

**Suntory Group to Participate in
“30by30 Alliance for Biodiversity” in Japan**

- Contribute to achieving the global “30by30” goal by participating in the coalition of governments, companies and non-profit organizations that aim to conserve or protect 30% of land and ocean in Japan by 2030 -



Tokyo, JAPAN (April 8, 2022) —The Suntory Group today joined the “30by30 Alliance for Biodiversity” in Japan, which targets to halt and reverse biodiversity loss by 2030.

As a coalition of governments, companies, and non-profit organizations, the “30by30 Alliance for Biodiversity” has been established in Japan to achieve the “30by30” targets to conserve or protect at least 30 percent of the country’s land and ocean by 2030. The objective of this alliance is to promote and actively publicize initiatives that aim to expand national parks and register socio-ecological production landscapes (*Satochi-satoyama*) and company-owned forests to the World Database as OECM*.

As a global beverage company supported by the blessings of nature such as water and agricultural products, the Suntory Group has been aiming to realize a sustainable society with its promise to stakeholders “Mizu To Ikiru” (meaning living with water) and its

corporate mission “To create harmony with people and nature”. Since 2003, the Suntory Group’s [Natural Water Sanctuary Initiative](#) have managed and conserved a total of 12,000 hectares of forests in 21 locations across Japan to replenish and nurture underground water near its plants. To create forests that cultivate rich groundwater, the company also manages these forests through continuous monitoring of birds, animals, plants, and insects, which eventually leads to the conservation of biodiversity.

The Suntory Group aims to contribute to achieving the global “30by30” goal by having its *Natural Water Sanctuaries* certified as OECM through participating in this alliance. The company will continue to promote sustainability management in order to preserve biodiversity and to realize a sustainable society.

Learn more about Suntory Group’s environmental activities [here](#).

*OECM is an acronym for “Other Effective area-based Conservation Measures.”

OECM is an area conserved by initiatives of private organizations or an area where conservation is achieved mainly as a by-product of other management.

About Suntory Group

As a global leader in the beverage industry, Suntory Group 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 \$19.8 billion in 2021. Suntory is driven by Yatte Minahare - the spirit of bold ambition - and our 40,275 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, on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).