

Sustainability – from the fruit to the bottle

Nieder-Olm, 11 May 2017. The responsible and sustainable use of resources is a matter of the highest priority for the Eckes-Granini Group. The Group had adopted a comprehensive sustainability strategy focused above all on three aspects: products, people and the value chain. A team composed of representatives of various different corporate departments is tasked with ensuring that the many projects devoted to sustainability are promoted and implemented not only in Germany, but in all of the Group's national subsidiaries as well. "The Sustainability Team plays a valuable role within the Eckes-Granini Group, as it helps ensure that we pursue a coordinated, focused and systematic policy in all countries and corporate departments," explains CEO Thomas Hinderer.

One of the most important goals of the campaign launched in 2016 by the European Fruit Juice Association (AIJN) in cooperation with the various national associations was to show consumers the many good things fruit juice has to offer – especially in light of the discussion regarding nutritional value and sugar consumption that is currently in progress in many countries. Campaign communication is focused above all on the beneficial ingredients of fruit juice as a 100% natural product.

Fruit juice as a 100% natural product

The new chilled juices and smoothies in the hoch2 range from hohes C, to name only one example, contain substantial quantities of nutrients, roughage and vitamins, all of which offer essential health benefits. The Eckes-Granini Group is also working constantly to reduce the amount of added sugar in nectars, syrups and fruit-based refreshment drinks. With the



French Joker brand and the acquisition of the Danish Producer Rynkeby, the Group has also expanded its portfolio of “bio” beverages.

Plasmax technology facilitates the use of rPET

Packaging and product safety are also high on the list of priorities at Eckes-Granini. The family-owned enterprise is especially proud of the innovative Plasmax technology, which is now being used in the production of PET bottles for hohes C. Plasmax combines the practical advantages of plastic bottles with the quality characteristics of glass. The process is still unparalleled in the fruit juice industry. An ultrathin layer of glass inside the bottle provides optimal protection for flavour and nutrients – making the bottle a virtual “vitamin safe”. And thanks to the Plasmax barrier, these bottles can now be produced using 50% rPET, a material recovered from recycled PET bottles.

In order to guarantee the best possible product quality, the Eckes-Granini Group works with reliable raw material suppliers from all over the world. And in order to ensure that these partners work sustainably and strive for continuous improvement at the local level, the enterprise cooperates with EcoVadis, an independent institute whose mission is to evaluate the environmental and social practices of all relevant suppliers.

Top results in sustainability rankings for Eckes-Granini Deutschland

Eckes-Granini Deutschland also undergoes CSR performance monitoring at regular intervals itself – and achieved outstanding results in the most recent audit in 2017. The company ranks among the top 1% of the organizations audited by EcoVadis. Eckes-Granini France is the next Group company scheduled for an audit by the institute.



Strong emphasis is placed on environmental protection in production and logistics as well. By the end of 2015, all production facilities had been certified in accordance with the demanding criteria of the Eco Management and Audit Scheme, known as EMAS. Rynkeby Foods A/S, the newly acquired Danish subsidiary is scheduled for certification in early 2018. Yet another critical issue is the use of alternative forms of energy. Of the total electrical energy purchased by the Eckes-Granini Group in Germany, 100% is generated from renewable sources; the figure for Europe is already over 60%.

Eckes-Granini is also very active in the area of sustainable logistics. Eckes-Granini Deutschland is a founding member of the “Lean & Green Award” initiative, which is dedicated to the goal of reducing CO² emissions by roughly 20% within the next five years.

Team Rynkeby as one of the world’s biggest charity initiatives

Sustainability is not confined to economic and ecological aspects alone. The Eckes-Granini Group is also concerned with promoting social sustainability in the everyday working environment. Employee health and personal development are important focal points in this context. A lighthouse project is the annual Team Rynkeby – a cycling tour of massive proportions devoted to a good cause and one of the largest charity campaigns of its kind in the world, during which donations amounting to nearly 8.8 million euros were collected in support of children with cancer last year. “We are pleased to have an opportunity through Team Rynkeby to help children and families in need of support. Team Rynkeby is a charity project that is very close to our hearts,” emphasizes Thomas Hinderer. The Eckes-Granini Group has also been engaged since May 2015 in a campaign in cooperation with World Vision in which demonstrable progress has been made in improving the nutritional situation of the children and families supported by the project.



As a family-owned business with a nearly 160-year history, the Eckes-Granini Group is also devoted to preserving its local roots. Thus, for example, the Eckes Family Foundations support local projects proposed by employees of subsidiaries of the Eckes-Granini Group within the framework of the International Charity Project. And in view of such strong commitment, it almost goes without saying that the principle of sustainable and socially responsible behaviour on the part of the organization and its employees is firmly embedded in the Group's code of conduct – in the spirit of a corporate culture in which sustainability is a vital force and not merely a trend.

The Eckes-Granini Group GmbH is an international corporate group specialized in non-alcoholic fruit beverages under the umbrella of Eckes AG. With the international premium brand granini as well as strong local brands, including Brämhults, Elmenhorster, hohes C, Joker, Marli, Pago, Rynkeby and God Morgon as well as SIÓ and YO Syrup, the Group holds a leading position in the European fruit beverage market. The Eckes-Granini Group operates (through fully-owned subsidiaries in many cases) in Austria, Belgium, Denmark, Finland, France, Germany, Hungary, Italy, Lithuania, Romania and Bulgaria, the Czech and Slovak Republics, Sweden and Switzerland, and currently employs 1,684 people. Eckes-Granini markets its products in both the retail food trade and the out-of-home sector in over 80 different countries.

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