Enjoy Wine & Spirits Sustainabilityreport 2018 **Financial** year

ENJ@Y



A word from the CEO

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ustainability is more relevant than ever. At the time of writing, an EU election is just around the corner. I am convinced that the climate issue, together with refugee and integration policies, will be high on the agenda as millions of Europeans place their votes. At least that is my hope. On a smaller scale, that is to say, in Enjoy's everyday world, sustain-

ability plays a major role. We have received very positive feedback on our first sustainability report that we presented in 2018. And now it's time for our second. It is with pride that I point out that we are continuing to make progress day by day. The camel analysis we produced just over two years ago clearly shows that the greatest environmental impact from our business comes from cultivation and production, followed by transport. When it comes to cultivation and production, we are working hard to get our producers to convert to organic agriculture. We support and participate in the audits that Systembolaget regularly conducts with the aim of influencing our suppliers to move towards more sustainable operations.

With regard to transport, they are more open to influence than is the case with cultivation and production. It's a matter of reducing the weight per unit, optimising the number of units per shipment and, last but not least, choosing the most sustainable transport solution. The climate impact generated by ourselves is exceedingly small, but oh so vital from the perspective of inspiring those around us. Building a sustainable business community is about getting as many people as possible on board. For this reason, sustainability has a natural place whether it be at a board meeting, a meeting with a producer, customer meetings or a

As I said, even though our actions are only on a small scale and our business is seemingly small, it's about being able to look at yourself in the mirror, morning and night, and feel that you are doing your bit and helping to make a change. If we as an employer can inspire our employees to take greater responsibility, both in the workplace and as individuals, it generates an ever expanding effect, getting more people involved in contributing to the transition to greater sustainability. This thought is extremely positive and helps me sleep better at night.

monthly staff meeting.

- CEO and part-owner, Enjoy Wine & Spirits

Sustainability report 2018 financial year

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About Enjoy Wine & Spirits

We are a family company with our roots in Italy and a presence throughout the world. Our portfolio consists of small-scale, artisan wine producers combined with more established and larger producers. Our range also features a growing selection of bottled beers and spirits. Our focus is sustainability in all aspects. If we were to agree on a motto, it would be: that we aim to produce good beverages and for everything we do to uphold the highest level of quality. It's as simple as that.

facebook.com/enjoywine.se

instagram.com/enjoywine

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Introduction

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his is a sustainability report from Enjoy Wine & Spirits AB (corporate ID no. 556457-7509), which is an unlisted private company. It is our

second report and relates to 2018. It has been drawn up according to Global Reporting Initiative guidelines (GRI) and aims to fulfil "core" level. The purpose of this report is to present a survey of our material sustainability risks and how we handle and deal with them. This report is divided according to our value chain, and covers: cultivation and production, range, transport and storage, offices and employees, consumption and recycling.

>About Enjoy Wine & Spirits AB

Enjoy Wine & Spirits AB is a company involved in importing alcoholic drinks. Our history goes back to 1982. At that time we acted as an agent and helped Vin & Spritcentralen, as it was then, in finding the best wine houses in Italy. Since 1995, when the market was deregulated, we have been acting as an importer. Initially we took the name Enosvezia (eno for wine in Latin and Svezia for Sweden in Italian). At the time we dealt exclusively with Italian wines and had a market share of just over 30% of the Italian wines sold in Sweden. In 2006, we decided to change our name to Enjoy Wine & Spirits. The aim of the new name was to create a name that clearly reflects our culture, in

"We aim to inspire and create quality of life through sensational drink experiences." which joy and passion are important and natural ingredients. In this new guise we also began our work of building an international portfolio. Since the year of deregulation (1995) we have constantly been one of Systembolaget's largest wine suppliers, an achievement that we are very proud of. We have four different sales channels: Systembolaget, HORECA, Nordic Travel Retail and Export.

>Our business concept

We aim to sell drinks that contribute to quality of life.

>Our vision

We aim to inspire and create quality of life through sensational drink experiences.

