



GLASS HALF FULL  
SUSTAINABILITY AT THE HEART  
OF THE PORTFOLIO

# PORTFOLIO

We have a portfolio with 8 amazing challenger drinks brands and work closely with their dynamic teams in an integrated process.





# SUSTAINABILITY HAS NEVER BEEN MORE IMPORTANT



Sustainability is more important than ever.

**60%** of consumers agree that sustainable packaging is important  
**49%** consider sustainable production when purchasing



**65%** of consumers now prefer to buy goods and services from their own country,

**30%** globally are willing to pay up to 10% above the listed price for brands that support social justice or sustainability causes,



Consumers are becoming increasingly open-minded about alternative packaging formats.

**31%** of drinkers are looking to buy products with innovative, environmentally friendly packaging



Nearly **2/3** of UK consumers chose to buy locally during the pandemic, and **91%** of these will continue doing so.

It's all about supporting local businesses and people.



## Top 4 sustainability desires

1. Ethically sourced food and drink
2. Environmentally friendly packaging
3. Reduce carbon footprint
4. Donate to ethical, social and green causes



**91%** of leaders think sustainability is a priority area for their business and **42%** have invested more in sustainability vs last year.

Let's us help you be more sustainable.



# GHF BRANDS & SUSTAINABILITY

GHF are proud to represent drinks brands who always have an eye on their environmental impact. From a promise to plant a tree for every bottle sold\*, to certified organic status, to a commitment to use less plastics, to environmental working practices.



## **SAPLING VODKA B Corp Certified.**

For every bottle sold, a tree is planted. Committed to donating 5% of our revenue to environmental projects



## **COATES & SEELY**

English vineyards grown with no herbicides, pesticides or industrial fertilisers.



## **PUNCHY DRINKS B Corp Certified.**

Premium soft drinks, 100% plastic-free infinitely recyclable cans.



## **MENABREA BEER**

Strong commitment to heritage, quality and respect to the environment.



## **MAISON MIRABEAU ROSÉ**

La Reserve farmed using regenerative practices (B Corp Certification by end 2022).



## **WIGNAC**

Certified organic ciders, replanting orchards in Ardennes, zero sulphites added.



## **TWO DRIFTERS B Corp Certified.**

Feel good rum made in Devon. Removes more carbon than they create.



## **THE PICKLE HOUSE**

All natural, Vegan products made in the UK.



# OUR RANGE | WINES

## MIRABEAU

Maison Mirabeau's award-winning rosé has evolved organically to be the number one Provence rosé brand in the UK.

In 2018, they also started the conversion of the vineyard to organic, championing regenerative practices in the process. This increases the vineyard's resilience to climate change and strengthens the health and vitality of the vines, ultimately expressing a genuinely unique sense of terroir.

In 2021 they produced their first wine from their own Domaine named La Reserve - 50% of all profits generated from this wine goes straight into projects directly combating climate change

TOPSOIL REGENERATION

SOIL MICROBIAL BIODIVERSITY

IMPROVED WATER CYCLING

CARBON SEQUESTRATION VIA COVER CROPS



Mirabeau sales  
**+51%** in the UK  
in 2021



#1 selling Provence  
brand in the UK



Sold in over 50  
countries  
worldwide





# OUR RANGE | WINES



## COATES & SEELY

Coates & Seely, located on the chalky south facing slopes of the North Hampshire downs, combine French winemaking craftsmanship with English terroir to create elegant award-winning sparkling wines.

The focus is purely on quality, with production remaining small at 70,000 bottles per annum.



Plans for a new **carbon neutral** winery,



Coates & Seely  
sales **+28%** in 2021

### ENVIRONMENTALLY FRIENDLY FARMING

No herbicides

Limited fungicides

No pesticides

No industrial fertilizer

Regular tiling

Organic composting





# OUR RANGE | SPIRITS



Sapling is the first climate-positive vodka. For every bottle sold, a tree is planted. A unique code on each bottle tells you exactly what tree was planted and where. Sapling are committed to donating 5% of our revenue to environmental projects.

To date Sapling have planted over 30,000 trees in the UK.



## SAPLING

Distilled using 100% British Wild Farmed wheat meaning significantly reduced farming impact.

One Tree planted for every bottle sold - GPS code relating to everyone. One tree over its useful life will sequester 1.5 tonnes of Carbon from the atmosphere.

UK focused planting projects meaning impact is felt closer to home. One project based in Europe.

