

FOOD AND BEVERAGE NEWS

# F&B NEWS





## Note from the Editor

Dear Readers,

So here we are at issue 3 of our e-Zine! We are thoroughly enjoying this journey and we hope you are enjoying the ride with us.

Following a couple of lean years courtesy the recession, the industry is showing strong signs of recovery and that is hopefully reflected in this issue.

The period between issue 2 and 3 has seen some great stories develop in the Food & Beverage Industry, and this made it very hard for us to shortlist the stories for this publication.

There were pub and restaurant openings to highly creative and innovative work being put out by the various agencies for the industry.

We hope our list of stories will continue to grasp your attention and spark some creative juices in your heads.

As always we love to hear what you have to say – so if you have any suggestions, recommendations, story and features ideas or criticisms – please contact us at [news@fandbnews.com](mailto:news@fandbnews.com).

Thank you.

Kind Regards,

Mahir Prasad

Senior Journalist & Feature's Editor,

Food & Beverage News



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## A Café In London That Charges Customers By The Minute



The newly opened [Ziferblat](#) café in London has an unusual business model—it charges customers by the minute instead of the items they order.

Ziferblat is a Russian café chain, and currently has 10 outlets in Russia. Instead of paying for items, customers pay for the space and comfort.

It charges 3 pence per minute; the average cost of a cappuccino at a typical café is £2.65, which works out to about 90 minutes that a person can spend there. The vibe is warm and convivial and the place feels like a friend's cozy apartment—there is a piano for people to play, a self-serve espresso machine, a cupboard with cookies, and a fridge with milk.

Ivan Mitin, the founder of Ziferblat, [told The Guardian](#) “It's funny to see people queuing here to wash their dishes. It's not obligatory, but it's appreciated. They even wash each other's dishes. It's very social. We think of our guests as micro tenants, all sharing the same space.”



## McDonald's Announces Official Opening of First Restaurant in Vietnam

[McDonald's Corporation](#) announced the opening of its first restaurant in Vietnam, which also marks the 10,000<sup>th</sup> restaurant for the chain in the Asia, Pacific, Middle East, and Africa region.



The opening of the 24-hour Drive-Thru McDonald's restaurant — the first drive-thru restaurant ever in Vietnam — heralds an entirely new level of dining convenience for customers in Ho Chi Minh City. Strategically located at the busy roundabout at intersection of Dien Bien Phu and Nguyen Binh Khiem Streets in District 1, the two-story standalone restaurant is easily accessible for commuters to purchase a McDonald's meal on the go using the Drive-Thru service.

"We're proud to open our 10,000<sup>th</sup> regional McDonald's restaurant in Vietnam, a country which offers tremendous opportunity to grow our Brand," said Don Thompson, McDonald's President and CEO. "I'm thrilled to be here to celebrate with our local team and welcome our new employees and customers together. Our commitment in this part of the world and everywhere is to deliver a modern and exciting restaurant experience with delicious food and drinks, at the convenience our customers expect from McDonald's."



“Our relationship with our Vietnamese partner is strong and firmly rooted in McDonald’s values. We look forward to building our brand and our business responsibly, as part of our growth strategy in Asia, and to making a positive impact in the local Vietnamese community,” added Dave Hoffmann, President of McDonald’s Asia Pacific, Middle East and Africa.

McDonald’s 350-seat restaurant in the Da Kao ward of District 1 reflects best-in-class design with a full range of amenities and services unique to McDonald’s restaurants around the world. With a total floor area more than 1,300 square metre on a property close to 3,000 square metres, the restaurant is designed as a modern dining destination. In addition to Drive-Thru service, customers will enjoy a multitude of offerings around the clock including delicious McDonald’s food, free Wifi internet access, family-friendly amenities like a children’s Playplace and party rooms, and parking facilities for cars and more than 250 motorbikes.

On the menu front, in addition to McDonald’s iconic choices such as the Big Mac and world-famous French fries, the first restaurant in Vietnam will launch the McPork line of burgers, which was especially created to reflect local Vietnamese tastes.



“Today is a very special day for the entire McDonald’s Vietnam team. All of us have been highly inspired by the tremendous support we have received from the global McDonald’s team and the rigorous operational training our team has experienced over the past year. We are extremely proud to serve our customers who have long waited for the arrival of McDonald’s here,” said Henry Nguyen, founder of Good Day Hospitality and developmental licensee of Vietnam.

