

## Suntory Mizuiku – Education Program for Nature and Water Launches in China

TOKYO (September 1, 2021) — Suntory Holdings today launches its unique next-generation environmental program, Suntory *Mizuiku* — Education Program for Nature and Water, in China to teach children the importance of water.

With “Mizu To Ikiru” (literally meaning “Living with Water”) as its promise to its stakeholders, Suntory Group has promoted various water-related initiatives globally, including activities to preserve and restore nature, based on the group-wide “[Sustainable Water Philosophy](#)”. *Mizuiku* started in Japan in 2004 and expanded globally starting with Vietnam in March 2015, which has been well-received by children and teachers that participated in the program as well as the local governments.

Asia faces various issues related to water sanitation and water resources. Placing Asia as a high-priority area for sharing the importance and value of water, the company will now follow its success in Vietnam, Thailand, Indonesia and France by launching the program in China.

### <About Mizuiku in China>

In collaboration with Suntory (China) Holdings, a subsidiary of Suntory Holdings in China, and Shanghai Volunteers Foundation, a local public fundraising foundation, *Mizuiku* program will run until June 2022 with a total of approximately 6,000 elementary school students in Shanghai city expected to participate. This program will teach children the importance of water, sanitation and water resource conservation. In addition to acquiring basic knowledge about water and the habit of saving water, children will learn through experiments and videos about how nature works and the importance of water with contents tailored to the local situation such as by questioning “where does city water come from and end up in?”

For more information on Mizuiku, see [here](#).

## About Suntory Holdings

As a global leader in the beverage industry, Suntory Holdings offers a uniquely diverse portfolio of products from premium spirits, beer and wine to brewed teas, bottled water, carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu* as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds in Japan and the Asian market with our *Premium Malt's* beer and also owns the exceptional Japanese wine *Tomi* and the world famous *Château Lagrange*. Its brand collection also includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea, *Suntory Tennensui* water, *TEA+ Oolong Tea*, *V* and *BRAND'S*, 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 an annual revenue (excluding excise taxes) of \$20.4 billion in 2020. Suntory is driven by Yatte Minahare - the spirit of bold ambition - and our 40,044 employees worldwide draw upon our unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a company that delivers blessings of water and nature to our customers, Suntory is committed to its mission to create harmony with people and nature. Always aspiring to grow for good, Suntory is devoted to giving back to society through protecting water resources, nurturing its communities and fostering the arts.

Learn more about Suntory Group, its brands, and its commitment to social responsibility at [www.suntory.com](http://www.suntory.com), on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).