Total company carbon footprint = 57t CO<sub>2</sub>e which is equivalent to 6.8kg CO<sub>2</sub>e per litre. This footprint is offset through tree planting and agricultural-based carbon credits.

Sapling is a certified B CORP with a high score of 111.7 (39% over the certification threshold).



World's Best  
Vodka 2021\*



Sapling sales  
**+400%** in 2021





# OUR RANGE | SPIRITS



**Best UK Rum**  
distillery 2021\*



**Locally produced**  
In Devon



Two Drifters sales  
**+203%** in 2021

Certified



Certified  
B CORP



## TWO DRIFTERS

Every decision Two Drifters make, takes into account the environmental impact. Two Drifters use offsetting with Climeworks like a carbon tax.

It's a fantastic, essential technology that comes with a high price tag. This financial burden means it is far cheaper for us to avoid creating CO2 than it is to offset it, so we avoid creating it wherever possible.

### AVOIDING CO2

Distillery run off 100% renewable energy

Electrical vehicles & Carbon Neutral packaging & couriers

Recycled, compostable and low carbon materials used

### OFFSETTING

Carbon captured out of the atmosphere

Molecularly broken down with free air released and carbon converted to stone

Stone stored underground





# OUR RANGE | BEER & CIDER

## WIGNAC

Based on an old secret family recipe, Wignac represents the point where tradition meets innovation. Made in the Champagne region of France this award-winning cider is certified organic and 100% pure fruit juice. No sulphates, no added sugar, no added anything.

Agro Ecological farming methods used across the estate, promoting a balanced and biodiverse ecosystem

All our packaging is recyclable (glass, paper, cardboard) and they work with as many carbon neutral or carbon positive suppliers as possible.

### AGRO ECOLOGICAL FARMING

Active beehives used to pollinate orchards

Birds kept to regulate insects

Orchards grazed by animals, providing natural fertiliser



**Proudly family**  
founded



**Certified**  
**Organic**



Wignac  
sales **+41%** in 2021



# OUR RANGE | BEER & CIDER



Menabrea  
sales **+51%** in 2021

**€40 million**

Investment in facilities,  
improving efficiency and  
sustainability



Use of recycled  
materials throughout  
the process



Largest employer in  
the area, bringing  
stability



## MENABREA

Italy's oldest continuously producing brewery, dating back to 1846.

Located in the northern town of Biella, the family have brewed their remarkable birra using their own special recipe for over 170 years.

Menabrea champion the finest ingredients and using the natural glacial melt water from the nearby Alps they are able to increase efficiencies.

Recently signed up to a strict code of conduct lessening their carbon footprint significantly.

Zero plastics used in the production process and all packaging is compostable or recyclable.



# OUR RANGE | SOFTS

## PUNCHY

Disruptive Adult Soft Drink leading the 'low and no' charge by finally giving adults an option in the soft drinks category. Three exceptional flavours on a mission to bring quality & complexity to a category dominated by mass-market, sugary labels.

Punchy are working with Climate Partner.

PLASTIC-FREE PACKAGING

OPERATIONALLY CARBON NEUTRAL

1% SALES GO TO ENVIRONMENTAL CAUSES



Operationally Carbon Neutral.



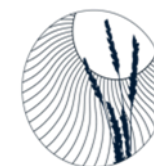
Punchy sales  
**+140%** in 2021



**1% of sales** support  
The Great Oven Project



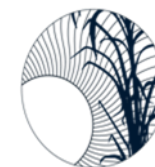
All Natural



Gluten Free



Low Calorie



Low Sugar



Plastic Free



Vegan





# OUR RANGE | SOFTS



The Pickle House  
sales **+99%** in 2021



**Locally produced**



**2 new** variations  
coming soon



**Proudly female**  
founded



## THE PICKLE HOUSE

Produced and hand-bottled on a family  
farm in Suffolk

VEGAN

ALL NATURAL INGREDIENTS

RECYCLABLE MATERIALS

The Pickle House, established at the beginning of 2014 by Florence Cherruault in Hackney, London, is a premium, young and exciting brand producing award winning Spiced Tomato Mix and Pickle Juice.

All their packaging is recyclable (glass, paper, cardboard) we work with as many carbon neutral or carbon positive suppliers as possible.



**Putting  
Optimism  
Into Every Drop.**

**[hello@ghfdrink.com](mailto:hello@ghfdrink.com)**