“We want our restaurants to be places within the communities they serve where friends and families can enjoy a special McDonald’s experience made memorable by fresh, great-tasting food, fast and friendly service, and a comfortable and welcoming environment. The opening of our first restaurant in Vietnam is just the beginning of a journey with our customers. We will work hard to continually stay relevant to our customers’ needs and exceed their expectations,” added Nguyen.

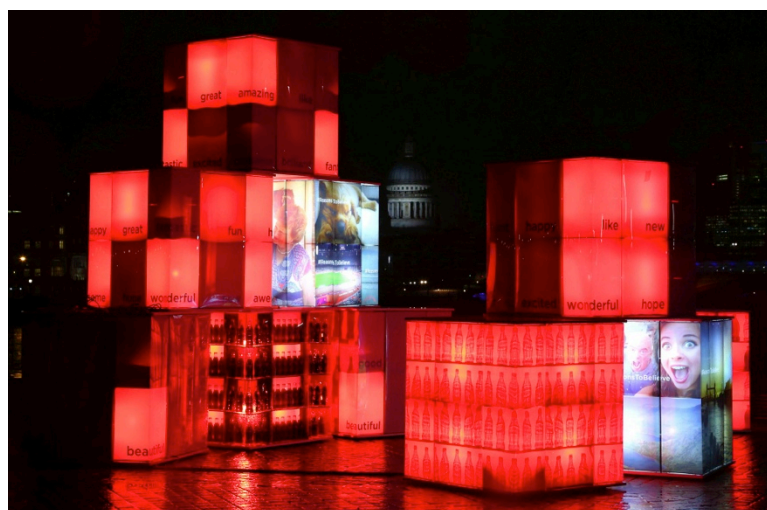
## The UK Lights up Coca-Cola Ordered Artwork with Optimism on Social Media

[Coca-Cola](#) has unveiled a unique piece of artwork, [Power of Optimism](#), on London's Southbank.

The one-day installation – which will be situated at Observation Point – has been designed and built by British artist [David Boulton](#) to celebrate how the nation has spread positivity and optimism on social media throughout January, typically characterised as the gloomiest month of the year.

“It’s great to see that Brits are overwhelmingly using social media to spread messages of positivity. With 15 million active UK Twitter users, social media is clearly an important tool for people to share the little things make them feel optimistic about the world: their ‘reasons to believe’,” said Brid Drohan-Stewart, Marketing Activation Director, Coca-Cola Great Britain. “Even in the winter months, with the short days and miserable weather, it’s refreshing that people are maintaining a sunny outlook online.”

Power of Optimism is made up of a combination of ten one-metre-squared cubes, five of which are linked to a real-time feed of tweets sent across the UK. These cubes display 20 of the most regularly used positive words on Twitter, including ‘hope’ and ‘proud’, and will light up as they are tweeted throughout the day.



The installation highlights the findings of independent analysis commissioned by Coca-Cola, which offers a counter-intuitive look at the nation's behaviour online. Using social media analytics tool Crimson Hexagon on tweets sent by UK's 15 million active Twitter users every day since the start of 2014 and all of 2013, the research reveals that online optimism is thriving and positive tweets are outnumbering negative by more than two to one.

- Since the start of 2014, tweets of a positive nature have accounted for nearly half (48%) of all messages sent on the social network, while negative messages made up less than a fifth (17%). When compared to the whole of 2013, 47% were positive, with only 15% negative.
- In the first two weeks of the year, Twitter users were optimistic about what 2014 holds in store for them. Nearly half of all tweets (45%) containing a mention of 2014 were positive compared to over a quarter (28%) of positive mentions about 2013 in the same period last year.



Analysis was also carried out on a handful of the most positive words used on Twitter across 2013 and so far in 2014:

- The word 'love' was used 77 million times in 2013 and included in as many as 200,000 to 300,000 tweets per day, whereas 'hate' never exceeded 100,000 uses over a 24-hour period.
- Already in 2014, over 1.5million tweets have contained the word 'love'.

