



# Helping you on the path to sustainability

Working together  
on our sustainability  
journey.

*source. seal. serve.*<sup>TM/AC</sup>  
from MARS Drinks

# Our 5 milestones

We're on a path to creating a sustainable business and, because you also care about your business, we want to support you to be sustainable too. We're supporting you by making our products as responsible as possible. We have made some great progress so far on our sustainability journey and we want to continue this with our 5 milestones.



## Reducing operational impacts

- 25% reduction in water, energy, carbon from a 2007 baseline by 2015
- Zero waste to landfill by 2015



## Sourcing more sustainably

- 100% of our coffee beans purchased from certified sources by 2013
- 100% of our black tea and cocoa purchased from certified sources by 2015



## Developing responsible products

- 100% recyclable FLAVIA freshpacks by 2015
- 25% reduction in average machine base energy use in the next five years



## Supporting our customers

- Enable access to recycling infrastructure in all our major markets
- 50% increase in our recycling partner activity in the next five years



## Inspiring every associate to get involved

- All associates are given the opportunity to volunteer in their local community as part of the MARS Volunteer program.

# More about us...

## Improving our performance

We are always looking for new ways to improve our performance and increase the efficiency of our operations. That means we're working hard to use less water and energy, and cut our waste.

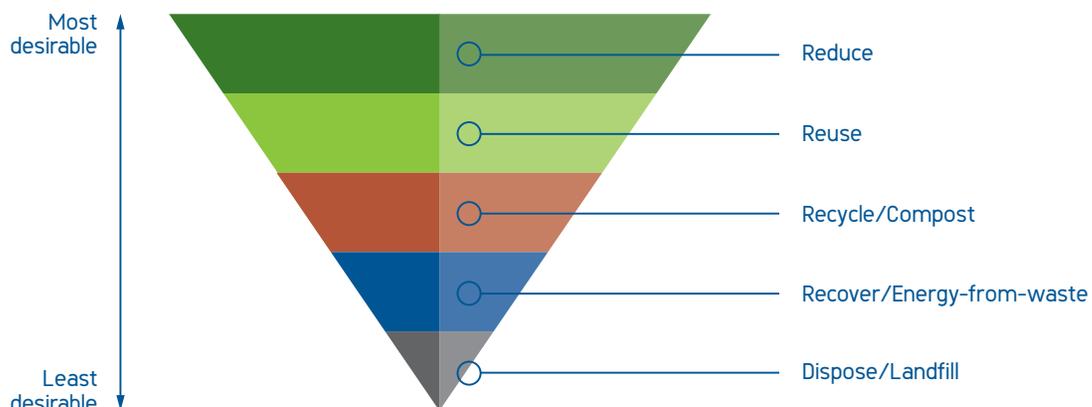


### CASE STUDY

#### Zero waste\*

Sending zero waste to landfill is just one of the targets we have set ourselves as part of our path to sustainability. **We're achieving our goal by looking at each step of the manufacturing process**, and by assessing waste streams throughout the facility, associates at our West Chester site found opportunities to reduce, reuse, and recycle.

- All organic scrap product generated in the factory goes to an animal feed facility.
- By providing our vendors with reusable totes to deliver our raw materials, we save up to 300 cardboard boxes per week.
- All packaging scrap product is sent to TERRACYCLE.



\* Zero waste in our West Chester factory

# 3 benefits for you

The following 3 milestones benefit you by helping you achieve your own business sustainability goals.

## 1 Helping you, help others



Our work on sourcing ingredients responsibly helps us create better products that make a positive contribution to communities.



### CASE STUDY

#### Rainforest Alliance certification

We work with the Rainforest Alliance to source coffee and tea from farms that have been certified, helping to conserve biodiversity and ensure sustainable livelihoods for grower communities and the environmental conservation.

- 40% of our drinks range includes tea & coffee from Rainforest Alliance Certified™ farms.
- Barista Blend is the first ALTERRA coffee to use 100% Rainforest Alliance Certified™ coffee.
- There are plans to extend this even further in the future.



### CASE STUDY

#### Putting farmers first

Mars Drinks supports three coffee wet mills in Kenya. Over the past few years, **we've worked with 1,800 farmers and families to help them increase the yields and quality** of their coffee. We provide training in good agricultural practices, support renovation of their wet mills, and investment in tree seedlings.

With our support, **this co-operative is now the first small-holder farm in Kenya to become Rainforest Alliance Certified™.**



# 3 benefits for you

## 2 Helping you save energy & money



Our energy saving innovations are helping our products become more efficient than ever before, lowering your energy bills and reducing the impact of your operations.

### CASE STUDY

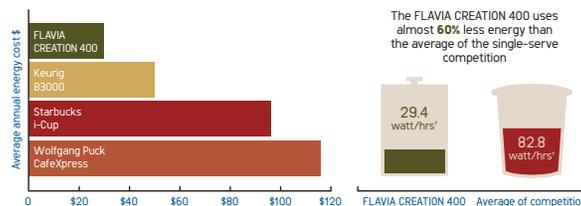
#### Energy efficiency in action

The FLAVIA brewers have been designed with energy efficiency in mind. Our brewers save energy by:

- Only heating enough water for a few hot drinks at a time, avoiding unnecessary boiling.
- They power down into a low energy mode when not in use.

The FLAVIA CREATION 400™/MC is 60% more energy efficient over a typical week than the three leading competitors. It uses an estimated 40% less energy than the Keurig B3000 saving you an average \$20 in annual energy costs.

The FLAVIA CREATION 200™/MC uses around half the energy of the Keurig B200, saving you \$15 on average every year\*.



## 3 Helping you reduce your waste



We are increasing the volume of our products that are recycled by customers, with the support of recycling partnerships.



### CASE STUDY

#### TERRACYCLE®

To help our customers along their path to a more sustainable workplace, we've partnered with TERRACYCLE. This partnership prevents millions of single serve packs from ending up in landfill, upcycling them into garden office supplies. In 2010 TERRACYCLE collected over 3.7m Fresh Packs.



\* Based on testing conducted by an independent research organization in 2009.  
† Average energy used per cup served based on 200 cups/week throughput.

# Achieving more together

## The people at the heart of our business



It's not just about buildings, technology and processes. MARS Drinks is built on the energy and enthusiasm of its people, and so associates are at the heart of our sustainability journey.

### CASE STUDY

#### MARS Ambassador Program

Associates are given the opportunity, through our MARS Ambassador program, to visit the cooperatives we support in Kenya and learn more about the sustainable sourcing process.

Associates are also given the opportunity to volunteer in their local community, through the MARS Volunteer program.



MARS associates volunteer to clean up a local arboretum

Understanding your own sustainability challenges and making our products as responsible as possible is an ongoing challenge. By working together we can have the biggest impact to our businesses, communities and our planet.

Find out more by visiting [us.myflavia.com/sustainability](https://us.myflavia.com/sustainability)