

A close-up photograph of a hand holding a bunch of dark grapes from a vine. The hand is visible on the left, gripping the stem of the grapes. The grapes are dark purple or black, and the vine shows some green leaves and stems.

Enjoy Wine & Spirits

Sustainability report

Financial
year
2017

ENJOY
WINE & SPIRITS



A word from the CEO

As CEO of one of Sweden's leading wine import companies I bear a great responsibility. Sustainability is an issue that interests and engages me. In an industry with alcohol at its heart, sustainability is not solely a matter of the health of the planet. Moderation is also important. At our best we are selling products and experiences that improve quality of life. But from another perspective we are contributing to misery, addiction and increased violence in society. Knowledge and respect are keywords. Nonetheless I choose to take a positive view of our industry.

Our experience of trade in alcoholic drinks stretches back more than 30 years. Beyond the risks, there is pride, centuries of culture, fantastic stories from individuals who have dedicated their whole lives to the pursuit of the best possible quality. But being a wine-grower in 2018 is no bed of roses. The changing climate is playing tricks on many wine-growers, although it's hardly breaking news that our way of living has affected our climate. The foremost problem is that the average temperature is rising, which affects rainfall patterns, so we sometimes experience longer periods of drought, more extreme drought, and sometimes longer periods of cloud, rain and humidity, sometimes heavier rain/hail that destroys crops and contributes to soil erosion, etc.

At the Climate Conference in Paris in late 2015 world leaders agreed that the average global temperature must not rise by more than 2 degrees in order to curb the catastrophic trend. We all have a responsibility here, whether that be as Thomas Holstein, private individual, or Thomas Holstein, corporate executive. It's high time to act. For me, these are self-evident issues. Issues that come from within and must be given the focus they demand. Consequently, CR (corporate responsibility) or sustainability is an extremely important concept for us. Here at Enjoy we are continuously working to create a sustainable company. This involves protecting both the planet and people's health. After all, we make a living from selling alcoholic drinks that are intended to improve the quality of life and not the reverse. ☺



Thomas Holstein
— CEO and part-owner,
Enjoy Wine & Spirits



Sustainability Report Financial Year 2017

CONTENTS

Introduction	4
Bottled With Care	5
Materiality analysis	6
Our sustainability goals	8
The global goals	10
Cultivation and production	11
Product Range	14
Transport and storage	15
Office and employees	16
Consumption	18
Recycling	19
GRI index	20

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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.

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Introduction

This is a sustainability report from Enjoy Wine & Spirits AB (org nr 556457-7509), which is an unlisted private company. It is our first annual report and relates to 2017. The report has been drawn up according to the Global Reporting Initiative Guidelines (GRI) and fulfils "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. The report is divided according to our value chain, which 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&Sprit Centralen, 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 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, not least in view of the fact that the competition and the number of competitors has increased considerably over that time. 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 fair attendance. We love to drive development and are constantly striving to find innovative new solutions. Tr3 Apor wine is an excellent example of our innovation, as it goes against the conventional wine establishment.

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 their development. We take responsibility for sustainable business activities and for a sound and healthy drinking culture. ♀

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

Bottled With Care

We began our sustainability management in 2014. Internally this project is known as Bottled With Care. We firmly believe in sustainability and constantly strive to make wise and sustainable decisions.

Our sustainability work is an integral part of the company's business model and management and is conducted in a systematic manner. The basis for this work is Enjoy Wine & Spirits' values and Code of Conduct. We deal with sustainability issues in a busi-

nesslike way in all elements of our operations. The fundamental basis of this work is to incorporate preventive measures as far as possible. We have an environmental policy, an alcohol policy, a social media policy and a combined work environment policy and equality policy that all form part of our Code of Conduct. 100 % of our employees have signed up to the Code of Conduct. Immediate managers and our HR supervisor are responsible for responding to any questions or clearing up any uncertainties. 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.

