

# IMPACT REPORT

## 2023



# CONTENT

## 2. INTRODUCTION AND WELCOME

- 3. A word from our Managing Director
- 4. Meet the B Corp team
- 5. We are FUNKIN COCKTAILS
- 6. Our purpose
- 7. Our B Corp journey
- 8. 2023 Highlights

## 9. OUR PLANET

- 10. FUNKIN & The Carbon Trust
- 11. Our journey & 2023 highlights
- 12. No Time To Waste
- 13. Our targets and commitments

## 14. OUR PRODUCTS

- 15. Best quality. Best served any time, anywhere.
- 16. Packaging roundup

## 17. OUR PEOPLE

- 18. Our EPIC FUNKIN people
- 19. One team
- 20. Looking after each other
- 21. Caring for our people and our community
- 22. Celebrating our consumers

## 23. LOOKING AHEAD



# A WORD FROM OUR MD CAROLINE



**CAROLINE HIPPERSON**  
Managing Director  
FUNKIN COCKTAILS



2024 is a very exciting year for FUNKIN COCKTAILS as we celebrate 25 years of making ordinary moments extraordinary. The business started in 1999 making smoothie ingredients. Fast forward to today and we're the number one cocktail brand in bars, restaurants and supermarkets, nationally.\*

We are proud that FUNKIN COCKTAIL'S award-winning Purées, Mixers, Nitro Cans and Bottles can be enjoyed in thousands of bars, at home, or wherever our consumers fancy! Whilst this is a great achievement, our passion and drive to do better for our people and the planet is at the heart of who we are and what we do.

We are industry leaders, becoming the first ever B Corp certified cocktail company in 2023. We are working together with one purpose to be the world's greatest cocktail brand for generations to come. A key part of this is ensuring we are using our business as a force for good, not just producing the greatest tasting, highest quality cocktails, but also reducing FUNKIN'S impact on our planet.

Everyday is an opportunity for us to do our part, working as a team and holding ourselves to account to make positive changes. We are incredibly proud of how far we've come, but our journey is just beginning; we have bigger and better plans in order to reach our net zero goal by 2050, and working with our suppliers and agencies to reduce our waste and improve efficiency.

Here's to an exciting year ahead with our fantastic team, partners, and consumers. I would like to say thank you to everyone for making this happen and for being part of our journey.

*Caroline & the Team*

\*Nielsen PRE MIXED ALCOHOLIC DRINKS Total Coverage Data MAT 23.03.2024

# MEET THE FUNKIN B CORP WORK TEAM!

We are proud to introduce our dedicated FUNKIN B Corp Team. With representatives from all departments and areas of our business, the team ensures our B Corp journey and values are at the forefront of everything we do.

## FINANCE



**JUAN AVENDANO**  
Finance Business Partner

## SUPPLY CHAIN



**IAN TINDALL**  
Head of Supply Chain

**AIDAN ARKINSON**  
Operations Manager

## INNOVATION



**MARCELA TORRES**  
Head of Innovation

**PETER LEUNG**  
Quality Assurance Manager

## MARKETING



**MARIA JOENSSON**  
Chair of B Corp Team,  
Assistant Brand  
Manager



**BEN ANDERSON**  
Marketing Director

**ASHLEY BIRCH-RUFFELL**  
Head of Brand

**LUCY REIDY**  
Brand Manager

## SALES



**JAMES LONGDEN**  
National Account Manager

**LOUBY REED**  
International Account Manager

**KERSTIN KASPER**  
National Account Executive

## HR



**NATALIE SLOAN**  
Head of HR

**LISA SAUNDERS**  
Office Manager & HR Assistant

# WE ARE FUNKIN COCKTAILS

← SINCE 1999

Trusted by top bartenders, we've been mixing great-tasting cocktails since 1999. The company was founded by Alex Carlton who started selling homemade smoothies out of the back of a smart car to offices in Soho. After sparking an interest in the on trade, the business moved into juices which later resulted in the development of high-quality fruit purées. Fast forward to today and we are proud to be the UK's #1 cocktail brand in both the on and off trade\*. Our products are available in at least half of UK cocktail bars, serving over 100 million cocktails every year.