>Our values

We have clear and distinct values that form the very core of our business. Our values are Innovation, Passion and Responsibility (IPA in Swedish).

Innovation:

Innovation has always been a part of our DNA irrespective of whether this relates to packaging, range, communication or attending fairs. We love to drive development and are constantly striving to expand boundaries. Tr3 Apor wine is an excellent example of our innovative spirit.

Passion:

Passion and commitment are two strong catchwords. A passion for what we do, the way we do it and, not least, who we do business with.

Responsibility:

We take responsibility for our employees, their health and development. We take responsibility for sustainable business activities and for a sound and healthy drinking culture.

Bottled With Care

"We hope that, together with

ur culture and our dedicated employees are the foundation of our sustainability work. During the year we have signed up to the

Drinks Industry Climate Initiative (Dryckesbranschens Klimatinitiativ), which is an initiative launched by the Swedish Brewers Association, the Swedish Spirit and Wine Suppliers Association (SVL) and Systembolaget to enable everyone to contribute to making the industry more climate-smart. This work began in 2016, and the following year the industry associations and Systembolaget adopted a joint expression of will, whereby the participants promised to

begin measuring their footprints based on the Greenhouse Gas Protocol (GHG), which is an internationally accepted standard for calculating and reporting emissions of greenhouse gases, and setting goals for their climate efforts. We already work with Our Impact, where we measure our emissions annually according to GHG, but naturally we want to contribute the information we have, so we are now also reporting our emissions in Position Green, which is the digital tool for the Drinks Industry Climate Initiative. We hope that, together with the industry, we can set relevant and measurable goals that contribute to the Global Sustainable Development Goals and are in line with the target of the Paris Agreement to keep the increase in global warming below 2 degrees. In autumn 2019, we will receive a status report on the industry, and we will subsequently come together to set goals, both collectively for the initiative

We are constantly striving to make wise and sustainable decisions, and our sustainability work is an integral part of the company's business model and management and is conducted in a systematic manner. The basis

> Spirits' values (Innovation, Passion and Responsibility) and our Code of Conduct. We deal with sustainability issues in a businesslike way in all elements of our operations. We have an environmental policy, an alcohol policy, a social media policy and a combined work environment policy and equality policy, and furthermore all our employees must sign up to our Swedish

Code of Conduct. Immediate managers and our HR supervisor are responsible for responding to any questions or clearing up any uncertainties. All of our employees have signed up to our Swedish code of conduct. We also have a whistle-blowing system, which we have not needed to use during the year. The responsibility for overall strategies, objectives and measures rests with the management team and sustainability supervisor.

In close collaboration with U&We, we have conducted a comprehensive sustainability analysis of both our operations and our suppliers for the purpose of finding out how our value chain affects the planet. With the aid of the digital tool 'Our Impact' we have been measuring and recording the climate impact caused by our business activities since 2015. The board is ultimately responsible for our sustainability work, but operational work and sustainability management are implemented by a sustainability supervisor and a steering group consisting of three people. The group met five times during the year and focused on various elements of the sustainability work and also delegated selected elements to other responsible parties at the company, e.g. buyers, who then conducted discussions with our producers regarding our CoC (Code of Conduct).

The sustainability supervisor has reported on sustainability issues at management group meetings and also internally at monthly meetings. Strategic sustainability reporting at board level takes place regularly during the year; the board meets five times a year.

We believe that it is easier to tackle the challenge together and the greater our numbers the bigger the difference we can make.



Materiality analysis and dialogue with stakeholders





e did not conduct a new materiality analysis, but we judge that our sustainability risks remain the same as previously. Our materiality analysis

from 2017 forms the basis for this report. We conduct continuous dialogue with our producers with regard to production, and no significant changes were implemented in the supplier chain during the year. One

of our biggest stakeholders is System-bolaget, which successfully incorporates sustainability. We have a mutual dialogue and follow their sustainability work. Our employees and owners have been involved in a variety of internal surveys and projects and in this way have been informed and been able to have an influence on our sustainability work. The materiality analysis will be updated regularly in order to serve as a guide for our long-term sustainability work.

