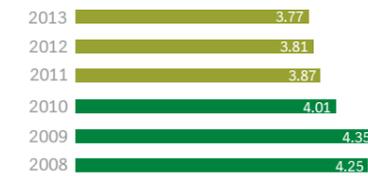
In 2010, our total water consumption decreased from 4.35 hl/hl in 2009 to 4.01 hl/hl in 2010.

Through one of the Total Productive Management projects, a large improvement was made at Manchester brewery by changing from kegging to canning, as well as through improved housekeeping and leak management.

The specific water performance of Heineken UK is lower than the Heineken average of 4.53 hl/hl, though we have not yet achieved our ambitious target of 2.93 hl/hl.

### Specific water consumption breweries, cider, soft drinks and water plants

hl water/hl beer + cider



● Target ● Actual

Our effluent organic load to surface water increased from 60 tons in 2009 to 90 tons in 2010. The increase is caused by the addition of Ledbury (20 tons organic load) and an increase in organic load at Tadcaster, the year following the treatment plant becoming fully operational, from 60 to 69 tons.

### Effluent organic load to surface water ton COD



### Green Commerce

Working with the Carbon Trust on carbon footprinting over the last number of years has given us an insight into the emissions associated with the wider supply chain, rather than just our own manufacturing sites.

Heineken UK is part of the workstream developing the Heineken Baseline Carbon Footprint model to quantify Heineken's global footprint.

We are bringing our experience of working with the Carbon Trust to carbon footprint two of our brands, Fosters Lager and Bulmers Original - recognising that each product that we make and each packaging type has different amounts of carbon emissions and therefore different carbon footprints.

### Waste

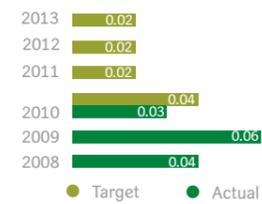
At Heineken UK more than 95% of our waste is recycled. The predominant waste produced by our manufacturing sites is organic material removed from beer during maturation and recovered as a fertiliser. The remaining waste, mostly packaging, is largely recycled.

Non-recycled industrial waste for Heineken UK decreased from 0.06 kg/hl in 2009 to 0.03 kg/hl in 2010, achieving our target of 0.04 kg/hl. The greatest improvements were made at Tadcaster, Manchester and Caeldonian Breweries, where all waste was diverted to energy from waste in 2010, which is classified as a recovery/recycling operation.

The specific non-recycled industrial waste performance of Heineken UK is better than the Heineken average of 0.84 kg/hl.

### Specific non-recycled industrial waste production breweries, soft drink, cider and water plants

kg/hl beer + soft drink + cider + water



# Empower



At Heineken UK integrity, health and safety and employee rights are embedded in our culture.

Our most valuable asset is each and every one of our employees –as we know that our future success relies heavily on our people delivering it.

We are committed to ensuring our employees have the opportunity, encouragement, and support to achieve their potential. To empower our people and the communities in which we operate, we are engaging employees by focusing on three programmes:

- Health & Safety
- Rights & Integrity
- Employee Engagement & Education

**“We are focused on making Heineken UK a great place to work! To achieve this, we are dedicated to expanding our activities around health and safety and employee development as well as ensuring we have a culture of trust and integrity which recognises the rights and responsibilities of us all.**



**We are also striving to ensure that our employees are proud of our approach to sustainability issues, and that, in turn, they understand how they can help improve our sustainability performance and take personal action to increase the impact of our approach.”**

Robin Pring  
HR Director  
Heineken UK

Safety First

## Engaging Employees

All Heineken UK colleagues are ambassadors for our company and our brands and so we focus on creating and maintaining the right business environment to make Heineken UK a great place to work.

We aim to enable our employees to actively participate in their community and educate them on responsibility and sustainability issues.

For us, ensuring engagement with everyone in Heineken UK is at the core of creating a sustainable business. Internally, this means looking at many areas including health and safety and development, through to making sure we have a culture of trust and integrity which recognises the rights and responsibilities of us all. Externally, it is about our colleagues actively participating in their communities, making a difference, and crucially, through this, learning more about sustainability.

We understand that if we build employee understanding of the relevance of sustainability issues we can increase employee pride in our company and encourage greater ownership of these issues. This will help us strengthen the value and impact of our current approach.

Our annual Climate Survey consistently shows that our employees are positive about the way we manage and lead our organisations. They have a strong understanding and commitment to our business strategy; and a real belief in our brands. In 2010, we were pleased to see a 10% positive increase in personal development which we identified as a key focus area for Heineken UK.

