



DB BREWERIES SUSTAINABILITY

Brewing a Better Aotearoa



dbreweries

PART OF THE  HEINEKEN COMPANY

DB BREWERIES SUSTAINABILITY

Brewing a Better Aotearoa

Through our Brewing a Better Aotearoa strategy, we're working together to achieve progress in sustainability and responsibility.

Brewing a Better Aotearoa adopts and leverages HEINEKEN's global sustainability pillars – Responsible, Social and Environment – and is our way of ensuring DB's local business is fit for the future while capitalising on the advantages of being part of a global brewing business.

To access the latest information go to this link:
www.db.co.nz/brewing-a-better-aotearoa/

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Kia ora from our Managing Director Peter Hart

I'm pleased to share a look back at DB Breweries' 2025 sustainability and responsibility work as we continue building on our commitment to caring for our people, communities and the environment.

When I joined DB in late 2025, I was impressed and pleased to learn how deeply our business is committed to sustainability and responsibility through our Brewing a Better Aotearoa strategy.

This commitment has been part of DB's DNA for many years and is clearly aligned to our parent company HEINEKEN's goals for brewing a better world.

Our approach to sustainability reporting has evolved each year. This time, we've chosen to focus on the goals we set and how we performed against them, reflecting the fact that our work in sustainability and responsibility is no longer a separate project but simply part of how we do business at DB. We will also share case studies of initiatives that we are particularly proud of, in the hope that they inspire others and encourage them to continue their own sustainability and responsibility journey despite difficult economic times.

For me, 2025 delivered two standout achievements:

Despite falling production volumes at our DB Draught Brewery in Timaru, the team has managed to make significant efficiency gains in energy and water consumption – no mean feat in the resource-hungry process of brewing beer. Between 2023 and 2025, heat use dropped by 17% and electricity use fell by 12%. By adopting HEINEKEN's global best practice and closely tracking water use, the team has successfully reduced water consumption by 20% over the same period.

The second was a significant step forward in our decarbonisation journey – in 2025, we reached a 67% reduction in our gross scope 1 and 2 emissions in production compared to our 2018 baseline.

We set ourselves ambitious goals in 2025, and although we achieved strong momentum in many areas, we didn't get everything over the line – including confirming the sustainable sourcing of our sugar. We're now working with our supplier to complete a third-party audit so we can provide full assurance.

Towards an even more sustainable and responsible future

As we grow our business and achieve our longer-term strategy, I am keenly aware of our need to also continue reducing our impact on the environment and the communities in which we operate.

We have yet again set ourselves ambitious targets for using resources in the most efficient way possible, particularly water, with a new 2030 target of 2.6 hL/hL from 2026 (2025 target: 2.9 hL/hL).

Importantly for our business – and something I care deeply about – is how we continue to lead the evolution of responsible drinking and grow the low- and no-alcohol category, where we have a powerful leadership role to play. This momentum aligns directly with the responsibility pillar of our Brewing a Better Aotearoa strategy.

As the country's largest integrated brewing and hospitality business, we have a meaningful opportunity to support more Kiwis to socialise responsibly and benefit from the joy of connection and togetherness, no matter the drink they choose. In 2026 and beyond, we'll be building on this role in a way that benefits both DB and the communities we serve.

Thank you, as always, for your ongoing support, and I hope you enjoy reading about some of what we achieved in 2025.

Cheers



Peter Hart

DB Breweries Managing Director

To access the latest information go to this link:

www.db.co.nz/brewing-a-better-aotearoa/kia-ora-from-our-managing-director/

Climate change disclosures

HEINEKEN's 3-year capability-building journey

As the parent company of DB Breweries, HEINEKEN has been leading a progressive and structured climate transition plan that has evolved significantly between 2023 and 2025:

- › **Foundation building (2023)** – HEINEKEN began by identifying climate risks, establishing robust governance processes, adopting Task Force on Climate-related Financial Disclosures frameworks, conducting early scenario analysis and engaging stakeholders.
- › **Integration (2024)** – The climate strategy was further embedded into financial reporting, risk management, digital systems, supply chains and executive accountability across the HEINEKEN group.
- › **Full operationalisation (2025)** – HEINEKEN delivered detailed transition roadmaps, implemented internal carbon pricing, enhanced scenario analysis, strengthened governance and deeply integrated climate considerations into strategic planning and capital expenditure decisions.

