

1st January 2024

Sustainability Policy

Vision Statement

Morgenrot is committed to leading the industry in minimising the impact of its activities on the environment. Our commitment to sustainability is integrated into every aspect of our business operations, from sourcing to delivery, ensuring we not only comply with current environmental legislation but aim to set a benchmark for best practices in the wine and beer import sector.

Core Areas of Focus

1. Emissions Reduction

We commit to continuously assessing and reducing our carbon footprint by optimising our logistics and supply chain management. This includes:

- Partnering with suppliers who practice sustainable farming and production methods.
- Prioritising sea freight over air freight wherever possible to reduce CO2 emissions.
- Collaborating with logistics partners who invest in fuel-efficient or alternative energy vehicles.

2. Sustainable Logistics and Supply Chain

Our goal is to ensure that our logistics and supply chain operations are as sustainable as possible by:

- Implementing a supplier assessment program to choose partners with strong environmental policies.
- Encouraging suppliers to adopt environmentally friendly packaging and reduce waste.
- Exploring opportunities for consolidating shipments to minimise the number of trips required.

3. Packaging Waste Reduction

We are dedicated to reducing packaging waste throughout our operations by:

- Using recycled and recyclable materials for all our packaging needs.
- Engaging in take-back schemes to encourage the recycling of our products' packaging.
- Working with our partners to minimise the packaging used at the source and throughout the supply chain.

4. Water Use Efficiency

Recognising the critical importance of water conservation, we aim to enhance water use efficiency by:

- Selecting suppliers who utilise sustainable water management practices in their production processes.
- Reducing water usage in our operations through the implementation of water-saving technologies and practices.
- Supporting projects and initiatives focused on water conservation in the communities where we operate and source our products.

Implementation and Monitoring

Policy Enforcement: This policy applies to all areas of our business operations, including procurement, logistics, and administrative practices. We will integrate these sustainability goals into our business decisions and review them annually to ensure they remain relevant and impactful.

Employee Engagement: We recognise that our employees play a crucial role in achieving our sustainability goals. We will provide training and resources to empower our staff to contribute to our environmental objectives.

Continuous Improvement: We are committed to continuously improving our sustainability performance. This includes setting measurable targets, monitoring our progress, and adjusting our strategies as necessary to achieve our goals.

Transparency and Reporting: Morgenrot will maintain transparency in its sustainability efforts by regularly reporting on our progress towards achieving these goals to our stakeholders.

Conclusion:

At Morgenrot, we believe that sustainability is not just a responsibility but an opportunity to lead and innovate in the wine and beer import industry. By adhering to this policy, we pledge to protect the environment, support our communities, and ensure the long-term success of our business and the planet.

Carl Plath



Managing Director

Head office
Unit 2 Canary Way, Agecroft Commerce Park, Manchester M27 8AW

Company Reg No: 987162 Vat Reg No: 145961252