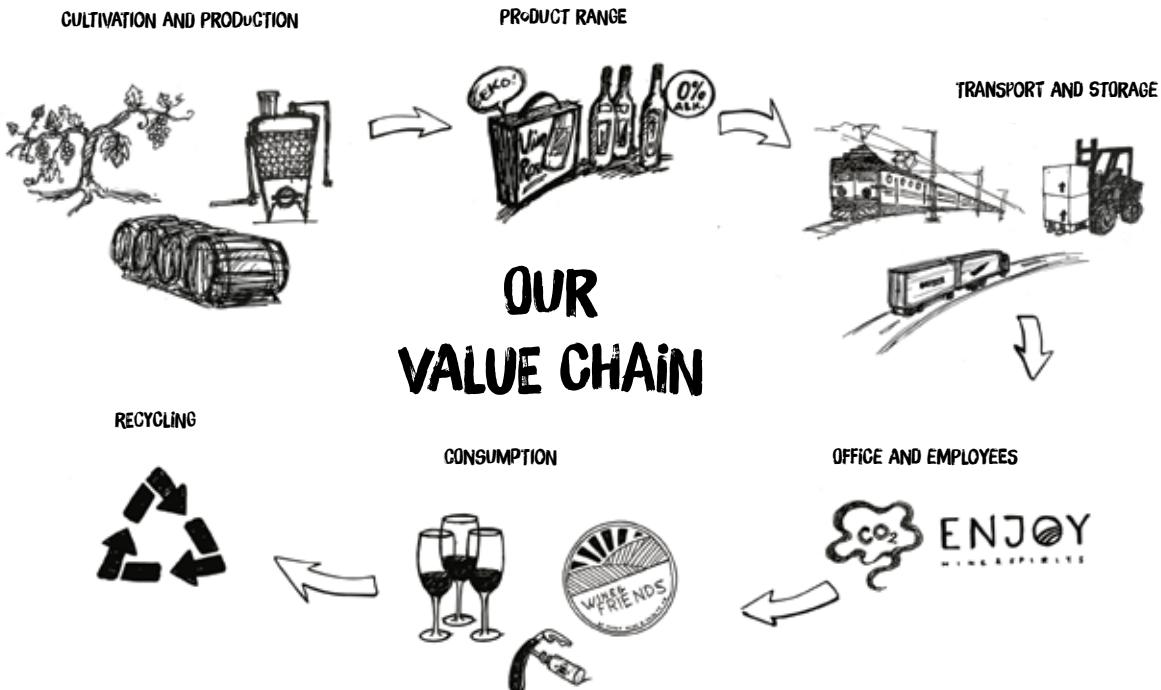
The board is ultimately responsible for our sustainability work, but operational work and sustainability management are implemented by a sustainability supervisor and a steering group consisting of four people. The group met five times during the year and focused on various elements of the sustainability work and also delegated selected elements to other responsible parties at the company, e.g. buyers, who then conducted ongoing discussion with our producers regarding our CoC (Code of Conduct).

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

"For us, sustainability work is an integral part of the company's business model," says Lisa Gunnarsson, sustainability supervisor at Enjoy.

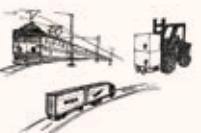


Materiality analysis



During 2017 we conducted a materiality analysis for the purpose of identifying sustainability risks relevant to us and prioritising which are essential to follow up and report on. This assessment also took into consideration our business concept, our visions and our values. In order to identify our risks, we have obtained assistance from our stakeholders: producers, customers, end consumers, employees and owners. We conduct continuous dialogue with our producers with regard to production, and no

changes were implemented in the supplier chain during the year. In 2016 we conducted a more thorough review of impact and risks among a few producers and we have used this in the materiality analysis for 2017. One of our biggest stakeholders is Systembolaget, 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 processes 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 dirty deals, 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.
Product Range 	Social conditions throughout 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.
Office and employees 	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 knowledge, 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 monitor our own carbon dioxide emissions.

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 figure shows how many of our active producers have signed up to our CoC.



2015: 54%
2016: 78%
2017: 87%

Target
for 2018
100%

Product Range

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

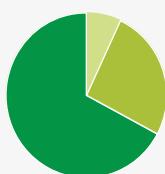
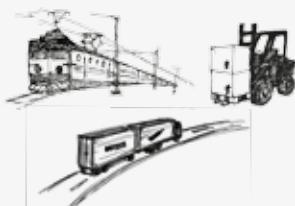


2015: 14%
2016: 22%
2017: 14%

Target
for 2018
20%

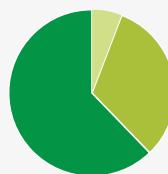
Transport and storage

Transport accounts for 7% of our total climate impact and the percentage distribution is as below. The key figure shows our carbon dioxide emissions in kg for transport per KSEK of sales.

