

# Moving on Health and Wellbeing

Our Progress: 2019 – 2020

**SUNTORY**  
BEVERAGE & FOOD GB&I

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# Overview

Since our last report in 2019, the world has changed in ways no-one could have imagined. Now more than ever, people are rightly recognising the importance of living active and healthy lifestyles and our commitment to health and wellbeing has only strengthened.

## Throughout the coronavirus pandemic our business has:

<p><b>Delivered 107,000 cases of our lower-sugar drinks to NHS frontline workers and vulnerable adults</b></p>	<p><b>Created 100 free-to-watch fitness workouts</b></p>	<p><b>Awarded £100,000 to fitness professionals frozen out of work in lockdown</b></p>
<p><b>Supported our people with dedicated, differentiated physical, mental and financial support</b></p>	<p><b>Helped 80,000 people keep active in lockdown</b></p>	<p><b>Created video content aimed at easing lockdown stress and anxiety</b></p>

It's a continuation of a strategy we've been working to since 2016, when we launched our industry-leading health and wellbeing plan. This is our third annual report looking back on the progress we are continuing to make, outlining how we are helping our consumers, colleagues and communities to make healthier drinking choices and to lead more active lives year-on-year.

## In total since 2016 we have:

<p><b>Invested £13m to bolster our capacity to produce lower-sugar drinks</b></p>	<p><b>Reduced sugar in our drinks by 57% achieving an average sugar content of 3.7g per 100ml</b></p>	<p><b>Overhauled our employee engagement to better support our people physically, financially and mentally</b></p>	<p><b>Provided over 10,000 disadvantaged 16-24 year olds access to sport through our sport-for-development programme</b></p>
<p><b>Given away 30,000 minutes of free pitch time</b></p>	<p><b>Inspired over 1.5 million people to be more active</b></p>	<p><b>Delivered 238 tonnes of drinks to national food redistribution network FareShare</b></p>	

## Why do we do this?

Because we live and breathe Suntory's 'Growing For Good' vision. This vision captures our ambition to continue growing as a company, and to help build a better, healthier and happier society as we do so.

Yes – it's a lofty and aspirational belief, but we've outlined our 'talk' above and now invite you to see 'our walk' over the next few pages.

So, please, read on and tell us what you think at [Growing.ForGood@suntory.com](mailto:Growing.ForGood@suntory.com).

Thank you.



*Carol Robert*

**Carol Robert**  
Chief Operating Officer  
SBF GB&I

# Our Drinks

In 2016, we announced that with the support of our new owners, Suntory, we would be accelerating our drive to become a manufacturer focussed on selling healthier drinks. Nearly five years on we're hugely proud of our key achievements:



**On average there is just 3.7g of sugar per 100ml in our drinks, well below the government's classification of high sugar drinks**



**A total 57% reduction of sugar across our brands**



**Committed to launch new core drinks with no more than 4.5g of sugar per 100ml**

Having made such strong progress on reformulating our core range of drinks, we have more recently shifted our innovation efforts to launching brand new, healthier choices to appeal to ever more health-conscious consumers.



## Brand launches (a snapshot)

Lucozade Revive, newly launched in 2020, is the sister-brand to Lucozade Energy and Lucozade Sport. It's designed to provide a gentler uplift than other energy brands in the market. The duo of drinks contain 4.3g sugar per 100ml, B vitamins 3,5,6 & 12 to help reduce tiredness, and are sweetened with a naturally-sourced sweetener derived from the stevia plant.

Other launches include Lucozade Sport's Cherry Kick, Lucozade Energy's Citrus Chill and Ribena's Raspberry Rays. As a business that takes our commitments seriously, all drinks go through our rigorous approval process throughout their creation and won't pass stage one unless they are aligned to our '4.5g sugar per 100ml or less' pledge.



## A setback, not a step back

We tied our business strategy into long-term consumer trends – growing demand for lower-sugar drinks packed with great taste – but not every brand, range extension or reformulation we launch is destined to succeed (less than 85% do across the consumer goods sector, according to industry experts Nielsen).

*Nielsen, April, 2019, setting the record straight on innovation failure*

### Launch for Frusion

In early 2019, we launched Ribena Frusion and had high hopes it would be a commercial hit. We felt its proposition was strong and aligned with what consumers wanted: flavoured blackcurrant water that was low in calories, rich in vitamin C and with no sweeteners. The drink was less-sweet tasting and unfortunately it performed below expectations and in mid-2020 we decided to withdraw it from sale.