This evolving transition plan demonstrates HEINEKEN's commitment to moving from understanding climate risks to actively managing them through integrated systems, strong governance and organisation-wide accountability. As DB Breweries' parent, HEINEKEN's approach directly shapes DB's sustainability journey and risk management.

Further details about HEINEKEN's climate change transition can be found in its annual reports for [🔗 2023](#), [🔗 2024](#) and [🔗 2025](#).

HEINEKEN's key climate change-related risks

The first three risks are assessed as HEINEKEN's top climate change-related risks.

Category	Risk	Mitigations and controls
1. Carbon pricing and regulatory transition risk	Rising carbon taxes, emissions trading costs and regulatory tightening increase operational and supply chain costs	Internal carbon pricing, renewable power purchase agreements, net-zero strategy, efficiency upgrades
2. Water scarcity and water stress	Reduced water availability threatens operations and sourcing	Water efficiency, water balancing, watershed restoration, reuse/recycling, risk assessments
3. Agricultural supply chain risk	Climate impacts reduce yields and increase volatility	Regenerative agriculture, sustainable sourcing, local sourcing, supplier roadmaps
4. Packaging and circularity risk	Regulatory shifts and emissions from packaging	Circularity targets, increased recycled content, supplier decarbonisation plans, closed-loop systems
5. Physical climate risks	Extreme weather disrupts operations and logistics	Resilience planning, site-level plans, water reclamation, digital monitoring
6. Energy transition risk	Fossil energy volatility and regulatory phase-outs	Renewable electricity, low-carbon thermal solutions, efficiency and digital optimisation
7. Social, market and reputation risk	Stakeholder expectations and reputation concerns	Net-zero targets, transparent reporting, stakeholder engagement, responsible consumption
8. Governance and controls risk	Insufficient oversight may hinder transition	Risk management, committee oversight, audit assurance, climate-linked remuneration

All risks have been evaluated against 1.5°C and 3–4°C warming scenarios by 2050. Full details are available in HEINEKEN's [2025 annual report](#).

DB Breweries' climate change-related risks

To align with HEINEKEN's global risk framework, DB Breweries has independently reviewed its physical climate risks across New Zealand's domestic supply chain, brewery operations and national distribution network.

Category	Risk	Mitigations and controls
1. Water scarcity	Reduced water availability at Auckland and/or Timaru due to drought	Water efficiency and reuse, wastewater treatment, assessment of alternative supply options, alternative production measures
2. Agricultural supply chain risk	Lower hop yields in Tasman District	Sustainable sourcing of raw materials, supplier diversification, recipe flexibility, support for growers with nature-based resilience
3. Physical climate risks	Flooding and coastal inundation at Timaru Brewery	Financial impact assessment, business continuity planning, support for Waitarakao Lagoon nature-based restoration, flood defence gap assessment
4. Governance and controls risk	Strategy and governance does not adequately consider physical climate-related risks	Review and incorporate risks into DB's enterprise risk platform

Both HEINEKEN and DB Breweries acknowledge the uncertainty surrounding many climate factors and will continue to assess and evolve their risk mitigation and adaptation strategies as external conditions and scenarios evolve.

To access the latest information go to this link:

www.db.co.nz/brewing-a-better-aotearoa/climate-change-disclosure/

Our 2025 sustainability progress

Our sustainability ambitions:



Environmental

Reach net-zero carbon

- Reach net zero across our value chain by 2040
- Reach net zero in scope 1 and 2 by 2030
- Reduce scope 3 FLAG emissions by 30% and non-FLAG by 25% by 2030

Maximise circularity

- 43% of volumes sold in reusable format by 2030
- 50% recycled content in bottles and cans by 2030
- 99% of all packaging is recyclable by design by 2030

Towards healthy watersheds and nature

- Reduce average water usage to 2.9 hl/hl by 2030
- 100% sustainably sourced ingredient (hops, barley) by 2030



Social

Embrace diversity, equity and inclusion

- Gender balance across senior management: 30% women by 2025, 40% by 2030
- Continue assessments and actions towards achieving equal pay for equal work

A fair and safe workplace

- Continue to confirm 100% of our employees earn at least a fair wage
- Create fair living and working standards for third-party employees and brand promoters
- Shape a leading safety culture to drive zero fatal accidents and continue reduction in injury rate

