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〈Press Release〉

Suntory Holdings Ltd.

Suntory Flowers Ltd.

**Suntory Group Develops Teamoss, a Horticultural Soil Material  
Using Manufacturing Residues as an Alternative to Peat Moss**

**— An upcycled material that contributes to both environmental impact  
reduction and resource circulation —**

Tokyo, JAPAN (April 6, 2026) — Suntory Holdings and Suntory Flowers today announced the development of Teamoss, a horticultural soil material designed as an alternative to peat moss, made by manufacturing residues generated at Suntory Beverage and Food plants. Teamoss is an upcycling horticultural material that achieves both reduced environmental impact and resource circulation, for which the company has applied for a patent.

Commenting on the development of Teamoss, Daigo Suginobu, President of Suntory Flowers said, “Through the creation of new technologies, we will continue to take on the challenge of addressing environmental issues and promote initiatives that contribute to sustainability.”

**1. Challenges and Opportunities**

**The Need for Sustainable Alternatives to Peat Moss**

Peat moss is produced from partially decomposed mosses and other plant matter that has accumulated over many years. It is widely used in horticulture as a soil conditioner and growing medium due to its high water-retention and nutrient-holding properties. However, peat moss extraction is associated with the release of carbon dioxide stored in soils, as well as the degradation of wetland ecosystems, raising concerns from an environmental impact perspective. As regulations on peat moss extraction and sales advance, particularly in Europe, there has been a growing need to develop alternatives to peat moss.

## Promoting the Upcycling of Manufacturing Byproducts

According to estimates, waste generated by food loss and agriculture accounts for approximately one-fifth\*<sup>1</sup> of Japan's total industrial waste each year. Many of this waste is incinerated or landfilled, causing concerns due to its increasing environmental impact and the wasting of valuable resources.

Suntory has been recycling 100% of its manufacturing residues as animal feed and fertilizers, and continues to position the further effective use of these residues as a key priority, promoting initiatives to realize a circular economy through upcycling.

## 2. Our Initiative

The new horticultural soil material is produced using manufacturing residues generated at Suntory Beverage and Food plants, with used green tea leaves as the primary raw material, combined with supplementary materials such as wood chips. Developed through a proprietary patented process, the new horticultural soil material successfully delivered functionality comparable to peat moss. This material was developed by Suntory Flowers, in line with the Group's commitment to sustainable agriculture and restoration of soil biodiversity.

Suntory Flowers conducted a pilot test by using flower and vegetable seedlings under identical conditions. Seedlings grown with Teamoss showed growth comparable to, or in some cases exceeding, those grown using conventional peat moss. These results indicate that Teamoss is a viable alternative to peat moss, which can contribute to reducing environmental impact while offering practicality and productivity for horticultural applications. In addition, by using manufacturing residues and enabling domestic ingredient sourcing, Teamoss is expected to be cost-effective and has sufficient market potential.



Surfinia seedlings grown with conventional peat moss

Surfinia seedlings grown with Teamoss

This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

### 3. Future Outlook

Suntory Flowers plans to begin production and sales on a commercial basis in Japan in 2027. To achieve this, the company will promote initiatives such as establishing a mass production structure and conducting cultivation trials across a wider range of flower and vegetable seedlings. Furthermore, the Group will consider the use of other manufacturing residues generated across its supply chain, beyond used green tea leaves.

As environmental regulations continue to strengthen and the global transition toward decarbonization accelerates, Suntory expects demand for sustainable horticultural materials as alternatives to peat moss to grow. At this stage, commercial production and sales are planned to start in Japan, while potential expansion into overseas markets, including Europe, will be considered in the future.

Suntory Group has long supported regenerative agriculture as one way to reduce GHG emissions in the agricultural sector. The group collaborates with suppliers and contract farmers to transition to sustainable farming practices, such as cover cropping<sup>\*2</sup>, organic fertilization, and no-till farming. Notable projects include [barley cultivation in the UK\(2022\)](#), [sugarcane cultivation in Thailand\(2024\)](#), as well as a pilot program to verify the effects of [high-performance biochar](#)<sup>\*3</sup> (2025).

\*1 Ministry of the Environment of Japan: "FY2018 Status of Industrial Waste Treatment"

\*2 Cover crops enhance soil quality by adding organic matter into the soil and preventing erosion.

\*3 A soil amendment created by adding soil-based microorganisms into carbonized unused biomass (biochar) developed by TOWING, which have functions such as accelerating the decomposition of organic fertilizers.

### About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products across more than 80 countries, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196 (minus one-nine-six), The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with approximately 40,000 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit [www.suntory.com](http://www.suntory.com) and [Drink Smart](#).

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