

Suntory Launches Low Carbon Sugarcane Farming Project in Thailand in Collaboration with VIVE Programme and KTIS

Tokyo, Japan (June 11, 2024) — Suntory Holdings has launched a three-year low carbon farming project for sugarcane in Thailand in collaboration with the VIVE Programme, a leading voluntary sustainability program in ingredient and energy supply chains, and Kaset Thai International Sugar Corporation Public Co Ltd (KTIS), one of Thailand's leading producers of sugar.

Sponsored by Suntory Holdings, this pilot program will facilitate the implementation of low carbon farming interventions based on regenerative agricultural practices that have been collaboratively identified by KTIS and VIVE agronomic experts.

This program aims to support KTIS and supplying farms to explore a scalable solution for low carbon production of sugarcane and to ultimately contribute to Suntory Group's business in developing commercially robust, low carbon commodity supply chains and reducing greenhouse gas (GHG) emissions to meet its 2030 target of 30% reduction across the whole value chain against a 2019 baseline.

Brian Golden, Senior General Manager of Global Supply Solutions, Suntory Holdings commented:

“Suntory is deeply committed to enhancing resiliency and minimizing emissions throughout our agricultural supply chains, while simultaneously uplifting the livelihoods of farmers. To achieve this goal, we are collaborating with various partners on pioneering programs that embody innovation and sustainability in the agricultural sector. We are excited to launch this new initiative with VIVE and KTIS, which will leverage regenerative agricultural principles, supported by practical real-world insights, to drive transformative advancements for a more sustainable future.”

Sylvester Bamkole, Sustainability Associate, VIVE, CZ, said:

“We are seeing significant interest from various ingredient and energy supply chain participants (producers, and buyers alike) who are increasingly committed to leveraging supply chain insights, to drive the implementation, measurement, and verification of key decarbonisation interventions across their global supply chains. The core purpose of VIVE Climate Action, is to deliver a holistic and science-based decarbonisation solution throughout raw material supply chains, creating carbon transparency, identifying opportunities, and developing critical partnerships for carbon reduction. Via VIVE Climate Action, we are excited to collaborate with Suntory and KTIS to implement a commercially viable pathway for carbon reductions and drive continuous improvement.”

Mr. Parphan Siriviriyakul, CEO of KTIS Group, comments:

“KTIS Group is very pleased to participate in this project, which is in line with our strong intention to become a low-carbon organisation for sustainable growth. KTIS Group has embraced many international standards for effective environmental management systems such as ISO 14001, as well as implementing the standard operating procedures throughout our supply chain from upstream to downstream, thus, receiving the VIVE Claim Level Award and also Best Environment Practice Award from Ministry of Industry (Thailand) for many consecutive years. Participating in this low-carbon agriculture project is another evidence of our unwavering commitment to sustainable sugarcane farming and conscientious environmental care.”

Learn more about Suntory Group’s Sustainability Vision [here](#) and about its work on sustainable procurement [here](#).

About Suntory Group

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products, from premium spirits, beer, wine, ready-to-drink alcohol beverages, to brewed teas, bottled water, still and 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 owns the exceptional Japanese wine, *Tomi*, and the world-famous *Château Lagrange*. Its brand collection 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 \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a corporation sustained by the gifts of nature and water, Suntory Group will always protect the ecosystems that deliver water. Because its ecosystem is the wellspring, not only of its business and the rich experiences the group creates for people's lives, but also of human life itself. Suntory Group will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of its corporate pursuits, Suntory seeks to inspire the brilliance of life.

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

About VIVE

Managed by supply chain services provider, CZ (Czarnikow), and agricultural assessment experts, Intellync, VIVE is a leading voluntary sustainability programme, generating positive social and environmental impact in ingredient and energy supply chains. VIVE was developed in light of an increasing need for a commercially viable and industry-specific approach to sustainability which combines commercial pragmatism with sustainable expertise.

About KTIS

KTIS is one of Thailand's leading producers of sugar, sugar by-products and also owns one of the world's largest sugarcane mills. Under its motto of "More Than Sugar", KTIS always strives to harness the full potential of sugarcane, producing a wide range of products 100% based on sugar by-products, from bioethanol, biofertilizer, biomass power to sugarcane pulp and packaging. Fully utilizing the potential of sugarcane is part of KTIS' commitment to maintaining a sustainable Circular Bioeconomy; this commitment benefits all stakeholders, and the organization believes it is a cornerstone of its success to date.

KTIS' founder's key vision of: "Prosperity of sugarcane farmer is the key to KTIS's stability." is the core principle that governs its relationship with sugarcane farmers. Every year, KTIS takes care of tens of thousands of sugarcane contract farmers, covering hundreds of thousands of Rais of sugarcane farms.

KTIS has always been at the forefront of pushing for positive changes and innovation in sugarcane farming. More than 30 years ago, KTIS was one of the first groups to promote the drip irrigation system for sugarcane plantations which enabled sugarcane cultivation during the dry season; this transformed Thailand's sugarcane industry along with greatly enhancing sugarcane farmers' quality of life.