ALLIANCE WINE

Events Circularity Policy

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Background

A policy is a set of guidelines, or statements of intent, used to guide decision making.

What does this policy cover?

This document outlines the waste and circularity principles which will be followed when running Alliance Wine events. This includes tasting and portfolio events. This ensures expectations are set, there is consistency in the way things happen, and it is clear who is responsible for what.

What do we mean by circularity?

The circular economy is built on three fundamental principles: eliminating waste and pollution, circulating products and materials (at their highest value), and regenerating nature. In its simplest form, means reducing waste to a minimum. In practice, it means moving from a linear system of take, make, use, waste to a circular model of production and consumption that involves designing products which extract less and sharing, leasing, repairing, reusing, and recycling as a last option, so that materials avoid the indefinitely (or for as long as possible). It's a model of production and consumption that involves designing products which extract less and can be reused. In this way, the life cycle of products is extended, and we can stop waste from being generated in the first place.

A circular system is also one that takes inspiration from, and works in harmony with, nature. There is no waste in nature, rather natural systems have regenerated themselves for billions of years. The way we produce food and drinks (like wine) currently is, for the most part, not regenerative and instead a significant driver of climate change and biodiversity loss. We must change the way we produce these products, reducing chemical inputs, fossil fuel reliance and water use to address both crises.

What do we mean by waste?

For the remit of Alliance Wine's events, by waste we mean any edible or inedible food, liquid or material items which are not consumed by humans or directly repurposed into another consumable or usable product. For events, 'waste' largely is caused by the following factors:

- Food (including staff food, canapes) e.g. preparation waste from producing the food, surplus production, or waste from guests.
- Liquid (including wine, ice, water) e.g. unused ice, water from melted ice, excess water for consumption, wine which is not consumed.

- Materials (including wine bottles, supplier packaging, marketing materials) e.g. empty wine bottles, corks, wine maker information which is not infinitely reusable.

Waste can occur from a product's primary purpose (e.g. wine left in a bottle, not consumed so put down the drain, or ice which has been brought in for an event but not used), or after it's secondary state (e.g. wine that has been tasted then spat in a spittoon, or ice that has melted and become water).

Waste hierarchy

This policy aligns with the UK's waste hierarchy, which requires the *prevention* of waste to sit paramount to waste related decision making, before disposal. This means we will prioritise reducing the creation of waste, even if a redistribution or disposal solution has sustainability credentials. In essence, this means we focus on finding more circular or digestible solutions to our operations.

Terms

We will favour the terms "events circularity policy" over "zero waste policy", because we acknowledge our operations don't yet work in - and materials aren't yet sourced in – a completely closed loop, and therefore would be misleading internally and to our customers. That said, we will begin to use language around circularity to acknowledge progress already made in this space, gently introduce these terms and signpost our ambitions to our team and producers.

Who is this policy for?

Tackling sustainability takes group responsibility. This is a policy for all Alliance Wine's employees. It is especially for anyone involved in preparing events, delivering events, and those responsible for staff training across the company. Elements of this policy will need to be communicated externally to suppliers and operators, to ensure the policy is complied with.

Who is responsible for the policy?

Whilst multiple people in the team will need to exercise this policy, ensuring it is regularly reviewed and that everyone understands the policy will be the responsibility of Marta Juega Rivera, Head of Positive Impact.

When will exceptions be made?

This policy will be strictly followed. In exceptional circumstances, the policy may derogate, providing a log of the exception made and why it is made. Should permanent amendments be made, the date of update to the document should change accordingly, noting what and why has changed.

Where will this policy live?

For internal users, this policy will live in Project Crystal. Please see the Events Circularity Policy procedure for reference on the mobilisation of this policy too.

When will the policy be used?

This policy will be used when Alliance Wine is responsible for the creation of a wine event, which includes the venue selection and all tasting activities. There is a minimum of standards in EMS-001-014 – Events Circularity Plan that should be executed. The Head of Positive Impact will attend several events throughout the year to analyse in more detail the current standards and improve them over time.

When an employee is planning an event, this policy will be used to select an appropriate venue or supplier.

Event preparation: When the event manager is designing an event, they will reference the policy to check operations aligned to the procedures, know whether materials need to be purchased, and how and who to delegate staff training to.

Staff training: all staff who are attending the event (serving, speaking to attendees, supporting with event close down) should be trained in elements of this policy.

