

A close-up photograph of a bartender with a beard and dark hair, wearing a dark suit jacket, pouring a clear liquid from a green bottle into a glass. The bottle is tilted, and a stream of liquid is visible. The background is blurred, showing a bar setting with other bottles and lights. The lighting is dramatic, with a strong blue and purple hue.

**DIAGEO**

**KNOWING OUR FOOTPRINT:  
TANQUERAY GIN**

# A comparison of water and carbon footprints



**Tanqueray**  
25ml  
measure



**45** CO<sub>2</sub> grams  
**20** 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.



**25%**

Raw ingredients



**24%**

Packaging



**41%**

Production



**3%**

Transport



**8%**

Retail and consumer



25ml measure

**45 grams CO<sub>2</sub>**

A single measure of our gin has a carbon footprint of 45g 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 30minutes.



1l bottle

**1.8 kilograms CO<sub>2</sub>**

A litre bottle of our gin has a carbon footprint of 1.8kg CO<sub>2</sub> – about the same as needed to produce 1.5 litres of milk or to drive a car 4 miles.

## REDUCING OUR FOOTPRINT

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



### Using renewable energy

We have invested £70 million in energy reduction technology at the sites where we make Tanqueray. Through this investment we can meet up to 95% of the sites energy needs. This is helping to reduce our footprint by the same amount of carbon generated to heat 10,000 homes.



### 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 wheat by 20%.



### What can you do

Our green Tanqueray bottles contain up to 80% recycled glass, which means they have a lower carbon footprint than clear glass bottles. You can help to further reduce Tanqueray's footprint by recycling your bottle.



# WATER: Our footprint and progress

## OUR FOOTPRINT

90% of our water usage is for growing the wheat and ingredients we use to make Tanqueray Gin.



90%

Raw ingredients



3%

Packaging



2%

Production



0%

Transport



4%

Retail and consumer



25ml measure

20 litres

It takes 20 litres of water to make a single measure of our gin – that's less than a sixth of the water needed to make a glass of wine, and a quarter of the water used in an typical shower.



1l bottle

800 litres

It takes 800 litres of water to make a 1litre bottle of our gin – that is about the same amount of water used for 6 cups of coffee or 9 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 new water recovery technology at our Cameronbridge distillery in Scotland, we aim 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 gin 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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EVERY DAY, EVERYWHERE**