	Risk/Materiality	Significance of the risk	Why is this considered to be material to Enjoy?
Cultivation and production	Ethics and anti-corruption throughout the value chain.	The risk is the occurrence of dubious business practices, such as gifts or wrongful conduct.	Because it occurs in countries where we operate.
	The environmental impact and social conditions in production of own brands (Private Label).	The substance of the risk is working conditions and environmental impact such as spraying of crops and emissions of greenhouse gases from transport.	This is a commercial risk for us when it is Private Label products – which means that we ourselves bear producer responsibility.
Range	Social conditions throug- hout the supplier chain.	Working conditions at suppliers', the right to form a union and thus the right to collective agreements, the risk of child labour, the risk of slave labour and other human rights issues.	Because the risks are present within wine production in countries and regions where we do business.
	Product quality.	The risk is that our products are defective, such as sediments, oxidation, cork defects or substandard packaging.	We secure deals based on our knowledge of good wines and the target group's preferences, as well as customer satisfaction.
Transport and storage	Climate impact from transport.	Emissions of greenhouse gases from producer to consumer by sea, rail and road.	It is essential for us for our range to be produced in locations other than Sweden and this affects the environment in the form of emissions.
Offices and employees ENJOY	Diversity and equality in the workplace.	Gender, religion, sexual orientation should not affect employment and/or setting of wages.	We want to be an attractive employer and develop our business through diversity.
	Further training, skills development for employees.	If we do not keep up to date with our expertise, we run the risk of missing out on business. (Language, product knowled- ge, digitalisation, sustainability).	Knowledge is passion, which is a driving force in our business.
	Job satisfaction.	The risk of losing employees because we don't offer an attractive workplace and fill employees with enthusiasm to remain and develop with the business.	It is important for us that our employees are happy – since an enjoyable workplace helps everyone do a better job.
	Climate impact from our own activities.	Emissions of greenhouse gases from our own activities such as business travel, heating, paper purchasing, wastage and recycling.	It is important for us to follow our own activities and moni- tor our own climate impact.

Our sustainability goals

Our sustainability work, both strategic and operational, is based on our value chain, comprising the following sustainability areas: cultivation and production, range, transport and storage, offices and employees, consumption and recycling. Measurable

goals have been set in the areas where we have scope to influence things, based on our role. The outcomes are reported below and in various sections of the sustainability report.

Cultivation and production

Cultivation and production accounts for 52% of our total climate impact. The key figures show how many of our active producers have signed up to our CoC.



2016: 78%

2017:87%

2018:88%



Range

The key figure shows our proportion of ECO litres sold at Systembolaget as a share ofour total sales in litres.



2016: 22%

2017:14%

2015:14%



Transport and storage

Transport accounts for 7% of our total climate impact and the percentage distribution is as below. The key figures show our climate impact in kilogrammes of carbon dioxide equivalents (kg CO2e)

for transport per KSEK of sales.











CLIMATE IMPACT OF TRANS-PORT kg CO2e/KSEK



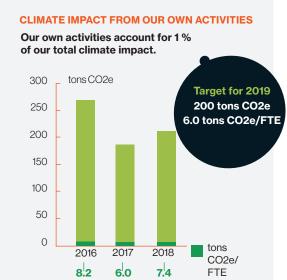






Target for 2019 PI 79 Offices and employees ● 78 ● 80 ● 80 Work attendance 99.5% We conduct annual anonymous surveys, giving staff the opportunity to reflect on how they feel and their work situation. Number of employees % women/men 50/50 2017 2018 2016 PI 78 PI 78 PI 77 75 78 **PERFORMANCE INDEX** Stimulating leadership Work attendance Work attendance Work attendance The team's performance 99.35% 99.40% 99.12% Number of employ-Number of employ-Number of employenvironment ees % ees % ees % Personal leadership women/men 45/55 women/men 48/52 women/men 39/61





Consumption

The key figure shows our non-alcoholic consumption as a percentage of our total sales in litres.