In 2010, placing emphasis on helping everyone across our business improve their skills, enhance their careers and be a more connected and inclusive part of Heineken UK, we launched a new development programme, which included a new set of Business competencies and a tool to support performance and development review - STAR Review.

Our HR Team consulted over 200 people across the business, asking their views on what key skills and competencies they thought everyone would need to achieve our vision of becoming the most admired operating company within the Heineken group.

STAR Review has been supported by a number of development solutions, including an online development guide, STAR Port – our online development portal, and a range of workshops focussed on meeting specific development needs across Heineken UK’s business competencies. Personal development will continue to be a focus area for us in 2011.

## Cool@Work Launch



As we expect all our employees to be ambassadors for responsible drinking and to understand what responsible consumption means, we launched Cool@Work - a Heineken workplace alcohol information and prevention programme, which aims to improve safety and health at work.

The Cool@Work programme was rolled out in the UK in September 2010 and is underpinned by the Heineken UK Alcohol Policy which was updated in 2010. The Policy sets out our role as a responsible employer, our rules about alcohol in the workplace and our expectations of colleagues. We are committed to supporting employees who might have an alcohol misuse or dependency problem. If an employee has an alcohol problem, we encourage them to seek help. We put Counselling services in place last year.

As part of the roll out, all colleagues received a Cool@Work reference card giving them a brief summary of the Policy, as well as practical tips on responsible drinking. Colleagues were encouraged to order the information cards for use at business events.

With Cool@Work, colleagues are divided into three groups and targeted information and support is delivered to each group:

**Green:** The majority who consume alcohol in moderation and are responsible drinkers.

**Amber:** Those at risk of developing alcohol problems because of their job activities or characteristics.

**Red:** Individuals showing performance or health problems because of their alcohol consumption. There are a number of supporting materials for line managers to use when dealing with colleagues who fall into this group – they can be accessed from the right hand menu.

Support materials for the Red and Amber groups are currently being developed and when finalised will be made available to line managers and relevant colleagues.

## Health and Safety

Heineken UK is committed to providing a safe, healthy and productive working environment. Through Brewing a Better Future's Health and Safety Programme, we are expanding our current Occupation Health & Safety activities and effectively coordinating and sharing best practice across the business.

We believe that no activity is so important that it cannot be done safely. Our safety improvement plan focuses on four key areas: effective leadership, employee involvement, effective systems and physical improvements.

Managers at all levels receive training on positive intervention, a programme designed to encourage action when unsafe behaviour is observed. We also actively encourage and promote colleague involvement in safety through the development of our safety representatives and safety champions.

However, there was an increase in the number of accidents to company personnel and associated lost days in 2010 compared to 2009. This decrease in safety performance was as a result of Heineken UK's inclusion of the production unit at Ledbury, and an increase in the number of accidents at Manchester and Tadcaster and Edinburgh.

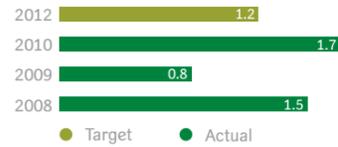
The addition of Ledbury in 2010 led to both an increase in accident frequency from 0.8 cases/100FTE in 2009 to 1.7cases/100 FTE in 2010 and increased accident severity from 3 lost days/ 100 FTE in 2009 to 22 lost days/100 FTE in 2010.

At Royal Brewery Manchester, an unfortunate slip resulted in an accident with 117 lost days. Similarly, a fall due to severe weather conditions at Tadcaster Brewery also caused a high number of lost days.

Although contractor accidents fall outside our reported KPIs, contractor safety is also very important to Heineken UK. The total number of contractor accidents decreased from 11 accidents across all sites in 2009 to 9 accidents in 2010.

## Accident frequency in production

cases/100 FTE for all sites



## Accident severity in production

lost calendar days/100 FTE for all sites



## Rights and Integrity

At Heineken UK we aim to demonstrate our integrity in all that we do. Ensuring integrity was fully embedded in our culture, and to become aligned to the Heineken NV Code of Conduct, Heineken UK launched a new Code of Business Conduct at the end of 2010.

The new Code formally expresses our commitment to diversity, human rights and ethical business. It covers a number of areas, each stating the legal principle, ethical value or practice that the Code is trying to promote or stipulate, and then outlines the personal responsibilities and behaviours considered necessary for colleagues to comply with the Code. Adherence to the Code is contractual, since Heineken UK requires colleagues to comply with legislation and reasonable instructions, and is applicable to all colleagues.

Our Code of Business Conduct recognises Heineken's values: respect for individuals, society and the environment; bringing enjoyment to life; and a passion for quality. It helps us put into action these values and principles through our daily business activities. The Code also provides information on key areas of business activity; outlines our minimum responsibilities; and provides further details on where to go for additional information or to report an issue.