Event follow up: anyone involved in post-event communication should understand the policy and necessary procedures.

How will the policy be updated?

This policy will be reviewed and updated annually. Everyone who uses the policy (events, sales and sustainability teams) should have the opportunity to provide feedback on the policy, outlining further goals, targets, and any amendments to advance sustainability practices.

The aim of reviewing the policy is to ensure the standards are still relevant and helps to excel the ambition of Alliance Wine's journey towards circularity at events.

How does this policy align with the Responsible Drinking policy?

Whilst our focus is on preventing the wastage of alcohol, all actions must align with the Responsible Hosting policy ethos. Therefore, no intervention to minimise wine waste should result in someone becoming further intoxicated, or where consumption is no longer in 'moderation'.

KPIs & Metrics

Summary of KPIs & Metrics to collect before and after the event:

INDICATORS
Ice used (kg)
Ice wasted (kg)
Total wine served pp (ml)
% Food vegetarian
% Food wasted
Weight of glass recycled at event (kg)
Weight of cardboard recycled at event (kg)
Weight of DMR recycled at the event (kg)
Weight of commercial waste at event (kg)
METRICS
Data to collect on the day
Approx amount of ice used (%)
No. of attendees (#)
Full bottles returned to warehouse (#)
Bottles of wine opened (#)
Weight of general waste (kg)
Weight of DMR (kg)
Weight of paper waste (kg)
No. of meals / portions consumed
Data to collect ahead of time
Ice purchased for event (kg)
Bags of ice (#)
No. of meals / portions purchased (inc. cheese in LDN)
No. of meals / portions vegetarian+
Total no. of wine bottles for event
No. of wine bottles / box
Weight of typical box (g)
Weight of typical wine bottle (g)
No. of staff working at event
No. of suppliers attending event

Our standards

Each standard should explain *why* this is included in the policy and *what* we are doing to address this. The word "**will**" have been placed in **bold** to signal a standard which must be adhered to; these are our red lines. The word "**aim**" is used when we intend to follow a standard in most cases, but where in some circumstances this may not be possible. The word "**aspire**" is used when there is something we aspire to or take into consideration.

Our circularity-related event protocols are grouped in the following sections:

VENUE SELECTION

1. Venue vetting

- We **aim to** use the following standards to question a venue *before* selecting them to host an event. Venues **will** respond to all questions, allowing Alliance Wine's to make an internal judgment over who to pick.

2. Ice

We use ice to chill some wines. Creating ice requires a significant amount of water and energy to produce, and once melted, ends up as water waste. Buying in ice for events also creates single use packaging.

- We **aim** to work with venues who allow us to use their ice machine and, failing this, **will** use cool boxes instead of ice buckets to minimise the amount of ice required to cool the same amount of wine.
- We **aim** to work with venues who have a secondary use for melted ice.

3. Catering

We may need catering for our events. For our large portfolio events we typically feed staff and suppliers, and our smaller seasonal events often include food pairings for guests.

- Providing the venue have the option to supply plant-based or vegetarian food, with ingredients ideally sourced locally and seasonally (except where this increases the footprint – as with tomatoes in the UK), we **aim** to offer our guests, staff and suppliers food provided by the venue, rather than from an external business. In-house catering allows us to minimise food waste as quantities can be specific to our actual numbers on the day. In-house catering also typically allows us to minimise single use packaging waste.

- If these menu and sourcing requirements can't be sufficiently met, which will be at the discretion of Marta Juega Rivera (or anyone they delegate to), then we **will** source food from an external supplier who can meet these standards. In this instance, we **aim** to select a supplier who can provide food on reusable and returnable crockery.

4. Waste Management and Disposal

We may need to recycle some materials for our event, including glass wine bottles, and cardboard wine cartons.

- We **aim** to work with venues who manage waste disposal on our behalf.
- We **will** ensure all cardboard, glass wine bottles, corks and cartons at events are either reused (first preference) or recycled. We **aim t**o work with a zero-waste provider.
- To do so, we **will** either require the venue to recycle our recyclable waste or, if this service isn't available, contract a local waste management company to manage waste disposal for the event. We **aim** to work with a zero-waste provider.
- We **will** either require the venue to have food waste recycling via anaerobic digestion or industrial composting if the venue is catering for guests. If this service isn't available, we **will** contract a local and responsible waste management company to manage food waste disposal for the event. We **aim** to work with a zero-waste provider.

