

A scenic coastal landscape featuring a white house with a chimney on a grassy hillside overlooking a rocky beach and the ocean. Two people are standing near the house. The sky is hazy and blue. The word "PENTIRE" is overlaid in large, dark blue, spaced-out letters across the middle of the image.

# PENTIRE<sup>®</sup>

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IMPACT REPORT 2023

#DRINKFORTOMORROW

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Certified



This company meets the highest standards of social and environmental impact

Corporation



**PENTIRE IS PROUD TO BE CERTIFIED B CORP**



# A WORD FROM OUR FOUNDER

We make healthy drinks for active, outdoor loving folk by naturally distilling plants that grow on our local headlands in North Cornwall.

We started Pentire with a deep love and appreciation for nature and the outdoors, which is why we're super proud to be B Corp certified.

As we move into our second year of being a part of the B Corp community, we wanted to pause and take stock of our progress so far, as well as look towards the future to recognise areas within our business where our positive impact can grow even further.

The Pentire team is an outgoing bunch who believe in the positive impact that daily adventures have

on the rest of our life, however big or small. Through our joint love for the great outdoors, we're committed to protecting and preserving what we love the most, through running a business that doesn't harm the planet, and gives back to those who live on it.

Thank you for taking the time to read this report and for supporting our mission to use our business as a force for good.

Frosty





## OUR PURPOSE

Pentire was born from a deep love of nature, through which we recognise the urgent need for all businesses to take responsibility for their impact on the environment and society.

We chose to become B Corp certified to demonstrate our commitment to using our business to give back to people and the planet, and to be held accountable for our impact.

We are passionate about providing people with high quality non-alcoholic spirits, which can be enjoyed without compromising health and well-being. However, we also recognise that making drinks has an impact beyond just our products. We want to make sure that we're doing everything we can to minimise and reduce our environmental footprint, and to support the communities and ecosystems that we all depend on.

In our first impact report, we will share the progress we've made so far, from preserving our oceans, to decreasing our wastage, to encouraging healthy lifestyles for all. We're committed to continuous improvement and are always working to do better.