At FUNKIN, we pride ourselves on our high-quality ingredients, using real fruit and premium spirits to create fresh-tasting cocktails. For us, product innovation never stops, spending the past 20 years extending the range with cocktail mixers, syrups, shakers and most significantly, the groundbreaking introduction of our ready-to-drink nitro cocktail cans in 2019.

\*Nielsen PRE MIXED ALCOHOLIC DRINKS Total Coverage Data MAT 23.03.2024

We are a company built from the on trade with our brand heritage firmly rooted in cocktail making. Through our RTD extension, we used our 20 years of innovation and expertise within the on-trade to develop our range of signature Nitro Canned Cocktails. This special nitro formulation allows our top quality ingredients and premium spirits to integrate fully, creating an effortlessly delicious bar-quality cocktail experience, any time, anywhere.

Since the start, the FUNKIN team has been ambitious to create a sustainable cocktail business. In 2023, we were incredibly proud to become the UK's first cocktail company certified as a B CORP. We are working together towards one common purpose and with a vision to be the world's greatest cocktail company for the next generations to come.

← REAL FRUIT

↘ B CORP CERTIFIED

UK'S #1  
COCKTAIL  
BRAND

5

INTRODUCTION  
AND WELCOME

OUR PLANET

OUR PRODUCTS

OUR PEOPLE

LOOKING AHEAD



ESTD . 1999

FUNKIN  
COCKTAILS



# WHAT WE STAND FOR THE FUNKIN PURPOSE

## MAKING A POSITIVE IMPACT WHERE IT MATTERS MOST



**PEOPLE**  
caring for our colleagues,  
consumers, customers and  
community

We hope that our impact report will highlight how FUNKIN COCKTAILS is working collaboratively for future generations, to bring positive change within people, product and our planet.

We're determined to make an impact. We set realistic targets that we can achieve together. There's plenty to work on and once we accomplish one objective we push for more.



**PRODUCT**  
taking responsibility for our impact to reduce, reuse and recycle

**PLANET**  
making deliciously bar-quality cocktails available any time, anywhere with the lowest possible impact on our planet

**WE ARE ON A MISSION TO BE THE WORLD'S GREATEST COCKTAIL COMPANY FOR THE NEXT GENERATIONS.**

# OUR B CORP JOURNEY



- 88.2 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



## 2023 WAS A MASSIVE YEAR FOR FUNKIN COCKTAILS.

We were very proud to be the first cocktail company in the UK to become B Corp Certified. This not only marks our commitment to crafting delicious cocktails, but signifies our dedication to sustainability and social responsibility. But our journey started long before that.

We were SUPER proud to have exceeded the high standard of 80 points by achieving an impressive 88.2 points during our first B Corp certification.

Please see a breakdown of our points across different areas

	<b>WORKERS</b> 30.8 POINTS
	<b>ENVIRONMENT</b> 21.5 POINTS
	<b>GOVERNANCE</b> 15.9 POINTS
	<b>COMMUNITY</b> 16.1 POINTS
	<b>CUSTOMERS</b> 3.9 POINTS

**JAN 2022**  
Start of internal B Corp journey

**APRIL 2022**  
First official meeting of the B Corp Work Force

**JULY 2022**  
B Corp application submitted

**APRIL 2023**  
FUNKIN becomes the first B Corp certified cocktail company in the UK

**MAY 2023**  
Published our first Impact report for 2021/22

**APRIL 2024**  
Celebrating 1 year as a B Corp and publishing our updated Impact report for 2023

**2024 & BEYOND**  
Continuing our sustainability journey to become the world's greatest cocktail company for generations to come

# CELEBRATING OUR 2023 HIGHLIGHTS!



THESE ARE JUST SOME OF THE ACTIONS AND INTERNAL MILESTONES WE ACHIEVED IN 2023. BUT THE WORK NEVER STOPS! WE ARE CONTINUALLY LOOKING TO DO BETTER ACROSS ALL ASPECTS OF OUR BUSINESS

## OVER 80H

of volunteer work clocked

## FIRST COCKTAIL COMPANY

in the UK to become B Corp Certified

## COLLEAGUE ENGAGEMENT

score of 69%

## INTRODUCED

motion sensors and replaced all office lights with LED lights.