EVENT POLICIES

1. Wine

Wine is often poured into glasses but not wholly consumed by guests at tasting events. Events can either involve free pours or stipulated serving sizes, if the following standards are followed:

- We **will** source enough slow pourers for the number of wines we are showing, regardless of whether they are free pours or poured by suppliers.
- We **aim to** reuse these slow pours to ensure they do not create single use waste. If they become damaged or past their usability, they will be disposed of as general waste due to their inability to be recycled.
- We **aspire** to create branded recyclable slow pours.
- We **will** provide guests with a maximum wine serve of 60ml, and a recommendation of 25ml when using slow pourers.
- We **will** train staff and suppliers before the event, or during the briefing on the day, on what this recommendation looks like, either through visual or physical practice.

- We **aspire** to conduct spot-checking throughout the event.

From conversations with suppliers at the 2023 Annual Portfolio show who had exhibited in previous years, slow pourers reduced the amount of wine used by 50%. To understand the impact of slow pourers on an ongoing basis:

- We **will** monitor how many bottles of wine are consumed at each event, by assessing how many bottles are brought to, and returned from, every event.
- We **will** track attendance to understand how much wine is served per guest (number of bottles / the total number of attendees)
- We **will** collect this data at every event to identify whether slow pourers are reducing consumption.

At events wine bottles are often open but not fully consumed when multiple people are pouring and / or the pace is fast with a lot of glasses to pour.

- We **will** ensure only one of each wine is opened before the first guest is due to arrive at an event. A second bottle **will** only be opened when the first has finished or is nearing the finish if it needs to sit to rest.
- Staff **will** use discretion and discuss with the event manager towards the end of the event whether to open a new bottle. We **will** train staff and suppliers on this process on the day of the event.

Despite this, there will likely still be an amount of wine leftover after the event, with this:

- We **aim** to find alternative means of use to prevent wine from waste. Wine **will** be offered to the venue, and/or to staff for consumption, and/or saved for a future tasting event. Discretion is used by staff to choose the route that will see the least wine wasted.

Efforts to minimise wine waste should align to the Responsible Drinking policy and ensure that, whilst wine waste is minimised, it does not encourage excessive drinking and instead is ideally saved for an alternative occasion to be enjoyed in moderation.

2. Event communications

- In our communications to suppliers and guests before, during and after the event, we **aim** to highlight the circularity efforts of the occasion, namely the use of slow pourers, training on the standard serve, waste segregation, and areas of interest.

3. Ice

- We **aim** to work with venues who allow us to use their ice machine and, failing this, we **aim** to use cool boxes instead of ice buckets to minimise the amount of ice required to cool the same amount of wine.
- We **aim** to work with venues who have a secondary use for melted ice.

Best practice: Ideally the water source for their ice wouldn't be too far from their production centre, nor your venue. It is assumed that ice packaging is not recyclable but may contain recycled content. Communicate this disposal method back to those who are responsible for organising the ice delivery. Ideally, distribution vehicles would be electric.

4. Water

- We **will** ensure events only use tap or filtered water, and that this is provided in reusable glass or wine bottles, to minimise the creation of single use.

5. Catering

- We **aim** to offer staff and suppliers catering at events, if the venue is not catering for the event, we **aim** to buy food and drinks in reusable and returnable packaging with reusable and returnable crockery, for example by pre-ordering from an external catering service or local restaurant.
- If catering, we **will** inform all staff prior to attending the event that they will be catered for, to ensure they do not bring their own food or drinks, to prevent the risk of this food being wasted, and the excessive presence of single use packaged items.
- We **aim** to encourage staff to bring containers if we expect excess food to remain after the event, and we **aim** to use redistribution organisations or apps should surplus remain.
- We **will** ask venues to cater dishes which minimise waste. If Alliance Wine are bringing the food to the event, employees should **aim** take home consumable excess.
- If these menu and sourcing requirements can't be sufficiently met, which will be at the discretion of Event Coordinator a (or anyone they delegate to), then we **will** source food from an external supplier who can meet these standards. In this instance, we **aim** to select a supplier who can provide food on reusable and returnable crockery.
- If catering for staff, guests and producers, we **will** ensure the event management team communicate accurate order volumes, to minimise food waste.

