

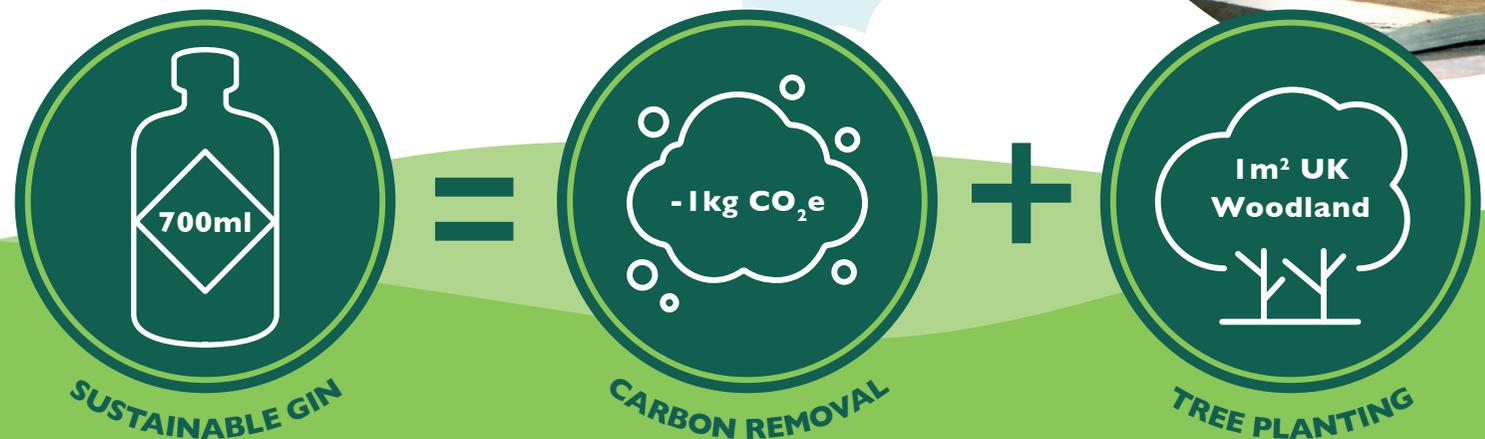
# ENGLAND'S FIRST CARBON-NEGATIVE GIN

We believe drinking good spirits needn't cost the Earth. That's why one 700ml bottle of Dry or Herb Gin removes 1kg of CO<sub>2</sub>e from the atmosphere and plants 1m<sup>2</sup> of native UK woodland.



We're actively reducing the carbon footprint of our products to support the UK Government's target of achieving net zero greenhouse gas emissions by 2050<sup>1</sup>.

A carbon footprint represents the total greenhouse gas emissions caused directly and indirectly by a product<sup>2</sup>, expressed as a CO<sub>2</sub> equivalent (CO<sub>2</sub>e).



## HOW DID YOU DO IT?

We achieved this by reducing the carbon footprint of our two core products as far as possible, before offsetting the remainder with verified carbon credits, to reach carbon-neutral. We opted to offset a further 1kg of CO<sub>2</sub>e beyond neutral, meaning more carbon is removed from the atmosphere than is emitted.

We're taking the lead to fight climate change and help Yorkshire achieve its mission to be the UK's first carbon-negative county by 2040<sup>3</sup>.

As a sustainable distillery we work closely with farmers, suppliers and customers, to ensure we minimise any negative impact arising from our operations. From day one we have actively reduced the carbon emissions associated with our gin, for example opting for lightweight, recycled glass bottles, using only 100% green energy and planting UK woodland.

To reduce our impact even further, we worked with an experienced independent consultant to calculate the footprint of our two best-selling products, the Dry Gin and Herb Gin.

We chose to offset the footprint 1kg beyond neutral with high-impact credits from Verra's Verified Carbon Standard program, the world's leading carbon verification scheme<sup>4</sup>. This means investing money into certified projects that ensure the removal of 1kg more CO<sub>2</sub>e from the atmosphere than the gin emits, helping to reduce the adverse effects of climate change.

By working with a verified offsetting scheme, we can be certain that every credit represents a permanent, unclaimed and accurate tonne of CO<sub>2</sub>e removed and that the scheme does not harm people or planet.

A CO<sub>2</sub> equivalent (CO<sub>2</sub>e) is a unit of measurement that is used to standardise the climate effects of various greenhouse gases<sup>5</sup>.

In addition to carbon offsetting, each bottle of gin plants one square metre of native broadleaf UK woodland thanks to our charity partnership with the Yorkshire Dales Millennium Trust<sup>6</sup>. Woodland creation promotes biodiversity, reduces flooding, sequesters carbon and creates beautiful outdoor spaces for communities to enjoy.