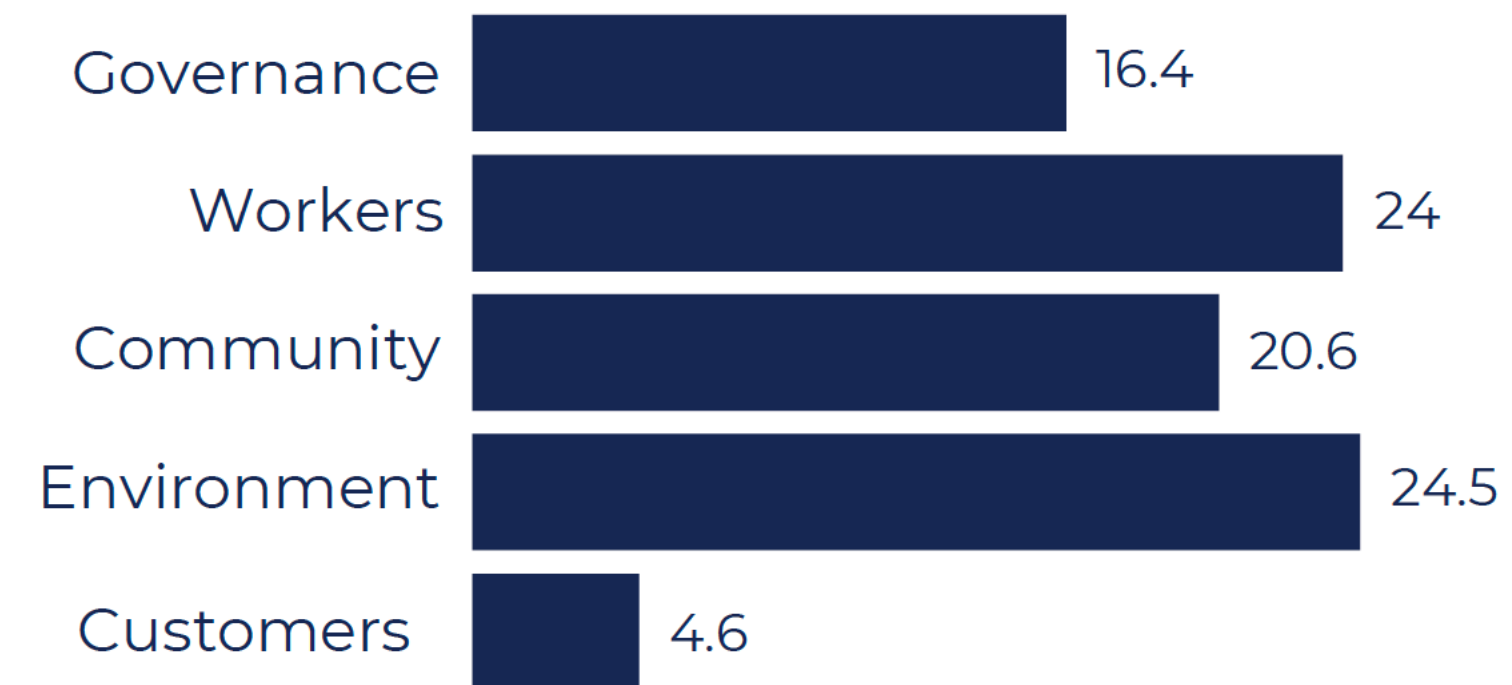
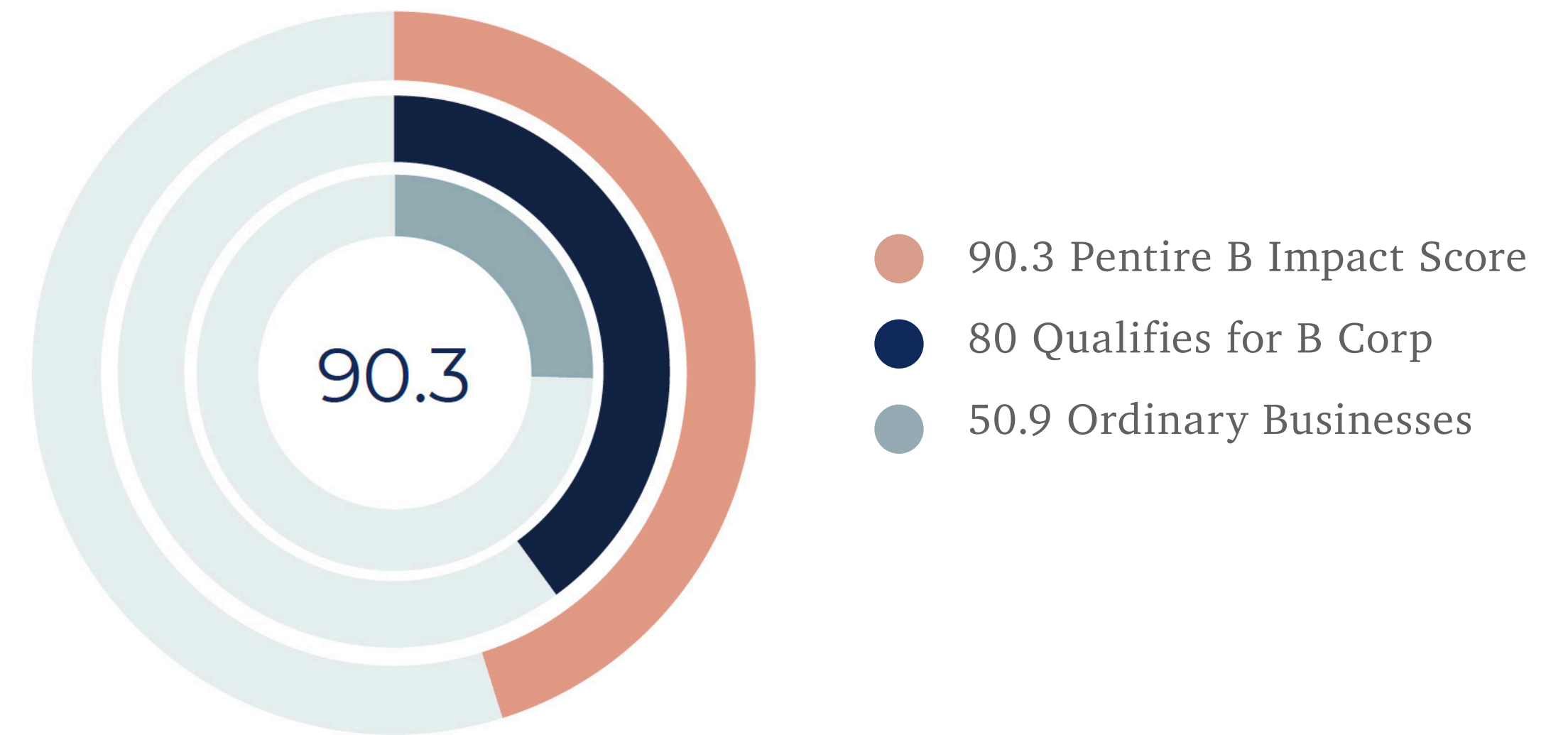


# B CORP VERIFIED SCORE, BENCHMARKING PROGRESS AND GOALS FOR RECERTIFICATION

We are proud of Pentire achieving a B Corp verified score of 90.3. This score reflects our efforts towards creating a positive social and environmental impact.

