

100% Sustainable Fruit Juices:

Eckes-Granini signs Sustainability Covenant

Nieder-Olm, 12 February 2019. The Eckes-Granini Group GmbH, the international corporate group specialized in non-alcoholic fruit beverages under the umbrella of Eckes AG, is now stepping up its commitment to sustainability once again. Today, Sidney Coffeng, Senior Vice President and CFO, Finance, IT, Procurement, Merger & Acquisitions, and Dr Karl Neuhäuser, Director Quality & Sustainability committed to the “Sustainable Juice Covenant” at Group headquarters in Nieder-Olm. As a party to the agreement, Eckes-Granini joins other international beverage producers and suppliers in committing itself to increase the relative share of sustainable juices and smoothies continuously with the goal of reaching 100% by 2030.

The Sustainable Juice Covenant (SJC) is a global initiative devoted to sustainability in procurement, production and marketing of fruit and vegetables juices, purees and concentrates. With the support of the European Fruit Juice Association AIJN, the participating organizations strive for continuous optimization and regular certification of their delivery chains. They also initiate and promote projects concerned with social and environmental sustainability issues, such as the involvement of small farmers, their working conditions, the use of fertilizers and pesticides, soil preservation and climate protection. The SJC is coordinated by IDH, a sustainable trade initiative based in Utrecht, Netherlands.

“Sustainability is a fixed component of our strategy, which is why we have defined concrete goals for sustainability in the areas of products,



supply chain and people,” Coffeng explains. “With our commitment to the Sustainable Juice Covenant we are now expanding our effective reach into the field of fruit cultivation as well.” Eckes-Granini has been reporting on progress in the area of sustainability regularly and systematically since 2014. A team composed of members from different departments is tasked with ensuring that the majority of projects are promoted and realized not only in Germany, but by all national subsidiaries as well.

“We are proud that Eckes-Granini, a significant player in the European juice sector and a leader in sustainability, has joined our initiative,” said David Black from IDH. “With its commitment, the Eckes-Granini Group underscores the significance of this valuable sector platform and emphasizes the importance of the production of socially and environmentally sustainable fruits.”

Further information about Eckes-Granini’s activities in support of sustainability is provided at: <https://www.eckes-granini.com/sustainability>





Sidney Coffeng, Senior Vice President and CFO, Finance, IT, Procurement, Merger & Acquisitions, and Dr Karl Neuhäuser, Director Quality & Sustainability, hand the signed "Sustainable Juice Covenant" to David Black from the sustainable trade initiative IDH.

The Eckes-Granini Group GmbH is the international corporate group specialized in non-alcoholic beverages under the umbrella of Eckes AG. With the international premium brands granini and Pago as well as such strong local brands as Brämhults, Elmenhorster, hohes C, Joker, Marli, Rynkeby, God Morgon, SIÓ and YO, the Group holds the leading position in the European fruit beverage market. Eckes-Granini is actively represented (by its own subsidiaries in many cases) in Austria, Belgium, the Czech and Slovak Republics, Denmark, Finland, France, Germany, Hungary, Italy, Romania and Bulgaria, Spain, Sweden and Switzerland. The Group currently employs 1,750 people. Eckes-Granini markets its products through the retail food trade and the hotel, restaurant and catering sector in over 80 different countries world-wide.

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