## Community Involvement

Heineken UK has a strong history of contributing to our local communities. We focus on building long term relationships with communities where we have major Heineken UK sites and aim to use local activities to strengthen stakeholder relationships and increase employee engagement.

Our grassroots community support targets local needs. We work with community foundations to identify and support local projects that encourage health, well-being, self esteem and self-confidence especially through education, training and/or physical activity. The project should encourage community pride, strengthen networks or bring different parts of the community together.

- In Scotland, we set up the Scottish & Newcastle Fund in 2000 and since then have been able to support more than sixty local projects to date. One of the more recent projects the Scottish & Newcastle Fund has supported is Altogether in the Park; contributing towards the cost of a community celebration event promoting healthy lifestyles and training and employment opportunities in a socially deprived area of Edinburgh.

We are a high profile supporter of the Edinburgh Festivals. In 2010 Heineken UK's leading lager, Foster's was sponsor of the world renowned Edinburgh Comedy Awards which celebrated 30 Years of Discovering Comedy Genius in the same year.

Deuchars IPA, brewed at the Caledonian Brewery in Edinburgh, announced a three-year sponsorship of Fringe and joined with Bulmers to co-sponsor the world famous Spiegelent venue. In 2010, we continued our association with the Edinburgh International Festival by sponsoring the opening concert.

- In Manchester, Royal Brewery this year began working with the Community Foundation for Greater Manchester, Forever Manchester, to provide a new source of funding to groups in the Moss Side and Hulme areas.
- In Tadcaster, John Smith's Lionheart Fund has supported local organisations including Yorkshire Community Interest Company, Rawson Spring Football Club, Rotary Club of York and Hornsea Inshore Rescue.
- In Newcastle, the Newcastle Brown Ale Fund, which was established as part of the brewery closure, aims to benefit young people aged 18-25 in the city. Recently, the fund has helped support The Newcastle United Foundation's Health Trainer, which is getting men back into sport by encouraging participation in football related activities to increase health and well-being initiatives.

In 2010 we piloted team based development opportunities with an environmental conservation organisation and as a result we now aim to roll out a conservation volunteering programme with colleagues in 2011.

We match funds our employees' charitable fundraising efforts and charitable donations. We distributed £12,000 to charities in 2010 through this fundraising support.

In 2010, we again achieved Business in the Community's CommunityMark standard – the UK's only national standard that publicly recognises excellence in community investment.

### Sustainable Agriculture

We are proud to be committed to supporting UK agriculture, sourcing locally and investing in world-class processes to raise brewing standards in the UK. We want to ensure that we have full insight of where we source our raw materials and understand how they meet brewing and sustainable sourcing criteria.

- 30% of all apples grown in the UK are used by Heineken, and two thirds of all cider apples
- All of the barley used in the brewing of Heineken's beer in the UK is grown in the UK
- More than 95% of our beer sold in the UK is brewed in the UK
- In 2010 we invested heavily in our new site in Herefordshire, seeing Hereford become regarded as the global centre of excellence for cider production.

Our cider business, Bulmers, accounts for:

- 10,000 acres of apple orchards in Herefordshire
- 2,500 acres Bulmer owned farms
- 7,500 acres mature orchards on locally owned farms
- 1,200 orchards currently being planted
- Relationships with around 250 local farmers, some third generation dating back to the 1920s

The contract for any given orchard is typically 25-30 years which directly benefits precious agricultural jobs and promotes sustainable planting.

Without the support of local farmers, we would not be able to grow sufficient bittersweet apples to meet market demand and this has resulted in vertically integrated supply with partnership working with local farmers. Heineken UK has committed to significant investment in research and development and provides a full time advisor to support farmers.

Through strong partnerships with local farmers, we have encouraged a more sustainable approach to orchard management, improving biodiversity and reducing use of harmful chemicals. This partnership approach has been recognised by the UK government, the National Farmers Union and other stakeholders as exemplary.

We hold growers open days annually on our own farms to demonstrate improved orcharding techniques and we invest in agricultural research to improve grower confidence in ongoing pesticide reductions.

Our employees and growers now share a passion for producing our cider's raw material in a manner that is conducive to conserving biodiversity in tandem with producing a commercially viable crop.

Encouraging a more sustainable way of working must be justified through increased yield or reduced costs. Identifying a small number of innovative farmers who are prepared to work with us to trial new ideas or new apple varieties is essential in terms of engaging the broader community.

In 2010 a new project called the Herefordshire Orchards Network of Excellence was launched. The project will design, organise, fund, run and promote a series of innovative orchard trials and new management techniques across selected growers throughout Herefordshire.



