

Sustainable Heroes - Apple



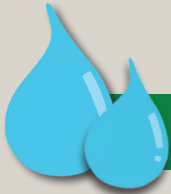
REDUCED food miles by using only English apples instead of apples from overseas.

We only use English-grown Russet and Jonagold variety apples grown by Red Tractor certified farms in Kent, Sussex and the Three Counties, pressed in Herefordshire and bottled in Glamorgan, Wales.

REDUCED food waste & greenhouse gas emissions from otherwise decomposing fruit.



A significant proportion of our heritage Russet apples are picked from pollinator trees that are normally left unpicked to drop and decompose. This creates food waste and greenhouse gases, so we step in and pick these apples to use in our juice.

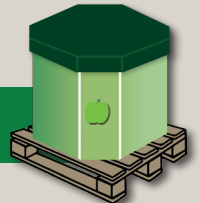


RECYCLED & RE-USED surplus water and waste materials from pressing.

Surplus water from the pressing factory is **recycled and re-used** to irrigate surrounding blackcurrant fields.

Waste materials from pressing such as the core & skin are **re-used** by converting into animal feed.

RE-FILLABLE & REDUCED storage containers.



REDUCED CO2e emissions and use renewable sources of power

CO2e emissions from the introduction of LPG into the pressing facility have **reduced by 16%**.

22% of electricity used for pressing the fruit is now **from renewable sources** (solar panels).

Juice is stored in re-usable containers (Octoboxes) instead of traditional steel or plastic drums which reduces the CO2e cost of packaging the juice **by 92%**. The resulting reduced product storage per m2, compared with steel drums, **reduces storage CO2e emissions by 36%**.