So when, sweetness is clearly important, but sugar and sugar substitutes can both be barriers for consumers, what's the answer?

### Work in progress

For our business it's an ongoing challenge. We remain committed to doing what's right: producing great-tasting drinks that also have consumers' health and wellbeing front of mind. To an extent, the answer lies in building consumer confidence in sweeteners that can help deliver the taste people enjoy without relying on sugar. To that end, our industry and UK health and scientific bodies have a job to reassure the public about the proven safety of sweeteners.



# Our Society



A key pillar of our Growing For Good vision is 'Our Society'. As a purposeful business, we want to help empower the communities in which we work and to whom we sell.

It's an echo of the Suntory Group's founder Shinjiro Torii, who believed that businesses should operate under the spirit of 'giving back to society'. In our seventh year of Suntory ownership, we've now established several initiatives that go to the heart of our society. It's with huge pride that we've seen these initiatives pivot to help at this real time of need, truly highlighting how valuable these projects and campaigns have become.



## B Active

Founded in 2017, B Active is a sport-for-development programme for 16-24-year olds living in areas of social and economic deprivation. This community-led initiative, delivered in partnership with the Active Communities Network (ACN), runs in five cities across the UK and uses the power of sport and education to improve the lives of young adults.

Since our last report, B Active has engaged with a further 2,095 16-24-year olds and awarded 63 qualifications. 299 of our participants have volunteered as coaches with the programme.

**Across the three years, that's now a total of**

**10,095 engaged  
16-24 year olds**

**3,699  
participants  
volunteering in  
the initiative**

**2,312  
accreditations  
awarded**

### Robust accreditations

These range from Sports Leadership levels 1 and 2 to the 1st4sport award in Developing Community Activities For Youth At Risk. These qualifications help to set up our B Active participants for employment as well as creating positive contributors to society.



## Through Covid-19

Often experiencing financial hardship as well as difficult social environments, many of the amazing people enrolled in B Active didn't have a wider support network to help them through the peak of Covid-19, nor did they have the laptops, mobiles (and mobile credit), tablets and the streaming subscriptions and video calls that many take for granted. In some cases, they didn't even have access to food.

The physical group workouts couldn't happen and so the programme switched to online sessions. Going even further, our programme pivoted to focus on providing mental health and outreach support to the young adults struggling to cope.

This critical support has been welcomed in the community and hasn't just been vital through the pandemic, but has helped these vulnerable young adults to process the Black Lives Matter movement too.

## What next?

We think the results of B Active are phenomenal but recognise that if the programme scales up there's potential for exponential growth and ever-greater impact for B Active.

### Dreaming big

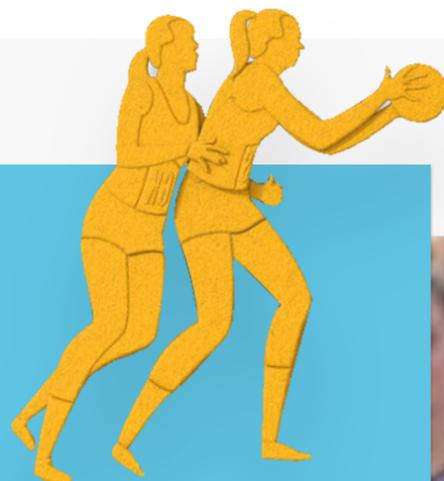
To make that big dream a reality we've funded a three-year academic study at Leeds Beckett University, due to be published in early 2021, that will help improve B Active and draw wider lessons on how to help keep young adults active and physically and mentally fit. Our intention is to share it openly with government and NGOs to show decision-makers how sports-for-development programmes can achieve the strongest results.

### A blueprint

We believe sharing learnings like this openly is an important way of giving back to society; a blueprint to help build better programmes in the future.



## Made to Move



In our 2019 report, we highlighted that our £30m Made To Move campaign had surpassed its target of helping over one million people to move more (by a pretty impressive 500,000!). We talked about how we intended to shift our platform to reach young women, who had been identified as the hardest group to engage in physical activity.

