



FERAGGAIIA

FE-RA-GUY-A = WILD EARTH

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23/24 BCorp Impact Assessment

As Feragaia heads into its fifth year and third year of B Corp certification, we are charged with the satisfaction that concurrently making positive changes while growing as a business brings.

We are challenging the growing global alcohol-free spirit category by proving that real craft, quality and transparency can and should exist. Our mission is to bring confidence to a category of drinks that has been drowned out and put down by the intensity of alcohol advertising. We aim to empower individuals to find an inner confidence and connect them to their Feragaia (translate to 'Wild Earth').

B Corp certification is a foundation stone of the purpose that Feragaia is built on.

Founders: Jamie Wild & Bill Garnock



Certified



Corporation

HANDCRAFTED
IN SCOTLAND
TO CREATE
UNRIVALLED
QUALITY IN
NO/LOW
SPIRITS

BLACKCURRANT
LEAF FARM



Dundee

Perth



FERAGAIA
DISTILLERY

BOTANICAL
NURSERY



THE KINGDOM OF FIFE

Kinross



Glenrothes



BRAND

Dunfermline

Kirkcaldy

Elie

Edinburgh



0.0% ABV
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.

OUR PURPOSE. WHY DOES FERAGAIA EXIST?

Feragaia means Wild Earth (translated from Latin and Greek). Our modern age draws us further and further from nature and 'Wild Earth' and we at Feragaia recognise the damage that does to both humans and our 'Wild Earth'.

Our mission is to reconnect drinkers to their 'Wild Earth' through our drink, so they find the ground beneath their feet and find their own Free Spirit. This mission guides all activity we do as a business.



OUR HOME: SCOTLAND

Feragaia launched in 2019 and opened Scotland's first 0.0% ABV distillery in 2022. We are an ambitious, independent and award-winning distillery that was ranked in the Top 10 new distilleries in 2022 by Spirits Business.

We see ourselves as contemporary innovators in the world-renowned Scottish distillery industry and seek to bring confidence to alcohol alternatives through establishing a category of confidently crafted Free Spirits.

Provenance and community is and will also be integral to Feragaia's DNA.



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.

B Corp Certified

15/02/22

Score - 85.8

We are excited to be going through our recertification in 2024. Since certification in 2022 we have been building the business around the structure laid out by B Corp and continue to find it a helpful guide. We are working towards improving all categories and we are looking forward to understanding the impact that our work over the last 3 years has had on our B Corp score.



Governance Score - 17.4

WHAT WENT WELL

- Monthly board meetings conducted. Minutes were recorded and clear, accountable actions were logged to ensure accountability and progress from senior team.
- Adjusting our advisory team to ensure company values were maintained and key areas of the business were supported.
- Implemented a clear strategy at the start of our financial year to maximise clarity and potential for achieving business objectives.
- Founder involvement across all business functions to ensure as much learning and feedback are channelled back through board meetings and into business strategy.

WHAT WE ARE WORKING ON

- Our B Corp reassessment is coming up in 2024. We will be using it as an opportunity to further educate business stakeholders about what Feragaia is working towards and what they can do help drive success across business sectors.
- Implementing a more intertwined purpose and business strategy. To ensure we get closer to our ambitions for Feragaia.



Workers Score - 18.8

WHAT WENT WELL

- In 23/24 we expanded our fixed salary workforce for a second year in a row.
- At the start of each new financial year each team member are talked through the business objectives, off which individual KPIs are set. There are mutually agreed and referred to in monthly meetings.
- 100% of our wages remain well above the living wage and always will. The fact that we are a small business that isn't yet profitable doesn't change that.
- We are a true founder-led business. Our team are encouraged to use initiative, give feedback and develop within their role as much as possible.
- We have held a number of team events throughout the year to recognise the hard work of the team at key moments.

WHAT WE ARE WORKING ON

- Update our management feedback system to ensure we better track employee progression and needs.
- A challenge we have is the team is spread out often across different time zones. We want to improve the team's connectivity.
- Implement more company benefits.
- Bring greater diversity into the business.



