



SUSTAINABILITY MANIFESTO



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"PLEASE ENJOY OUR DGB PRODUCTS RESPONSIBLY. WE DO EVERYTHING TO PRODUCE THEM RESPONSIBLY."

As South Africa's leading independent wine and spirit company, we could not exist without the bounty of our natural world. So, we take our responsibility to our planet, its citizens and its continued progress more seriously than most. We are passionate industry champions of sustainable, viable and above all practical responses to the challenges of a planet under threat. It's not fashionable corporate altruism. It's business common sense. Our customers demand it.

"Pleasure without responsibility is a hollow reward with a bitter aftertaste."



At DGB we apply the principles of **Responsibility** throughout our many-spectrumed operation every day – from vineyard to production process, from bottle and label to people and community, commerce and regulation. Our **Responsibility** ethos is one that observes **Planet, People and Prosperity. All are interlinked.**

OUR DGB RESPONSIBILITY PURPOSE IS FRAMED BY 3 ESSENTIAL ATTITUDES:

WHAT WE TAKE FROM OUR PLANET WE TRY TO REPLACE, REPLENISH, RECYCLE, COUNTERACT OR OFFSET

WHAT WE PRODUCE, WE PRODUCE THOUGHTFULLY, INNOVATIVELY, PRACTICALLY AND WITH THE INTENTION TO 'DO NO HARM'

WHAT WE INVEST IS A 'DOWN-PAYMENT' ON THE CONTINUITY OF OUR BRANDS, OUR PEOPLE, OUR COUNTRY, THE ENVIRONMENT AT LARGE



WE DEMONSTRATE THIS IN 11 DGB RESPONSIBILITY
PRINCIPLES THAT ARE IN PLAY ACROSS EVERY
FACET OF OUR OPERATION

WE FRAME THESE PRINCIPLES WITH THE WORD

'R.E.S.P.O.N.S.I.B.L.E'

FOR EACH WE OFFER TANGIBLE, PRACTICAL
EXAMPLES OF THEM IN ACTION, AS FOLLOWS:



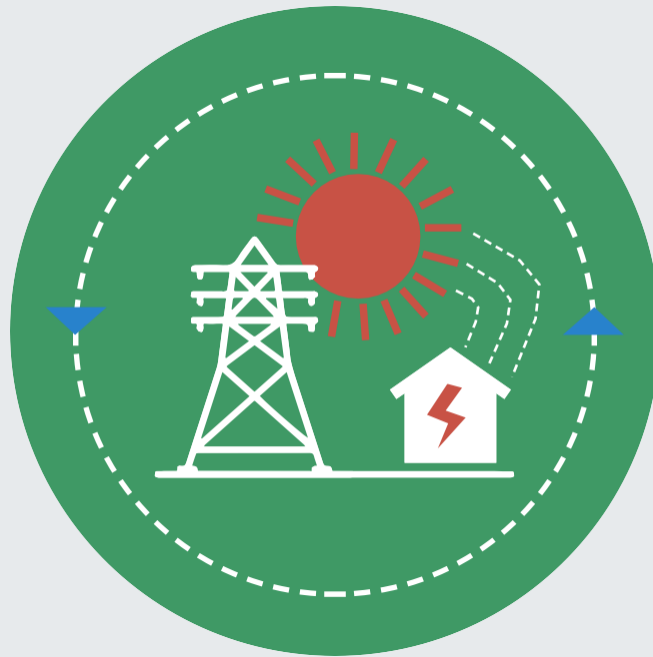


Recycling is our ‘ground zero’ response

It’s the most familiar word in the Green movement, and at DGB we believe it’s still a powerful habit everyone can adopt to answer the challenges of our planet and the careless waste of its finite resources. We promote it daily in all our operations and ask our partners and our customers to do the same.

Examples: From the recycling of plastic, metals, bentonite filter powder, printer cartridges and machine oils to the recomposting of grape stems and pips from our wineries or biodegradable waste from our restaurants; from the reclaiming of effluent water, to the use of recycled-content paper for labels, or bottles with up to 40% reclaimed glass content – we’ve fast become an industry recycling leader.





Emission-free energy wherever we can

Any way to avoid the emission of carbon via fossil fuel use and to reduce our carbon impact is one of DGB's continuous goals. Our own renewable energy infrastructure is a practical, achievable solution in our own 'backyard' – it's critical, given our country's current unreliable power supply.

Examples: Just one of our wineries in Wellington has the largest solar photovoltaic energy installation of any wine production facility in South Africa. An 801 KW roof array of 2400 panels not only offsets 1265 tonnes of potential CO₂ emissions, but also produces clean, surplus energy fed into the grid of its neighbouring town and communities.