## CONDUCTED

our 2nd marketing workshop in partnership with The Drinks Trust

## PARTNERING

with First Mile to introduce comprehensive recycling options in our office including single use plastic and glass



first mile

## AWARDED

'B Corp Initiative of the Year' for our charity work with The Drinks Trust at the annual Golden Pineapple Awards

## DOUBLED

our Christmas donation to our main charity partner, The Drinks Trust



## CONDUCTED

first ever Colleague commuter survey

## B CORP

included in all our marketing campaigns



## SIGNIFICANTLY

reduced plastic waste throughout supply chain by introducing a sustainable option for our single use plastics





# OUR PLANET



INTRODUCTION AND WELCOME

**OUR PLANET**

OUR PRODUCTS

OUR PEOPLE

LOOKING AHEAD



ESTD . 1999  
**FUNKiN**  
 COCKTAILS

# FUNKIN & THE CARBON TRUST



OUR TOTAL SCOPE 1, 2 AND 3 EMISSIONS (2022)

5,507 TONNES

## OUR CARBON FOOTPRINT

Together with The Carbon Trust, we have completed a second full carbon footprint assessment for our 2022 financial year covering our Scope 1, 2 and 3 greenhouse gas emissions.

**WE ARE ON A MISSION TO CREATE DELICIOUS BAR-QUALITY COCKTAILS WITH THE LOWEST POSSIBLE IMPACT ON OUR PLANET.**

In 2023, we've continued to work with leading carbon footprint experts, The Carbon Trust, to ensure we're considering every aspect of our business, from the ingredients we are sourcing to the bars serving our cocktails.



- SCOPE 1** Direct emissions from activities we control  
Emissions from natural gas used to heat our office
- SCOPE 2** Indirect emissions from the energy we purchase  
Emissions from electricity purchased for our office
- SCOPE 3** All other emissions that occur in the value chain  
Emissions mainly from our purchased goods & services, and from transportation and distribution



# OUR JOURNEY & 2023 HIGHLIGHTS



## WHAT'S NEXT?

We are currently in the middle of our third full carbon footprint assessment for our 2023 financial year - we are excited to share the results with you later this year when the full report has been finalised



### DECREASED

office gas consumption by

**10%**

### SIGNIFICANTLY

reduced plastic waste throughout supply chain by introducing a sustainable option for our single use plastics



### DECREASED

office electricity consumption by

**16%**

### PARTNERING

with First Mile to introduce comprehensive recycling options in our office including single use plastic and glass.

## HOW WE'RE REDUCING OUR CARBON FOOTPRINT

RECYCLING WITH FIRST MILE

REDUCING PACKAGING

REDUCING PLASTIC



WORKING WITH OUR SUPPLIERS

RECYCLING WITH ENVAL

MAKING OUR OFFICE MORE EFFICIENT



### IN FOCUS

FUNKIN glass bottle recycled content increased from

**14.6%** to **42.5%**

FUNKIN syrups bottles moved from 50cl to 70cl, saving 12 tonnes of glass in the supply chain



### OVER

92% traveled by train



**NO TIME TO WASTE**

ESTD . 1999

**FUNKIN**  
COCKTAILS



**AG Barr**  
BUILDING GREAT BRANDS



No time to waste increasing our use of sustainable packaging. And no time to waste reducing our environmental impact.

No Time To Waste brings together net-zero, plastic and packaging, waste, water and sustainable sourcing workstreams and is driving improvement across a range of projects and initiatives.

