

**HEINEKEN Ireland collaborating to become a truly green brewer**

**HEINEKEN Ireland launches 2017 Sustainability Report**

***HEINEKEN Ireland has had a landmark year in sustainability: “We are 100% committed. We can only achieve our ambition through the ongoing efforts of our colleagues and stakeholders.” – Maggie Timoney, Managing Director.***

***The company teams up with young Cork director Lochlainn McKenna to tell its sustainability story in an innovative and fresh video format.***

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**HEINEKEN Ireland is harnessing the expertise of its partners and stakeholders to become a truly green brewer. Thanks to a renewed emphasis on collaboration and cooperation, the company has had a landmark year in its sustainability journey.**

**HEINEKEN has commissioned the young up-and-coming Cork director Lochlainn McKenna to deliver its sustainability message in a fresh and innovative video format and to a wider audience.**

HEINEKEN Ireland today published its 2017 Sustainability Report outlining its ongoing commitment to sustainability.

Sandy Boundy, Communications and CSR manager at HEINEKEN Ireland, said “This year has been all about collaborating with our partners and stakeholders to become a truly green brewer. It’s only through working with others that we can hope to hit our ambitious targets. “Throughout this year’s report there are examples of sustainability achievements we’ve only been able to unlock thanks to this collaborative approach.”

- **Zero-Waste-to-Landfill - In collaboration with PM group and Greenstar:**

HEINEKEN Ireland announced that it achieved zero waste to landfill in June 2017. In 2016, the company, in consultation with PM Group and waste partner Greenstar, carried out a waste characterisation study. All waste being generated was analysed to see what was recyclable, recoverable and needed to go to landfill. In June 2017, it was determined that all waste was recoverable and recyclable. Steps are now being taken to reduce the amount of waste generated on site and further increase HEINEKEN Ireland’s recycling rate.

- **Ahead of schedule in reducing CO<sub>2</sub> in distribution – in collaboration with our distributors:**

In 2017, HEINEKEN Ireland achieved its distribution target of 20% CO<sub>2</sub> reduction three years ahead of its 2020 schedule.

The company did this by collaborating with its distributors to increase the number of deliveries going straight to customers, consolidate regional secondary distribution keg depots to 6, and optimise routes. They also implemented high capacity trucks and trailers which increased loads by 19% and resulted in fewer truck journeys.

- **Sourcing Sustainably – In collaboration with local Irish farmers:**

HEINEKEN Ireland continues to be a major supporter of Irish agriculture, collaborating with Irish farmers to source 100% of its malted barley locally. Every year, the company spends over €100m in the Irish economy and works with approximately 1,000 Irish suppliers and service providers.

- **Telling the HEINEKEN sustainability story – in collaboration with Irish director Lochlainn McKenna:**

This year, HEINEKEN Ireland has teamed up with young up-and-coming Irish director Lochlainn McKenna to tell its sustainability story through video.

McKenna is a director and photographer from Doneraile currently working between Dublin and London.

He, alongside Cork actor Aron Hugo Hegarty, have been commissioned by HEINEKEN Ireland to tell the company's sustainability story in a fresh and innovative way to extend its reach.

*"We're proud to have been brewing here in Ireland for over 160 years and we intend on being here another 160 and beyond. This will take a serious and ongoing commitment to sustainability – a commitment we're pleased to have demonstrated throughout this past year" – Maggie Timoney, Managing Director*

**ENDS**

**For further information:**

**[HEINEKEN Ireland](#)**

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**About HEINEKEN**

HEINEKEN Ireland, a wholly owned subsidiary of HEINEKEN N.V., the most international brewer in the world, is a market leader in sustainably brewing premium beers and ciders using quality Irish ingredients.

Based in Cork since 1856, the brewery combines a long and proud brewing tradition with the most up to date technology and innovative marketing. HEINEKEN Ireland employs over 400 people across the Island of Ireland.

The brewery's portfolio includes Heineken®, Heineken® Light, Heineken® 0.0%, Appleman's® Orchard Thieves, Orchard Thieves Light, Desperados, Tiger, Coors Light, Fosters, Sol, Murphy's and Beamish. Our range of specialty beers includes Affligem, Paulaner, Moretti, Zywiec & Cute Hoor.