

FERAGGAIIA

FE-RA-GUY-A = WILD EARTH



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BCorp Impact Assessment

Jamie Wild and Bill Garnock launched Feragaia in 2019 with a vision to redefine alcohol-free drinking through a confident and purpose-led business.

Feragaia was built on the foundation of originality and the rich distilling heritage of Scotland. In a world that is increasingly chaotic and superficial, Feragaia seeks to reconnect drinkers to a deeper place within themselves, the people around them, and the places they find themselves in.

Feragaia translates to ‘Wild Earth’, which conjures up something unique to us all. The sense of grounding you feel when confronted with ‘Wild Earth’ is the experience they are looking to give every Feragaia drinker. This established why Feragaia has always set its sights on becoming a B Corporation.



Certified



Corporation

BRAND VALUES



1

CONNECT TO
THE DEPTHS

We will not settle for the superficial, in anything we do.

2

RADICALLY
AUTHENTIC

We will lean into our process, provenance and sense of place – authentically 0.0% abv. Like Earth's wild forces.

3

GRACIOUS,
BUT FIERCE

Like the wild earth around us, we will wrap our arms around you but we will not give ground where it matters.

4

AT THE
FRONTIERS

We operate at the edges, seek out the threshold to push things forward and adventurously pursue the unknown.

5

GROUNDING IN
GAIA

We have a reverence for nature, patience and we see how everything connects.

0.0% ABV THE ORIGINAL FREE SPIRIT.

FE-RA-GUY-A = WILD EARTH

FERAGAIA is the moment you step off the path. A balanced blend of wild flavours. A complexity that invites you to pause. To reconnect. To appreciate the people around you and the ground beneath your feet. Distilled to be different. Here's to your original free spirit.



FIND YOUR FREE SPIRIT

CRAFTED FROM 14 LAND & SEA BOTANICALS THAT WERE CAREFULLY IDENTIFIED FOR THEIR FLAVOUR PROFILES AND NATURAL PROPERTIES FROM WILD EARTH.



THE FRESHNESS OF LEMON
VERBENA AND BLACKCURRANT
LEAF BRINGS WITH IT A
RESILIENCE FOR THE 'ALWAYS
ON' MODERN AGE.



SEA NUTRIENT RICH SUGAR
KELP GIVES BODY AND
BREATH WHILST
PROMOTING INNER
RENEWAL.



A LONG FINISH FROM
SPICED BOTANICALS LIKE
PINK PEPPERCORN, BRINGS
A SENSE OF GROUNDING
AND CALM.

DISTILLED IN FIFE, SCOTLAND. ENJOYED ANYWHERE

A refreshing depth of flavour:
Land, Sea, Spice.

Pioneering an authentically
0.0% abv 2 month process.

Scotland's first alcohol-free
distillery opened in 2022.



B Corp Certified

15/02/22

Score - 85.8

After a constructive 18 months of application, where we built our small business around the principals of BCorp. We were thrilled to achieve our certificate in early 2022. Since then we have benefitted from the admiration and credibility that the certification brings and have been honoured to play a role in the growing community. Feragaia was featured in both the B Corp concept store, as well as the 1000 B Corp event at the Natural History Museum.

One of the key objectives as a business is to grow our B Corp score and with the help of the BCorp structure we have made some good progress in the areas of Governance, Workers, Community, Environment and Customers.

The following slides go into some more detail on how we have set about doing that.



Governance Score - 17.4

WHAT WENT WELL

- Implementing a focused monthly board meeting that has allowed us to track and report business matters more effectively.
- Setting and achieving clear objectives that were put in place at the beginning of the year.
- Effectively utilising our environment and social policy across all key 22/23 initiatives.
- Conducting focus groups in order to better understand all stakeholder needs better.

WHAT WE ARE WORKING ON

- Building onto our board to get a greater breadth of experience and guidance as we grow.