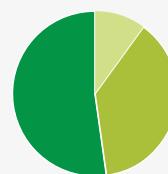


CLIMATE IMPACT OF
TRANSPORT kg CO2e/KSEK

2015:
1.1



2016:
2.8



2017:
2.5

Target for 2018
2.4 CO2e/KSEK
Rail: 55 %
Sea: 40 %
Road: 5 %

Rail
Sea
Road

Office and employees

We conduct annual anonymous surveys, giving staff the opportunity to reflect on how they feel and their work situation.



PERFORMANCE INDEX

Stimulating leadership



2015
PI 76



The team's performance environment



Work attendance 99.24%
Number of employees %
women/men 34/66

Personal leadership



2016
PI 77

2016
PI 77



Work attendance 99.40%
Number of employees %
women/men 39/61

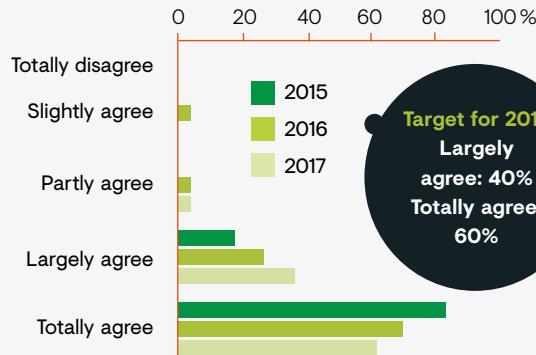
2017
PI 78



Work attendance 99.35%
Number of employees %
women/men 45/55

EE ENJOY ENGAGEMENT Engagement and satisfaction

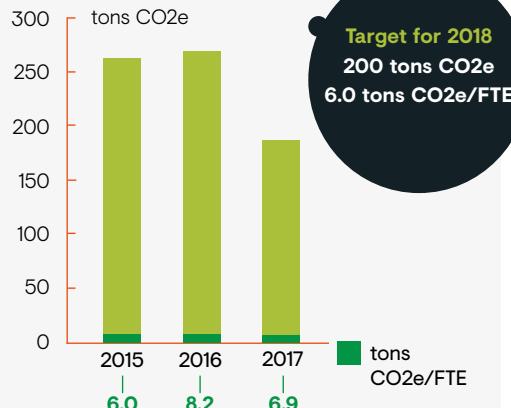
"I feel highly engaged by my job"



Target for 2018
Largely agree: 40%
Totally agree: 60%

CLIMATE IMPACT FROM OUR OWN ACTIVITIES

Our own activities account for 1% of our total climate impact.



Target for 2018
200 tons CO2e
6.0 tons CO2e/FTE

Consumption

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



NON-ALCOHOLIC CONSUMPTION IS:

2015: 7%

2016: 7%

2017: 8%

Target for 2018
10%

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.

2015: 18%

2016: 15%

2017: 15%

Target for 2018
14%

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.



Through our collaboration with Systembolaget we have conducted an analysis of how our sustainability work is connected to the global sustainability goals adopted at the UN summit in 2015. Of the 17 global goals, five are of particular importance to us and our operations.

We are focusing on the following global goals:

> 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. Therefore we support Solvatten, a water project 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



Quality is always a major focus when selecting our producers. We inform all our partners, both suppliers and customers, that we actively implement CR. This includes surveying and finding out in detail about working conditions, work environment, human rights, equality and diversity.

We ask all our producers how their production is managed and their views on sustainability and environmental impact.

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 and cultivated, followed by Germany, France, the USA and Spain. Other countries depend on which products we have in our range, such as cider, beer, fortified wine and spirits.

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 20 % of sales.

South Africa and Chile have long been under the magnifying glass as so-called risk countries. Within alcoholic beverages, 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 conditions 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.
- 3 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 our Code of Conduct, which is our policy for 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 this work.

Compliance with the Code of Conduct is followed up by us and by Systembolaget via independent on-site inspections at our producers' and their subcontractors.