Further analysis on some of the most positive terms found that:

- For every 'ugly' there were six uses of 'beautiful'
- For every 'sad', there were five uses of 'happy'
- There was only one 'fail' for every 24 times someone wanted a 'win'
- For every 'worst', there were five uses of 'best'
- 'Good' was used four times more than 'bad'



It also revealed exactly when love comes out on top and revealed pinpointed the top five dates in 2013 when the term 'love' was used the most:

1. 14th February – Valentine's Day – 362,076 mentions
2. 27th October – One Direction preview their new single Story of My Life – 335,293 mentions
3. 10th March – Mother's Day – 297,897 (compared to 277,741 for Father's Day in June)
4. 1st January – New Year's Day – 287,739
5. 20th February – The Brit Awards – 283,682 mentions

**David Boulton, Power of Optimism artist, said:**

"It was interesting to see the counterintuitive results of Coca-Cola's research which showed that the British public is overwhelmingly optimistic in their use of social media. I was really keen to see how I could bring it to life as a piece of interactive artwork. Power of Optimism was designed to give a snapshot of the UK's behaviour on Twitter over the course of one day. We want to remind people just how many positive thoughts and feelings are being posted every second, and what better way to do this than using these messages to light up the Southbank."

**Curt Bloom, President, Crimson Hexagon, said:**

"Coca-Cola's research into UK Twitter behaviour has provided a fascinating, real-time snapshot of what the nation likes to share in 140 characters. Our bespoke sentiment algorithm analyses more than 500,000 words and phrases to categorise tweets as positive, negative or neutral in their tone. The analytics tool has been hand-trained by humans to take into account slang, abbreviations and sarcasm and therefore give the most accurate and insightful results possible."



## Caribou Coffee Launches New Coffee with 64 Foot-Tall Pinterest Board

[Caribou Coffee](#) continues to innovate its coffee offering with the launch of its new Real Inspiration Blend, created through collaboration with its fans on [Pinterest](#).



In 2013, Caribou asked fans on Pinterest to share what inspires them, and from images and captions, Caribou roastmasters created a unique blended coffee with the sole purpose of inspiring dreamers to become doers.

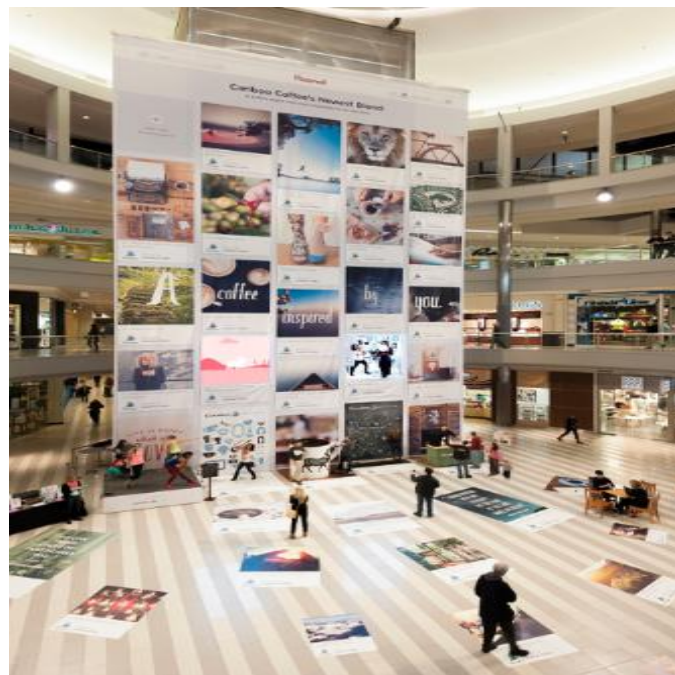
To celebrate the national launch of this one-of-a-kind blend, Caribou has taken over the Rotunda in [Mall of America](#)—the nation’s largest mall, located in Bloomington—creating an awe-inspiring, 64 foot-tall Living Pinterest Board.

The Pinterest Board is on display now through Thursday, February 13.

Guests who visit the Living Pinterest Board will have the opportunity to immerse themselves in five interactive “pins” created by Caribou.

Fans are encouraged to share their photos from the Living Pinterest Board experience and other inspirational images on Twitter and Instagram using the hashtag #CaribouInspires. Photos will be displayed across the screens of the Living Pinterest Board, as well as the brand's social channels, to inspire Caribou communities around the world.

"At Caribou Coffee, we continue to push the boundaries of our menu offerings and are thrilled to provide our fans with a new, distinctive blend that is unlike any other," said Michele Vig, VP of Marketing for Caribou Coffee. "We're incredibly excited to bring Real Inspiration to life at Mall of America and to share the passions of our fans through a larger-than-life Pinterest board which was inspired solely by our Caribou Coffee guests."



