



Irish Distillers
Pernod Ricard

Plastic Packaging Recycling Strategy 2021 Report

Repak Members' Plastic Pledge

At Irish Distillers, we live and love whiskey. We are passionate about what we do, delivering uncompromising quality for over 200 years.

We are a group of over 800 employees, all working together to share our passion and products with whiskey lovers the world over. We understand our responsibility to the environment and the communities from which we have grown and recognise that continuing our legacy and heritage into the future depends on protecting natural resources.

In 2019, our parent company Pernod Ricard launched a Sustainability and Responsibility Roadmap towards 2030 based on four key pillars. The Circular Making pillar contains measures which aim to minimise waste at every step by designing, producing and distributing products in ways that optimise and help preserve natural resources.

The 5 R's of Rethink, Reduce, Reuse, Recycle and Respect are now embedded in our approach to developing packaging and Point of Sale material. Our key ambition is that all packaging will be 100% recyclable, compostable, reusable or bio-sourced by 2025. We have a zero waste to landfill policy and have committed to introduce 25% recycled content in our plastic packaging by 2025.

Member Submission on 2021 Achievements and Future Plans

COMPANY NAME:	Irish Distillers Pernod Ricard
TRADING NAME:	Irish Distillers Pernod Ricard
REPAK MEMBERSHIP NO:	0007
COMPILED BY:	Léan Caulfield
POSITION:	Packaging Development Technologist

01

Prioritise the prevention of plastic packaging waste by minimising avoidable Single Use Packaging

Describe your deliverables against your 2021 plans for this objective.

- We have replaced the PET sleeves on our West Coast Cooler Original and Rosé 750ml bottles with paper labels and moved the 250ml sleeve wrapped bottles to aluminium cans. This has resulted in an average annual reduction of **27.81T of plastic**.
- The majority of our Jameson Original 50ml bottles have moved from a shrink wrapped tray to a board box which has resulted in a **0.45T reduction in Plastic annually**.
- We wanted to responsibly eliminate and repurpose single use plastic cups from our Point of Sale, this led to 302,000 Jameson Original PET cups being transformed into reusable tote bags. Each bag contains 65% rPET from the unused Jameson plastic cups and they are now available to consumers.
- Working with our glass suppliers we have been able to reduce the thickness of the polyfilm layer used on some of the glass pallets we receive. The thickness of the plastic will be reduced from 50µm to 40µm. This results in a **0.71T reduction in plastic annually**.
- Our glass supplier for West Coast Cooler bottles has been able to reduce the weight of the plastic covers that come on the pallets by 5%, which equates to a **0.4T reduction in plastic annually**.
- Our tin cannisters were previously supplied in single use polybags, these have been replaced with recyclable tissue paper. This resulted in a **0.70T reduction in single use plastic annually**. The cannisters also had a plastic insert that has now been replaced with a paper pulp alternative, resulting in an additional **1.04T reduction in single use plastic annually**.
- The Powers capsule has moved from a non-recyclable poly laminate capsule to a recyclable PET capsule. This eliminated **0.18T** of non-recyclable plastic and replaces it with recyclable PET.
- Reusable bottles have been given to all staff on site and water fountains have been installed, where they can refill their bottles. By doing so, to date we prevented over **39,000 single use plastic bottles** from being used, equating to approx. **1.16T of plastic**.
- We have eliminated the sale of most drinks in plastic bottles onsite in Fox and Geese. This has reduced our single use plastic by **3,800 plastic bottles annually**, equating to approx. **0.11T of plastic**. We are in the process of looking for an alternative for any remaining products.
- We have reduced the thickness of our pallet wrap and optimised our pallet wrap machines to reduce the amount we use by **7.78T annually**.
- The plastic capsule from our 4.5L bottle has been eliminated, resulting in a **0.03T reduction** in plastic waste.
- All of our glass bottles come in from suppliers with plastic layer pads between each layer of glass, these are reusable to prevent waste.
- All our Value Added Packs (VAPs) are now plastic free, reducing our **plastic waste by 15.11T** and going forward no new packs will contain plastic.
- We have started the process of moving some of our label backing plastic from 100% virgin PET to 30% rPET, resulting in a **2.68T reduction** in our use of virgin plastic annually. This will increase when more of our label materials become available on label backing plastic that contains rPET.
- That is an **overall reduction of 58.16T of plastic**. Removing single use plastic from our packaging has many environmental benefits, including reducing the carbon footprint as less plastic is being produced and preventing it from entering our waste streams so it will not go to landfill.
- We have a zero waste to landfill policy for our production sites in Irish Distillers. We receive over 200,000 pallets of dry goods each year, produce 110m bottles of product and zero waste goes to landfill. All of our glass bottles come in from suppliers with plastic layer pads between each layer of glass which are reusable to prevent waste.
- We have done a full review of all packaging we use on site and its recyclability and are in the process of finding **alternatives to non-recyclable components** where possible.