**AG BARR AND FUNKIN COCKTAILS HAVE AGREED THERE IS NO TIME TO WASTE ON OUR NET ZERO JOURNEY.**

Since 2015, FUNKIN COCKTAILS has been part of the AG BARR Group, the company behind famous UK brands such as IRN-BRU and Rubicon.

In early 2021, AG Barr announced its "No Time To Waste" programme, an ambitious environmental strategy with a commitment to become net-zero by 2050. We at FUNKIN

are proud to have joined forces with the Group and to be part of the initiative.

The programme brings together net-zero, plastic and packaging, waste, water and sustainable sourcing workstreams. It is a hugely important programme and to date, Barr Soft Drinks and FUNKIN have worked closely and collaboratively.



**VISIT:**  
[WWW.AGBARR.CO.UK](http://WWW.AGBARR.CO.UK)

INTRODUCTION AND WELCOME

**OUR PLANET**

OUR PRODUCTS

OUR PEOPLE

LOOKING AHEAD



ESTD . 1999  
**FUNKIN**  
COCKTAILS



# OUR TARGETS & COMMITMENTS



**WE ARE PROUD TO HAVE AGREED AND VALIDATED OUR SCIENCE-BASED TARGETS AS WE HEAD TOWARDS OUR NET-ZERO BY 2050 AMBITION.**

## OVERALL NET-ZERO TARGET

We commit to reach net-zero greenhouse gas (GHG) emissions across the value chain by FY2050 from a FY2020 base year.

## NEAR-TERM TARGETS

We commit to reduce absolute scope 1 and 2 GHG emissions 60% by FY2030 from a FY2020 base year.

We also commit to reduce absolute scope 3 GHG emissions from purchased goods and services, upstream transport and distribution and downstream transport and distribution 25% within the same timeframe

## LONG-TERM TARGETS

We commit to reduce absolute scope 1 and 2 GHG emissions 90% by FY2035 from a 2020 base year.

We also commit to reduce scope 3 GHG emissions from purchased goods and services, upstream transport and distribution and downstream transport and distribution 90% by FY2050 from a FY2020 base year.



## OUR SCIENCE-BASED TARGETS



SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Approved by the Science-Based Targets Initiative, our targets are in line with the latest climate science recommendations necessary to meet the goals of the Paris Agreement and limit the temperature increase to 1.5C above pre-industrial levels.

As part of our No Time To Waste environmental sustainability programme, our plastic and packaging workstream has established a clear strategy with a long-term goal of 100% circular packaging. This means a future where packaging is reduced, recycled and reused.