NON-ALCOHOLIC CONSUMPTION IS:

2016: **7**% 2017: **8**% 2018: **9**% Target for 2019

Recycling



The climate impact of packaging accounts for 40% of our total climate impact.

Consequently, recycling is important to us and carbon dioxide emissions per KSEK of sales.

2016: 15% 2017: 15% 2018: 15% Target for 2019 15%

The global goals

Our sustainability work is governed by our own analysis. Based on this we can clearly see how we can work towards the global goals.





































hrough our collaboration with Systembolaget we have also conducted an analysis of how our sustainability work is connected to the global goals. Our sustainability work is governed by our own analysis, and from this we have been able to clearly see how we can map our own efforts against the global goals.

Of the 17 global goals, five are of particular importance to us and our operations.

> Clean water (goal 6)

Growing grapes requires water. Water is now a scarce commodity in many parts of the world. In other areas, wine-growers use pesticides to defend against infestations. These pesticides penetrate into the soil, with the risk of contaminating groundwater and making it unfit for use. Consequently we have set a goal of increasing the proportion of organic wine in our range. In addition, we undertake carbon-offset measures to compensate for our climate impact in the form of supporting a project that provides clean drinking water in Uganda.

> Decent work and economic growth (goal 8)

We do business with producers in risk countries. Consequently, it is important to positively influence the producers to provide fair working conditions. We do this with the aid of our CoC (code of conduct) and e-Sat, a digital management tool for surveying of our producers. Find out more on page 13.

> Sustainable cities (goal 11)

Despite the fact that our own environmental impact is almost negligible if you look at the whole of our value chain, we are working towards sustainable cities. We sort waste for recycling, grow vegetables on our roof terrace and offer bicycles to borrow for meetings in town.

> Sustainable consumption and production (goal 12)

We deal in alcoholic drinks. Moderation is a keyword for us. Our range will always contain non-alcoholic options. We are also careful to comply with the Swedish alcohol law in all of our activities. Wine is our core business, but we also supply spirits. However, our spirits portfolio has a distinct high-quality profile.

We make a living from products that come from agriculture, and it is essential for us to work to promote sustainable, long-term agriculture. Many of the wine world's plantations are currently threatened by climate change.

> Climate action (goal 13)

An analysis of how our value chain affects the environment shows that cultivation, transport and packaging account for the greatest proportion of our climate impact. We follow up on climate impact from transport and strive to reduce this in collaboration with our third-party logistics provider. We also follow up on climate impact from our own activities. In addition, we undertake carbon-offset measures for the environmental impact from our business travel by air and road.

Cultivation and production

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uality is always a major focus when selecting our producers. We inform all our partners, both suppliers and customers, that we actively implement CR (corporate responsibility). This includes surveying and finding out in detail

about working conditions, work environment, human rights, equality and diversity. We ask all

our producers about their production processes, how they guarantee good conditions for their employees and how they deal with other sustainability risks.

We also have our own production to a certain extent. We produce Private Label products, for which we have more stringent responsibility, as we bear producer responsibility. We hold discussions with our main producer to gain an understanding of the volume of pesticides and water usage in production.



"If we don't get the responses we want, we hold discussions with our producers regarding the shortcomings that exist and thus help to improve the producers' knowledge and commitment."

>Wine-growing in brief

The process of producing wine from grapes is ancient and the methods numerous. Today only the grape species Vitis Vinifera is used (99% of all wine production) with just a few unique exceptions. There are four main factors that influence the character of a wine: climate, soil, grape variety and vinification, i.e. the actual wine production process. Differing climate zones in Europe and the so-called New World (USA, Chile, Argentina, South Africa, Australia and New Zealand), between the 30th and 50th parallel, in both the northern and southern hemispheres, together with grape varieties and soil, offer a world of possibilities for this fantastic agricultural product. From small local farmers via cooperatives to large conglomerates, wine is a table drink in the majority of the world. Only in non-wine-producing parts of the world is it seen as a luxury item. The growing season from grape to harvest is heavily dependent on the weather and work out in the vineyards is demanding. After harvesting, the work in the winery commences, involving pressing and fermentation, followed by maturing and bottling before the product can leave the vineyard for consumption.