Workers Score - 18.8



WHAT WENT WELL

- Expanding our fixed salary workforce.
- Hiring women to talk into management positions in Sales and Marketing. 50%.
- Setting clear KPIs for workers to follow that were built off clear and structured business objectives.
- Despite a challenging year, maintaining a compensation policy, 100% remains above living wage.
- Open and flat hierarchy to encourage feedback that is carefully considered and acted upon.
- Initiating fortnightly team updates, collaborative work sessions and multiple team events.

WHAT WE ARE WORKING ON

- How we can bring even more diversity into the business.
- Developing team benefits as our business grows into a more confident position.



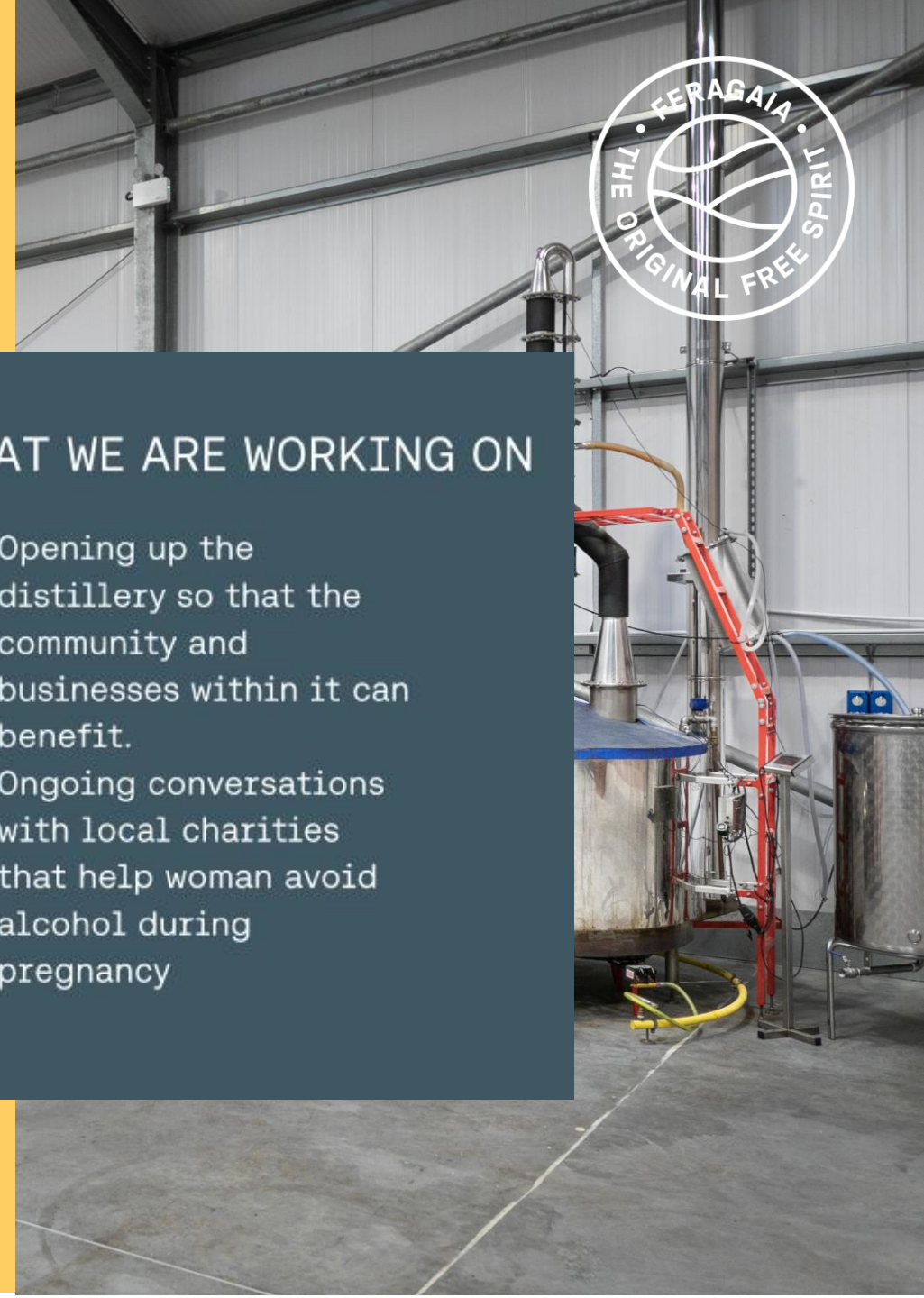
Community Score - 23.6

WHAT WENT WELL

- Working with local Fife community and government organisations, supporting businesses, schools and universities. This includes; Career day workshops with 6x local high schools. Guest talks to students at local universities – inspiring students to pursue career interests in a healthier, more sustainable category.
- Creating history in Scotland by opening up a 0.0% ABV distillery. All trade partners involved in the construction were from within 30 miles of our distillery.
- Bringing more and more of our supply chain into Fife and showing the world what local supply chains can achieve.
- Charity donations – through raffles and auctions, we have donated product to local charities (Glenrothes Foodbank) to help raise funds.
- Deepening our partnership with our charitable and purposeful partners; Seawilding and Greensea Solutions.
- Building confidence in alcohol-free drinking which has many knock on societal benefits.

WHAT WE ARE WORKING ON

- Opening up the distillery so that the community and businesses within it can benefit.
- Ongoing conversations with local charities that help woman avoid alcohol during pregnancy



Environment Score - 21.7

WHAT WENT WELL

- Opening our distillery just 14 miles from our farm, allowing us to make our business even more local. Relocating production reduced road miles from 170 miles to 14 miles.
- Building our botanical nursery next to the distillery and using these ingredients in our distillation. 3 local jobs supported with local farmers and foragers.
