

JULIUS MEINL SUSTAINABILITY REPORT 2021

Coffee Company Outlines Steps Taken TO GROW TOGETHER, Towards a Sustainable Future

Leading global coffee brand, Julius Meinl has launched its second Sustainability Report revealing how the company will further its commitment to making meaningful contributions to combat the climate crisis from bean to barista. In keeping with the brand's philosophy that small moments, make big differences the Report details how the company plans to evolve its business practices by setting new sustainability targets based on social responsibility and climate action. Central to the premium coffee roaster's sustainability pledge is the ambition to 'grow together' from farmer families through to final consumer.

The new targets outlined in the report include:

- 1) Development of guidelines for sustainable green coffee procurement by 2022
- 1) Increase certified product portfolio in retail and HoReCa over the next years to mitigate climate impact
- 1) The extension to the company's tea product group in all future sustainability reporting to include data and information on the environmental and social impacts along the tea value chain.
- 1) 100 percent of capsules in the organisation's extensive retail portfolio will be manufactured using biodegradable materials for household composting by 2022



DRIVING SUSTAINABILITY TOGETHER WITH STAFF

The report demonstrates how the company remains steadfast in its long-term sustainability vision despite the financial pressure created by COVID-19. All sustainability budgets and allocated investment were retained by Julius Meinl, as were all employees. Driving sustainability together from within the business has been Julius Meinl's mission for over 160 years and the premium coffee roaster continued to hire at a time when the public health crisis forced many organisations to shed staff numbers. Despite the crisis the brand furthered their commitment towards a better future by appointing **Marianne Witt** in a new role of **Global Sustainability Manager**:

"2020 was a troubling time for all of us and our second sustainability report, presents how, above all, we made it through the crisis – together. As a 5th generation family business, we understand the importance of long-standing partnerships as sustainability and social responsibility is deeply rooted within our DNA. In partnership with our suppliers and customers, we are proud to have been able to continue to drive our sustainability activities further and are committed to support coffee farmer families enabling economic empowerment and education for future generations."



DEVELOPING GREEN COFFEE TOGETHER WITH SUPPLIERS

Sustainability policy development together with suppliers remains a priority within the company's overall strategic sustainability programme. Work has been undertaken to better understand the company's corporate and environmental footprint and associated greenhouse gas emission impact of the businesses' most important raw material – Green Coffee.

Julius Meinl has invested in a robust analysis of the entire coffee value chain by looking at resources, cultivation & harvesting, transport, production, distribution, and disposal. As a result, the company is now better positioned to drive a long-term strategy and adopt further collaborative measures with other stakeholders to eliminate the negative impacts that arise from diverse areas such as land use, cultivation and biodiversity, water and energy consumption, waste, and emissions.



Notable progress has also been made in several key areas since the first Sustainability Report published in 2019:

- ☛ A science-based analysis of the companies' environmental impacts and associated greenhouse gas emission along the entire value chain of coffee – from farm to cup.
- ☛ The company wide implementation of sustainable procurement guidelines for goods, supplies and services.
- ☛ Global sourcing of compostable coffee-to-go cups and lids made of bagasse.



GROWING TOGETHER WITH FARMER FAMILIES

Alongside efforts to minimize the environmental impact of the company's activities, Julius Meinl has remained committed to its role as a socially responsible business initiating several civic projects and supporting organisations dedicated to the well-being of people and the preservation of nature. A prime example is the organisation's Colombian Heritage project.

Launched to help local coffee farmers in the Tolima region of Columbia, the project supplies technical expertise and financial resources to allow the farmers to stay in business for the long term and to pass on their coffee growing and market knowledge to future generations in the region. The Heritage project is designed to increase local production efficiency and income opportunities for farmers and with it create a long-term sustainable platform that benefits the community and the coffee industry.



Marcel Löffler, Chief Executive Officer, Julius Meinl, comments: "Despite the unprecedented challenges we have all faced over the past couple of years, I am extremely proud of the progress we have made to date regarding our environmental and social responsibilities.

"We do not underestimate the work that we still have to do, and Julius Meinl looks forward to working together with our valued customers, suppliers, growers and other key stakeholders to ensure that we can all make a positive difference to the world around us."



Marcel Löffler
CEO Julius Meinl
Industrieholding

The Julius Meinl Second Sustainability Report is available to download in full www.juliusmeinl.com/Sustainability

About Julius Meinl

Julius Meinl is an Austrian family company and has been the global ambassador of Vienna's beloved coffee house culture for almost 160 years. The internationally successful brand is based on traditional values: five generations of coffee expertise, premium-quality products and excellent, personalised engagement on quality values.

Facts at a glance:

- 1 Established in 1862 in Vienna
1000 employees worldwide
- 1 Marketing in more than 70 countries worldwide; among the leading premium coffee brands in over 40 countries
- 1 Market leader in the hotel, café and restaurant sector in Austria, Russia, Adriatics, Romania, Dubai and CEE
- 1 Over 50,000 customers worldwide
- 1 Production locations in Vienna (Austria) and Vicenza (Italy)