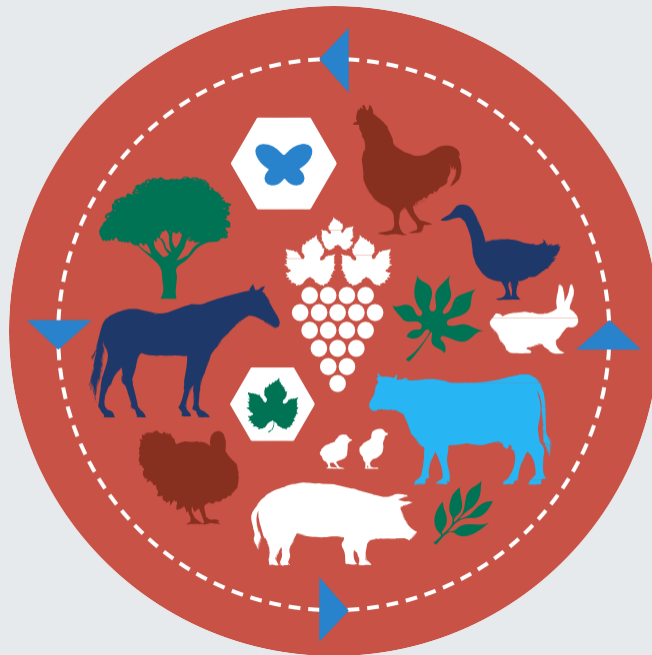


Saving every drop of precious H2O

We are agriculture-dependent, and we cannot exist without water. In a world in the grip of climate change and a country increasingly affected by unpredictable droughts, saving or reducing the unnecessary use of a life-giving resource is a 'no-brainer'.

Examples: Rainwater runoff collection is a visible standard at all DGB properties. Using bio-treated grey water in ablutions and produce gardens at estate venues like Franschoek Cellars, has almost halved the use of potable water. At our Wellington facility, anaerobic processing not only sees clean water released to the local municipality, but we also reclaim an impressive 50 million litres of irrigation water p/a to help water its vineyards.



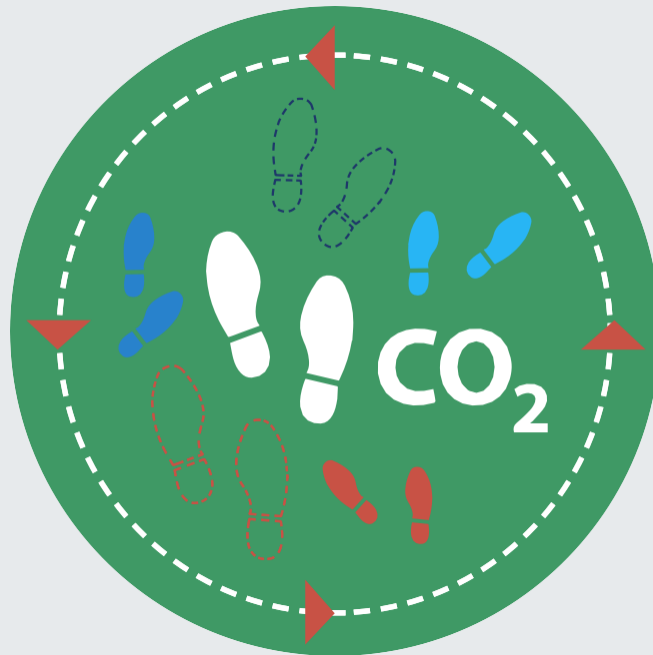


Preserving our unique biodiversity

Our wine region is part of the world's most species-rich floral kingdoms for its size, and a mecca for a blossoming wine tourism economy. We are blessed with unique climates and soils—home to highly evolved fauna and flora ecosystems that are key to the character and natural survival of our wine region.

Examples: DGB applies some of the wine-world's earliest and most recognised codes of environmental legislation and best-practice. Since 1998, we have been part of a conservation community that has set aside some 150 000 hectares of winelands as conservation land, actively restoring it to its original natural state and species. From agricultural planning that preserves surrounding indigenous farmland vegetation like the Cape's unique climate-adapted 'fynbos' species, to the planting of water-wise 'spekboom' succulents (with one of the world's most remarkable capacities for oxygen and CO₂ exchange) we are tireless champions of our rich natural heritage.





Offsetting our carbon impacts

Our carbon ‘footprint’ –the impact we leave on the planet from any activity directly or indirectly –can never be obliterated, but we can mitigate it by returning healthy natural gases to the atmosphere and absorbing the harmful ones we can.

Examples: Our Offset Carbon Bamboo Project that begun in 2011 delivers potent carbon neutralisation, using a fast-growing species with one of the highest capacities for oxygen release and CO₂ absorption. Awarded the global ‘Drinks Business (Ethical) Award’ in 2012, besides carbon offsetting, this pioneer project has also generated job-creation opportunities for poorer, isolated rural communities in SA’s job-strapped Eastern Province.





Natural solutions to natural challenges

Wine is dependent on the miracle of nature. From soil nutrients and insect pollinators that help to produce its fruit, to the microbial secrets of fermentation, anything we can do to encourage and assist nature's largesse we apply – always with the natural mantra:

“Do no harm... or as little as possible!”