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 both social and environmental risks. 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 in step with improvement work.

> Climate impact in wine-growing and production

The fact that wine is an agricultural product means that the methods of production are many and varied depending on supply and demand in the various regions. Naturally, it has a major impact on na-

ture, which you can't get away from in agriculture. 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 – however, it is difficult for us to have any influence on this and it increases as we increase our business.

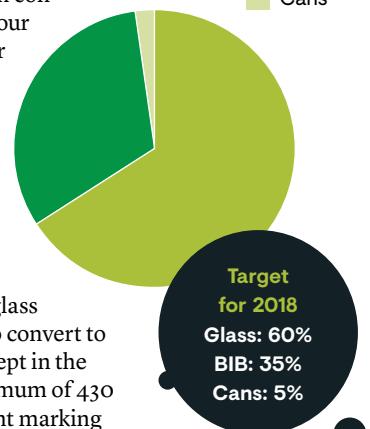
> Climate impact from packaging

Selling wine also largely involves selling packaging. 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 2017, glass accounted for 66% (76% in 2016) of our climate impact from packaging. Bag-in-box accounted for 32% (24% in 2016) and cans for 2% (0% in 2016) of our climate impact from packaging.

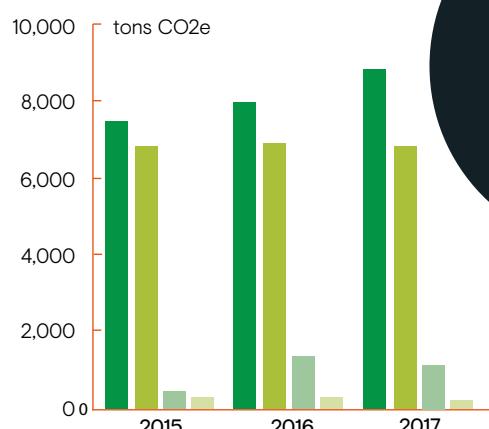
Our average wine bottle weighs 557 grams, and bearing in mind how much glass impacts on the climate we are striving to convert to lightweight bottles, which is a new concept in the wine world. Any bottle weighing a maximum of 430 grams receives a lightweight marking introduced by Systembolaget as part 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 end consumers. Another aspect of a lighter bottle is that it is easier to serve from. 

- Glass
- Bag-in-box
- Cans



Total climate impact



- Cultivation/production:
- Packaging:
- Transport
- Own activities:



Product Range

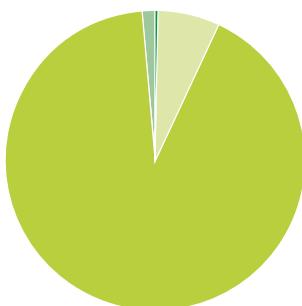


Our range is characterised by both depth and breadth. It is vibrant and is regularly adapted to reflect contemporary trends. It encompasses wine, spirits, beer, cider, non-alcoholic wines and mineral water. Wine is the dominant category and accounts for 90 % of the annual sales volume. Quality is a keyword 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 75 producers throughout the world, all carefully selected for their high quality. With regard to our own brands, Tr3 Apor and Barrel & Drums, we control the whole value chain and can thus influence the quality of the products. The fraction of organic products corresponds to 20 % of our range. We have an objective for 50 % of our range to be organic and/or ethically labelled (e.g. FairTrade) by 2020.

The objective will be achieved by converting conventional wines to organic wines 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 2017 range divided by product category. Sales by litre.



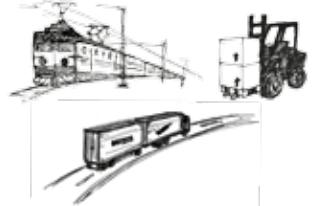
- Wine
- Water
- Beer
- Spirits

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

Transport and storage



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



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

We 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, 52 % 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 more 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 Nordic Travel Retail, i.e. operators within ferry services on the Baltic, airports and airlines within the Nordic region. ♦



Office and employees



Our office is at Alsnögatan 11 on Södermalm in Stockholm. Our office is 700 m² and we have a total of 34 employees. The environmental impact from our own activities is 1%, small compared with cultivation, transport and packaging, but this is something we have direct control over, such as business travel and flights. 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 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 environmental 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 UN 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**, 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. ♀



We regularly hold wine-tasting sessions at our office in Stockholm.