## Impact



It is Heineken's goal to positively impact the role of beer in society. We will do this by promoting responsible consumption amongst all of our stakeholders, and working closely with partners to ensure that our business is well informed of the issues of alcohol misuse, enabling us to make decisions that will have a real impact.

As the UK's leading brewer and cider maker, it is hugely important to us that our brands are consumed in a responsible manner and we recognise our duty to lead the industry in encouraging responsible consumption.

**"We have a strong record of implementing our own responsible consumption strategies and encouraging others in the UK alcohol industry to address alcohol misuse."**



Kieran Simpson  
Corporate Relations Director  
Heineken UK

### Responsible Consumption

Heineken UK has demonstrated industry leadership in changing behaviour through our support of the Government's Responsibility Deal on alcohol. In addition to signing up to a common set of pledges aimed at tackling alcohol misuse and improving awareness of safe drinking levels, we have made individual pledges which we believe will build on our existing responsible drinking programme.

Heineken UK has led the industry on labelling and since 2005, voluntarily included the UK Chief Medical Officer's responsible drinking guidelines and unit content on our labels. Building on our proactive labelling of all UK bottles and cans, we pledged as part of the Responsibility Deal to distribute 11 million branded glasses into the UK on trade showing alcohol unit information by end of 2011.

This pledge will educate drinkers in the on-trade by providing alcohol unit information on our draught beers and ciders, through the unit labelling of branded pint glasses – on drinks such as Foster's, Strongbow, Heineken and John Smith's.

We have also pledged to aim to remove 100 million units of alcohol from the UK market each year through lowering the strength of a major brand by 2013. We believe that publicly sharing this aim will influence and encourage our off-trade customers to review their own-label portfolios as well as their broader alcohol fixture.

We believe we can be a valuable partner in tackling alcohol misuse by marketing our products responsibly, providing consumers with information, and delivering education and responsible drinking programmes.

We are a founding member of The Portman Group – a self-regulating organisation which encourages and challenges the industry to promote its products responsibly. The Portman Group is recognised by Government for delivering consistent improvements in the responsible marketing of alcohol.

We based our own Responsible Marketing Policy on the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and Stefan Orłowski, Heineken UK's Managing Director, sits on the Portman Group Council.

We are also a major supporter of The Drinkaware Trust - an educational charity that aims to positively change the UK drinking culture.

### Partnerships for Progress

We also address alcohol misuse through Community Partnerships. We have a strong track record of working collaboratively in partnership with alcohol misuse charities such as Turning Point and Addaction. We have worked with these partners for many years, strengthening our ability to support long term change.

## Case Study Seeing is Believing

In July 2010, we worked with Business in the Community and Addaction, one of our partners in tackling alcohol misuse, to arrange a Seeing is Believing evening for our Management Team.



The evening was spent at a 'wet hostel' in Vauxhall and a Community Centre in Brent. The Management Team met with a variety of people affected by alcohol misuse including the residents of the wet hostel, ex addicts at the community centre as well as a number of community specialists, such as police, licensing officials and community organisers who are impacted by alcohol misuse in their daily lives.

Addressing growing public concern about the links between strong ciders and irresponsible drinking, and as a direct result of our senior colleagues seeing first-hand the issues surrounding alcohol misuse at the Seeing is Believing event, the decision to speed up the de-listing of Strongbow Black was taken.

Stefan Orłowski, Managing Director, Heineken UK, who led the visit, said:

"It was a very valuable, at times challenging, but certainly great learning experience. It busted some myths and created a much greater awareness among Heineken UK's management team, and our commitment to integrating responsible consumption into the way we do things."

The decision to de-list Strongbow Black followed the ongoing move to lead the way in terms of responsible marketing of our cider portfolio, including the de-listing of White Lightning at the end of 2009. These de-listing decisions have had an impact on the company's annual turnover, reinforcing our stance on responsible drinking and commitment to integrating responsible consumption into our business.

In 2010, Heineken supported Addaction to establish a specialist alcohol service for ex-offenders attending Addaction's Manchester Resettlement Service. The Manchester Resettlement Service supports men and women with drink and drug problems who are returning to the City of Manchester after release from prison. The project looks to bridge the gap between prison and community based-services for ex-offenders with an alcohol or drug dependency. Currently, no programme like this exists. There is no other programme which offers dedicated support for ex-offenders in the community to address their problematic drinking, to help them avoid relapse and maintain their recovery.

[www.heineken.co.uk](http://www.heineken.co.uk)  
[www.enjoyheinenresponsibly.com](http://www.enjoyheinenresponsibly.com)