Part of being B Corp Certified is committing to consistently finding new ways to improve. We are actively working to increase our score even further.

We are excited to be on a journey of continuous improvement, and to demonstrate to other businesses that it's possible to run a successful business whilst also making a positive impact on the world.







# IMPACT AREA: WORKERS SCORE: 24.0

## WHAT WE SAID WE'D DO

Pentire is crafted for active living. We make healthy drinks for active, outdoor loving folk. A healthier choice for the go-getters, the adventurers and the doers.

When we started Pentire, we set out to create a place where people loved coming to work, and where they could bring their full self to work, and still have time to thrive outside of work. That's why we have always encouraged everyone to exercise whenever is best for them. We find we do some of our best work when we've spent time in the great outdoors.

## SO FAR

We have curated a relevant collection of benefits to encourage all Pentire employees to improve their health and wellbeing.

*This includes:*

- Use of a cottage in Cornwall, where jumping in the ocean is highly encouraged all year round.
- Employees are encouraged to exercise at any time during the working day.
- Pentire will pay for a sporting event, such as a marathon or triathlon, for each employee every year.
- Flexible working is encouraged, so individuals can choose a work setting where they feel most productive. Beyond the day-to-day flexibility, employees can work from anywhere for two weeks per year.
- Extra day off for birthdays.

## LOOKING FORWARD

We are preparing an employee survey, which will incorporate a broad array of topics, which we hope will give us some more clarity in how we can improve employee wellbeing and satisfaction, as well as helping us offer better training and development.



# IMPACT AREA: CUSTOMERS SCORE: 4.6

## WHAT WE SAID WE'D DO

From the very start, we wanted to create a high-quality drink that captures the power, beauty and immense flavours of plants. Pentire was crafted for active living, we set out to offer a healthier choice for the gogetters, the adventurers and the doers.

On top of offering what we believe to be the best quality liquid, we also set out to make it as easy as possible for our customers to get their hands on Pentire.