>Where do we buy our wine from?

Italy is the country where most of our wine is purchased, followed by Germany, France, the USA and Spain. The rest comes from varied locations depending on which products we have in our range, such as cider, beer, fortified wine and spirits. In countries from which most of our wine is purchased we have effective transport agreements in place and we measure the climate impact from rail, road and sea transport.



Many of our producers in Europe are moving towards organic thinking and policy, primarily due to climate change and to benefit their own health and that of their staff. Climate change along with global warming is well on the way to re-drawing the wine map and its influence on the character of wines. In Sweden, organic wine accounts for just over 22.3% of sales (by volume).

South Africa and Chile have long been under the magnifying glass as so-called risk countries. Systembolaget is the body that decides which countries are classed as risk countries based on Maplecroft's industry-specific risk analysis. It has been much more difficult in risk countries to check and follow up on the BSCI (Business Social Compliance Initiative) requirements set for social and working conditions for employees at our producers'.

Our sustainability work corresponds well with Systembolaget's four focus areas for risk areas through to 2020. They are:

- 1 To increase social responsibility throughout the supplier chain.
- 2 To create means for reduced climate and environmental impact from our range and supplier chain.
- To ensure an inclusive climate and increase diversity.
- 4 To take the environment into consideration to a greater extent when establishing own activities and conditions.

>Code of Conduct

87% of our producers have signed up to our Code of Conduct, which specifies how we want to collaborate with our customers and suppliers. The policy

is based on the UN's Declaration of Human Rights and conventions of other international bodies. Other Nordic alcohol monopolies apply the same code of conduct. The Code of Conduct has been compiled by amfori BSCI (amfori Business Social Compliance Initiative). This is a global, non-profit organisation that works to promote social responsibility within a number of sectors, from raw material production to finished product. Systembolaget is a member of amfori BSCI, and as an importer we are thus included in the BSCI work.

Compliance with the Code of Conduct is followed up by us and by Systembolaget via independent onsite inspections at our producers' and their plantations.

In addition to our producers signing up to our Code of Conduct, we go into further detail and survey our producers by asking them to answer a set of 70 questions dealing with corporate responsibility. For this purpose we use the digital management tool e-Sat. This enables us to conduct a clear and active dialogue and to follow up on their work within different areas, such as work environment issues, human rights, equality and diversity and surveying of risks, both social and environmental. If we don't get the responses we want, we hold discussions with our producers regarding the shortcomings that exist and thus help to improve their knowledge and commitment in step with improvement work.

>Climate impact in wine-growing and production

The fact that wine is an agricultural product means

Total climate impact

tons CO2e

2016

2017

2018

10.000

8.000

6.000

4.000

2,000

that the methods of production are many and varied depending on supply and demand in the various regions. Agricultural activities always have an impact on nature, but with knowledge and good cultivation methods this can be reduced. A couple of the major climate villains in cultivation are production of pesticides, use of artificial fertilizer and fuel for processing machines and transport vehicles. Electricity production for use in the production process and pumping of water to plantations also has an impact on the climate. Cultivation and production make up 50% of our total climate impact, which is a considerable proportion, but it is difficult for us to have any influence on this.

>Climate impact from packaging

Selling wine also involves in large part selling packaging, and 40% of our total climate impact comes from packaging. In an effort to reduce our footprint, we select as far as possible the most eco-friendly options such as aluminium, PET and lightweight glass and paper/plastic packaging in the form of bag-in-box. In collaboration with our suppliers and in consultation with our customers we endeavour to satisfy everyone's requirements under our eco-friendly prerequisites. In 2018, glass accounted for 72% (66% in 2017) of our climate impact from packaging, while bag-in-box accounted for 19% (32% in 2017) and cans for 8% (2% in 2017).

