

# Stoli partners with ReSea Project to celebrate World Ocean Day



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Stoli Group, the leading global ultra-premium spirits and wines company, celebrated World Ocean Day with the announcement of a collaboration with [ReSea](#) Project to fight ocean plastic pollution. Recognizing that the ocean is our most important ecosystem, which produces more than 50% of the air we breathe and is home to an abundance of life and biodiversity, Stoli has committed to turning the tide by actively removing plastic waste from bodies of water as part of its ocean mission with ReSea Project.

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"Stoli Group is keenly aware that immediate action must be taken to ensure we have a sustainable planet for future generations. With the recent addition of our Global Sustainability Leader, ReSea Project, and recognition of our fully green operations in Mexico, we are making critical progress.

"As is the nature of Stoli, we have aggressive goals to establish the most powerful and sustainable ultra-premium spirits portfolio. These actions move us closer to the goal line. We believe in building Sustainable Partnership Development Programs to empower the right people to do not only what is right, but what is necessary," comments Damian McKinney, Global CEO, Stoli Group.

Specifically, every time a consumer buys one bottle of Stoli at a participating retailer, the company will fund the removal of 200-g (the equivalent of ten 500-ml plastic bottles) from oceans and rivers through its collaboration with ReSea Project. This key initiative has received support from around the world and is kicking off its first phase by partnering with global travel retail. Market activations are taking shape across North America, Western Europe and Asia - with more countries expected to join. Using a QR code, consumers can access collection data, learn more about the cleanup process and witness the difference made together with ReSea Project.

"I am delighted global travel retail will be the first to benefit from this important initiative. We are

kicking off later this summer with various Ferry Lines in the Nordics supplied by Heinemann, followed by Dubai Duty Free as of September. In the meantime, we expect other customers to confirm their support for this campaign.

"This initiative will be supported in-store via neck collars, on-board videos, in-store visibility and a global digital campaign. At a time when sustainability is high on the agenda in GTR, I am proud Stoli Group is taking tangible steps to making a difference," adds JP Aucher, Global Travel Retail Director, Stoli Group.

To achieve environmental sustainability by 2025, Stoli Group is reducing carbon emissions across its value chain by switching to 100% Electric Vehicle fleets, producing all secondary packaging from renewable materials, ensuring Eco Design Standards are built into every innovation and design and promoting sustainable agriculture from grain to bottle. At the same time, commitment to gender equality, diversity and inclusion will ensure Stoli maximizes social sustainability performance.