



Julius Meinl's 2023 Sustainability Report: Advancing Responsible Coffee Sourcing and Sustainability Initiatives

Premium Vienna-based coffee roaster, Julius Meinl, is proud to announce the release of its 2023 Sustainability Report. This marks the fourth report from the company, providing a detailed account of the environmental, social, and governance (ESG) impacts of the company's 18 operating subsidiaries from January 1 to December 31, 2023. In an era where responsible practices are paramount for long-term business success, Julius Meinl continues to demonstrate its contribution to a more sustainable future in the coffee industry.

The scope of the reporting has been expanded significantly from previous years, building a foundation for reporting according to EU Corporate Sustainability Reporting Directive (CSRD). Carina Needham, Sustainability Director at Julius Meinl states, *"By aligning with the CSRD, we aim to integrate environmental, social and governance considerations more deeply into our business strategy. This commitment will enable us to contribute positively to both the environment and society, meet the evolving expectations of our stakeholders, and strengthen our role as a responsible leader in the coffee industry, ultimately driving long-term value for our customers, partners, and communities."*

The 2023 report outlines several key achievements and initiatives that highlight Julius Meinl's commitment to sustainability across multiple areas. Marcel Löffler, CEO of Julius Meinl Coffee Group, highlights that *"a crucial achievement in this last year has been embedding sustainability into our core mission, supported by a clear sustainability agenda. This agenda focuses on three pillars: **responsible sourcing of coffee, reducing environmental impact, and enhancing employee engagement.**"*



Bringing Vienna's coffeehouse culture
to the world and contributing to a better planet
for future generations.



ORIGIN

BUILDING A SUSTAINABLE COFFEE SUPPLY CHAIN

Responsible sourcing practices
in coffee origins



PLANET

PROTECTING OUR PLANET

Reducing our corporate carbon
footprint and strengthening
circular economy



JULIUS MEINL PEOPLE

DRIVING HIGH ENGAGEMENT

"Together we grow"
Sustainable business development
through healthy organisation



Key Actions and Achievements in 2023

RESPONSIBLY SELECTED COFFEE: DRIVING SUSTAINABILITY ACROSS THE SUPPLY CHAIN

At the heart of Julius Meinl's sustainability strategy is its Responsibly Selected Coffee Initiative.

In 2023, 42 % of the company's green coffee which is roasted in its production plants in Vienna and Vicenza was responsibly selected by purchasing coffee through sustainability schemes aligned with the Global Coffee Platform's Coffee Sustainability Reference Code. This is a significant leap from 22 % in 2022, reflecting Julius Meinl's ongoing dedication to increasing sustainable practices throughout its supply chain. The company is confident that it will reach its ambitious target of 100 % responsibly selected coffee by the end of 2025.

As an additional step of its due diligence, Julius Meinl conducts regular assessments through the non-profit organisation Enveritas, which performs field assessments on a sample basis across the company's coffee supply chains. These assessments aim to address any room for improvement that is identified, taking into account socio-economic criteria and environmental stewardship.

FROM FARM TO FUTURE: JULIUS MEINL'S GENERATIONS PROGRAM

The Generations Program, one of Julius Meinl's flagship sustainability initiatives, also expanded in 2023. **In Colombia's Tolima region, the company entered the second phase of its project, reaching an additional 150 farmers.** The trainings focus on optimising resource use and promoting regenerative agriculture, including agronomist-led sessions on soil testing, fertilisation, weed control, and a new composting initiative.

Soil has lost its properties as we have been exploiting it for decades, but thanks to the project we are now learning how to recover it and will leave our soil as a generational legacy for future generations. Additionally, we can sell our coffee at a higher price, as it was produced responsibly.

Gendris Medina, farmer and project beneficiary of the Generations Program in Colombia

The program was also launched in Uganda's Lwengo district, partnering with Sawa World and Ugacof to train 118 participants in sustainable agriculture and new income-generating opportunities. Impressively, around a third of the project beneficiaries started micro businesses based on these newly acquired skills, thus boosting the farmers' monthly earnings and showcasing the program's tangible impact.

Plans to expand the Generations Program in two additional countries by 2026 are underway.



Generations Program Uganda:
Allen, a project beneficiary, with freshly
harvested coffee cherries on her farm.



SUSTAINABLE PORTFOLIO EXPANSION: ORGANIC & FAIRTRADE PRODUCTS

The **launch of The Originals Bio Fairtrade line** in June 2023 featured three double-certified blends, achieving record results for HoReCa product launches in the company's history and thus highlighting a strong commitment to sustainability and quality.

Additionally, the company reached a milestone by selling **over 20 % of the total tea volume in organic quality**, thus nearly doubling the share of 2022.

CARBON FOOTPRINT REDUCTION: PROGRESSING TOWARDS NET ZERO TARGET

The company has made significant progress in reducing its carbon footprint. **Catalytic converters were installed in two roasting machines**, one at the Vicenza production site and one in Vienna, with expectations of achieving up to a 50 % reduction in gas consumption per roaster.

Additionally, the **implementation of photovoltaic panels** in Italy, which became operational in July 2023, generates approximately 30 % of the electricity needed for production annually.

The **increase in responsibly sourced coffee** is a crucial factor in decarbonising the value chain. In 2023, nearly doubling this volume significantly improved our suppliers' capacity to promote sustainable agricultural practices, protect biodiversity, enhance water management, and strengthen the resilience of coffee farms against the impacts of climate change.

These steps mark significant progress toward the goal of reducing Scope 1 and 2 emissions by 42 % and Scope 3 emissions by 30 % by 2030 compared to 2022 levels, with the ultimate target of achieving net zero by 2040.

CULTIVATING SUCCESS: INITIATIVES TO FOSTER GROWTH AND EMPLOYEE ENGAGEMENT

The company is dedicated to creating a supportive workplace that empowers employees in sustainable leadership, setting the stage for long-term success. In 2023, a **culture activation roadmap was developed to advance the "Together We Grow" culture**, following the establishment of nine core values in 2022. This included a comprehensive survey of 746 employees, representing 67 % of the workforce, to assess progress.

A digital platform has been rolled out across ten business units to standardise processes related to performance, development, succession, and compensation management, promoting clarity and transparency – essential elements for fostering a motivated workforce.

To enhance communication, the Global Coffee House initiative was launched on June 6, 2023. Held quarterly in Vienna and streamed globally, it fosters understanding and ownership of the organisation's strategic direction across all levels.



To find out more about Julius Meinl's sustainability commitment and read the 2023 Sustainability Report, click or scan the QR code.



NOTE TO EDITORS

ABOUT JULIUS MEINL

Founded in 1862, Julius Meinl is one of the oldest coffee roasters in the world and an iconic Vienna coffee house brand. Dedication to quality has been a family trademark for five generations. With more than 160 years of experience in sourcing, blending and roasting, Meinl is a preferred coffee supplier for Vienna's leading coffee houses. Today, Julius Meinl coffees and teas help create meaningful moments for customers and consumers across the globe, and are sold in over 50,000 hotels, coffee houses and restaurants in 70 countries, plus a growing number of retail outlets.

MEDIA ENQUIRIES

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