- Moving dry goods storage facilities from a location 65 miles away, to a local partner 6 miles away.
- Supporting partners Green Sea Solutions and Seawilding as they continue to grow.
- Upgrading our bottle to a 100% recycled glass.
- Making our process more circular by composting used botanicals at our botanical nursery and creating more rainfall harvesting implements.
- Successful and consistent testing of all batches of Feragaia in 22/23.
- Installing eco taps and eco LED lighting at the distillery.
- Recycling all used materials at the distillery

WHAT WE ARE WORKING ON

- Running through SALSA and Halal accreditation.
- Opening up conversations with Alturistiq to help carbon tracking.
- Building onto our nursery to grow more botanicals.
- Exploring how more of the distillery can be run of renewable energy,
- Upcycling used botanicals into trade tools (bar mats, etc)



Customers Score - 4.1

WHAT WENT WELL

- Educating businesses on the benefits of alcohol-free and how they can optimise their offering for experience and profitability.
- Av. 3 weekend events every month educating customers and families on the benefits of lower alcohol consumption.
- Reducing access to drink driving through improved alcohol-free offerings.
- Working across all regions of Scotland and the businesses within them to bring more confidence to alcohol-free drinks in an area synonymous with over dependent alcohol consumption.
- Running Focus groups of 100 people to greater understand the customers needs.
- Hosting events at the distillery and across the UK to educate on the benefits of Feragaia.
- Maintaining regular contact with customers either directly or through Trustpilot.

WHAT WE ARE WORKING ON

- Running more regular alcohol-free events for the local community and providing a forum for education and experimentation with Feragaia.



NOTE FROM FOUNDER

We are incredibly proud and motivated to be a part of the B Corporation movement. Like many businesses, we have had a challenging year. However, as we look forward, I am even more excited about building on the firm foundations you have helped us to establish. A world filled with more BCorp business is a future worth fighting for.

- Jamie (Co-Founder)



FIND YOUR ORIGINAL FREE SPIRIT



[FERAGAIA.COM](https://www.feragaia.com)

@feragaia

Certified



Corporation