Our average wine bottle weighs 557 grams, and bearing in mind how much glass

Target for 2019

Cultivation/production:

9,000 tons CO2e

Packaging:

7,000 tons CO2e

Transport:

1.200 tons CO2e

Own activities:

200 tons CO2e

impacts on the climate we are striving to convert to lightweight bottles, which is an increasingly common concept in the wine world. Any bottle weighing 430 grams or less is given a lightweight marking, a scheme introduced by Systembolaget as part of its climate efforts. According to a study in the UK (WRAP 2008), there is a strong correlation between both the

weight and height of the bottle and the perceived value. We want lighter bottles of the same height to be seen as equally attractive by consumers. Another aspect of a lighter bottle is that it is easier to serve from.



Glass

Cans

Bag-in-box

Own activities:

Packaging:

Transport



Our range

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ur range is characterised by both depth and breadth. It is vibrant and is regularly adapted to reflect contemporary trends and customer demands. It encompasses wine, spirits, cider, non-alcoholic wines and mineral

water. Wine is the dominant category and accounts for 90% of our annual sales volume. Quality is a

keyword when it comes to building our range.
Our range consists of a mix of agency
brands and own brands. We have a close
and family-type partnership with
around 70 producers throughout the
world, all carefully selected for their
high quality. With regard to our own
brands, Tr3 Apor, Barrel and Drums
and The Brand New
Republic, we control the whole value
chain and can thus influence the quality of the products. Sales of organic

ality of the products. Sales of organic products equate to just over 11% of our total sales volume. We have an objective

for 50% of our range to be organic and/or ethically labelled (e.g. FairTrade) by 2020. This objective will be achieved by converting conventional wines to organic or by securing new deals with organic products. Our non-alcoholic range is an essential cornerstone in our work to promote moderation and thus contribute to sustainable business activities.



"Our non-alcoholic range is an essential cornerstone in our work to promote moderation"

Our 2018 range

divided by

product category.

Sales

Wine

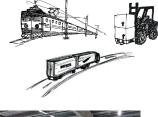
Water

Spirits

by litre.

Transport and storage







Thanks to our collaboration with PostNord we avoid costly, environmentally harmful road transport from rail terminals to warehouse facilities.

Trains roll all the way to PostNord's warehouse facilities.



e have a third-party logistics partnership with PostNord. Sustainable transport and distribution solutions are a key factor for us. Through analysis

we know that shipping and transport has a huge environmental impact, and through our collaboration with PostNord we are constantly striving to reduce that impact. We were one of the first Swedish wine importers to decide to undertake carbon-offset measures for the climate impact from our shipping activities. For example, 59% (52% in 2017) of our transport to Sweden

goes by rail. Trains roll all the way to Post-Nord's warehouse in Jordbro, which means that we avoid costly and environmentally harmful transhipment and road transport from rail terminals to warehouse facilities. We are always striving to optimise our transport back to Sweden. We do this by loading optimum quantities, making it both cheaper and climate-smart to ship full units. PostNord is responsible for ensuring that our products are delivered on a daily basis from the warehouse in Jordbro to customers throughout Sweden, such as Systembolaget stores, restaurant wholesalers, direct-purchase restaurants and Travel Retail, which constitutes ferry services and airports within the Nordic region.



Offices and Sensor employees



ur office is at Alsnögatan 11 on Södermalm in Stockholm. It is 700 m² and accommodates a total of 30 employees. The climate impact

from our own activities constitutes roughly 1% of our total climate footprint. Therefore we devote time and energy to making eco-smart choices. We are convinced that this creates the right mindset among our employees.

