

DIAGEO

**Knowing our Footprint:
Baileys**





A comparison of water and carbon footprints

DIAGEO

Baileys
50ml
measure



110 CO₂ grams
36 Water litres



Coffee
125ml



60 CO₂ grams
140 Water litres



Wine
125ml



140 CO₂ grams
110 Water litres



Orange juice
250ml



160 CO₂ grams
250 Water litres



Milk
250ml



325 CO₂ grams
255 Water litres



Cola
330ml



170 CO₂ grams
20 Water litres



Mineral water
330ml



140 CO₂ 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

DIAGEO

OUR FOOTPRINT

The biggest carbon impacts are in raw ingredients, transport and packaging



49%

Raw ingredients



22%

Packaging



1%

Production



19%

Transport



9%

Retail and consumer



50ml measure

110 grams CO₂

A single 50ml measure of Baileys has a carbon footprint of 110g CO₂ - that's less than a can of cola and about the same as the carbon generated when watching television for 1 hour.



700ml bottle

1.6 kilograms CO₂

A 700ml bottle of Baileys has a carbon footprint of 1.6kg CO₂ - 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 emissions – from across our supply chain



Working with farmers

We are committed to working with farmers around the world to help optimise how they grow our ingredients. For instance, in Ireland we worked with our cream suppliers to develop a sustainable cream initiative which includes addressing animal health and welfare, biodiversity, water use and reducing carbon emissions.



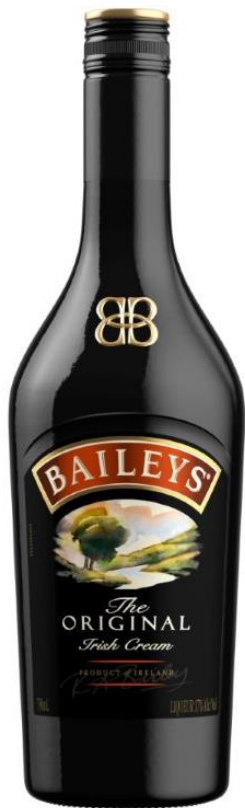
Reducing our carbon footprint

At one of our sites in Ireland, where we make Baileys we have invested in new technologies to reduce our electricity consumption and our gas consumption. As a result of this investment we have saved over 120 tonnes of carbon.



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 Bailey's carbon footprint by as much as 10%.





WATER: Our footprint and progress

DIAGEO

OUR FOOTPRINT

93% of water used is in our supply chains for ingredients such as milk



93%

Raw ingredients



2%

Packaging



0.5%

Production



0.5%

Transport



4%

Retail and consumer



50ml measure

36 litres

It takes 36 litres of water to make a 50ml measure of Baileys – that's approximately a quarter of the water needed to make a cup of coffee.



700ml bottle

500 litres

It takes 500 litres of water to make a 700ml bottle of Baileys – that is about the same as the water need to produce 400ml of orange juice or used in 6 baths.

REDUCING OUR FOOTPRINT

As a company our 2020 targets include:

A 50% improvement in our water use efficiency



Working with farmers

Producing a litre of milk in Ireland can require up to 690 litres of water, roughly the same amount of water as 9 bathtubs. We are committed to working with farmers in Ireland and around the world to help improve water efficiency and quality, including through the sustainable cream initiative.



Using less water

At one of our sites in Ireland, where we make Baileys, we have reduced our annual water consumption by 10 million litres over the last two years. In addition to saving water, this also reduces the amount of electricity needed to produce Baileys.



What can you do

An average household tap releases 6 litres of water a minute. When washing your Bailey's 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

DIAGEO

- 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.

DIAGEO

CELEBRATING LIFE,
EVERY DAY, EVERYWHERE