THE UK PLASTICS PACT



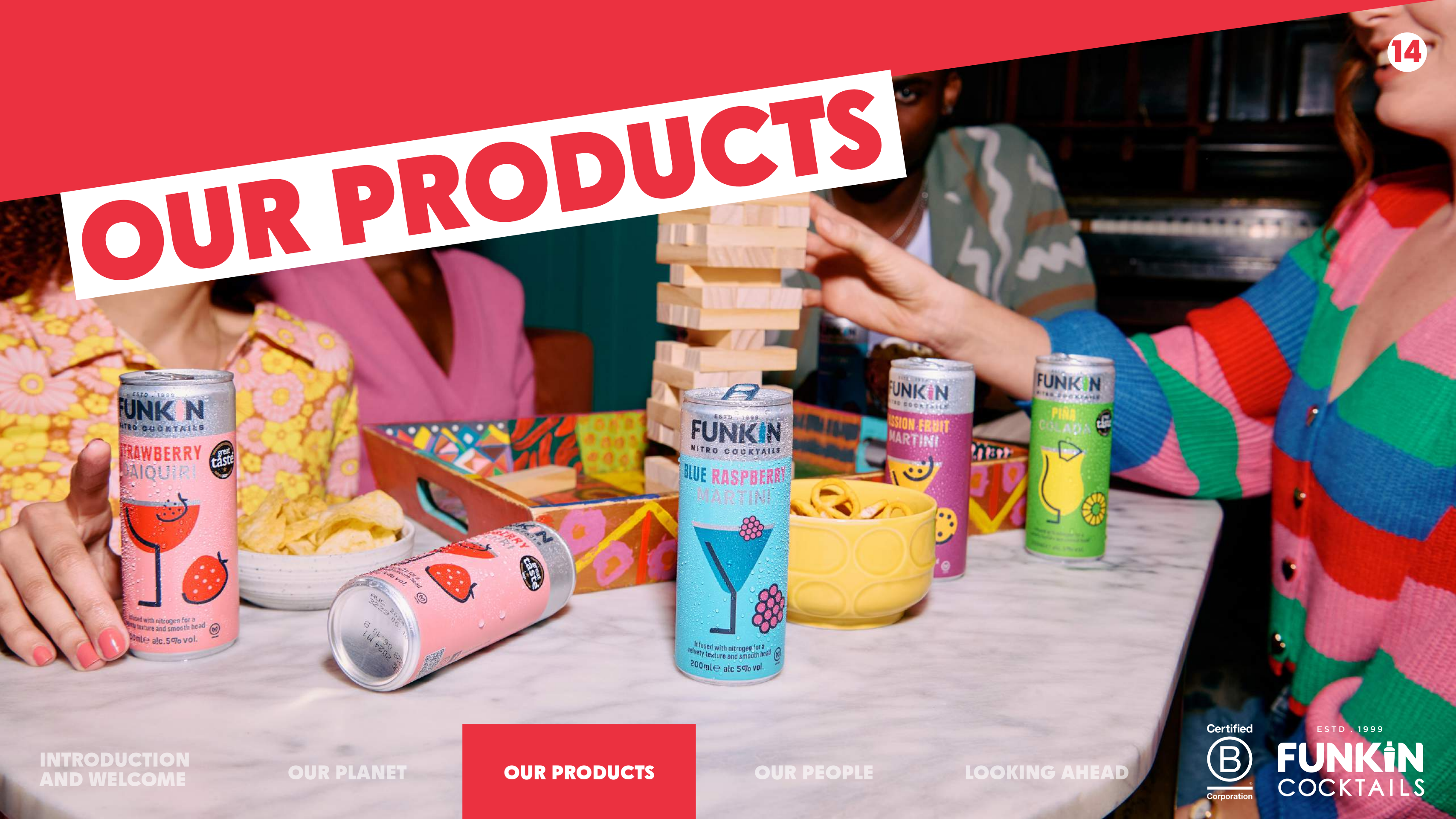
We are also proud to be signatories to The UK Plastics Pact.

BUSINESS AMBITION FOR 1.5°C



FUNKIN COCKTAILS is a member of a the Business Ambition for 1.5 campaign - the world's largest and fastest growing group of companies committed to taking urgent climate action aligned with 1.5C and net-zero.

# OUR PRODUCTS



INTRODUCTION AND WELCOME

OUR PLANET

**OUR PRODUCTS**

OUR PEOPLE

LOOKING AHEAD

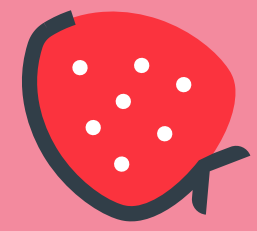


ESTD . 1999  
**FUNKiN**  
COCKTAILS

# BEST QUALITY. BEST SERVED ANY TIME, ANYWHERE.



**REAL FRUIT MEANS AUTHENTIC TASTE**



## THE BEST QUALITY INGREDIENTS FOR MARKET LEADING COCKTAILS

At FUNKIN, we believe that to shake the best cocktails, you have to use the best ingredients. That's why we use real fruit and real spirits to create our products, famous amongst bartenders across the world. Even our cans to enjoy at home are nitro-infused for that bar quality taste and texture.

### WE'RE THRILLED

to have to been recognised with multiple awards celebrating our full range of products.