It is our way of investing in the future and doubling-down on our commitment to the planet. Each square metre of woodland could lock away an extra 16.6kg of carbon over the next 50 years<sup>7</sup>.

# EXPLANATION

## WHY IS THIS IMPORTANT?

Greenhouse gases such as carbon dioxide cause climate change by trapping heat in the atmosphere<sup>8</sup>. They contribute to extreme weather, rising sea levels and threaten human and animal life. Everyone should take action to reduce their carbon footprint and limit global warming to 1.5°C above pre-industrial levels<sup>9</sup>. Making our core products carbon-negative is a big milestone in our mission towards becoming a carbon-negative distillery.



Herb and Dry Gin

## HOW WAS THE FOOTPRINT CALCULATED?

We enlisted the help of Environmental Strategies Limited, a consultancy with over 20 years of experience in this sector, to calculate a wide 'cradle-to-customer gate' footprint of our two core products, Dry Gin and Herb Gin<sup>10</sup>. This encompassed all emissions - from the growing of the raw materials right through to delivery of the gin to you, our customer.

Dry Gin footprint: 1.35kg CO<sub>2</sub>e (-1.0kg after offsetting).  
Herb Gin footprint: 1.22kg CO<sub>2</sub>e (-1.0kg after offsetting).



Cold-distillation

## HOW LONG DID IT TAKE?

Since we established our distillery in 2016, we have focused on minimising our environmental impact by operating as sustainably as possible. We released our first gin in 2018 and from October 2019 to September 2020 we collected 12 months of data on which to base the calculations. Environmental Strategies Limited then analysed the data to determine the footprint.



Plantation in Uruguay

## HOW DID YOU OFFSET THE CARBON?

To offset carbon emissions we invested in a Verified Carbon Standard project - the Iberpapel Forest Plantation in Uruguay - by purchasing verified carbon credits. These credits have been retired in our name (which means they cannot be claimed elsewhere) with details entered into a publicly available register<sup>11</sup>.

The project involves the establishment of a silvopastoral system<sup>12</sup> on 4,691 ha of degraded land. It combines forest plantations with the grazing of animals, for mutual benefit and carbon dioxide sequestration. It will result in a significant contribution towards 5 of the 17 UN Sustainable Development Goals and is certified by Verra and the Forest Stewardship Council.



“The risks posed by climate change are now so great, that changes to the behaviour of both businesses and consumers is urgently needed. Founders Abbie and Chris have shown strong leadership within the distilling industry, demonstrating that working to Circular Economy principles creates resilience, reduces environmental impact and adds greater value for the customer.”

**Professor Peter Ball**  
University of York

## WHAT DOES THIS MEAN FOR ME, THE CUSTOMER?

Every time you buy a bottle of Cooper King Herb or Dry Gin, you contribute to the removal of 1kg of CO<sub>2</sub>e from the atmosphere and the planting of 1m<sup>2</sup> of native UK woodland. By choosing sustainable spirits you are reducing your impact on the environment, by lowering carbon emissions, saving natural resources and reducing waste.



1% for the Planet donation

## WHAT HAPPENS NEXT?

Turning our core gin range carbon-negative is a significant step in our plan to become a carbon-negative distillery. We value people, planet and prosperity and demonstrate this by being a Living Wage Employer, signing the United Nations Climate Neutral Now Pledge, and becoming the first distillery in Europe to join 1% for the Planet<sup>13</sup>. As active members of the Circular Economy we continually engage with others, to reduce our environmental impact and share our knowledge, hopefully inspiring others to make a positive difference.

We've even planted our own juniper bushes, so watch this space.

# HOW DID YOU ACHIEVE SUCH A LOW FOOTPRINT?

**Dry Gin footprint: 1.35kg CO<sub>2</sub>e (-1.0kg after offsetting).**  
**Herb Gin footprint: 1.22kg CO<sub>2</sub>e (-1.0kg after offsetting).**



“The judges commended Cooper King as a blueprint that clearly demonstrates how sustainable distilleries should operate. The judges were really impressed by the way Cooper King has considered every aspect of operations and delivered with full transparency. If only all businesses were this circular and green.”

**Judging panel**  
P.E.A. Awards 2020



## LIGHTWEIGHT BOTTLES

Most premium spirits are packaged in heavy glass bottles to give a perceived quality. We bucked the trend by using a lightweight alternative - weighing 250 grams less than the average spirits bottle<sup>14</sup> - made from 55% recycled glass. This requires less raw materials, decreases transport emissions and reduces the bottle's carbon footprint by 65%. It also saves money - meaning you pay for the liquid inside, not the bottle.