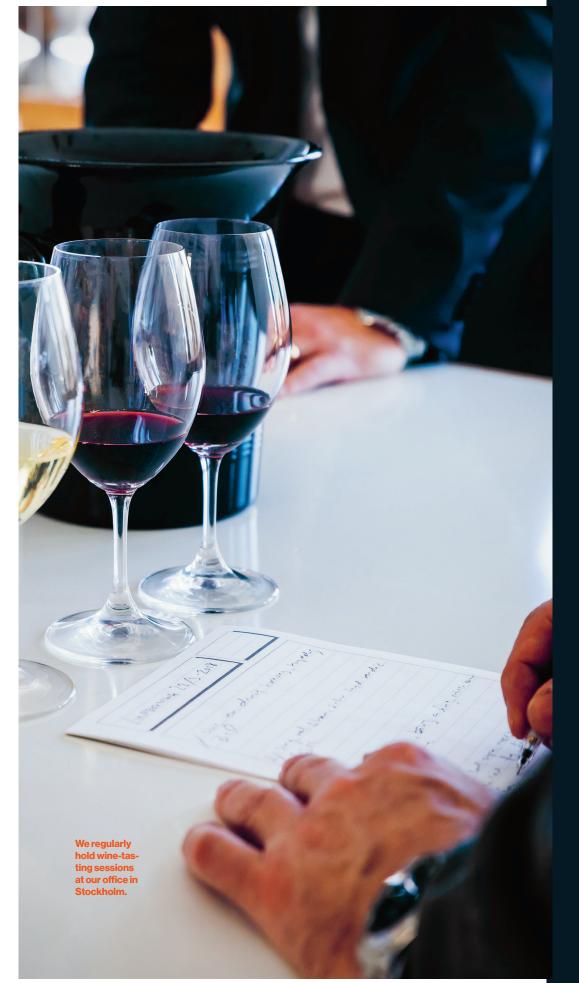
With the aid of the digital tool 'Our Impact' we keep a check on how our own actions are affecting the climate. Via 'Our Impact' we calculate the climate impact of factors such as our power consumption, our annual consumption of paper, business miles driven and our emissions from air travel.

In 2015, we began carbon-offset measures for our climate impact and we add up annual total CO2 emissions from our transport to Sweden and distribution to customers.

We also include all business travel by air and road and the environmental impact of our office activities.

In a close collaboration with the company ZeroMission we have chosen to support two local projects. We have chosen these because we want to undertake carbon offset based on a certification system that is internationally accepted, provides additionality, is measurable, verifiable and permanent as well as contributing to long-term sustainable development.

- > Project Solvatten is a water purification project in Uganda that saves time and improves people's health in many ways, primarily among women and children.
- > Project in Nakau, a group of islands in the Pacific, where we are involved in helping to stop devastation of the rainforest. The project involves the local population in long-term conservation and protection of the rainforests through payment for ecosystem services. *



Here are some examples of what we do at the office:

- > We grow vegetables on our roof terrace. The aim of this is to be able to offer staff locally grown and organic vegetables for lunch.
- > In collaboration with Ragnsell, we sort our waste for recycling. Paper, plastic, glass and metal are sorted into recycling containers.
- > We always buy organic food, such as butter, milk, fruit, greens and coffee.
- > We have the opportunity to exercise in working hours. Twice a week we exercise together on a voluntary basis.
- > We offer our staff a health check once a year. The health check aims to have fit and healthy employees.
- > We offer all employees an annual fitness allowance.
- > We offer all our employees massages in working hours.
- > We conduct an annual employee survey, providing an opportunity to give opinions anonymously.
- > We continuously update our employee manual, which can be found on the intranet with information for employees.
- > We conduct an annual salary survey to ensure that we are totally equal, which we are.
- > We have invested in a beehive from Bee Urban, which is kept on our roof. Bees play a huge part in biological diversity, but are under threat due to climate change. Our bees produced 50 jars of sweet, delicious honey in 2018.
- > We had garbage disposal units installed in our kitchen in 2018. This helps to break down some of our food waste, which is turned into biogas and biosludge that serves as a renewable fuel and a biological plant nutrient for agriculture, which are both good, as they replace fossil-based alternatives.