As the community gathering place loved by its fans, Caribou understands that coffee plays different roles in the lives of its guests and, as such, provides a range of coffees to suit any mood or occasion. Adding another distinctive option to its already varied coffee line-up, Caribou's Real Inspiration Blend is a sweet and thought-provoking light roast, created to help fans pause and catch a moment of inspiration. Real Inspiration Blend is the first-ever Caribou coffee to launch simultaneously across coffeehouses and grocery stores. As of this January, it will be available in both Caribou retail locations and grocery locations for fans to enjoy nationwide.

To further celebrate Real Inspiration and the Living Pinterest Board, Caribou will be hosting a special event for fans and media at Mall of America on Wednesday, February 5 from 6-8 p.m. CT.

The company invites guests to stop by the spectacle in the Rotunda to learn about the Living Pinterest Board, participate in interactive demonstrations and performances, and sample Real Inspiration.



## Budweiser's 'Puppy Love' Ad Tugs the Strings of Your Heart



Beer brand [Budweiser](#) has released an adorable advertisement for this year's [Super Bowl](#), and it will definitely warm the cockles of your heart.

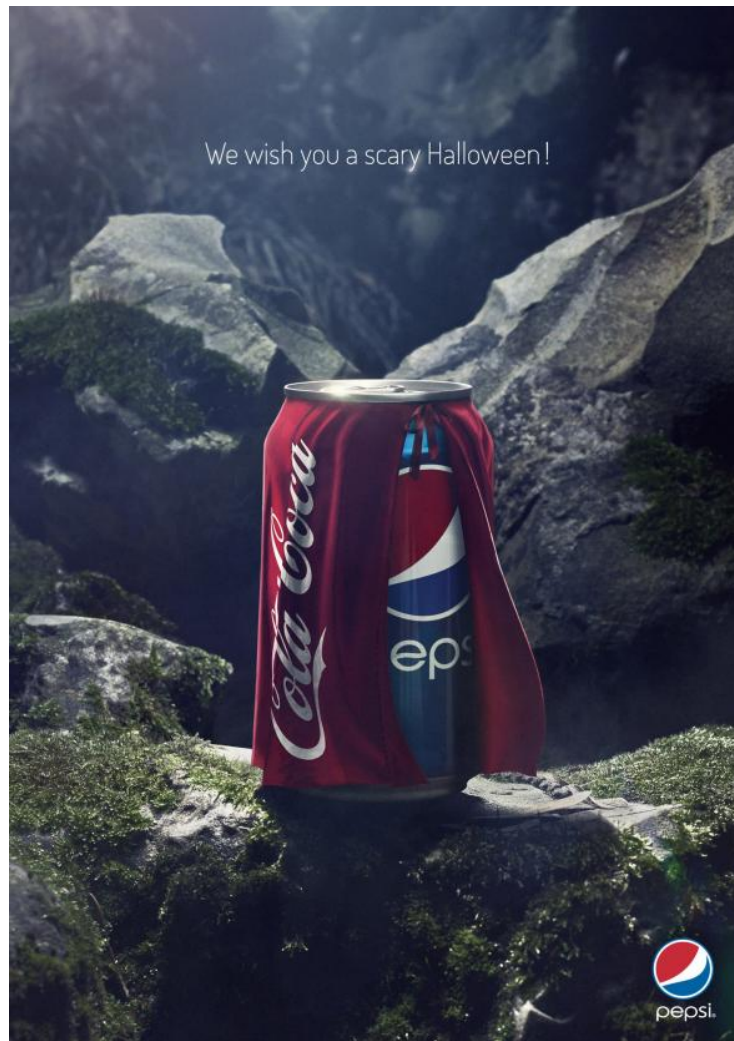
Titled 'Puppy Love', the minute-long ad shows the loving friendship between the iconic Clydesdales horse and a cute 10-week-old puppy.

The video, which was produced by ad agency [Anomaly](#), was released on January 29 and has since gone viral with over 47.3 million views.

The video of the ad can be viewed on the **Food & Beverage News** website.



## Pepsi Dresses Up As Coca-Cola in New Halloween Advertisement



This Halloween, Brussels, Belgium-based ad agency [Buzz In A Box](#) created a humorous ad for [Pepsi](#) that reflects the brand's competitive relationship with [Coca-Cola](#).

Consisting of a simple but brilliantly executed image, the ad shows a can of Pepsi wearing a red cape that is marked with Coca-Cola's iconic logo.