Positive impact in our communities

- A social impact initiative in 100% of our markets every year



Responsible

Always a choice

- A zero-alcohol option for one strategic brand in the majority of our markets (accounting for 90% of our business) by 2025
- Clear and transparent consumer information on 100% of our products by 2024

Address harmful use

- A partnership to address alcohol-related harm in 100% of markets every year

Make moderation cool

- 10% of Heineken® media spend invested every year in responsible consumption campaigns



Our progress in 2025

Reach net zero in scope 1 and 2 by 2030

In 2025, DB achieved an independently verified 67% (2024: 55%) reduction in scope 1 and 2 carbon emissions against our 2018 baseline. Scope 1 and 2 emissions in 2025 were 3,260 tCO₂e, which represents a gross emissions reduction of two-thirds in 7 years.

See the case study on our emissions reduction progress [🔗 here](#).

Reduce scope 3 FLAG emissions by 30% and non-FLAG emissions by 25% by 2030

DB's scope 3 emissions data is reported in HEINEKEN's global footprint.

In 2025, HEINEKEN's scope 3 FLAG emissions reduced by 23% (2024: 23%) and non-FLAG emissions reduced by 15% (2024: 11%) compared to a 2022 baseline. Full details are available in HEINEKEN's [🔗 2025 annual report](#).

HEINEKEN's total scope 3 ambition is a reduction of 26% by 2030 compared to a 2022 baseline. In 2025, HEINEKEN achieved a reduction across all scope 3 emissions of 17% (2024: 14%) compared to a 2022 baseline.

Reach net zero across our value chain by 2040

HEINEKEN's long-term ambition is to reach net zero across scope 1, 2 and 3 by 2040. This is supported by a short-term target of a 33% reduction by 2030 against a 2022 baseline.

In 2025, HEINEKEN reduced total value chain emissions by 19% (2024: 16%) against a 2022 baseline.

Globally, scope 1 and 2 reductions were delivered through the continuous deployment of low-carbon thermal technologies and increasing the share of renewable electricity use. Scope 3 reductions came mainly from an increased share of low-carbon aluminium, greater adoption of renewable energy at supplier sites and higher recycled content across the European packaging portfolio.

You can read more about this in HEINEKEN's [🔗 2025 annual report](#).

Maximise circularity

DB continued to be an active member of the Glass Packaging Forum, including membership of the steering committee of the voluntary stewardship scheme for glass in New Zealand. The scheme comprises around 100 member organisations, which collectively account for approximately 75% of the container glass that enters the market. The levies collected from members, including DB, are used to increase the recovery, recycling and reuse of glass bottles and jars.

Our internal unaudited data shows that our bottles and cans were made using an average of 71% (2024: 66%) recycled content, ahead of HEINEKEN's 2030 ambition of 50%. This is only possible through the support and commitment of our packaging suppliers. In 2025, our bottle supplier, Visy, reached an average of 70% recycled glass content in its locally made bottles and jars.

New Zealand is the first country that Visy operates in to achieve this (see Visy article [🔗 here](#)).

In 2025, 99.5% of our packaging was designed to be recyclable – but the actual recycling rate will of course always depend on factors like the consumer's decision to recycle and the availability of recycling infrastructure.

While HEINEKEN has an ambition to lift volumes sold in reuseable format to 43% by 2030 (reaching 39% in 2025), as noted last year, DB's volume sits at around 15%.¹

Towards healthy watersheds and nature

In 2025, DB designed and installed a new system for the pasteurisers at our Waitemata Brewery, enabling the collection and reuse of water that would otherwise be sent down the drain.

This new system, coupled with water efficiency improvements at our other sites, saw DB achieve annual water usage of 3.17 hL/hL (2024: 3.25 hL/hL; 2023: 3.37 hL/hL).²

1 Data is from internal reporting only and not independently verified.

2 Internal reporting rolled up and audited at HEINEKEN group level but not country level.

See our [DB Draught](#) and [Tuatara Brewery](#) case studies for a deep-dive into the work that goes on behind the scenes to improve water efficiency at our sites.

In June, we got boots on and trees in the ground over the winter planting season through our partnership with The Nature Conservancy (TNC). See the [case study](#) on our support of the TNC and Kotahitanga mō te Taiao Alliance Tasman horticulture restoration project, helping hops and apple growers to replant natives.

