

global drinks intel.

Market intelligence for the global drinks executive. November 2022

Vodka producers plug into sustainability trend

Sustainability is a key trend in the premium vodka category, where Amber Beverage Group (ABG) will soon launch a global sustainability-oriented initiative for its Moskovskaya Vodka brand, says chief marketing officer Pepijn Janssens.

“We will be engaging with a global campaign about the important role trees play in biodiversity and offsetting our carbon footprint,” he explains. “We are proud to be taking positive action to improve the environment.”

Russia’s invasion of Ukraine has undoubtedly impacted the category. Janssens says: “Like every business, we are conscious of the impact of the economic challenges facing key markets. Much of our business emanates from retail sales and we predict that people will continue to treat themselves, even by making cocktails and entertaining at home.

“There is no doubt that brands such as our premium vodka Moskovskaya have benefited from the downturn in Russian vodka sales. We feared a backlash due to the name of our drink, but we worked hard to quickly and effectively point out that our vodka is made in Latvia, part of the European Union, using 100% EU-sourced materials.

“We have also supported our neighbour, Ukraine, with several donations and a special edition of our vodka to raise further financial support for the people of Ukraine. ABG was one of the first global companies to state that we were standing shoulder to shoulder with that country in its fight for independence.”



Tito's Handmade Vodka draws a 'substantial portion' of its energy needs from one of the largest privately-owned solar farms in Texas

Philanthropic efforts increasingly a key consumer concern

One of the biggest names in the category of recent years has been Tito's Handmade Vodka – which has “a loyal consumer base in markets across the globe, especially in the US, the Caribbean, Australia and throughout most of Europe”.

Managing director, international, John McDonnell says: “Clearly, consumers are drinking better. People are also increasingly seeking brands that are produced with sustainability in mind, and companies that are good corporate citizens. I'm very proud that at Tito's Handmade Vodka we don't only make a great vodka, but we're also heavily involved in philanthropic efforts and

support causes that are important to our consumers.

“Sustainability is very important, and consumers recognise and appreciate brands that are committed to sustainable efforts. Our efforts include a solar farm – one of the largest privately-owned solar farms in Texas – that helps cover a substantial portion of our energy needs, and we're also even able to put renewable energy back onto the local utility grid.

“We also collect rainwater at our distillery to support our water usage for landscaping and for organic farm irrigation. And in terms of waste recycling, approximately 99% of our production packaging waste stream is captured and recycled in our production facility.” **GDI**