

Suntory Group Launches

Mizuiku – Education Program for Nature and Water in UK

Tokyo, JAPAN (March 16, 2023) – Suntory Group announced today that it will launch its unique next-generation environmental program, [Mizuiku - Education Program for Nature and Water](#), in UK to teach families the importance and value of water.

After the success of its pilot partnership last year, the new *Mizuiku* program in UK will be launching in collaboration with Severn Rivers Trust, the only charitable trust to cover the whole of the UK’s longest river. The sessions will be run by Severn Rivers Trust and will highlight the critical link between the River Severn and the nature surrounding it through the outdoor part of the *Mizuiku* programme - ‘The Outdoor School of Forest and Water’ - designed to provide participants with interactive, hands-on experiences that help them appreciate the importance of natural water sources.

The program will teach students the importance of water such as by deepening their understanding on the natural water cycle and how it relates to their daily lives, how to use water responsibly, and the relationship between water and biodiversity, as well as provide training and ideas on how to preserve and improve the quality and quantity of water in the future.

“We are proud to see our signature *Mizuiku* program continuously expanding globally. We believe that by training families in *Mizuiku* in the UK, they will become ambassadors to disseminate the importance of water to their communities, and as a result, will be able to take sustainable action on the River Severn,” said Masaaki Fujiwara, Chief Sustainability Officer of Suntory Holdings.

With “Mizu To Ikiru” (literally meaning “Living with Water”) as its promise to its stakeholders, the Suntory Group has promoted various water-related initiatives globally, including activities to preserve and restore nature, based on the group-wide [Sustainable Water Philosophy](#). The company started *Mizuiku* in Japan in 2004 and has expanded the program to Vietnam in 2015, followed by Thailand, Indonesia, France, China and Spain. With tailored programs for each country, *Mizuiku* has been well-received by children and

teachers that participated in the program as well as by the local governments. As of 2022, a total of approximately 458,700 children and teachers have participated in the *Mizuiku* program globally.

Mizuiku also launched an on-line learning program called “homework activity” in Japan in 2021 and in Vietnam and Indonesia in March 2022. This virtual learning experience includes quizzes and research exercises intended to deepen the understanding of water and the natural water cycle through practical lessons learnt in their everyday lives.

About Suntory Group

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products from premium spirits, beer and wine to brewed teas, bottled water, carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu* as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds with *The Premium Malt's* beer and also owns the exceptional Japanese wine *Tomi* and the world famous *Château Lagrange*. Its brand collection also includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea, *Suntory Tennensui* water, *TEA+ Oolong Tea*, *V* and *BRAND'S*, as well as popular health and wellness product *Sesamin EX*.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania with an annual revenue (excluding excise taxes) of \$19.8 billion in 2021. Suntory is driven by *Yatte Minahare* - the spirit of bold ambition - and our 40,275 employees worldwide draw upon our unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a company that delivers blessings of water and nature to our customers, Suntory is committed to its mission to create harmony with people and nature. Always aspiring to grow for good, Suntory is devoted to giving back to society through protecting water resources, nurturing its communities and fostering the arts.

Learn more about Suntory Group, its brands, and its commitment to social responsibility at www.suntory.com, on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).

About Suntory Beverage & Food Great Britain and Ireland

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) is one the leading soft drinks businesses in the UK and Ireland. SBF GB&I was formed in 2014 as Lucozade Ribena Suntory and is part of Suntory Beverage & Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Ribena and Orangina.

Our business is driven by our “Yatte Minahare” spirit and our role is to have a positive impact on the lives of our consumers by providing them with a responsible choice of great-tasting drinks that people can feel good about while enabling them to lead active lifestyles.

For further information, please visit: suntorybfe.com/gbi or follow [@SuntoryBF_GBI](https://twitter.com/SuntoryBF_GBI)