At the very heart of this – alongside a wider collaboration with the FA to include the women’s game and a big marketing push featuring Lionesses on our bottles – was a participation initiative aimed at getting more women playing sport in the UK. We used our brand’s marketing muscle to create a first-of-its-kind partnership between competing pitch providers Goals and Powerleague, to give away a hugely ambitious 90,000 free pitch minutes up and down the country for women to use.

The results have been really encouraging. Over 30,000 minutes were redeemed, creating free-fitness opportunities (more of this later) and helping to maintain the momentum in women’s sport driven by the 2019 Women’s Football World Cup. With just over a third of available minutes used – despite significant marketing investment in driving awareness of the campaign – it does show us that there’s still a lot more work to be done. We’re excited to continue our long-term partnership with the FA’s Lionesses to keep supporting this “hard-to-move” demographic.



## Celebrating the movers

We continue to push ourselves to inspire physical activity in the UK. In the last 12 months, we've delivered another project that has succeeded in inspiring more people to get out and be active.

### Movers List

We researched and curated a list of 50 (amazing) individuals who inspire others to move more – 'The Movers List'. The objective was to recognise and celebrate them for their volunteering, charity work or dedication to sport and exercise, and to inspire others to join their classes and lead this amazing movement revolution.

These heroes include a 27-year-old instructor who combines yoga with paddle boarding; a 35-year-old reformed gang member who organises community BMX rides; a 75-year-old IronGran triathlete who set up fitness classes for OAPs; and the inventor of walking football – and that's just a few!

### Fitness class registrations

We spread awareness of these 50 movers across UK media, reaching millions of people with inspiring stories and drove more than 4,500 people to sign up pages for fitness classes near them.



Michaella Robb, Stand-Up Paddleboard yoga instructor



Mac Ferrari, Bikestormz founder



Edwina Brocklesby, Silverfit founder



John Croot, walking football pioneer

## Through Covid-19

Our Lucozade Sport brand's Made To Move platform continued to support people and made national news when it launched a £100,000 'Keep Us Moving' fund. The idea was to support personal trainers, gym instructors and fitness coaches who have been unable to hold their usual classes and, in many cases, unable to earn their living. The campaign helped exercise pros to continue their classes online, and we hosted and promoted their classes through the brand's social media channels so that the public could exercise at home for free.

The uptake and impact was literally breathtaking.



Ben Blakestone, Keep Us Moving fitness class instructor

## In total:

**100 fitness experts have created and shared a class (and received their £1,000)**

**1,500 minutes of keep fit content and 100 workout videos have been created**

**Over 80,000 people have been reached**

We believe free-to-access fitness content is important through the pandemic and beyond, so these keep fit workouts will remain free to access for thousands more to exercise.

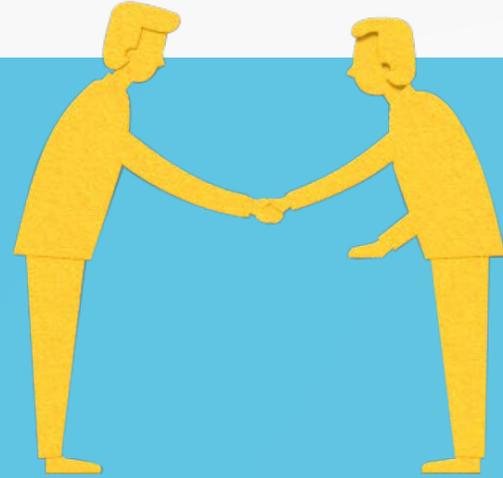
While Lucozade Sport was looking after people's physical health, our Ribena brand stepped up to support the nation's mental health.

### Mental wellbeing

Ribena's 'Creative Juice' campaign was launched in response to the national lockdown that left many feeling isolated and with heightened feelings of stress. Born out of the insight that doing something creative can help people more easily express their emotions, Ribena partnered with the Mental Health Foundation to host a range of online resources to get the nation's creative juices flowing from their living rooms.

At the same time, we partnered with artist Beau Kerouac to create 'Wander', a series of short films aimed at promoting escapism and supporting the nation's mental health. You can watch them for yourself on [www.ribena.co.uk](http://www.ribena.co.uk)

## Donating Our Drinks



Just as everyone should have access to free exercise, we also believe that everyone should have access to food and drink. Sadly, we know this isn't the reality for everyone, which is why we're proud to work with brilliant partners that help tackle food waste and put a stop to hunger.

