

Summary of CEMARS® certification:



VnC Cocktails Limited

Ready to drink alcoholic cocktails

VnC Cocktails Limited meets the requirements of CEMARS® product certification having measured the business-to-consumer life cycle greenhouse gas emissions of its selected alcoholic beverage product and committed to managing and reducing the emissions intensity of the product in respect of the selected cocktail range including Banana Daiquiri, Cosmopolitan, Apple & Feijoa, Maitai, Mango Daiquiri, Margarita, Mojito, Passionfruit Caprioska, Pear & Chocolate and Strawberry Daiquiri.



Introduction¹ – This public declaration presents² certified information about VnC Cocktails’ product carbon footprint which has been prepared using the methods detailed in the Programme product specification CZPP10 - Product specification – Ready-to-drink alcoholic spirit beverage.

Company climate change policy – VnC cocktails’ ‘NZ-made’ and ‘natural ingredients’ attributes underpin VnC’s core brand identity both domestically and internationally, benefiting from natural synergy with New Zealand’s “clean, green, NZ” image.

VnC’s Management feel that engaging in environmentally-responsible and sustainable business practices is the next important step for VnC’s ‘natural’ brand.

To this end, Management aim to ensure that VnC exemplifies ‘natural’ in a total, holistic sense, which includes acknowledging, measuring and managing the environmental impacts of the company’s operations, and taking steps to address and reduce these.

As such, VnC Cocktails has set itself the goal of being environmentally responsible and following environmentally sustainable practices. VnC has committed to a programme of emissions measurement, management and reduction, and will be communicating this environmental position in media releases, website and on retail packaging through usage of the CEMARS logo.

Product description – VnC’s award-winning cocktails are a unique new “bartender in a bottle” concept. VnC Cocktails’ range of other spine-tingling flavours include Pomegranate Cosmopolitan, Feijoa & Apple, Vodka Mojito, Pacific Mai Tai and Margarita. In total VnC Cocktails offer 10 Cocktails in two different sizes. The administration is based in Auckland, the accounting system in Hamilton. All production and dispatch facilities are based in Tauranga. In the past year VnC Cocktails have exploded across NZ and their popularity is spreading around the world, with these unique cocktails being exported far and wide to Asia Pacific, North America, and Europe.

Scope and boundary – The life cycle stages and system boundaries were developed to be consistent with the approach detailed in the Programme product specification, which in turn references any existing Product Category Rule (PCR), developed in accordance with ISO 14025, for that product or

¹**Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information. The product carbon footprint information disclosed in this statement should not be used to make comparisons with other products/services unless the same methodologies, scope and boundaries have been applied.

²CZPP04 product disclosure template v2.0, created 07/10/2010; last revised 01/04/2011.

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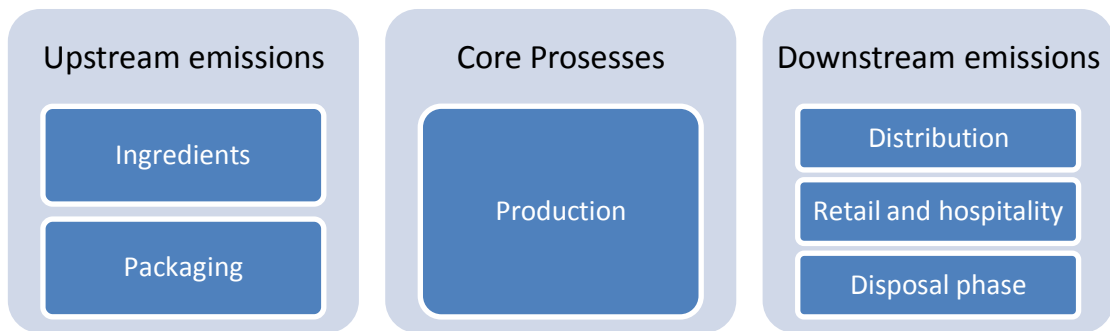


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service. The Programme product or service specifications ensure consistency in product carbon footprint measurement for similar products and services.