Examples: We use ‘cover’ crops in our vineyards to reduce evaporation and irrigation. We encourage natural pest controllers like insects and birds to avoid the need for herbicides or harmful chemical agents that, in turn, endanger natural ecosystems. Our water treatment processes use anaerobic bacteria; even our recycling activities are founded on biodegradable, naturally composting, no-landfill, healthy ‘return-to- earth’ practices.





South African benchmarks to inspire global solutions

Surprisingly, South African winemakers have a long history of responsible wine practices that anticipate the recent advent of a global wine sustainability vision. Many are unique to our country but are now claiming attention in other parts of the wine world.

Examples: South Africa introduced formal guidelines on wine growing sustainability as early as 1998.

Today, over 95% of growers and cellars in DGB's ambit apply stringent standards.

We lead the world in production integrity and auditable sustainability and traceability bona fides. Beyond this, we are also one of the world's most established centres of viti/vinicultural learning in a wine-world globally under threat.





Invest in transforming innovation

Wine is an industry of established tradition and standards. It does not easily embrace invention. But to survive in a 21st Century world it must entertain new realities, re-energise and innovate to meet unforeseen challenges beyond its comfort zones.

Examples: The weight of a single wine bottle is a major factor in a world seeking a reduced carbon footprint. DGB's innovative solution: create a lighter bottle. This pioneering invention has been responsible for a 340-gram bottle – 35% lighter than all similar and substantially reducing moving tonnage. And why stop there? Today DGB also uses equally innovative carton packaging with a board thickness that reduces packing weight even more.

And watch this space for our latest innovations.





Be a sharing sustainability leader

Sustainability needs collective, collaborative responses, and at DGB we pass on our knowledge and resources not only to our working partners, but also to the industry at large. We believe that true competitiveness in our industry begins with a level playing field, because ultimately what we all know benefits us all.

Examples: We equip our own farmers and industry colleagues with cutting-edge viticultural science – like the planting of drought-resistant cultivars, latest intelligence on smarter, leaner wine processing, and improvements in bottling, packaging and farming practices.
Our added input into key sustainability legislation we regard as fundamental to the future of a healthy, vibrant industry.





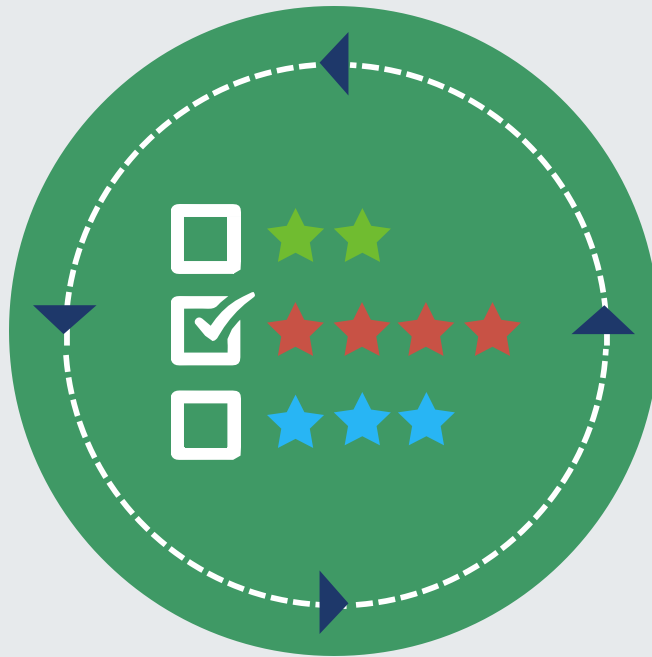
Live our responsibility every day – small and big

From single microscopic emission particles to grains of micro-plastic in our ocean, small, careless things have created our biggest global burdens. But we believe that small, individual repeated responses also have the power to change the world for the better. And we live that ethos every day throughout our company.

Examples: It may be in a tiny insect pollinator saved from a farming pesticide; a drink of water that avoids a paper cup; the use of a few micrograms of organic biodegradable ink on our labels, which also convey the small message to our end-users to recycle their bottle.

We believe every action counts and at DGB we live that in countless thousands of small responsible actions each day.





Enjoying responsible quality & value

We are ultimately producers and purveyors of pleasure. Our value relies on taste, character and authenticity. Protecting the speciality and integrity of our products is sustainability in action itself.

Examples: South Africa has one of the oldest and most trusted systems of liquor quality, regulation, traceability and leads the world in viti/vinicultural integrity. And, like 98% of all SA wine producers, DGB complies with critical global codes including the Integrated Production Of Wine (IPW) and the Global Wine Sector Environmental Sustainability Principles (GWSESP) to name but a few. Responsible wine making has long been part of our DNA at DGB. It continues to add value and cache to responsible sustainable enjoyment!



THANK YOU!