FareShare and FoodCloud, who we've given 238 tonnes of drinks across the UK and Ireland, do this by redistributing surplus food and drink to community groups, hostels and food banks.



## Through Covid-19

As the pandemic took hold, we saw a clear opportunity to support a wider network beyond our immediate communities and to date have distributed 107,000 cases of drinks:

To help with the increased demand from community groups and food banks, we donated 32,000 cases to FareShare and FoodCloud throughout the height of the pandemic.

### Frontline services

We also worked directly with the NHS and other frontline services to donate our drinks at scale to as many hospitals and places of care as possible. We sent a total of 42,000 cases to hydrate NHS staff and frontline workers and our drinks even ended up on a Navy ship!

### Homeless support

A further 33,000 cases went to support the disadvantaged through existing partnerships such as the one we operate with homeless charity Crisis and new ones too including the support we were able to provide to rough sleepers across Westminster with This Is Paddington.





# OurSelves

For our business to prosper and give back to society in the ways we've outlined earlier in this report, we need our people to be at their very best.

When we launched our health and wellbeing strategy, our employees were a key cornerstone of the plan and this hasn't changed. It is vital in any job that colleagues are fulfilled and motivated inside and outside of the workplace.



## Best You

Our internal Best You portal provides an easy way to access all the resources our colleagues need for good physical wellbeing, personal development, financial wellbeing, improved mental health and peace of mind.



**Growth Mindset coaching** – sessions delivered through lunch and learns, workshops and courses



**MyCoach** – an independent and confidential, professional coaching service that is available to all SBF GB&I employees



**Health care support** - Virtual GP appointments and health app for all employees with 24/7 access



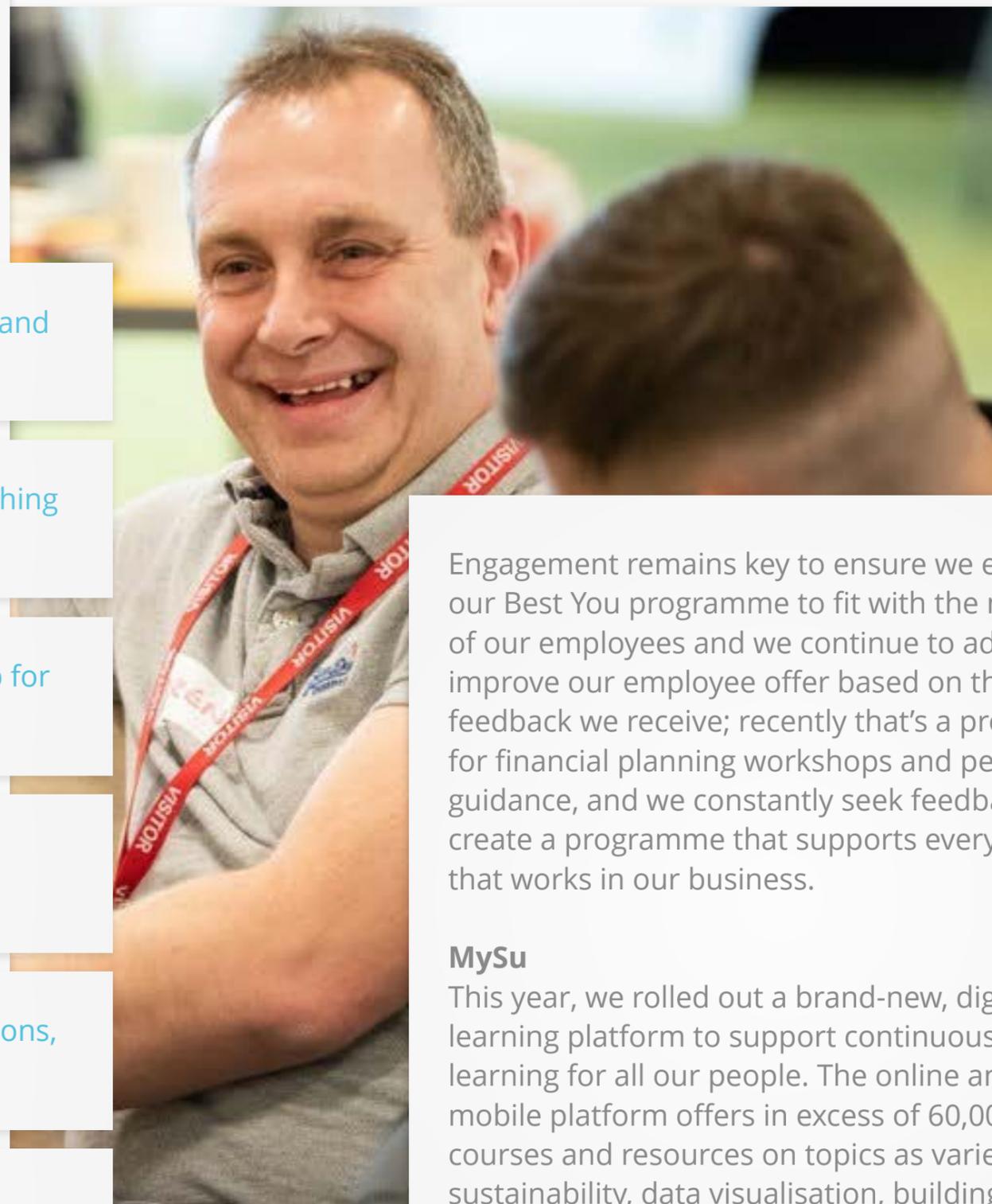
**Flexible Fridays** – encouraging flexible working hours to allow teams to extend their weekends