Total Tonnage of Plastic Packaging Waste Avoided / Reduced **58.16T**.

Describe any plans for 2022 in relation to this objective.

- Any components identified as non-recyclable in the review of all packaging we have carried out are being **replaced with recyclable components** where possible.



REDUCTION
OF PLASTIC

58
TONNES



Support Ireland to deliver the Circular Economy Package plastic recycling targets of 50% of all plastic packaging by 2025 and 55% by 2030.

Describe your deliverables against your 2021 plans for this objective.



- In 2021 **we recycled 108T of plastic** from onsite operations. We have a zero waste to landfill policy for our production sites where we fill in excess of 100 million bottles each year. By working with Panda Waste, we ensure any waste that cannot be reused or recycled is processed through RDF (Recovered Derived Fuel). This is a green alternative to landfill and is used to produce electricity which reduces the quantity of fuels imported into a country.
- As of December 2019, **our 500ml PET bottles which are sold in travel retail contain 30% rPET**, removing 8.1T of virgin plastic and improving the circular economy of our packaging.
- We implemented a **removable closure for our 500ml PET bottles** in April 2021. This ensures that the metal ring is removed and all our bottles, **27T of plastic**, can enter the recycling stream.
- We are replacing the plastic slip sheets we send our products out on with a cardboard slipsheet alternative. This means that **72T of plastic** will be replaced with a recyclable alternative.
- All PVC capsules were replaced with recyclable PET, this packaging redesign resulted in **1.39T of PVC** being removed from waste streams.
- We have reviewed all our packaging and established that **98% of the total volume** of products we supply are fully recyclable.
- A Jameson recycling section has been added to the Jameson website to **educate customers on our sustainability** and how our packaging can be recycled, along with recycling tips.
- Sustainability and Responsibility guidelines have been provided to all staff to educate them about packaging materials that should not be used and may cause issues during recycling. A Jameson fact sheet has also been distributed to ensure people know that Jameson Original is **circular from glass to grain and 100% recyclable**.
- We are **members of Eco Vadis**, a supplier sustainability network which provides sustainability ratings on our suppliers. This helps procurement teams monitor Corporate Social Responsibility (CSR)/ Environmental, Social and Governance (ESG) practices in the supply chain.
- We follow the **Waste and Resources Action Programme (WRAP)** guidelines, which aim for a circular economy; keeping resources in use for as long as possible, extracting the maximum value from them whilst in use, then recovering and regenerating products and materials at the end of each service life. This allows us to be more collaborative with our plastics suppliers, packaging manufacturers to innovate new ways to build the circular economy.



% of Plastic Recycled by Business Approximately **52%**.



Describe any plans for 2022 in relation to this objective.

- We are in the final stages of working with a company who will take our PET23 label back plastic and process it into a viable alternative material to virgin PET that can be used to **produce polyester fibre**. This should hopefully be in place from October 2022 onwards once the final permit has been granted.
- We currently have a project underway which will determine how we can clearly communicate recycling information about our products to our consumers. This is to ensure all components end up in **the correct waste stream and enter the circular economy**. This project should be complete in 2021 and we will then make the necessary updates to our labels.



03

Reduce complexity within the packaging supply chain by simplifying polymer usage and eliminating non – recyclable components in all plastic packaging by 2030.

Describe your deliverables against your 2021 plans for this objective.

- Under the Pernod Ricard 2030 roadmap numerous materials that can cause recycling issues, for example PVC, have been prohibited. All PVC capsules were replaced with recyclable PET, resulting in **1.39T of PVC being removed from waste streams**. Any PVC stickers we previously used have also been replaced with recyclable alternatives.
- We have reviewed all our packaging and established that **98% of the total volume** of products we supply are fully recyclable.
- The Powers capsule has moved from a non-recyclable poly laminate capsule to a recyclable PET capsule, eliminating **0.18T** of non-recyclable plastic from our waste streams annually.
- We have started the process of moving some of our label backing plastic from 100% virgin PET to 30% recycled content, resulting in a **2.68T reduction** in our use of virgin plastic annually. This will increase when more of our label materials become available on label backing plastic that contains rPET.



% of difficult to recycle plastics and composites removed from the business – Approximately **2.7%**.

Describe any plans for 2022 in relation to this objective.

