

With an ESG philosophy at the heart of Suave Tequila's brand, with a clear focus on the environment and people, Suave Tequila has achieved Butterfly Mark certification.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Deborah Ernst, Head of International Sales of Suave Tequila on sustainability, the Butterfly Mark certification, and transparency, get in touch.

ARTISANAL SUAVE TEQUILA ACHIEVES LUXURY'S BUTTERFLY MARK CERTIFICATION

11th July 2023: Suave Tequila's purpose is to change the tequila industry's standards by producing the most naturally, sophisticated and organic tequila on the market today through a blend of sustainable farming methods and socially responsible production practices. As a result of embedding sustainable operating practices throughout its business Suave Tequila has achieved Butterfly Mark certification.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). Suave Tequila achieved 67% in Environment, 63% in Social and 65% in Governance, and excelling in the following areas:

SUSTAINABLE SOURCING: Ranging from its raw materials to its finished products, Suave Tequila is certified organic, kosher, and additive-free. Working with Positive Luxury and prioritising sourcing sustainably, Suave Tequila implemented a sustainable sourcing strategy ensuring fair supplier treatment. Through its sustainable procurement principles and encouraging its suppliers to adopt more sustainable practices – Suave Tequila have identified six focus areas: optimising natural resources use, effective management of supply chain waste, effective management of goods and service delivery, carbon impact management, working with suppliers and departments to raise sustainability awareness and finally, ensure ethics and living wage are considered.

BIODIVERSITY: Suave Tequila's environmental agricultural process and biodiversity initiatives have resulted in the reintroduction of many animal and plant species following years of biodiversity decline in Suave Tequila's operating region, Guadalajara. Since 2022, the implementation of Polyculture - growing a diversity of crops and the Permaculture programme – using energy sources rather than chemical fertilisers, the region has seen the natural relocation of animals such as Wolves, Roadrunners, Bats, Rabbits, Spiders, Bees and Snakes to name a few. Switching from chemicals to using corn as an organic fertilisers and livestock feed has resulted in more fertile soil.

COMMUNITY INVOLVEMENT: Working collaboratively with municipal presidents, Suave Tequila has helped build accessible roads for everyone improving local communities' ability to commute and access basic services such as schools and hospitals. Suave Tequila has directly created jobs for over 50 local families ensuring living wages and social securities for all workers- including field workers. With a goal to create at least 100+ jobs in the future offering opportunities for those from poor communities, assuring

them a better future and offering the support they require to provide housing and 'educational bonuses' where it will pay for further education (diploma, university and graduate degrees) for its best employees.

SDGs: Having identified two SDGs aligned to its ethos, Suave Tequila provides training on these to its employees. The two SDGs are SDG 2: Zero Hunger, Suave Tequila support this goal by providing housing, training and food for all workers on its ranch. SDG 15: Life on Land is supported through Suave Tequila's work to optimise the use of natural resources and effectively manage waste and water across the supply chain.

Positive Luxury's four-part methodology is uniquely tailored for the luxury industry, and the only certification that focuses on innovation and future sustainability risks. The Butterfly Mark is an independent certification that verifies for consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

"With a mission to change the tequila industry's standards, Positive Luxury are proud to certify Suave Tequila with the Butterfly Mark for embedding measurable, sustainability practices across its business operations. From contributing to the reintroduction of animals and plants species through its biodiversity initiatives to collaborating with municipal president to improve road infrastructure for local communities – this brand is challenging the luxury tequila industry to think and act differently. A truly exciting brand and one to watch." **Diana Verde Nieto, Co-Founder of Positive Luxury**

"Suave is not just a product, nor an ephemeral sip, Suave is a way of creating permanent memories through our senses; Memories that will live on in our minds for the duration of our lives. It is a way of creating unforgettable experiences while learning and living for a moment in a utopian world coalesced in harmony with nature; A world that respects the environment, a world with equality and opportunities for all, a world where each, and every one of us puts his or her grain of sand to make Earth a better place. Although we are only a small piece in this global puzzle of sustainability, we are thrilled to rise every morning with the intention of recreating this world we call Earth with our projects and initiatives, and we hope to inspire others in different walks of life to do the same." **Deborah Ernst, Head of International Sales of Suave Tequila**

Other premium drinks luxury brands that have been awarded the Butterfly Mark include Belvedere, Chêne Bleu, Clase Azul, The Glenturret and more. By continuing as part of the Positive Luxury brand community, Suave Tequila commits to exceeding standards set for social and environmental frameworks.

Learn more about Suave Tequila at : <https://www.positiveluxury.com/our-members/suave-spirits-international/>

ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework and diagnostic tool is the only one designed for the specific social, environmental and material risks of the luxury industry helping organisation determine their ESG risk profile, through gap analysis and material ESG issue forecasting.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers, and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

ABOUT SUAVE TEQUILA

Smooth, complex, bold, organic, kosher, additive-free... these words encompass the impeccable spirit of Suave Tequila. Since its inception, Suave embodies the essence of unparalleled natural beauty. Being rich in flavour, aromas, and spirit, Suave is best for sipping alone. A premium sipping tequila so true to its roots and pure in every sense of the word; the perfect blend between traditional craftsmanship and modern aesthetics. A tequila that can boldly compete against the strongest brands and hold its ground because of its authenticity in flavour and body. Positioned to become the smoothest organic tequila in the market, Suave Premium Tequila was destined to be born.