**Benefit Fair Days** – our benefit providers on hand to talk pensions, mental health and fitness



**Employee Assistance Programme** – a free 24-hour helpline available to every colleague to talk through life's issues confidentially



Engagement remains key to ensure we evolve our Best You programme to fit with the needs of our employees and we continue to adapt and improve our employee offer based on the feedback we receive; recently that's a provision for financial planning workshops and pension guidance, and we constantly seek feedback to create a programme that supports everyone that works in our business.

### MySu

This year, we rolled out a brand-new, digital learning platform to support continuous formal learning for all our people. The online and mobile platform offers in excess of 60,000 courses and resources on topics as varied as sustainability, data visualisation, building resilience and how to lead virtual meetings. Truly inclusive, the courses are available in six languages.

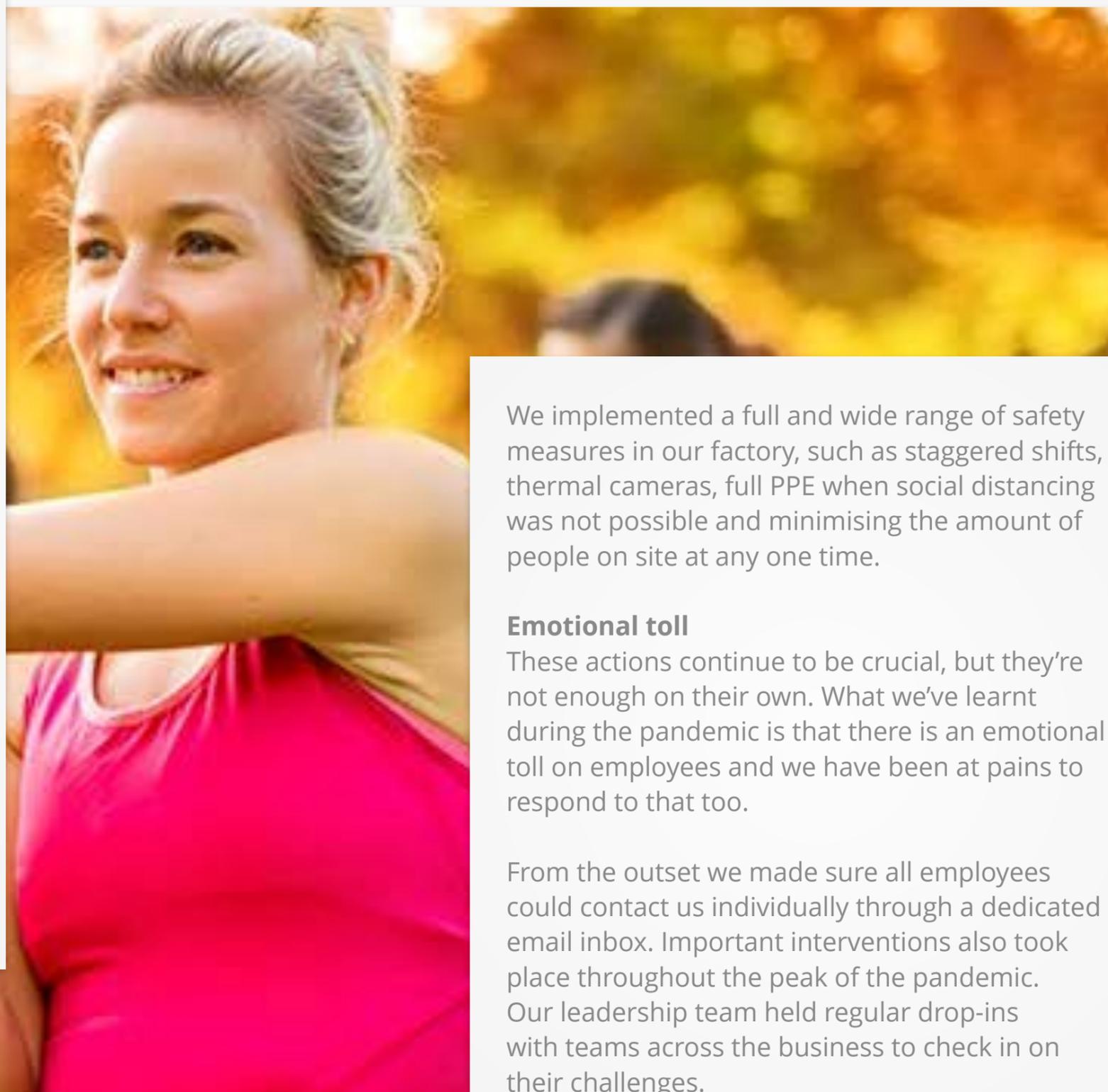
## Through Covid-19

2020 has stress-tested our employee welfare programmes and the pandemic has brought home the importance of staying connected and looking after the mental wellbeing of the people who make our business work.

Experts at professional training and coaching consultancy Mind Gym have helped us to develop resources that support our employees' mental health at home, and we've been providing lots of resources to help our colleagues stay active during lockdown.

### Celebrating recognition

Our supply chain colleagues, R&D teams, frontline workers, sales and marketing colleagues all had different requirements, which could only be met with targeted, relevant and timely contact from our agile HR team. That same team was sure to celebrate the government's recognition of our employees as Key Workers and provided frontline staff with clarity on the support available to them in order to keep the country, our partners and charity partnerships supplied with drinks.



