

Suntory Group Launches
Mizuiku – Education Program for Nature and Water in Spain

Tokyo, JAPAN (May 31, 2022) – Suntory Group today launches its unique next-generation environmental program, [Mizuiku – Education Program for Nature and Water](#), in Spain to teach children the importance and value of water.

The new *Mizuiku* program in Spain will include a series of activities to be carried out in the classroom and in the field. The program will be for primary school students in the province of Toledo. The field activities will be carried out in the natural environment of the Guajaraz reservoir in the vicinity of Toledo, where the main factory of Suntory Beverage & Food Spain is based and source their water from.

The program will teach students the importance of water such as by deepening their understanding on the natural water cycle and how it relates to their daily lives, how to use water responsibly, and the relationship between water and biodiversity, as well as provide training and ideas on how to preserve and improve the quality and quantity of water in the future.

“We are proud to see our signature *Mizuiku* program expanding globally. It has been a rewarding experience seeing *Mizuiku* trained children in various countries becoming ambassadors of water sustainability, disseminating the importance of this precious resource to their families and communities,” said Makiko Ono, COO of Sustainability Management at Suntory Holdings.

With “Mizu To Ikiru” (literally meaning “Living with Water”) as its promise to its stakeholders, the Suntory Group has promoted various water-related initiatives globally, including activities to preserve and restore nature, based on the group-wide [Sustainable Water Philosophy](#). The company started *Mizuiku* in Japan in 2004 and has expanded the program to Vietnam in 2015, followed by Thailand, Indonesia, France and China. With tailored programs for each country, *Mizuiku* has been well-received by children and teachers that participated in the program as well as by the local governments. As of 2021, a total of approximately 320,800 children and teachers have participated in the *Mizuiku* program globally.

Mizuiku also launched an on-line learning program called “homework activity” in Japan in 2021 and in Vietnam and Indonesia in March 2022. This virtual learning experience includes quizzes and research exercises intended to deepen the understanding of water and the natural water cycle through practical lessons learnt in their everyday lives.

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 with *The 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](#).