- We are in the final stages of working with a company who will take our PET23 label back plastic and process it into a viable alternative material to virgin PET that can be used to **produce polyester fibre**. This should hopefully be in place from October 2022 onwards once the final permit has been granted.
- Some of our Spot range tubes have a thin plastic laminate layer which renders the packaging non-recyclable. We are removing the laminate layer and adding paper bases in place of metal which will **ensure they are fully recyclable**.

04

Help to build a circular economy for used plastic packaging in Ireland and Europe by increasing the use of plastic packaging with a recycled content.

Describe your deliverables against your 2021 plans for this objective.

- As of December 2019, **our 500ml PET bottles which are sold in travel retail contain 30% rPET**, removing 8.1T of virgin plastic and improving the circular economy of our packaging.
- We have started the process of moving some of our label backing plastic from 100% virgin PET to 30% rPET, resulting in a **2.68T reduction** in our use of virgin plastic annually. This will increase when more of our label materials become available on label backing plastic that contains rPET.



Average Recycled Content (%) in business or for project described above. **30%**.

Describe any plans for 2022 in relation to this objective.

- We are in the process of reviewing all remaining plastic packaging and the available options to introduce recycled content where possible.

05

Ensure our approach to plastic packaging reduction is aligned to Ireland's goal of a 50% reduction in food waste by 2030 as set out in Ireland's Food Waste Charter.

N/A - We do not have products in this area.

Have you signed up to Ireland's Food Waste Charter? N/A

Describe any plans for 2022 in relation to this objective. N/A



Irish Distillers
Pernod Ricard

2021 “Go for Gold” Targets

In 2020 we launched our new Pakman Plastic Pledge Award for signatories of the Repak Members' Plastic Pledge. This award is judged against the targets we aim to achieve through the Repak Members' Plastic Pledge. For more information on these targets please visit www.pakman.ie/enter.

01



Specifically members are aiming to reach our “Go for Gold” Targets for this objective by: -

- Eliminating those avoidable Single Use Plastics covered by the Single Use Plastics Directive¹.
- Reducing the overall weight of plastic packaging by 20% where appropriate².
- Innovating to increase circular economy business models in Ireland that utilise reusable rather than single use plastic packaging.

02



Specifically members are aiming to reach our “Go for Gold” Targets for this objective by: -

- Recycling at least 60% of the plastic packaging they discard at their site.
- Educating their staff and customers about recycling.
- Supporting the development of Ireland's Recycling Infrastructure.

03



Specifically members are aiming to reach our “Go for Gold” Targets for this objective by: -

- Creating closed loop recycling opportunities for plastic packaging as part of their new product development process.
- Engaging with the waste industry to ensure packaging is designed with the Irish collection system in mind³.
- Removing over 90% of difficult to recycle plastics and composites from their business by 2025 and 100% of non-recyclable components by 2030⁴.

04



Specifically members are aiming to reach our “Go for Gold” Targets for this objective by: -

- Becoming a signatory to the EU's Circular Plastic Alliance and demonstrating their contribution to incorporate ten million tonnes of recycled plastics into products by 2025
- Incorporating more than 45% recycled content into PET Bottles (a minimum of 25% in all containers must be achieved by 2025 and 30% by 2030).
- Incorporating recycled content into other plastic bottles at an average of at least 30% by 2030.
- Incorporating more than 55% recycled content in PET trays by 2025.
- Incorporating 10 – 20% recycled content into PP pots, tubs and trays (PTT) and either household or commercial flexible packaging by 2025.

05



Specifically members are aiming to reach our “Go for Gold” Targets for this objective by: -

- Ensuring that plastic packaging changes help to enhance shelf life and pack integrity and reduce food waste.
- Becoming a signatory to Ireland's Food Waste Charter - <https://foodwastecharter.ie/>

¹ Note that under the Waste Action Plan for a Circular Economy and EU Single Use Plastics Directive, plastic cotton bud sticks, cutlery, plates, stirrers, chopsticks, straws, expanded polystyrene containers and oxo degradable plastic products are banned from July 2021.

² It is envisaged that plastic packaging reduction or removal does not lead to unintended consequences such as increased food waste, the use of alternative packaging that is heavier or has a greater environmental impact or packaging that cannot be recycled or composted within the Irish waste management system.

³ This can include testing through a Material Recovery Facility or Plastic Reprocessor to verify the benefit of the changes made to your packaging.

⁴ Difficult to recycle plastics include PVC, Foamed Plastics such as Expanded / Extruded Polystyrene and plastic packaging containing other materials such as foils. Barrier layers often have a function in product shelf life and changes should not reduce shelf life, create food safety hazards or increase food waste.