We implemented a full and wide range of safety measures in our factory, such as staggered shifts, thermal cameras, full PPE when social distancing was not possible and minimising the amount of people on site at any one time.

### Emotional toll

These actions continue to be crucial, but they're not enough on their own. What we've learnt during the pandemic is that there is an emotional toll on employees and we have been at pains to respond to that too.

From the outset we made sure all employees could contact us individually through a dedicated email inbox. Important interventions also took place throughout the peak of the pandemic. Our leadership team held regular drop-ins with teams across the business to check in on their challenges.

## Company-wide we provided:



Access to free online workouts, virtual classes, nutritional support and mental wellbeing tips, all provided by our own colleagues



SBF GB&I 'BBQ time' that encouraged employees to take the afternoon off to unwind from the increased stress lockdown's challenges created



A text alert service that updated employees on all key government announcements within 30 minutes of broadcast



A meal-treats reward to give our people dinner on us (22,208 meals), creating a break from the lockdown routine



Dedicated practical support for our 'people managers' on supporting the health and wellbeing of their teams



Return To Work kits featuring videos, instructions and guidance to reassure colleagues about resuming office-based work



Uplifting email content that helped colleagues to relax (Fun Fridays), keep fit (Workout Wednesdays) and remain focused (Motivational Mondays)



PPE training days to give field sales employees clear guidance (and PPE) to protect them, our customers and the public



Supported our employees in volunteering to become NHS responders

What's vital is that we take the best learnings and continue to offer an enhanced programme to our colleagues into any new 'normal'.



Thanks for reading our Moving On Health & Wellbeing report.  
Have any questions? Please get in touch with the team at  
[Growing.ForGood@suntory.com](mailto:Growing.ForGood@suntory.com)

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