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 all employees an annual fitness allowance.
- > We offer our staff a health check once a year. The health check aims to have fit and healthy employees.
- > 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.
- > In 2017 we conducted a salary survey to ensure that we are totally equal in terms of salary – which we are.

Consumption



W

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 magazine, online, on social media or at wine-tastings and other events. 

ine & Friends is our own platform for communicating our knowledge and our products to end consumers. We give the end consumer tips, inspiration, facts and hands-on advice about food and drink. We are educational and focus



Our communication with end consumers

Fairs

We attend a number of consumer fairs throughout the country every year. Unlike trade-only fairs, we have the opportunity to meet consumers on home ground. Getting to talk about our wines and communicate the values behind our producers 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 transport 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. Every two years we also organise The Show, our own two-day fair where invited producers get to meet both industry professionals and end consumers. Venue and product choice are dominated by organic options and we always strive for general education in the form of information about alcohol.

Newsletter

Every week we present a digital newsletter featuring up-to-the-minute news, recipes and tips. Sometimes we have presentations and references to interviews and to the web TV feature we produce on social media channels. As with our customer magazine, we convey a climate-smart approach in most of our tips and advice. We also strive to present organic and vegetarian alternatives and to communicate about prudent consumption and the negative effects of alcohol.

Social media

Facebook, YouTube and Instagram are some of the 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.



Our magazine

We publish Wine & Friends, a valued customer 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.



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 working towards 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. This is how we fulfil our legal producer responsibility. FTI is owned by a group of companies that manufacture, sell, supply and recycle packaging and newspapers. The recycling process starts with consumers in Sweden depositing packaging and newspapers at FTI's recycling stations or at household collection stations, so that they can be made into material for new products. ♡

“We are proud of the fact that a large proportion of our packaging is recycled in collaboration with Svensk Glasåtervinning”

GRI index

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

GRI	GRI index	page
102-1	Name of the organization	4
102-2	Activities, brands, products, and services	4
102-3	Location of headquarters	3
102-4	Location of operations	4
102-5	Ownership and legal form	4
102-6	Markets served	4
102-7	Scale of the organization	16
102-8	Information on employees and other workers	16
102-9	Supply chain	12
102-10	Significant changes to the organization and its supply chain	6
102-11	Application of the Precautionary Principle or approach: <i>in our operations we take into account the precautionary principle</i>	
102-12	Externally-developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes, or which it endorses	12
102-13	Membership of associations: <i>not applicable</i>	
102-14	Statement from senior decision-maker	3
102-16	Values, principles, standards, and norms of behaviour	4
102-18	Governance structure	5
102-40	List of stakeholder groups engaged by the organization	6
102-41	Collective bargaining agreements: <i>not applicable</i>	
102-42	Identifying and selecting stakeholders	6
102-43	Approach to stakeholder engagement	6
102-44	Key topics and concerns raised	7
102-45	Entities included in the consolidated financial statements: <i>only Enjoy</i>	
102-46	Defining report content and topic Boundaries	6
102-47	List of material topics	7
102-48	Restatements of information: <i>no changes from the previous year</i>	
102-49	Changes in reporting: <i>no changes from the previous year</i>	
102-50	Reporting period	4
102-51	Date of most recent report	4
102-52	Reporting cycle	4
102-53	Contact point for questions regarding the report	3
102-54	Claims of reporting in accordance with the GRI Standards	4
102-55	GRI content index	20
102-56	External assurance: <i>the report has not been assured by a third party</i>	
103-1	Explanation of the material topic and its Boundary	6
103-2	The management approach and its components	5
103-3	Evaluation of the management approach	5
205-2	Communication and training about anti-corruption policies and procedures	13
305-1	Direct (Scope 1, 28 tons CO ₂ e) GHG emissions	
305-2	Energy indirect (Scope 2, 5 tons CO ₂ e) GHG emissions	
305-3	Other indirect (Scope 3, 8,117 tons CO ₂ e) GHG emissions	
305-4	GHG emissions intensity	8, 9
405-1	Diversity of governance bodies and employees	5
407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	12, 13