

Suntory Group Joins the Sustainable Agriculture Initiative (SAI) Platform

— First Japanese company to join SAI platform to accelerate sustainable raw material procurement —



Tokyo, JAPAN (July 29, 2022) — This July, the Suntory Group has become the first Japanese company to join the Sustainable Agriculture Initiative Platform (SAI Platform), a global not-for-profit organization advancing sustainable agricultural practices.

In order to contribute to realizing a sustainable society, the Suntory Group established the “Basic Policy on the Sustainable Supply Chain” in 2011, followed by the “Suntory Group Supplier Guidelines” in 2017. Having joined Sedex, the largest supplier ethical information sharing platform for corporate ESG data in the world in 2019, the group has been promoting a more sustainable procurement. Initiatives include, collaborating with local agriculture cooperatives to introduce more environmentally friendly processes in producing tea leaves in Japan, as well as supporting sustainable agriculture for blackcurrant (main ingredient for producing *Ribena*) farmers in the UK since 2004.

The company will accelerate its work to procure more sustainably by utilizing SAI Platform to establish its sustainable procurement standards and to build a network with companies and individuals who are leading sustainable agriculture practices.

“As a company with a mission to create harmony with people and nature, we are committed to promoting sustainability management across our entire business,” said Brian Golden, Senior General Manager, Suntory MONOZUKURI Initiative, Suntory Holdings Limited. “We are proud of becoming a member of SAI Platform where we hope to learn the best practices and global approaches of sustainable agriculture to realize a sustainable future based on the blessings of nature, while taking into consideration both the environment and the society.”

Learn more about Suntory Group’s sustainability vision [here](#) and about its work sustainable procurement [here](#).

About SAI Platform

Founded in 2002, the Sustainable Agriculture Initiative Platform (SAI Platform) is a global not-for-profit organization transforming the food and drink industry to source and produce more sustainably.

With over 160 members, from companies and organisations in the food and drink industry, SAI Platform is at the forefront in pioneering sustainable agriculture around the world. Members come together in a collaborative, interactive environment to share expertise, create solutions to common challenges and promote sustainable agriculture. By developing farm level tools and business to business solutions, SAI Platform is enabling its members to create secure and resilient agricultural supply chains. The current focus is on beef, dairy and crops. SAI Platform’s innovative and industry-focused tools including the Farm Sustainability Assessment (FSA), the Sustainable Dairy Partnership (SDP), the European Roundtable for Beef Sustainability (ERBS) and the currently under development programme for regenerative agriculture are leading the industry to implement more sustainable and regenerative agriculture practices while delivering value to SAI Platform members, farmers, their communities and consumers.

For more information, please visit our website: www.saiplatform.org

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](#).