

## ENTRY GUIDE



# Positive Luxury AWARDS 2026

**PREMIUM DRINKS  
BUSINESS OF THE YEAR**

# PREMIUM DRINKS BUSINESS OF THE YEAR

This award is for the Premium Drinks business that demonstrates quantifiable responsibility and impact in material environmental and social areas, acknowledging the importance of craftsmanship, innovation and ethical business practices contributing to a more sustainable luxury drinks industry.

CATEGORY QUESTIONS	CRITERIA
<b>What actions has your company taken in the last 12 months to lead real change within the premium drinks industry?</b>	<ul style="list-style-type: none"> <li>• Clear description of actions within the last 12 months and evidence to illustrating the impact</li> </ul>
<b>Describe your company's sustainability strategy, targets and how it aligns to the overall business strategy</b>	<ul style="list-style-type: none"> <li>• Clear explanation of the sustainability strategy, targets and alignment</li> <li>• Qualitative and quantitative evidence of impact in the last 12 months</li> </ul>
<b>Describe your company's environmental strategy, achievements and future targets? Please include your approach to climate, water management, hazardous materials, packaging and biodiversity</b>	<ul style="list-style-type: none"> <li>• Clear explanation of the overall environmental strategy, achievements and targets</li> <li>• Detailed description of the approach to climate, water hazardous materials, packaging and biodiversity with evidence of positive impact</li> </ul>
<b>Describe your company's social strategy. Please include your approach to community involvement and health, safety &amp; wellbeing</b>	<ul style="list-style-type: none"> <li>• Clear explanation of the overall social strategy, achievements and targets</li> <li>• Detailed description of the approach to community involvement and health, safety &amp; wellbeing</li> </ul>
<b>What plans do you have to meet higher and higher standards between now and 2030?</b>	<ul style="list-style-type: none"> <li>• Description of the company plans to continue achieving higher sustainability standards until 2030</li> <li>• Clear targets and measurements until 2030</li> </ul>
<b>Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders</b>	<ul style="list-style-type: none"> <li>• Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group</li> <li>• Evidence and examples showcasing the communication in action</li> </ul>

## APPLICATION TIMELINE



For more information contact:

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