- 12** THE SPIRIT BUSINESS AWARDS
- 9** THE SPIRITS CHALLENGE AWARDS
- 3** GREAT TASTE AWARDS
- 1** THE GROCER PACKAGING & PRODUCT DEVELOPMENT AWARDS
- 1** GOLDEN PINEAPPLE AWARD



### AS THE UK'S NO. 1 COCKTAIL BRAND,

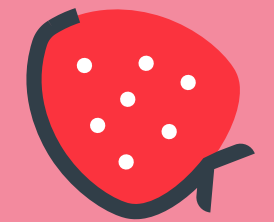
we're the proud market leader in both on and off trade.\*

\*Nielsen PRE MIXED ALCOHOLIC DRINKS Total Coverage Data MAT 23.03.2024

### THE LIST KEEPS GROWING

2023 saw further exciting additions to our lineup, including 3 new nitro cans, the alcohol free version of our iconic Passion Fruit Martini, liqueurs made with real fruit and finally our punchy new Double Shot range.





# PACKAGING ROUNDUP





## IT'S NOT JUST WHAT'S IN THE CANS THAT COUNTS...



We're aware that the best way to deal with waste is to not produce it in the first place. Our cans and bottles are fully kerbside recyclable and much of our packaging contains recycled materials.

Our puree pouches are made from a complex laminate in order to keep our fruits fresh, meaning we currently partner with Enval in order to recycle them. Our ambition is to eventually have all our ranges in kerbside recyclable packaging without any compromise to our top quality products.

RANGE	PACKAGING	RECYCLABILITY
 <b>NITRO &amp; DOUBLE SHOT CANS MULTIPACKS</b>	<b>ALUMINIUM CAN CARDBOARD BOX</b>	<b>100% KERBSIDE RECYCLABLE</b>
 <b>PURÉES</b>	<b>MULTILAYER LAMINATE POUCH</b>	<b>ENVAL RECYCLING SCHEME</b>
 <b>LIQUEURS BOTTLES</b>	<b>GLASS BOTTLE ALUMINIUM CAP</b>	<b>100% KERBSIDE RECYCLABLE</b>
 <b>MIXERS</b>	<b>MULTILAYER CARTON</b>	<b>HOME COLLECTION</b>
 <b>SYRUPS</b>	<b>GLASS BOTTLE PLASTIC CAP</b>	<b>100% KERBSIDE RECYCLABLE</b>
 <b>GARNISHES</b>	<b>CARDBOARD SLEEVE PLASTIC TRAY (PP) PLASTIC FILM (PET &amp; CCP)</b>	<b>SLEEVE KERBSIDE RECYCLABLE FILM FLEXI PLASTIC RECYCLING</b>



# OUR PEOPLE



INTRODUCTION AND WELCOME

OUR PLANET

OUR PRODUCTS

OUR PEOPLE

LOOKING AHEAD



# OUR EPIC FUNKIN PEOPLE

## WE HAVE A FANTASTIC TEAM AND EPIC VALUES

**E**

**ENTREPRE-  
NEURIAL**

**P**

**PEOPLE**

**I**

**INNOVATOR**

**C**

**COLLABO-  
RATIVE**

INTRODUCTION  
AND WELCOME

OUR PLANET

OUR PRODUCTS

OUR PEOPLE

LOOKING AHEAD

## WHAT MAKES US EPIC

69% Company Engagement

### 2023 HIGHLIGHT ★

Trust and Empowerment is super important to us! Engagement Score: I am trusted to make decisions - 77%

Work/life balance through our hybrid working arrangements

Female to male ratio (senior leaders): 14:11

Mental health first aiders: 3

Wellbeing champions: 3



## TEAM



18

## INNOVATORS



## BRAND AMBASSADORS



## INFLUENCERS



## COCKTAIL LOVERS



Certified  
**B**  
Corporation

**FUNKIN**  
COCKTAILS  
ESTD 1999

# ONE TEAM



# LOOKING AFTER EACH OTHER



## HOW WE LOOK OUT FOR OUR PEOPLE

- ✓ Wellbeing champion courses
- ✓ Mental health awareness training for all people leaders
- ✓ Mindful drinking training for all colleagues
- ✓ Dedicated Health & Wellness Committee
- ✓ Paid volunteer days