Our Redwood Cidery team also put volunteer hours into helping hops growers in the region recover from flooding. They spent the day helping to clear flood debris and replant young trees uprooted by floodwaters during the year, an important initiative to support our local communities and businesses that are vital to our value chain.

Embrace diversity, equity and inclusion

We proudly had our GenderTick reaccredited in 2025, recognising our ongoing commitment to fostering a truly inclusive workplace where everyone feels safe, supported and empowered to thrive.

Matariki 2025 also marked a truly special moment in DB Breweries' history. After nearly 80 years, the lake at our Waitematā Brewery was gifted the name Taramainuku by our local iwi, Tainui. Read more about this important milestone in our diversity, equity and inclusion journey, alongside a pest management programme to protect this taonga.

In 2025, we once again had 33% females in senior management (2024: 33%).

A fair and safe workplace

We continued to strengthen our commitment to a fair and safe workplace by embedding a continuous improvement mindset across all operations. We focused on evaluating and refining our systems and ensuring that improvements are embedded.

Our commitment to a strong safety culture was reflected in the results of our annual climate survey, where safety again emerged as one of our highest scoring areas:

- › 97% of respondents agreed they are encouraged to take personal responsibility for safety.
- › 96% said they take action when they see a safety risk.

DB is also committed to paying all its people fairly and equitably, supported by transparent job grading, regular pay benchmarking and policies that ensure equal opportunity and a respectful, inclusive workplace.

Positive impact in our communities

DB has supported the Community Builders NZ Trust since 2021 as part of our community partnering programme. The Ōtara community sits alongside our biggest brewery and head office site, and DB is pleased to support Ōtara Kai Village and Ōtara Mara Kai both financially and with volunteer hours from our people.

In 2025, DB invited Trust CEO Terangi Parima to participate in our leadership development programme to support her to continue building her capability. For further details, see the [case study](#) about our support in our local Waitematā community.

Always a choice

We are proud that Heineken® 0.0 continues to be the number one zero-alcohol beer in New Zealand. Available in 117 countries, Heineken® 0.0 remains at the forefront of the zero-alcohol beer category. The brand is a driving force in making non-alcoholic beer accessible and desirable for everyone, everywhere.

Address harmful use

DB continued to support The Tomorrow Project and Life Education Trust's SMASHED programme, which reached 18,015 young people in 2025. SMASHED aims to equip young people with the skills and knowledge to make better choices about alcohol through live, in-school theatre performances.

Make moderation cool

In 2025, we invested 11.3% of Heineken® media spend (2025 target: 10%) in responsible consumption and moderation campaigns through Heineken® 0.0 Now You Can. See our [case study](#) on normalising and destigmatising consumption of zero-alcohol beers here.

To access the latest information go to this link:
www.db.co.nz/brewing-a-better-aotearoa/our-2025-sustainability-progress/



Looking to 2026 and beyond

Evolution, not revolution: building on our legacy

Over the past few years, HEINEKEN and DB have raised the bar by learning, innovating and embedding sustainability into the way we operate. In doing so, we've achieved many of our goals, particularly across the Social and Responsible pillars of our Brewing a Better Aotearoa strategy.

Building on these learnings and recognising the complexity of the challenges ahead, HEINEKEN sharpened its Brew a Better World 2030 strategy in December 2025. The refreshed approach strengthens focus across the strategy's Responsible, Social and Environmental pillars, ensuring our efforts are concentrated where we can have the greatest impact.

In 2026, we streamlined our approach, reducing our goals from 24 to 16 clear, measurable priorities. Goals that have been achieved or retired have moved into our fundamentals, signalling that they are now embedded in how we operate. This reprioritisation reflects a focus on making smart choices, using resources wisely and balancing sustainability with growth and operational efficiency.

We also recognise that the challenges we face cannot be solved by any one organisation acting alone. Real, lasting change requires collaboration – with colleagues, suppliers, peers and communities. Alone, we can make progress. Together, we can create real impact. Our new motto – 'Together we can' – captures this spirit of collective achievement.

What does this mean for DB?

DB's Brewing a Better Aotearoa 2030 priorities and goals are aligned with HEINEKEN's updated Brew a Better World 2030 global priorities, reflecting that what matters globally is also relevant locally.

DB is well placed to continue advancing sustainability and responsibility, particularly by accelerating moderation, elevating responsibility and strengthening social connection through our Star Hospitality Group business as consumer preferences continue to shift towards low and noalcohol options.

