

ENTRY GUIDE

Positive Luxury AWARDS 2027

**PREMIUM DRINKS
BUSINESS OF THE YEAR**



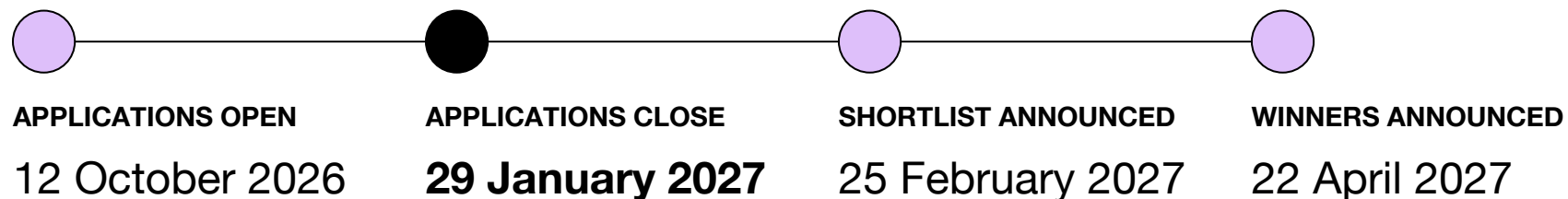
Celebrating Real Change.

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.

APPLICATION TIMELINE



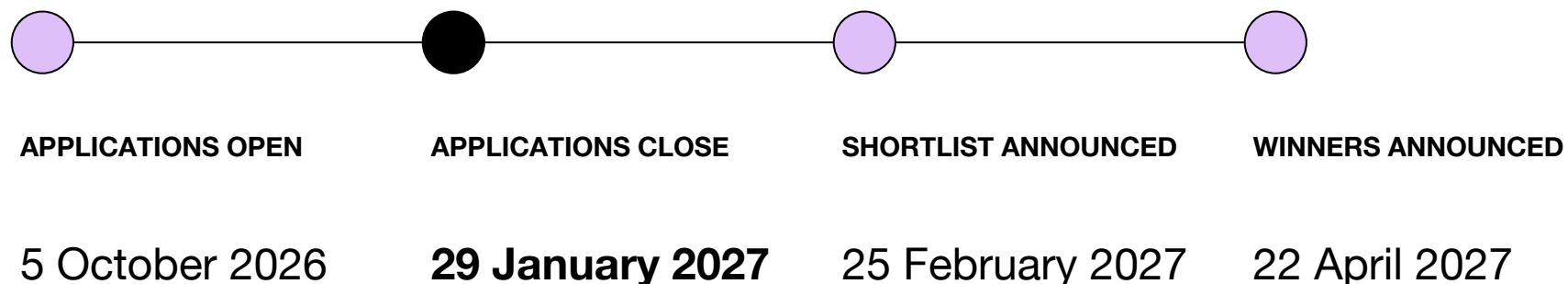
For more information contact: **Natalie Worthington** natalie.worthington@positiveluxury.com

PREMIUM DRINKS BUSINESS OF THE YEAR

THE AWARD

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APPLICATION TIMELINE



CATEGORY QUESTIONS & CRITERIA

Your application should answer each question in full. The criteria set out what the shortlisting committee and judges will assess your response against.

	CATEGORY QUESTIONS	CRITERIA
01	What actions has your company taken in the last 12 months to lead real change within the premium drinks industry?	• Clear description of actions within the last 12 months and evidence illustrating the impact
02	Describe your company's sustainability strategy, targets and how it aligns to the overall business strategy.	• Clear explanation of the sustainability strategy, targets and alignment • Qualitative and quantitative evidence of impact in the last 12 months
03	Describe your company's environmental strategy, achievements and future targets. Please include your approach to climate, water management, hazardous materials, packaging and biodiversity.	• Clear explanation of the overall environmental strategy, achievements and targets • Detailed description of the approach to climate, water, hazardous materials, packaging and biodiversity, with evidence of positive impact
04	Describe your company's social strategy. Please include your approach to community involvement and health, safety & wellbeing.	• Clear explanation of the overall social strategy, achievements and targets • Detailed description of the approach to community involvement and health, safety & wellbeing
05	What plans do you have to meet higher and higher standards between now and 2030?	• Description of the company's plans to continue achieving higher sustainability standards until 2030 • Clear targets and measurements until 2030
06	Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders.	• Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group • Evidence and examples showcasing the communication in action

SAMPLE APPLICATION RESPONSE

Previous shortlisted and winning applications have structured responses, addressing all aspects of the questions and criteria detailed. Here is a sample response.

NB: this is a purely illustrative sample response, showing a best-practice structure and quantitative data. This structure does not guarantee your application will be shortlisted.

QUESTION Describe your company's environmental strategy, achievements and future targets. Please include your approach to climate, water management, hazardous materials, packaging and biodiversity.

SAMPLE RESPONSE

Our environmental strategy is aligned to the Science Based Targets initiative, targeting net zero operations by 2035 and full value chain by 2045, governed by our Sustainability Steering Committee and reviewed quarterly by the Board.

Climate: *Scope 1 and 2 emissions cut 41% since 2021 (3,600 → 2,124 tCO₂e), via biomass conversion and on-site solar. Scope 3, dominated by glass and grain, remains our biggest gap. SBTi-validated target: 50% reduction by 2030.*

Packaging: *Bottle weight reduced from 620g to 480g, with 40% recycled glass content minimum. Closures remain our main gap. Target: sub-420g bottles and fully recyclable closures by 2027.*

Water: *Intensity reduced from 18 to 11 litres per litre of pure alcohol through closed-loop cooling and heat recovery, supported by a wetland restoration project in our water-stressed catchment. Target: 8 litres by 2028, AWS certification by 2027.*

Biodiversity: *45% of grain volume now under regenerative farming practices, with soil carbon and biodiversity monitoring across 20 partner farms. Target: 75% coverage by 2028.*

Hazardous materials: *Chlorine-based cleaning agents eliminated across all sites (2023), cutting effluent toxicity by 60%. Hazardous waste processed via licensed treatment, audited annually. Target: fully biodegradable CIP chemicals by 2026.*

APPLICATION CHECKLIST

Before you submit, check your application against the following.

	Company information	Have you provided responses to all the contextual company information questions?
	ESG action	Do your responses clearly demonstrate actions across all areas detailed in Environment, Social and Governance?
	Highlighted areas	Have you addressed the specific areas detailed in the application criteria?
	Evidence-based	Entries must be supported by verifiable data, documentation or third-party evidence – claims without evidence are not accepted.
	Supporting documents	Confirm the supporting documentation and evidence has successfully uploaded to the assessment portal. If not, please email documents to natalie.worthington@positiveluxury.com .

We look forward to receiving your application.

If you have any questions or need assistance with your application, please contact Natalie Worthington on natalie.worthington@positiveluxury.com

ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury have blended technical ESG expertise with luxury industry experience, empowering over 140 luxury brands, retailers and suppliers with impactful ESG solutions that optimise long-term profitability and sustainable growth. Through consultancy services, ESG+ assessment, Butterfly Mark certification and the new Good Supplier Programme, its team of experts give unrivalled support, helping companies across the globe meet higher and higher standards for people, nature and business.

If you'd like to find out how our comprehensive sustainability services can unlock value for you, contact our team on hello@positiveluxury.com.

- ✓ Fast-track sustainability
- ✓ Prepare for legislative shifts
- ✓ Communicate with credibility
- ✓ Future-proof your business

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