

# Policy

# Packaging



# Why

Our packaging is an important part of the products we offer to our customers and consumers. It ensures the safety and quality of our products and gives expression to our brands.

At the same time, we realise that packaging can have a negative impact on the environment and that it can contribute to social challenges, such as resource scarcity and climate change. Naturally, we wish to limit this as far as we can and to add social value where possible.

# How

In order to protect the quality and food safety of our products, we apply international standards.

In addition, we find that our packaging must be as circular and sustainable as possible and therefore participate proactively in sustainable packaging initiatives, partnerships and innovations. We are therefore committed to the EU-wide ambition to ensure that, by 2030 at the latest, all plastic packaging within the EU is either reusable or recyclable. In this respect we signed the Circular Plastics Alliance Declaration. We are also active in local and sector-specific initiatives, such as Plastic Pact NL and the Plastic Promise (for the reduction of disposable plastic in the events industry).

As circularity and sustainability are top priorities for us, we want to go even faster and further than these agreements. The SFB ambition therefore is that our primary, secondary and tertiary packaging will consist of 100% recycled material and be 100% recyclable. We are guided by our 'R' approach: Rethink, Redesign, Reduce, Re-use, Repair, Refurbish, and Recycle.

# What

From January 2021, all new primary, secondary and tertiary packaging that we put on the market will consist of, at least, 50% recycled material. In addition, they will be 100% recyclable. This applies to glass, cans, plastic as well as cardboard.

Furthermore, we have set the following targets for 2025 for all our existing primary, secondary and tertiary packaging:

## Plastic

- Disposable plastic for packaging will consist of 80% recycled material.
- New disposable plastic for packaging will be 100% recyclable.
- We will support joint activities related to a better separation, sorting, recycling and litter.

## Glass, cans, paper, cardboard and wood

- Glass, cans, paper, cardboard, and wood are made of 100% recycled material or come from PEFC or FSC sources.
- Glass, cans, paper, cardboard and wood that we use for our packaging will be 100% recyclable.
- We will continue to strive for the reduction of the weight of glass, cans, paper, cardboard, paper and wood.
- We support joint activities that improve waste separation, sorting, recycling, and litter collection.