6. Service ware

- All slow pourers **aim to** be reused for future events unless damaged. We **aim to** ensure it is clear whose responsibility it is to retrieve and clean these slow pourers when events finish and store them for future events.
- We advocate for responsible drinking; therefore, guests may choose to spit their wine after tasting or pour excess wine into a spittoon to dispose. We **will** provide these spittoons, and they **will** always be reused at future events.
- Whether wine glasses are borrowed from the venue or hired externally, wine and water drinking glasses **will** be reusable and never single use.

7. Waste Management and Disposal

- We **will** ensure all cardboard, glass wine bottles, corks and cartons at events are either reused (first preference) or recycled. A general waste bin **will** be required for materials which cannot be recycled, though we **aim** to minimise the presence of these materials.
- To do so, we **will** either require the venue to recycle our recyclable waste or, if this service isn't available, contract a local waste management company to manage waste disposal for the event.
- We **aim** either to require the venue to have food waste recycling via anaerobic digestion or industrial composting if the venue is catering for guests. If this service isn't available, we **will** contract a local and responsible waste management company to manage food waste disposal for the event.
- We **will** ensure the bins we have for staff, suppliers and guests are aligned to the disposal streams used by the waste contractor, for example if glass wine bottles need to be recycled separately to dry mixed recycling, then separate bins **will** be provided.
- We **will** also
    - Title each bin.
    - Provide examples on the bin, either in wording or visually, or what to put in them.
    - Ensure these examples are not mentioned on two different bin types.
    - Ensure these bins are placed in a convenient location for staff, suppliers and guests, such as one central bin management area, or spread out depending on the venue size and space and **aim** to have different coloured bins or bin signs to ease segregation.

8. Event marketing materials

- We **aim** for communication assets at events to be reusable. We **aim** for supplier posters and other event assets to not be dated so they can be reused.
- We **will** ensure signs on tasting tables (e.g. explaining the region) are on chalkboards.
- We **aspire** to create other communications on projectors and whiteboards, or source reusable posters on materials which do not easily break.
- We **will** communicate back to guests and suppliers how we managed to run the event with data. We **aim to** receive official feedback from attendees and suppliers. Communication can include impact statistics of waste saved by using reusable solutions over single use, or simply that the Alliance Wine's "Event Circularity Policy" was followed at the event.

9. Team training

- We **will** regularly reference this policy, associated checklists and plans to ensure they are aligning with the standards throughout event activation.
- We **will** provide a video for suppliers / producers well before the event explaining the elements of the Circularity Policy of relevance to them. We **aim** to cover why Alliance Wines are tackling waste and aiming for circularity, what has the potential to cause waste at the event, the ways that can be mitigated, and how waste will be disposed of after the event to follow the waste hierarchy (efficient consumption).
- We **will** encourage suppliers / producers to follow up with us on any standards that are unclear and make time to talk them through it. Policy will be available upon request.
- We **aim** to create a training module on the topic of event circularity as part of standard employee onboarding

PUBLIC POSITIONING STATEMENTS

The below statements are suggested for use when explaining what actions this events circularity policy covers. These are the only statements Alliance Wine should speak about and, if other points are mentioned, it should be explicit that they are ambitious, and not minimum standards, to avoid greenwashing.

Current actions (key "we will" statements)

- We will evaluate every venue with the AW Pre-Event Venue Questionnaire prior to final selection of the venue.

- We will segregate waste as much as possible to ensure at minimum the following waste streams: general waste, DMR, glass, and used cartons. Preferably we will also segregate paper-based products and food waste.
- We will ensure that glass, DMR, paper-based products, and used corks created at events will be reused or recycled by the venue or us.
- We will use slow pourers for pouring wine; we will be clean and reuse them at future events.
- A standard wine serving will be followed by all staff and suppliers at all events.
- We will ensure only one bottle of wine is opened at a time.
- When possible, we will use leftover wine, in opened bottles, at the end of wine tastings for internal purposes such as dinner after the event.
- We will use signage on tasting tables that will be on chalk boards, to be reused for future events.
- All staff and suppliers will be trained in our circularity policy before an event. We will create a training module on the topic of event circularity as part of standard employee onboarding and annual training. All suppliers will receive this training before the event.
- We will analyse the possibility of including a digital version of booklist by sending post event surveys and analysing this information internally.
- We will continuously study how to reuse used carboard cartons in our wine events because paper-based products are the main source of waste in these events with glass.
- We will send all used corks to a reusable scheme.
- We will reduce the use of bread sticks in our events because it is also an important source of waste after events.

Creating a Better World of Wine