The tagline reads, "We wish you a scary Halloween!"—As one typically dresses up in a scary costume for this festival, the ad slyly alludes to how Coca-Cola is the "scarier" soda option.

## Underwater Dancers Used to Show the Beauty of Kusmi Tea's Blends



French agency [Quai Des Orfevres](#) decided to take the artistic route for [Kusmi Tea](#)'s new advertising campaign. The ads use underwater dances to depict the various tea blends.

The campaign consists of 3 spots, each film representing one of the Kusmi Tea blends: Sweet Love, BB Detox and Prince Wladimir.

For those unfamiliar with Kusmi Tea, it's the hip new tea brand that's had incredible success in France and is quickly expanding to the UK and US.

It's known for its funky packaging and striking visual language.

Watch the beautiful videos of the ads at the **Food & Beverage News** website.

## McCain Unveils Potato Scented Taxi

[McCain](#) has unveiled a potato-scented taxi, which will offer free rides for five minutes – the time it takes to microwave a McCain Ready Baked Jackets potato.



The taxi will travel through London, Birmingham, Manchester, York, Leeds and Bristol, as [part of a £8.4m marketing campaign](#).

The specially designed 'Jacket Taxi' emits the warm and appetising oven baked jacket potato scent from a giant 3D jacket potato on the roof.

McCain Foods head of brand Mark Hodge said: "We're bringing a whole new meaning to the idea of driving sales. The Jacket Taxi campaign will deliver huge consumer awareness and genuine stand-out for McCain Ready Baked Jackets, transporting them from the freezer aisles quite literally into the noses, minds and mouths of hungry shoppers across the country."

The taxi took around 125 hours to create and has been adapted to house cooking facilities.

## Jim Beam Partners With Mila Kunis For Its First-Ever Global Marketing Campaign

[Jim Beam](#) and award-nominated actress [Mila Kunis](#) are teaming up to “make history” in 2014 and beyond. Kunis joins the Jim Beam family as a global partner and spokesperson, and will play a leading role in Jim Beam’s new Make History multi-media brand campaign that will reach more than 100 markets worldwide.

Make History is the first-ever global marketing campaign for the iconic American brand, which traces its history to 1795. The television campaign featuring Kunis will premiere in the next few months in the brand’s largest markets, including the U.S., Australia and Germany.

“Jim Beam has been making history by producing the world’s finest bourbon through seven generations of family distillers, and this partnership truly signifies a new era for the brand – an era in which we push boundaries even further, attracting new fans across the globe and continuing the great growth we’ve enjoyed on the brand,” said Kevin George, senior vice president and chief marketing officer at Beam Inc.

“Mila’s love of bourbon, her appreciation for the authenticity of our brand, her warm personality and her global relevance to our Make History campaign make her the perfect partner. Anyone would want to share a Jim Beam with Mila. We love that about her, and couldn’t be happier to have her join the Jim Beam family.”







The Make History campaign will premiere three new television commercials featuring Kunis in the U.S. in mid-February and will roll out in markets worldwide over the next few months. Kunis will also be featured in retail materials and content on Jim Beam's [website](#), [Facebook](#) and [Twitter](#).

"As a fan of bourbon and a huge proponent of making history, I am thrilled to be the newest member of the Jim Beam family," said Kunis, who has spent time in Clermont, Ky., with Jim Beam's seventh generation Master Distiller, Fred Noe, immersing herself in the heritage, traditions and craftsmanship of "America's Native Spirit."

Jim Beam's TV advertising campaign was created by FutureWorks, a partnership between three independent agencies who lead Jim Beam creative efforts in key markets: StrawberryFrog (New York), The Works (Sydney) and Jung von Matt (Hamburg). In the U.S., the ads will appear across multiple media properties, including Turner Sports/BleacherReport, NBA telecasts, FXX, Spike, History Channel, AMC, Food Network and ESPN networks, as well as in media properties across the globe.

The U.S. campaign will feature Jim Beam's full portfolio of brands, including Jim Beam White, Jim Beam Black, Devil's Cut, Jim Beam Honey, Jim Beam Maple, Jacob's Ghost Aged White Whiskey, Jim Beam Signature Craft and Red Stag by Jim Beam.



## The Audley Re-Introduces Itself to Mayfair



Mayfair's iconic London pub the [Audley](#) relaunches to the public on Tuesday 28<sup>th</sup> January 2014, expanding to three floors in size and adding two brand new areas to cater for demand.