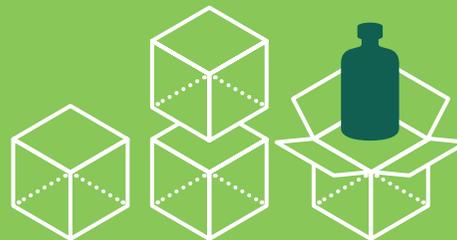
## GIN REFILLS

In 2018 we introduced a gin refill scheme enabling customers to bring their empty bottles back to the distillery for a refill, saving themselves money in the process. This 'bottle for life' reduces the use of new bottles, saves on postage, keeps waste out of landfill and helps raise awareness of the 'reduce, reuse, recycle' mantra.



## SOURCING LOCAL

The wheat that forms the base of our spirit is all grown locally, within Yorkshire, with some even grown in the field adjacent to the distillery. Buying close to home supports local farmers and significantly reduces the environmental footprint of one of our key ingredients.



## PLASTIC-FREE POSTAGE

A clever origami-style cardboard postal box - developed with a local manufacturer - has eliminated the need for plastic packing materials such as bubble wrap and inflatable packs, drastically reducing the carbon footprint. Any packing material we do use is made from shredded cardboard waste, and the tamper proof seals on the bottles are paper, not plastic.



## ZERO WASTE TO LANDFILL

After each distillation run we send the spent botanicals to a renowned local bakery, to be upcycled into delicious breads and pastry glazes, or compost them on site (it smells delicious!). The compost is used to grow some of next year's botanicals and feed our young orchard. All other waste is either recycled or sent to a local state-of-the-art incinerator which generates power for local homes<sup>15</sup>, meaning zero waste is sent to landfill.



## REDUCING ENERGY USE

Cold-distilling our gins - using efficient and innovative vacuum stills - means we use a fraction of the energy required to run a traditional gin still. Our energy supply is 100% green and verified by an independent third party, EcoAct<sup>16</sup>.

# REFERENCES



“A huge thanks to Cooper King Distillery’s customers for supporting YDMT’s work, through your purchases of gin! Thanks to you, over 11,000m<sup>2</sup> of native woodland has been planted in the Yorkshire Dales and surrounding areas, creating breathing spaces that benefit people, the environment and wildlife.”

**Sarah Hodgson**  
Yorkshire Dales Millennium Trust



# COOPER KING

## DISTILLERY

- <sup>1</sup> <https://www.gov.uk/government/news/uk-becomes-first-major-economy-to-pass-net-zero-emissions-law>
- <sup>2</sup> <https://www.carbontrust.com/resources/carbon-footprinting-guide>
- <sup>3</sup> <https://www.businessinspiredgrowth.com/project/circular-economy/>
- <sup>4</sup> <https://verra.org/project/vcs-program/>
- <sup>5</sup> <https://www.myclimate.org/information/faq/faq-detail/what-are-co2-equivalents/>
- <sup>6</sup> <https://www.ydmt.org/cooper-king-distillery>
- <sup>7</sup> <http://blog.ydmt.org/woodland-qanda/>
- <sup>8</sup> <https://www.metoffice.gov.uk/weather/climate-change/causes-of-climate-change>
- <sup>9</sup> <https://www.ipcc.ch/sr15/>
- <sup>10</sup> The calculations are based on the GHG Protocol Principles of relevance, accuracy, completeness, consistency, and transparency. The requirements of both PAS 2050:2011 Specification for the assessment of the life cycle greenhouse gas emissions of goods and services, and PAS 2060:2014 Specification for the demonstration of carbon neutrality were applied where relevant and practicable. Please see the website for assumptions and exclusions.
- <sup>11</sup> <https://registry.verra.org/myModule/rpt/myrpt.asp?r=206&h=124322>
- <sup>12</sup> <https://sustainablefoodtrust.org/articles/silvopasture-the-benefits-of-integrating-livestock-and-trees/>
- <sup>13</sup> <https://directories.onepercentfortheplanet.org/business-members/cooper-king-distillery-ltd-dry-gin>
- <sup>14</sup> Compared to the widely used 800g Nocturne spirits bottle manufactured from 10% recycled glass.
- <sup>15</sup> <https://www.northyorks.gov.uk/allerton-waste-recovery-park>
- <sup>16</sup> <https://www.havenpower.com/news/haven-power-100-percent-renewable/>



Distillery founders Chris and Abbie



## SUSTAINABLE SPIRITS DISTILLED WITH CRAFTSMANSHIP, HONESTY AND ADVENTURE

### Cooper King Distillery

The Old Stable, Stillington Road, Sutton-on-the-Forest, York, YO61 1EH

[www.cooperkingdistillery.co.uk](http://www.cooperkingdistillery.co.uk)

[sustainability@cooperkingdistillery.co.uk](mailto:sustainability@cooperkingdistillery.co.uk)

01347 808 232

