

A bartender with a beard and long hair, wearing a black t-shirt, is smiling as he pours Johnnie Walker Red Label whisky from a bottle into a glass. The bar is illuminated with red light, and shelves of various liquor bottles are visible in the background. The text "DIAGEO" is overlaid in the top right corner, and "KNOWING OUR FOOTPRINT: JOHNNIE WALKER" is overlaid at the bottom.

DIAGEO

KNOWING OUR FOOTPRINT:  
JOHNNIE WALKER



# A comparison of water and carbon footprints

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**Johnnie Walker**  
25ml  
measure



**30** CO<sub>2</sub> grams  
**15** Water litres

**Coffee**  
125ml



**60** CO<sub>2</sub> grams  
**140** Water litres

**Wine**  
125ml



**140** CO<sub>2</sub> grams  
**110** Water litres

**Orange juice**  
250ml



**160** CO<sub>2</sub> grams  
**250** Water litres

**Milk**  
250ml



**325** CO<sub>2</sub> grams  
**255** Water litres

**Cola**  
330ml



**170** CO<sub>2</sub> grams  
**20** Water litres

**Mineral water**  
330ml



**140** CO<sub>2</sub> grams  
**7** Water litres

## Notes:

- Numbers are generic and illustrative - based on publicly available and/or internal sources (not based on third party LCA)
- Ordered by volume of beverage

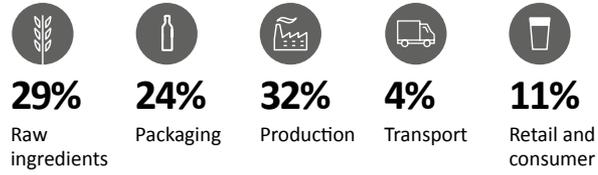


# CARBON: Our footprint and progress



## OUR FOOTPRINT

The biggest impacts are in production, raw ingredients and packaging.



## REDUCING OUR FOOTPRINT

**As a company our 2020 targets include:**  
A 30% reduction in carbon emission – from across our supply chain



**Using renewable energy**  
At our Roseisle distilleries in Scotland, where we make whisky for Johnnie Walker, we generate up to 50% of our energy requirements from renewable sources through using by-products from the distilling process. This is helping to save the same amount of carbon as generated by 2,000 cars per year.



**Working with farmers**  
We are committed to working with farmers around the world to help optimise how they grow our raw ingredients. For instance, using the right amounts of fertiliser can reduce the carbon footprint of barley and wheat by 20%.

**What can you do**  
Globally, on average, only 1 in 3 glass bottles ends up being recycled. Raising this to 2 in 3 could reduce Johnnie Walker's carbon footprint by as much as 10%. Working with our suppliers we have increased the recycled content of Johnnie Walker bottles by 35% over the past three years.



25ml measure  
**30 grams CO<sub>2</sub>**

A single measure of our whisky has a carbon footprint of 30g CO<sub>2</sub> – that's less than a can of cola or a packet of crisps and about the same as watching television for 20minutes.

1l bottle  
**1.2 kilograms CO<sub>2</sub>**

A bottle of our whisky has a carbon footprint of approximately 1.2kg CO<sub>2</sub> – about the same as the carbon need to produce 2 litres of orange juice or drive a car 3 miles.



# WATER: Our footprint and progress

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## OUR FOOTPRINT

91% of our water usage is for growing the barley and wheat.



**91%**

Raw ingredients



**2%**

Packaging



**2%**

Production



**0%**

Transport



**5%**

Retail and consumer



25ml measure

**15 litres**

It takes 15 litres of water to make a single measure of our whisky – that's less than a sixth of the water used to make a glass of wine, and a quarter of the water used in a typical shower.



1l bottle

**600 litres**

It takes 600 litres of water to make a 1litre bottle of our whisky – that is about the same as the water needed to produce 500ml of orange juice or used in 8 baths.

## REDUCING OUR FOOTPRINT

**As a company our 2020 targets include:**

A 50% improvement in our water use efficiency



### Helping farmers use water wisely

Growing a tonne of barley can require up to 1,000,000 litres of water. That is nearly 1/2 of an Olympic swimming pool. Recognising that climate change will impact crop production, we are committed to working with farmers around the world to help improve water efficiency.



### Using less water

Using water recovery technology at our Cameronbridge distillery in Scotland, we are able to recover up to 30% of the water used in the distilling process. Over one year, this is enough water to fill 210 Olympic swimming pools.



### What can you do

An average household tap releases six litres of water a minute. When washing your whisky glass, by turning the tap off and using a plug in the sink you can help to reduce the water used by up to half.

# How we calculated the data and how to use it

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- The information presented within this document **does not** represent a full, third-party or peer-reviewed life-cycle assessment. Whilst a life-cycle approach has been adopted, only two environmental impacts (GHG emissions and water) were considered
- The purpose of this document is to provide environmental information which is both accessible and reliable. The information is **not designed** to be used for making direct comparisons with competitive products or in communications that inform or incite purchasing decisions.
- The illustrative examples used within this document are designed to be generic and non-attributable.
- Information contained within this document has been informed by publicly available sources that are believed to be credible. Every attempt has been made to ensure the data is accurate. Given the approximation used within the assessment - data within the document is rounded to the nearest relevant unit.
- Use of the data contained in this document is strictly at the discretion and the responsibility of the reader.
- Diageo and its advisers are not liable for any loss or damage arising from the use of the information in this document.

For further information and for the full methodology statement: please contact Diageo at [sustainability@diageo.com](mailto:sustainability@diageo.com).

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**DIAGEO**

**CELEBRATING LIFE,  
EVERY DAY, EVERYWHERE**