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KNOWING OUR FOOTPRINT:

ZACAPA 23 (JANUARY 2019)



# A comparison of water and carbon footprints

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**Zacapa 23**  
25ml  
measure



**50** CO<sub>2</sub> grams  
**12** 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

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## OUR FOOTPRINT

The biggest impacts are in raw ingredients, packaging and transport



27%

Raw ingredients



34%

Packaging



5%

Production



26%

Transport



8%

Retail and consumer



25ml measure

50 grams CO<sub>2</sub>

A single measure of our rum has a carbon footprint of 50g CO<sub>2</sub> – that's less than a can of cola or a packet of crisps and the same as the carbon generated when watching television for 30 minutes.



750ml bottle

1.5 kilograms CO<sub>2</sub>

A 750ml bottle of our rum has a carbon footprint of 1.5kg CO<sub>2</sub> – about the same as 1 litre of milk or driving a car for 3 miles.

## REDUCING OUR FOOTPRINT

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

A 30% reduction in carbon emission – from across our supply chain



### Using sugar waste as bio-energy

Our sugar mills in Guatemala use the waste from the sugar cane to generate bioenergy. This can generate over 81.5 giga-watts of low carbon energy per year, equivalent to the energy used by 43,000 houses.



### Using renewable energy

The warehouse where our Zacapa Rum is aged uses solar lighting. We have set the target that by the first half of 2019 all of the lighting in our warehouse will come from renewable energy.



### 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 Zacapa 23's carbon footprint by as much as 10%.



# WATER: Our footprint and progress

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## OUR FOOTPRINT

83% of our water usage is for growing the sugar and ingredients we use to make Zacapa 23 rum



**83%**

Raw ingredients



**5%**

Packaging



**5%**

Production



**1%**

Transport



**6%**

Retail and consumer



25ml measure

**12 litres**

It takes 12 litres of water to make a 25ml measure of our rum - that's less than a sixth of the water needed to make a glass of wine, and a fifth of the water used in an typical shower.



750ml bottle

**350 litres**

It takes 350 litres of water to make a 750ml bottle of our rum - that is about the same as the water need to produce 300ml of orange juice or used in 5 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 sugar can require up to 1,500,000 litres of water. That is nearly the same as an Olympic swimming pool. We are supporting sugar farmers to optimize the use of water for instance through using gravity irrigation, which helps save water and reduce soil erosion.



### Improving waste water treatment

Our new waste water treatment facility can process 1.5 litres per second. Using innovative technologies and natural processes, over 80% of the treated water can be reused.



### What can you do

An average household tap releases six litres of water a minute. When washing your rum 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 relatable. 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