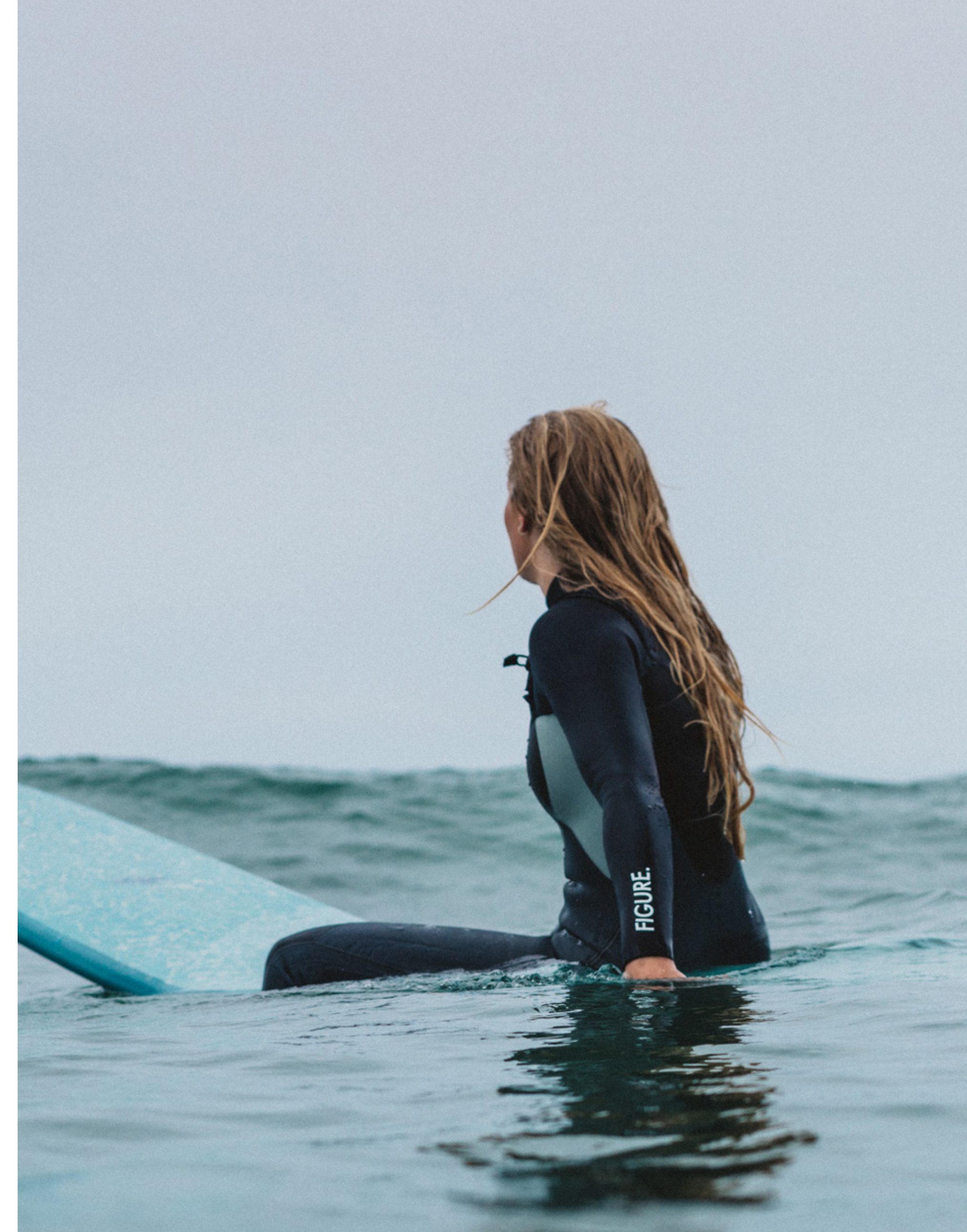
## SO FAR

Our Trust Pilot score of 4.7 stars demonstrates the high level of satisfaction our customers experience. Many of our reviews specifically outline how happy the customer was with the ordering process.

## LOOKING FORWARD

As Pentire grows as a business, we aim to ensure Pentire is accessible for even more people across key stockists across the UK, USA and globally too, as well as continuing to sell directly via our web shop.

We are also in the process of surveying our customers to help us improve our customer experience and journey with Pentire. We're excited to learn and develop based on live feedback.







## **IMPACT AREA: GOVERNANCE SCORE: 16.4**

### **WHAT WE SAID WE'D DO**

When employees join the team at Pentire, they are introduced to the company's mission statement and ethical guidelines via our Employee Handbook. The handbook outlines our commitment to the environment, and shares ideas on how employees can work in the most sustainable way. Within the Handbook is also a whistleblower policy, a written Code of Ethics, and information on financial controls.

### **SO FAR**

We have introduced the team to a set of values, a vision and a mission. The values clarify how we as a company can work towards the same goals, whilst caring for the planet, and enjoying it as we go.

### **LOOKING FORWARD**

We are in the process of creating and implementing an ongoing employee survey, to help us consistently benchmark how we're running the business internally. We aim to use the feedback to continually improve employee satisfaction, and action any changes that the feedback shows are needed.

We're going to refine how we want to give back socially and environmentally. We will then integrate this into our overall mission and values. This is an area we haven't covered hugely so far, and we are excited as we grow to give back in ways that benefit people and the planet in a fair way.



# IMPACT AREA: GOVERNANCE SCORE: 16.4

## WHAT WE SAID WE'D DO

We committed to donating to Blue Marine Foundation every year.



**BLUE MARINE  
FOUNDATION**

## SO FAR

Every year, we make a donation to Blue Marine Foundation to support their mission in protecting the world's oceans. The Blue Marine Foundation exists to restore a healthy ocean. They do this by creating marine protected areas, establishing models of sustainable fishing and restoring marine habitats. They also fight unsustainable fishing and try to connect people to the sea.

## LOOKING FORWARD

For the month of March 2023, we've pledged to donate £1 to Blue Marine Foundation for every bottle sold on our online store.

We are fully committed to supporting ocean preservation and are planning a more structured and consistent donation plan. For example, a 1-for-1 donation amount for every bottle we sell. By continuing to support Blue Marine, we are helping to create marine reserves around the world.