Community Score - 23.6

WHAT WENT WELL

- Monthly distillery tours and activations to educate trade and consumers about alternatives to alcohol.
- Taking part in B Corp events and collaborating with Fellow B Corps businesses like Wild Card, Hawksmoor, Karma Cola and Bold Bean.
- Hosting 4 local & national politicians to educate them on the importance of improving communication around societal issues around alcohol and the benefits of supporting local businesses.
- Taking Feragaia to international markets, increasing awareness and appreciation for the craft and quality found in Fife, Scotland.
- Bringing job opportunities to Fife. Hiring and training a Operations & Distiller Manager and well as a part-time Brand Ambassador.
- Founders working with local schools at career days to inspire the next generation.

WHAT WE ARE WORKING ON

- Developing a new Impact Business Model around the positive impact Feragaia has on drinking habits in Scotland.
- Encourage more visitors and learning at our distillery, which is Scotland's first 0.0% abv distillery.



Environment

Score - 21.7

WHAT WENT WELL

- Making our supply chain even more local, cutting road miles – bringing our 3PL Partner to Scotland from Portsmouth. This removes 400 miles from our supply chain.
- Investing in bottling and labelling at our distillery. Cutting out 30 haulage trips between Fife & Glasgow (65 miles x 30 trips) per annum.
- Expanding the Botanical nursery to source more ingredients from our local area. Supporting x4 P/T jobs in process.
- Our 4th year of partnership with environmental organisation Seawilding for ‘Wrack Friday’, which promotes conscious consumerism over Black Friday.
- Built an ocean plastic bar and partition wall at the distillery. Ocean plastic provided by a startup business 40 miles away in Stirling, Scotland.
- Marketing materials aren’t made from single-use plastic and where plastic is used it is recycled and recyclable.
- Work with a Scottish composting partner to ensure distillery waste is composted properly.

WHAT WE ARE WORKING ON

- We are hoping to invest in carbon tracking in the next financial year when budgets allow. We have been in discussions with Alturistiq.
- Reviewing botanical sourcing partners and their credentials.
- Confirm partnership with a nature restoration organisation.
- Review distillery energy usage to better understand energy saving and renewable energy options.
- Build out our business travel policy and plans for future.
- Finalising SALSA accreditation and will start on HALAL.
- Further product and packaging innovation.
- Bringing bottling and labelling in house will bring down the total mileage in our supply chain (farm-manufacturing - bottle) down to just 10 miles’



Customers Score - 4.1

WHAT WENT WELL

- At home in the UK and Internationally we are continually proving the business case for improving alcohol-free drinks offerings across retail, online and hospitality.
- We actively look to collaborate with organisations with similar values to close the gap on our purposeful ambitions.
- Maintaining our Trustpilot profile to ensure customers have a clear feedback loop.
- We are continually listening and learning how to best meet our consumer's needs. This is reflected in product offering and service.
- Lab testing now carried out in Levenmouth area with local laboratories, reducing impact of transit and supporting high skilled jobs in the region.
- We are always asking ourselves, what can we do locally. As a result we work with a large number of local suppliers and partners. Like, Salsa accreditation support, fabricators, engineers etc

WHAT WE ARE WORKING ON

- Building confidence for alcohol-free drinks internationally so more drinkers have a equal choice and change to build inner confidence.
- Work on collaborating with purposeful pioneers key channels of the business namely, hospitality and retail.
- Offer as much value and clarity to customers to increase the accessibility of great alcohol-free drinking .



NOTE FROM CO-FOUNDER

I am inspired and motivated to be building a purpose-led business. I sincerely believe in the power of purpose and that governments and business have a duty to go out of their way to challenge and conquer the negative effects of the capitalist system and prove that the world and everyone in it can benefit and look to a hopeful future.

- Jamie (Co-Founder)



FIND YOUR FREE SPIRIT



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

[@feragaia](https://www.instagram.com/feragaia)

Certified



Corporation