An impressive late Victorian era pub, the Audley is a celebrity favourite. Not only does the pub see custom from the likes of Ellie Golding, Lennox Lewis, Sean Connery and Hugh Grant, in 2009 it hosted the USA's first lady Michelle Obama and her two daughters during a Presidential visit to the UK.

While the Audley will continue its tradition of serving the finest cask and craft ales and classic British food, it will now serve premium dishes in the new 'Grill at the Audley', situated on the first floor above the main bar. An elegant room holding a maximum of 60 guests, the Grill will serve such dishes as Venison Medallions and Monkfish tail.

Additionally, downstairs the stylish 'Cellar at the Audley' will hold up to 100 guests, and will play host to various regular events, including comedy nights and inspired speaker nights. Accessible from a traditional cellar entrance outside, the Cellar Bar pays homage to the Audley's heritage and is furnished with classic London décor. Both new areas will also be available for private hire

The main bar will still serve British favourites such as Hunter's Chicken, Steak & Ale Pie, Cod & Chips and Great British Roast Beef, along with an extensive range of ales, spirits, wines and cocktails.

One particularly impressive note is that during the refurbishment process, the Audley has not once closed its doors to the public, continuing to serve its loyal Mayfair guests and tourists alike during the transformation.



The Audley's General Manager, Darren Kennedy, said: "The new-look Audley is absolutely fantastic. We cannot wait to welcome guests into the Grill and the Cellar. Upstairs, we've created a beautiful dining room that will serve some of the finest food in Mayfair. Downstairs, I truly believe we have one of London's finest cellar bars. Both will perfectly complement our iconic main bar."

Spirit Pub Company is one of the UK's leading pub companies with over 790 managed pubs operating under brands such as Fayre & Square, Chef & Brewer, Flaming Grill, [Taylor Walker](#) and John Barras as well as 487 leased and tenanted pubs.





## Nearly Six in 10 Energy Drink Consumers Worry About Their Safety

As a new year begins and consumers return to work, many will be looking for an energy kick. But according to [new research from Mintel](#), nearly six in 10 Americans (59%) who are current energy drink or shot users say they worry about the safety of energy drinks and energy shots. However, despite allegations of health hazards and government scrutiny, users continue to partake in these flavourful energy enhancers.



Despite fears over safety, the energy drink, shot, and mix category has beat back detractors to show consistent annual growth from 2008 to 2013 (est.) sales. The market reported two years of 17% increases in 2012 and 2013 (est.) and is expected to continue a steady upward trajectory to 2018.

“Energy drinks and shots faced significant scrutiny following lawsuits and proposed legislation that began in 2012. The media attention publicly challenged the safety and health effects of this pick-me-up category,” says Jenny Zegler, global food and drink analyst for Mintel Food & Drink. “However, loyal users continue to drink the products because they are viewed as more effective than other beverages. This continued level of activity in the face of adversity has helped the category’s rise to continue.”



More than half of Mintel respondents (56%) who use energy drinks and/or shots do so because they are more effective for energy and alertness than other beverages. Just more than one-third (35%) say they are convenient and 31% like the taste.

When it comes to cutting down on energy drinks, health and cost are the leading reason. Indeed, 39% of Americans say they are not good for their health and 35% say they have heard negative information about their health effects. In addition, 35% say they are just too expensive.

“Manufacturers must address these health issues in order to retain current users, while concerns about price should be addressed by promotions and limited-time discounts,” adds Jenny Zegler.

When marketing to energy drinkers, men and women should be viewed differently. More than three-quarters of women aged 18-34 (79%) who drink energy beverages agree that companies should include recommended daily consumption limits on the packaging of their energy drinks versus 71% of men. In addition, 62% of women aged 35+ say they worry about the safety of energy drinks and shots compared to only 51% of their male counterparts.



“People’s desire for additional energy to accomplish everything in a given day will continue to fuel positive sales growth for the energy drink category. However, because even a portion of current users are cutting back due to health and safety concerns, companies must educate the public on the health, safety and global use of energy drinks, shots and mixes. Innovations in serving size and/or format could keep users active in the category and perhaps inspire new entrants,” concludes Jenny Zegler.

## Whisky Bottles That Look Like They Are Covered In Tattooed Skin



To celebrate the rich history of [J&B](#)'s rare scotch blend whisky, the [Le Sphinx parlour](#) tattooed 25 bottles to commemorate one of the emerging trends of the 19th century—getting a tattoo.