We will also build on the progress made in water efficiency and continue to push further. Globally, HEINEKEN's stretch target is 2.6 hL/hL by 2030, and while at DB we achieved 3.17 hL/hL in 2025, we have more to do.

Reducing emissions is a priority, as our ambition to be net zero in production (scope 1 and 2) by 2030 remains. With significant operational efficiency gains expected through the major asset replacement project at our Waitematā Brewery, we anticipate further reductions in 2026 and beyond.

Finally, we will continue to support local communities, recognising that, through Star, we can reach more people for greater impact, and we remain committed to supporting SMASHED in partnership with industry and our delivery partner, Life Education Trust.

To access the latest information go to this link:

www.db.co.nz/brewing-a-better-aotearoa/sr-achievements/looking-to-2026-beyond/

Lake Taramainuku blessing and naming



On 19 June 2025, DB welcomed kaumātua from our local iwi, Tainui, and around 50 employees to a dawn ceremony to bless and gift a name to the lake at our Waitematā Brewery.

Aotearoa New Zealand’s demographics are changing fast, and the naming and blessing of the lake acknowledges DB’s connection to the land, its history, local community and mana whenua.

It also serves as a powerful reminder of our commitment to caring for people and planet, aligning with DB’s EverGreen 2030 strategic focus on strengthening cultural diversity and creating a more inclusive workplace.

As the cultural make-up of DB’s workforce continues to evolve, it’s increasingly important that our business is a place where everyone feels a sense of belonging. This inclusivity supports our ability to attract and retain the best people, enabling us to deliver our strategy and perform at our best.

The name gifted to the lake by local iwi is Taramainuku, after the guardian, protector and taniwha associated with the Manukau Harbour, Ōtara and South Auckland’s rivers.

This name deepens our connection to the land, its history, the community and the mana whenua.

The history of Lake Taramainuku

Originally built in 1947 as a cooling pond during the brewery’s post-WWII expansion, the lake was made bigger in the 1950s, before being resized to its current footprint and repurposed for stormwater management.

Since 2017, the site has been transformed through native planting and the addition of a walking path. Today, it supports wildlife and helps protect the quality of water flowing into the Tāmaki Estuary. It stands as a tangible expression of our ambition towards kaitiakitanga – the guardianship of our people and environment.



Protecting our Waitematā Brewery's waterways

In 2025, a local conservation team laid predator traps around the waterways on our Waitematā Brewery site.

The traps laid around our onsite lake, Taramainuku, and along the site's creek are part of a network of traps placed and maintained by the Ōtara Waterways and Lake Trust along the Tāmaki River and Tāmaki Estuary.

Trapping the predators that use the green spaces along our freshwater waterways prevents them gaining access to the local feeding and nesting sites of native ducks, herons, shags, and shore and wading bird species that live on and around our site.

While we can't be sure it was due to our efforts trapping pests, DB was nevertheless incredibly proud to welcome two nesting weweia (New Zealand dabchicks) to our lake in late 2025.

New Zealand's current weweia population sits at only 2,000 individuals scattered around the country. The species needs aquatic vegetation like raupō or sedges to build their nests and stable water levels as their nests can be easily swamped by even small disturbances such as boat wash.

Their appearance at our lake, alongside increased numbers of kōtare (kingfishers) and nesting geese, was another reminder of the importance of restoring and protecting our onsite waterways.




Click here for more information

Growing mana and kai in our local community



In 2025, DB was yet again proud to support Community Builders NZ Trust, a community connection hub and garden based in the heart of the South Auckland community of Ōtara, near to where our largest brewery, Waitematā, and head office is located.

The Trust's Ōtara Kai Village reaches individuals and families experiencing food insecurity through its pātaka kai community pantry and encourages self and community growth and empowerment by offering tools and opportunities for local enterprise to flourish.

Its Ōtara Mara Kai community garden provides fresh kai for the community and teaches locals how to grow their own food.

While DB's support has always included both a financial donation and volunteer hours from our people, in 2025, we were delighted to offer a place on our leadership development programme to Trust CEO Terangi Parima.

She joined a group of Star Hospitality senior managers, who welcomed her and valued the added benefit of a local, community lens.