Consumption



e want to offer knowledge and expertise and communicate our messages via many different channels. We give consumers tips, inspiration, facts and hands-on advice about food and drink. For us, it is important to be infor-

mative and we focus on protecting public health, as we primarily deal with products containing alcohol. We often provide tips and ideas for vegetarian and non-alcoholic alternatives and highlight our organic products. Consumers can interact with us how it suits them best: via our customer magazine, online, on social media, podcasts, newsletter or at wine-tastings and other events.



Our communication with consumers

"Vin för Rookies" podcast

This year we have gone in for launching our own podcast. Vin för Rookies (Wine for Rookies). In each episode, which lasts 10-15 minutes, our CEO and expert Thomas Holstein chats to interesting guests in order to teach listeners more about and explore a variety of themes relating to wine. We have released episodes discussing topics such as organic wines, aeration, warming, sugar in wine as well as different regions and grapes. We have an e-mail address linked to the podcasts, and we encourage listeners to get in touch with ideas for future episodes.

Fairs

We attend a number of consumer fairs throughout the country every year and meet consumers

on home ground. Getting to talk about our wines and communicate the values behind our producer and product choices provides a unique opportunity for highly valued interaction with our customers. Naturally we also include non-alcoholic products in our presentations. Green alternatives such as travel by rail and environmentally certified hotels for overnight accommodation are a matter of course wherever possible.

Wine-tastings

Getting to attend a professionally organised wine-tasting is something we know is appreciated by our consumers. In the event of producer visits or new launches we hold tasting events at our office or at a local venue. A meeting with a wine-maker creates familiarity and whets the appetites for our products. At these meetings too we always strive for general education in the form of information about alcohol.

Newslette

Every week we present a digital newsletter featuring up-to-theminute news, recipes and tips. We often include references to interviews, podcast features and other content we produce. As with our magazine, we convey a climate-smart approach in most of our tips and advice, and we strive to present organic and vegetarian alternatives and to communicate about prudent consumption and the negative effects of alcohol.

Social media

Facebook and Instagram are channels that are important for our communication with our consumers. Followers of our social media channels receive daily tips, advice and sometimes a unique insight into our day-to-day life as one of Sweden's leading wine importers. With competitions, recipe tips and other fun and useful content we guide our followers in choosing the right products. Our tone is easy-going with a certain amount of humour, always professional and with our essential catchwords as our motto: Innovation, Passion and Responsibility. One of our most popular posts among consumers this year was when we communicated about our sustainability work on Valentine's Day.

18 - 2018



Recycling



e are affiliated to and collaborate with Svensk Glasåtervinning, which recycles over 90% of all glass packaging in Sweden. As importers, we have a so-called producer responsibility, which means that all companies that

import and sell products also have a responsibility to ensure the packaging is collected and recycled. We are proud of the fact that a large percentage of our packaging is recycled in collaboration with Svensk Glasåtervinning and that together we are striving for a sustainable society for future generations. By being economical with natural resources and melting down glass used by ourselves and our consumers, we save 20% more energy compared to starting with new raw materials.

We are also affiliated to the Packaging and Newspaper Collection Service (FTI), which is responsible for recycling of packaging and newspapers in Sweden. These operations are funded by packaging fees paid by ourselves and others, thereby fulfilling our legal producer responsibility. FTI is owned by a group of companies that manufacture, sell, supply and recycle packaging and newspapers. We are proud of the fact that our consumers recycle our packaging at FTI's recycling stations or at household collection stations, so that it can be made into material for new products.

"We offer tips, inspiration, facts and hands-on advice about food and drink via many different channels."





We publish a valued magazine featuring a mixture of articles on food and drink. It's free, comes out four times a year and has just over 25,000 subscribers.

Focusing on the seasons, we communicate news, travel tips, food and drink pairings

mixed with focused reports on producers, production and ingredients. Regular features include interviews with industry experts as well as recipes and pictorial reports by professional chefs. We educate for the purpose of protecting public health and we provide information on non-alcoholic alternatives. We use Nordic-Swan-approved and FSC-certified paper and climate-smart options for distribution.

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GRI index

Enjoy Wine & Spirits' sustainability report follows GRI (Global Reporting Initiative) guidelines.

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