Nature Positive
With quality brands that start with the blessings of nature, we will give back more to the environment than we use, investing to reduce our footprint in water, the climate, our forests, packaging, and more.

Water Positive
Reduce water usage by 50% per unit produced by 2030.
Replenish more water than we use in our direct operations by 2040.

Forest Positive
Plant up to 500,000 trees per year by 2030, more trees than those harvested to make our whiskey barrels.
Work only with suppliers that use sustainable practices by 2040.

Packaging Positive
Use 100% recyclable packaging and 40% recycled materials by weight across our packaging portfolio by 2030.
Expand to 60% recycled materials by 2040.

Climate Positive
Reduce greenhouse gas emissions by 50% by 2030.
Ambition to go beyond net-zero carbon emissions across the entire value chain by 2040.

Consumer Positive
We will further elevate our fundamental commitment to responsible consumption and reducing harmful drinking by giving consumers tools to make positive choices for their personal wellbeing and impact on others.

Responsibility
Investing $500 million to promote responsible decisions and positively impact behavior by significantly expanding responsibility-led brand communications, elevating the Drink Smart platform, and supporting evidence-based partner programs.
Engage more than 300 million consumers by 2030 with messages and tools designed to promote responsible decisions and reduce harmful drinking.

Equity
Reach 50% women in leadership positions globally, 45% racially and ethnically diverse employee representation in the US and achieve industry-leading sense of belonging among employees by 2030.

Volunteering
Employees give back one million volunteer hours by 2030 to our communities around the world, using their skills and passions, and three volunteer paid days off.

Community Positive
We will foster a more inclusive and equitable culture, while working to increase gender, racial and ethnic representation across our business, and volunteer our time to positively impact society and the environment.

Philanthropy
Continue investing in initiatives and organizations that support on-trade partners, build stronger communities, and promote social justice.

Product Nutrition & Alcohol Content
Providing nutrition and alcohol content information on packaging or online for 100 percent of products by 2030.

Expanded Choices
Enabling expanded choices by developing, introducing and investing in awareness of low- or no-ABV products in key categories, including whiskey, tequila, gin, vodka and ready-to-drink, by 2030.

PROOF POSITIVE
Our long-term commitment to living our values and actively contributing to a more sustainable, equitable future.
The James B. Beam Distilling Co.
The Fred B. Noe Craft Distillery at the James B. Beam Distilling Co. in Clermont, KY, set to open later this year, will be our first distillery powered by renewable energy, and will leverage several new sustainable technologies, including an electric boiler, to achieve this. The site has also installed closed-loop cooling systems, which are a solution to one-pass cooling systems, reducing water usage dramatically. This technology is a significant investment, but one that will make a large impact for years to come.

Maker's Mark
With a vision of being the most sustainable homeplace, Maker's Mark has taken numerous actions, including a commitment to achieve zero waste-to-landfill by 2022, installing solar panels on barrel warehouses, and partnering with the University of Kentucky to study the DNA of the American White Oak, used for barrels to age bourbon. Maker’s Mark will also seek B Corp accreditation, demonstrating the brand’s sustainable approach across governance, environment, community, customers, and employees.

Sipsmith
Sipsmith achieved zero waste-to-landfill in 2020, and has applied for B Corp accreditation, demonstrating a sustainable approach across governance, environment, community, customers, and employees.

Casa Sauza
Casa Sauza, which crafts Sauza and Hornitos Tequila, has the lowest carbon footprint and water usage rate in the Tequila industry, with respect to its distilleries, agave operations, and bottling operations. The site has transitioned from fuel oil to natural gas and installed high efficiency natural gas boilers. It has also successfully reduced water use by treating wastewater and biosolids for reuse in on-site composting operations. Casa Sauza is also part of the Charco Bendito Project, a collaborative watershed Initiative with Beverage Industry Environmental Roundtable (BIER) and six other beverage manufacturing companies, to restore and protect the Lerma-Santiago Water Basin through reforestation, soil conservation, and aquifer recharging activities.

Counvoisier
Courvoisier has reduced carbon emissions at its distillery in Jarnac, France by leveraging high efficiency, low nitrogen oxide (NOx) burners, and in shifting transport/shipping services from diesel trucks to rail. It is also working on changes to packaging that reduce glass weight and plastic, and has also implemented changes to its farming practices, including the exploration of how bees and sheep can improve biodiversity, and purchasing wine from local, eco-certified growers.

Natural Water Sanctuaries
The Beam Suntory Natural Water Sanctuary Program is inspired by Suntory’s unwavering dedication to water quality and sustainability. We are committed to expanding these programs and engaging our communities in support of these efforts. Currently, Natural Water Sanctuaries exist in Loretto, KY at Maker’s Mark, and in Clermont, KY, in partnership with the Bernheim Arboretum & Research Forest.

Watershed Protection & Planning
Beam Suntory is committed to watershed protection and planning. This includes watershed mapping, water quality testing, preservation and protection activities, and water quantity and supply planning. This work is underway at eight sites, including in Kentucky, Mexico, India, St. Croix, Ireland, and Glen Garioch in Scotland.

University of Kentucky
Beam Suntory has established the James B. Beam Institute for Kentucky Spirits at the University of Kentucky, a $5 million gift which supports a curriculum to educate the next generation of distillers. Beam Suntory’s partnership with the University of Kentucky, additionally supported by the Suntory Institute for Water Science, aims to develop watershed balance across its Kentucky distilleries, and ongoing monitoring of preservation and protection activities.

Responsibility
As a founding member of the International Alliance for Responsible Drinking (IARD), Beam Suntory, alongside industry peers, has made significant strides to address alcohol-related harm through responsible advertising practices and partnerships with leading online retailers. Beam Suntory is also a member of social aspects organizations around the world, and supports work in addressing the greatest risks of alcohol-related harm, including Drinkaware in Australia, AWARE.org in South Africa, and Responsibility.org in the US, among many others. Beam Suntory further provides consumers with tools and information through Drink Smart, our global educational platform to promote responsible choices about alcohol.

Volunteerism
Beam Suntory employees are passionate about giving back, forming strong relationships with community organizations to make a difference locally. The company’s global commitment to volunteerism continues to grow – it held the first global day of service, Together for Good, in 2019, and expanded the Beam Suntory Cares Days program, which encourages employees to take up to three paid days off annually to volunteer for meaningful causes or to engage in social activism.