This trend originated in London, with many sailors sporting tattoos in the city—the fad soon spread to the rest of Europe.

Inspired by history, the brand first covered these bottles in latex—the skins had to be slim enough to be shaped, yet strong enough to be tattooed on.

These latex skins were also coloured to resemble the skin of people. Sébastien Mathieu completed the job, spending 20 hours tattooing each bottle.

These limited edition bottles were sold in Paris' [Publicis Drugstore](#), and were packed in a black silkscreened wooden box.





## Lovely Packaging Design Matches Soda Flavors To Their Typographic Soulmates



When asked to redesign the identity and packaging of Danish soda brand [Frem](#), Copenhagen-based graphic designer [Jonathan Faust](#) did not just create one new bottle label, but 12 different ones for each of the fruity flavors.

The typography on the label representing each flavour has been specially crafted to reflect the unique associations, clichés and shapes that come to mind when one thinks about it.

For instance, the Cola flavour is tied to its American roots with a western wood typeface, while the raspberry soda sports a font that reminds one of the wooden signs traditionally found at fruit stands and farmer markets.





Despite the fact that each flavour has its own typography-based identity, the overarching branding design is surprisingly harmonious—in other words, the bottles still look good together with their contrasting labels.

Head over to Faust's [website](#) to see more of his delightful work.





## Bacardi Limited Charts Bold Course in Building a Sustainable Future

Everywhere [Bacardi Limited](#) does business, sustainability is something that's not just encouraged – it's expected. On the 152nd anniversary of its founding, family-owned Bacardi rolls out an ambitious sustainability campaign globally. [Good Spirited](#): Building a Sustainable Future launches across the more than 150 markets where Bacardi sells its brands, including more than 75 offices and 27 manufacturing and bottling facilities, touching each employee.



“Protecting the natural resources we use to create our brands, at every step along the value chain, is central to our corporate responsibility,” says Ed Shirley, President and CEO of Bacardi Limited, the world’s largest privately held spirits company. “We’ve always set the bar high. Now, we’re taking our solid, sustainable foundation to the next level.”

Since the Company began tracking its global impacts on the environment in 2006, Bacardi has reduced energy use by more than 25 percent and water use by 54 percent.

Some sustainable projects to date include using wind power for Bacardi rum in Puerto Rico, repurposing water used to clean barrels, mulching retired barrels for



use on landscaping, switching from fossil fuel to hydro energy for [Martini](#) vermouth production in Italy, transforming leftover botanicals into fertilizer and livestock bedding, creating an energy efficient blending and shipping centre in Scotland for [Dewar's](#) and [William Lawson's](#) Scotch, and transforming the historic Laverstoke Mill in England to a green-certified distillery for [Bombay Sapphire](#) gin that will be powered using biomass and hydro-electrical energy sources.

"Bacardi considers global environmental innovation part of its DNA," says Eric Kraus, Senior Vice President, Chief Communications and Corporate Affairs Officer, who lead Bacardi corporate social responsibility initiatives. "Our goal is to return to the environment at least as much as we take away. We're setting a sustainability standard for others in the spirits industry to follow."

Building on current programs and efficiencies that reduce water and energy use and greenhouse gas emissions, the new Bacardi Limited global platform, Good Spirited: Building a Sustainable Future, reinforces the Company's years of leadership in corporate social responsibility – and sets specific, new goals in three vital areas:

- **Responsible Sourcing:** Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials while maintaining or enhancing the economic status of growers and suppliers. In Fiji, a source of high quality sugarcane molasses, Bacardi currently supports model, sustainable sugarcane farms that take measures to protect the islands' Great Sea Reef. By 2017, the goal is to obtain 40 percent of the sugarcane-derived products used to make Bacardi premium rums from certified, sustainable sources – and 100 percent by 2022. This pledge from Bacardi is an industry first.
- **Global Packaging:** Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials. By 2017, Bacardi plans to reduce the weight of its packaging by 10 percent and achieve 15 percent by 2022. Bacardi collaborates with its partners – including glass and paper suppliers – to make packaging more environmentally friendly.
- **Operational Efficiencies:** Bacardi continues to focus on reducing water use and greenhouse gas (GHG) emissions with a 2017 goal to cut water use by 55 percent and GHG emissions by 50 percent. The Company further seeks innovative treatments for water left over from production. In addition, Bacardi aims to eliminate landfill waste at all of its production sites by 2022. Recently, at the world's largest premium rum distillery in Puerto Rico, demolition crews recycled more than 150 truckloads of concrete without sending any debris to landfills. The concrete is being reused in the construction of new blending facilities.