# ENVIRONMENT: PACKAGING

## WHAT WE SAID WE'D DO

The team at Pentire loves the outdoors, and so it only made sense to make a product that had minimal and recyclable waste. We have tried from the start to minimise any plastic usage.

## SO FAR

Since the beginning, our range of packaging has been plastic free. All of our cardboard and labels are Forest Stewardship Council (FSC) certified. We use glass bottles and aluminium lids, to enable full recyclability. We only use Kraft paper tape.

## LOOKING FORWARD

We believe that committing to plastic free packaging is hugely beneficial to the environment around us, and hope it inspires other businesses to do the same. There is

always more that can be done to ensure our business is as close to zero waste as possible.

We plan to measure production wastage, and then will work to minimise this, and ensure that any necessary waste is disposed of correctly.

Within the industry, virgin plastic pallet-wrap is the norm. We want to challenge the status quo, and explore biodegradable pallet wrap solutions, and implement these as soon as we can guarantee they are good enough to ship our products.



# ENVIRONMENT: ENERGY

## SO FAR

From the outset, we have been committed to minimizing our environmental impact, which is why we choose to produce Pentire with existing manufacturers, rather than building a whole new factory. This enables us to share the load, making efficient use of existing resources and reducing our energy usage.

## LOOKING FORWARD

We believe that it is our responsibility to do everything we can to reduce our environmental impact, and we are constantly exploring new ways to improve our processes and minimize our energy usage.

We therefore plan to measure our carbon emissions. Measuring our carbon footprint involves identifying the various sources of

greenhouse gas emissions associated with our company's activities. By measuring our carbon footprint, we can gain a better understanding of our company's impact on the environment and identify areas where we can make changes to reduce our emissions.

After measuring our carbon emissions, the next step is to create a plan to reduce and offset them. This may involve implementing measures such as using more eco-friendly transportation options and using renewable energy sources. Additionally, we will work to offset our emissions by supporting projects that reduce greenhouse gas emissions in other parts of the world.







# ENVIRONMENT AND COMMUNITY: INGREDIENTS

## SO FAR

All Pentire products are manufactured in the UK, using seasonal ingredients. Most of our ingredients are farmed in the UK, and so we have very low food miles and zero air miles. By partnering with local farmers, we can ensure that our products are made with high-quality ingredients while also supporting sustainable farming practices. We believe that investing in local agriculture is not only good for the environment but also for the economy, helping to create jobs and strengthen communities.

For the few ingredients which are not grown in the UK, we ensure they are shipped via the most sustainable route possible.

## LOOKING FORWARD

As we grow, we are proud to continue sourcing our ingredients from UK farmers, supporting local communities and reducing our carbon footprint. We are committed to working with UK farmers and supporting sustainable agriculture practices for years to come.

We would like to share more content related to the health benefits of individual ingredients, as well as learning and sharing more about the growers and farmers who provide our ingredients.



# IMPACT AREA: COMMUNITY SCORE: 20.6

## SO FAR

Pentire was founded on a love for coastal living. We began near the Cornish coastline which inspired so many of our flavours, and since the start we were committed to using local suppliers wherever possible. As we grow, we are dedicated to serve the local community in Cornwall, as well as the rest of the UK.

We ensure that all the suppliers we use have positive practices beyond what is required by regulations. We maintain strong relationships and have used the same suppliers since Pentire was founded.

## SO FAR

We are committed to creating a diverse and inclusive team here at Pentire.

40% of our leadership team are female, and we aim to get this closer to 50%, to ensure that the team brings diverse and equal skill sets together.

We love sharing our learnings and work with other BCorps and companies with similar values, and our team members regularly share knowledge with others, be it in smaller meetings or panel presentations.

## LOOKING FORWARD

As we grow as a company, we plan to conduct more frequent audits and reviews of all suppliers, no matter how big or small. Most of our suppliers are based in the UK, but we aim to get this to 100%. This may take time; however, it is vital in terms of reducing our carbon footprint.

We plan to develop more structure with regards to giving to charity and community projects. We will involve our team in this, to ensure that we are giving back to the community in a fair way.





## THANK YOU

Thanks for taking the time to read our first ever impact report. As a B Corp, we're committed to using our business as a force for good, and we're proud of what we've achieved so far. There is always more to be done to help people and the planet, and we're excited to continue pushing ourselves to be even better.

## WHAT'S NEXT?

Our aim is to improve our B Corp score when we recertify. B Corp Certification looks at businesses holistically, which motivates us to strive for continuous improvement across all areas of our business.



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