The life cycle stages of the VnC Cocktail range are illustrated in Figure 1. Where certification is sought for a business-to-consumer product carbon footprint, the greenhouse gas emissions associated with use and end-of-life operations have been calculated according to the methodologies provided in the Programme product specification or using emissions factors provided or approved by the Programme.

The diagram below shows the life cycle diagram used for describing the greenhouse gas emissions associated with VnC Cocktails' cocktail range, and what unit processes were included in the product carbon footprint.



Base period – 01/01/2010 to 31/12/2010

Measurement period – 01/01/2010 to 31/12/2010

Emissions and removals – The table below shows the GHG emissions and removals included for each life cycle stage and unit process. Cocktail range's average net emissions for this period for 1000 ml of cocktail were 5.96 kg carbon dioxide equivalents (CO₂e) comprising:

	Fossil carbon kgCO ₂ e	Biogenic carbon kgCO ₂ e	Total kgCO ₂ e
Upstream	0.71	0	0.71
• Ingredients	0.42	0	0.42
• Packaging	0.30	0	0.30
Core process	5.07	0	5.07
• production	5.07	0	5.07
Downstream	0.18	0	0.18
• distribution	0.12	0	0.12
• retail and hospitality	0.04	0	0.04
• disposal	0.03	0	0.03
Total:			5.96 per functional unit

NOTE: Emissions are indicated by "+" and removals by "-".

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	Per average 1,000 ml kgCO ₂ e	Per average 700 ml kgCO ₂ e
Banana Daiquiri	5.95	4.11
Cosmopolitan	5.94	4.14
Apple	6.02	4.16
Maitai	5.85	4.15
Mango Daiquiri	5.71	4.19
Magarita	5.86	4.12
Mojito	5.78	4.07
Passionfruit Caprioska	5.72	4.12
Pear & Chocolate	6.18	4.20
Strawberry Daiquiri	6.40	4.57

Exclusions – The emissions sources listed below have been excluded from the GHG emissions inventory.

	Exclusion	Justification
Upstream		
• Upstream - Packaging	Cling wrap used for stacking	Uncertainty of frequency used.
• Upstream-Ingredients - flavouring	Embodied emissions of flavouring	Large uncertainty in the emission factor of flavouring
Downstream		
• Downstream – distribution – freight	Weight of pallets	Uncertainty when pallets are used and when not.
• Downstream – distribution – retail and hospitality	Leakage of refrigeration	Large uncertainty of use of refrigerated cocktails vs. ice cubes.

Data quality – 88% of the total data used was primary, 12% of the data was secondary. Split by life cycle stage, the amount of primary data for Upstream is 0%, for the Core is 100%, and for the downstream it is 68%.

Emissions reduction commitments – VnC Cocktails has developed an emissions reduction plan that includes the VnC Cocktail range. Some projects in this plan include:

- Reduce GHG emissions from the gas fired boiler by 2% by increasing une intervals, insulation of piping, reducing heating requirements by preheating incoming water.
- Reduce GHG emissions due to air travel by relative 2% due better travel planning, more locally based staff, and use of video conference facilities.
- Reduce GHG emissions through more efficient factory refrigeration by 2% by regular defrosting, upgrade parts of the equipment, staff awareness increase, and more frequent maintenance.
- Reduce GHG emissions due to electricity use by the factory by 2% due to better appliance management and staff education.
- Reduce GHG emissions in upstream processes by 2% due lighter PET bottles and changes in packaging design.

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Verified by – carboNZero Strategic Business Unit

Materiality – Excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated.

Level of assurance – Limited assurance

Certification status – CEMARS certified “VnC Cocktail range” covering Banana Daiquiri, Cosmopolitan, Apple & Feijoa, Maitai, Mango Daiquiri, Margarita, Mojito, Passionfruit Caprioska, Pear & Chocolate and Strawberry Daiquiri

Certificate number – 2011049

Valid until – 30/04/2014

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