Bacardi Limited is the only major spirits company to be certified with internationally recognized management systems for quality, environment, health and safety – for all its production facilities globally – by both the Occupational Safety & Health Advisory Services (OSHAS) and the International Organization for Standardization (ISO). The prestigious achievement places Bacardi Limited among an elite group of the world's best-run companies.

Part of the passion is involvement by nearly 6,000 Bacardi employees around the world. As part of the new sustainability platform, employees can track their personal progress at home and at work in caring for the environment – from turning out lights when leaving a room to driving more fuel-efficient cars.

"We're leading by example, building consumer confidence and trust. Our customers can enjoy our top-quality spirits brands knowing Bacardi cares a great deal about the environment, our suppliers and our employees," adds Shirley.

For Bacardi, sustainability is good business – an approach that dates back to the very beginning of the Company. Bacardi founder, Don Facundo Bacardí Massó, opened his first distillery on February 4, 1862, in Santiago de Cuba. He built the business on a challenge from the Spanish government to reduce surplus amounts of molasses in Cuba, leading to the crafting of Bacardí rum. Repurposing old whiskey barrels to age his rum was also part of the founder's original plan, a practice still in use today.

On this anniversary of its founding, Bacardi Limited celebrates that legacy by continuing to protect the environment and incorporating sustainability into everything it does. By raising the bar with responsible suppliers, streamlined packaging and more efficient operations, Bacardi gives consumers of today – and the future – more of what they expect and deserve: sustainably good spirits.





## Wrigley Extends 'Litter Less' Environmental Education Program to 35 Countries

The [Wrigley Company Foundation](#) announced the addition of ten new countries to its international Litter Less education campaign led by the [Foundation for Environmental Education](#) (FEE). This addition brings the number of participating countries to 35 globally and kicks off the third year of a three-year, \$3.1 million campaign.



The 'Litter Less' campaign aims to help educate and engage children and young people on the issues of litter, and to help encourage them to make positive choices.

The campaign supplements the existing work the Wrigley Company undertakes to encourage responsible disposal of litter.

The 10 new Litter Less campaign countries include the following: Israel, Italy, Kenya, Mexico, New Zealand, Portugal, Poland, Puerto Rico, Turkey and Wales.

Other countries with on-going Litter Less campaigns include Bulgaria, Canada, China, Croatia, Cyprus, Czech Republic, France, FYR Macedonia, Greece, Germany, Kazakhstan, Latvia, Lithuania, Malta, Montenegro, Netherlands, Northern Ireland, Romania, Russia, Scotland, South Africa, Spain, Slovakia, Uganda, and United States.

FEE is a non-governmental, non-profit organization leading the way in environmental education through several engaging international programs that have been successfully implemented in 68 countries. Thanks to the Foundation's support, FEE is expanding two significant campaigns in schools through its Eco-Schools and [Young Reporters for the Environment](#) (YRE) programs.

Through the Eco-Schools program, children aged 5-12 years are asked to design and lead their own anti-litter projects, or organize a Litter Less event at their school. Students 11-21 years involved in the YRE program will act as 'journalists,' investigating and reporting on the problem of litter from the perspective of an environmental reporter.

“The Litter Less campaign continues to help raise awareness around issues of litter and helps young people make more positive environmental choices,” said Martin Radvan, President of Wrigley and the Wrigley Company Foundation. “We are excited to see this educational program now expand even further.”

Daniel Schaffer, CEO of F&B, added, “The Litter Less campaign has been a very big success with lots of initiatives on reducing litter carried out by students in the 25 countries involved to date. We are very grateful for the support of the Wrigley Company Foundation, and we look forward to making an even larger difference with the enlargement of the project to 35 countries.”

**1ο Ολοήμερο Δημοτικό Σχολείο Πορταριάς «Ν. Τσοποτός»**



**Litter Less Campaign**  
Eco-Schools / KBFUS & Wrigley Company Foundation

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για ένα ομορφότερο κόσμο

Eco-Schools F&B WRIGLEY Company Foundation

The Litter Less Campaign will take place in 10 countries during the school year 2011-2012. It is run by Eco-Schools International with the generous support of KBFUS and the Wrigley Company Foundation.

Eco-Schools Connect