**WE TAKE MANY STEPS TO ENSURE FUNKIN COCKTAILS IS A FUN AND REWARDING PLACE WHERE EVERYONE FEELS THEY CAN HAVE A POSITIVE INFLUENCE.**

## RECENTLY WE HAVE ROLLED OUT FURTHER BENEFITS TO SUPPORT THE HEALTH AND WELLBEING OF OUR COLLEAGUES, SUCH AS:

- ✓ GP Anytime
- ✓ Salary Finance: a new financial wellbeing platform with enhanced cash allowance to give colleagues greater choice in the benefits most important to them



## COMMUNICATION FIRST

Communication is key within our business and we use a wide range of channels and tools to suit the different needs and preferences of our people. From weekly newsletter and monthly Town Halls to regular team events and socials, we keep our communications positive and engaging, striving to maintain a sense of fun and involvement.



## THE FUNKIN COLLECTIVE

We can't forget to have some fun along the way! The FUNKIN Collective is a dedicated group of colleagues members from every department across our business. They look after our social events and maintain our much valued company culture. In 2023, we expanded our initiatives, introducing events such as desk yoga, massage chair sessions and responsible drinking webinars.



## RECOGNITION

We love to recognise our people and the great work that they do on a regular basis. Every week, we highlight both team and individual achievements through our weekly staff newsletter: 'FUNKIN TIMES'.

At the end of each year, we host our famous FUNKIN Awards where we reward individual achievements from the previous year.

# CARING FOR OUR PEOPLE AND OUR COMMUNITY



**WE ARE ALWAYS LOOKING FOR OPPORTUNITIES TO GIVE BACK TO THE COMMUNITY. HERE ARE SOME OF OUR PARTNERSHIPS AND INITIATIVES WE'VE SUPPORTED IN 2023**



The Drinks Trust is a charity dedicated to the drinks and hospitality workforce. It strives to empower people through services designed to assist financially, restore well-being, develop skills, and to do so with compassion and respect.



Club Soda is a social impact business to help people drink more mindfully and live well.



**PROPOSITION**

Proposition Studios is a charity which supports emerging artists, runs a public programme of art and ecology events and provokes imagination and action around the potential positive impact human beings can have on biodiversity and ecological resilience.

**be drinkaware.co.uk**

Drinkaware is a charity aiming to reduce alcohol-related harm by helping people make better choices about their drinking.

**HIGHLIGHT** ★ 80 volunteer hours clocked!

# CELEBRATING OUR CONSUMERS

Trustpilot score of **4.8**

Increased customer satisfaction score from **59.7** to **88.4**  
2021 2023

**85%** of consumers who have tried FUNKIN COCKTAILS intend to purchase\*

**24h** response time to all customer queries

\*Nielsen PRE MIXED ALCOHOLIC DRINKS Total Coverage Data MAT 23.03.2024

*"This is the best canned cocktail I've tried!"*

*"The cocktail maker was amazing! Everyone has complimented the cocktails... they really made the party much more special."*

*"Always use Funkin Cocktails when looking for mixers. A wide range of flavours, advice on which spirit they'll go with, basically all your cocktail needs in one place."*

*"Never fail to get the party started!! I used to spend fortunes buying all the ingredients and making my own from scratch. But these"*

*"These mixers create a perfect tasting mocktail whether mixed with tonic, sparkling water or lemonade."*



# LOOKING AHEAD



**WE'RE NOT DONE YET...**

**INCREASING**  
the recycled glass content of our bottles to 50%

**DELIVERING**  
against our People Plan, launching early 2024

**CONTINUING**  
towards our net zero target by 2050

**FURTHER**  
charity and sustainability partnerships for 2024

**CONTINUING**  
to produce market leading, top quality cocktails for everyone to enjoy

**REFRESHING**  
our EPIC Values to ensure they authentically reflect who we are and who we aspire to be

**REVAMPING**  
our office and garden, partnering with the Camden Business Beeline project to create a corridor of pollinators in Camden