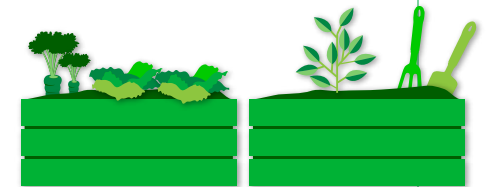
Terangi's words capture the value she got from the 3-day programme:

"I feel more confident in my ability to lead with intention, to create trust and to connect in ways that strengthen our team culture."

There were so many practical tools and frameworks shared, but even more valuable for me was the self-awareness I walked away with.

Personally, and especially as a young leader, I came into this feeling excited but a bit hesitant. I was nervous – unsure if I'd fit in, unsure if I had anything meaningful to contribute and wondering if I could be fully myself in that space.

But I chose to show up anyway, and I'm so glad I did. What I walked away with was far more than I expected."




Click here for more information

Restoring waterways with native plants

DB's commitment to Brewing a Better Aotearoa recognises the need to care for the environment.

The top of the South Island is a key region for growing hops and apples – two essential ingredients in our products.

In 2025, we partnered with Kotahitanga mō te Taiao Alliance and The Nature Conservancy (TNC) to help achieve their ambitious vision of restoring the depleted lowlands in the Tasman District to at least 15% native vegetation cover.

“Lowland sites in the district present great opportunities for restoring native forests and wetlands, which support native species both on the land and in freshwater systems,” says Hudson Dodd, TNC’s Restoring Lowlands Programme Manager.

“By restoring waterways with native plants and trees, we are protecting native fish habitat and improving water quality, in addition to supporting native birds and other terrestrial species that call these areas home.”

In 2025, DB funded 7,000 native plants for the programme, which represent the equivalent of at least 1.6 hectares of newly restored land.

DB will contribute to further planting in 2026 as more horticulture landowners are being brought into the scheme.

Through our partnership, our Redwood Cidery team was also able to help restore some of the native tree plantings that were damaged in the 2025 Tasman floods. The team spent the day at Motueka Valley’s Hinetai Hops, one of the region’s growers whose hops may end up in our beer.

It was a rewarding day out for the team working along the banks of a natural spring that feeds into the Motueka River, and we are grateful to have been able to help in a small way.

At DB, we are proud of the work we do to care for people and planet, and this partnership demonstrates this value in action.



Smarter brewing, better efficiency in Timaru



Brewing is energy and water intensive. Much of this resource use remains constant regardless of how much beer is produced, as equipment still needs to be cleaned, cooled and maintained even at lower production volumes.

That's why the progress made by our DB Draught team in Timaru is especially impressive. Over the past 2 years, the team has improved the efficiency of water and energy use, despite falling production volumes and the installation of a new onsite wastewater treatment plant.

As older equipment was replaced, including the refrigeration system, the team took the chance to rethink how energy was used. From our internal, unaudited data, between 2023 and 2025, heat use dropped by 17% and electricity use fell by 12%.

By adopting HEINEKEN's global best practice and closely tracking water use, the team has successfully reduced water consumption by 20% over the same period, reaching 2.74 hL/hL in 2025 (2024: 3.18 hL/hL; 2023: 3.46 hL/hL), and is now well on track to meet HEINEKEN's revised 2030 stretch target of using 2.6 litres of water for every litre of beer produced.

Improvements were also made to cleaning routines. Schedules, equipment cleaning order and chemical use were reviewed and adjusted to reduce water waste, while still meeting strict quality standards to support the water savings made in 2025.

The team is confident it can maintain this momentum and achieve further efficiency in 2026 and beyond.



Future-proofing brewing at Tuatara



Our Tuatara Brewery's move from the Kapiti Coast to its new home at Brewtown in Upper Hutt in late 2024 and early 2025 gave us the opportunity to reimagine our brewing operations and bring sustainability to the fore.

The brewery was designed around equipment and technology that allows us to make beer, cider and RTDs while using less energy and water.

Key to lowering our water use has been a new tunnel pasteuriser with improved temperature control, chemical water treatment and more efficient water pumps, which allow more beer to be pasteurised while sending less water down the drain.

Water and chemical use have also been reduced through a new centralised clean-in-place system, which allows the brewery to recover and reuse water and cleaning solution more than once.

