

**Suntory Group Joins International Organization VIVE to contribute
to sustainable sugarcane procurement**

— First Japanese company to join SAI platform to accelerate sustainable raw
material procurement —



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Tokyo, JAPAN (August 31, 2022) — This August, Suntory Holdings has become the first Japanese company to join VIVE, an international organization that supports sustainable procurement of raw materials, with expertise in sugarcane supply chains.

In order to contribute to realizing a sustainable society, the Suntory Group established the “Basic Policy on the Sustainable Supply Chain” in 2011, followed by the “Suntory Group Supplier Guidelines” in 2017. Having joined Sedex, the largest supplier ethical information sharing platform for corporate ESG data in the world in 2019, the group has been promoting a more sustainable procurement. Initiatives include, collaborating with local universities and agriculture cooperatives to introduce more environmentally friendly processes in producing wine grapes and tea leaves in Japan, as well as supporting sustainable agriculture for blackcurrant (main ingredient for producing *Ribena*) farmers in the UK since 2004.

The company will accelerate its work to procure more sustainably by utilizing the VIVE platform by evaluating the sustainability of our procurement network and strengthening our efforts to procure sugar in a more sustainable manner.

“Suntory proudly announces its partnership with the VIVE sustainable supply program,” said Brian Golden, Senior General Manager of Global Supply Solutions Department, Suntory Holdings Limited. *“Suntory is focused on improving agriculture practices in all key ingredients and is fully aligned with VIVE’s goal to scale sustainable and traceable practices across the supply chain. Together we will work for a more sustainable future from farm to customer.”*

Learn more about Suntory Group’s sustainability vision [here](#) and about its work on sustainable procurement [here](#).

About VIVE

VIVE is a sustainable supply chain programme that aims to continuously improve the sustainability of its participants supply chains while ensuring commercial benefits. The programme focuses on driving this continuous improvement at every stage of the supply chain, from producer to end-user. It helps producers to improve their practices and make them more sustainable, while also helping larger, end-user companies to meet their sustainability targets and further promote sustainability. VIVE is run by supply chain company Czarnikow (CZ) and agricultural assessment experts Intellync. Together, the two companies allow VIVE to combine commercial awareness with sustainable expertise to ensure that all participants achieve their sustainability goals and continue to improve beyond them.

For more information, please visit the website: <https://www.viveprogramme.com/>

About Suntory Group

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products, from premium spirits, beer, wine, ready-to-drink alcohol beverages, to brewed teas, bottled water, still and carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu*, as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds with *The Premium Malt's* beer, and owns the exceptional Japanese wine, *Tomi*, and the world-famous *Château Lagrange*. Its brand collection includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea, *Suntory Tennensui* water, *TEA+ Oolong Tea*, *V* and *BRAND'S*, as well as popular health and wellness product *Sesamin EX*.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.2 billion in 2022. Its 40,885 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a corporation sustained by the gifts of nature and water, Suntory Group will always protect the ecosystems that deliver water. Because its ecosystem is the wellspring, not only of its business and the rich experiences the group creates for people's lives, but also of human life itself. Suntory Group will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of its corporate pursuits, Suntory seeks to inspire the brilliance of life.

Learn more about Suntory Group, its brands, and its commitment to social responsibility and sustainability at www.suntory.com, on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).