Reducing energy use was another top priority in the brewery design. A newer heating system replaced an outdated tube calandria in the brewhouse, and along with improved extract recovery, this should increase the yield while reducing organic load in our wastewater. Jacketed bright beer tanks have also removed the need for inefficient cool storerooms. It is difficult to compare energy efficiencies fairly between the old Kapiti and new Brewtown sites. However, more metering is available at the new Brewtown location, and we expect to be able to compare Tuatara's energy efficiency from a 2025 baseline at the end of 2026.

The brewery team isn't stopping there and is chasing even more ambitious targets for water and energy efficiency in 2026.





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Heineken® 0.0 Now You Can campaign




Click here
for more
information

In 2025, the Heineken® 0.0 Now You Can campaign played a central role in advancing our approach to responsibility by helping normalise alcohol free choices in everyday social occasions. The campaign was designed to remove stigma around choosing not to drink, reinforcing the idea that enjoyment, connection and belonging don't depend on alcohol.

As our flagship moderation campaign for the year, Now You Can brought Heineken® 0.0 to the forefront of responsible consumption messaging, aligning closely with HEINEKEN's global  **Low. Slow. No.** framework. By showing alcoholfree options as a confident, positive and mainstream choice, the campaign encouraged more mindful decision making without judgement.



Importantly, Now You Can was not a stand-alone marketing initiative but a tangible expression of our responsibility commitments. In 2025, DB invested 11.3% of Heineken® media spend into responsible consumption and moderation campaigns through Heineken® 0.0, exceeding our annual target of 10%. This contributed to a total of \$2.5 million invested over the past 5 years in programmes focused on promoting responsible drinking and moderation.

Through its scale, consistency and cultural relevance, Now You Can became a major contributor to our responsibility agenda in 2025, helping embed moderation into social norms while supporting our wider Brewing a Better Aotearoa and EverGreen 2030 ambitions.



Reducing our carbon footprint

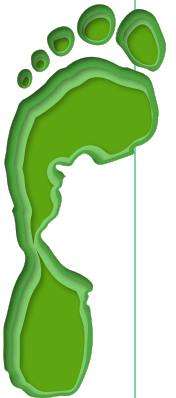
A relentless focus on industry best practice in energy use, coupled with the careful use of renewable energy certificates, has helped us achieve a nearly 70% reduction in our scope 1 and 2 gross carbon emissions over the past 7 years.

An independent audit verified that our scope 1 and 2 emissions in 2025 were 3,260 tCO₂e (2024: 4,398 tCO₂e; 2018 baseline: 9,846 tCO₂e) – a total reduction of 67% (2024: 55%) against our 2018 baseline.

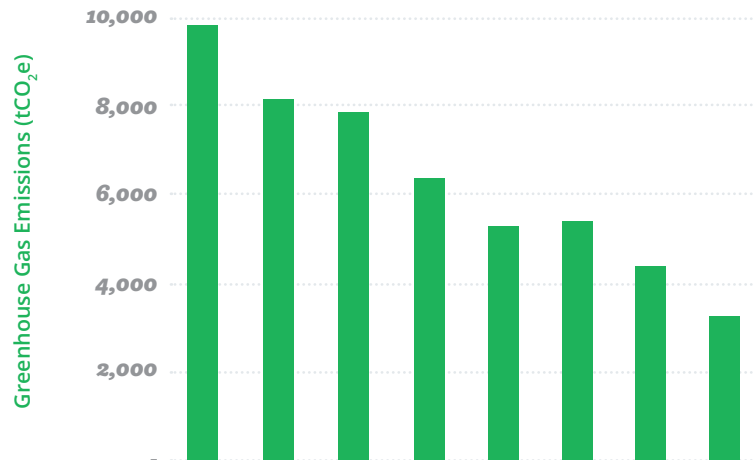
Our 2025 savings are a continuation of prior reductions achieved through the transition from coal to biomass for steam production at Timaru and the replacement of our nationwide forklift fleet with electric vehicles.

A planned upgrade of the refrigeration control system at our Waitemata Brewery in Auckland in 2025 to improve electricity efficiency took longer than expected, and final commissioning will now take place in 2026.

In 2025, we also committed to replacing nearly half of the Auckland brewery’s refrigeration compressor capacity. This new equipment is now being designed and built, and we expect it to be installed and commissioned before the end of 2026. Once completed, it will help further reduce our electricity consumption.



Reduction in our production and corporate (scope 1 & 2) emissions from our 2018 baseline



Contact us

To give feedback or for more information about this report or sustainability at DB, please contact us:

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dbreweries

pioneers