

Diageo partners with Heinemann and Tony's Chocolonely during roundtable

Earlier this month, at TFWA Cannes, Diageo hosted Gebr. Heinemann, L'Oreal and Tony's Chocolonely at a Sustainability Roundtable. Diageo's Global Travel team brought the group of brand owners and retail partner together because of their stated ambition and action to date in driving sustainability in the channel.

Recognising both the heightened challenge which travel retail presents with complex carbon impacts, extra gifting, global logistics and more, Diageo has worked with Heinemann over the past year building a joint green business plan, while Heinemann has also been partnered with L'Oreal in this way.

Like Diageo's Baileys brand, Tony's Chocolonely is a B Corp business.

The grouping came together to begin what will be a new discussion and action forum on sustainable practices in the travel retail space, initially focusing in on three areas for sharing learnings, collaboration and test and trial: carbon reduction in supply; reaching the consumer with sustainability content and communication; innovation in retail space and product.

Graeme Black, Global Travel Supply Director for Diageo, said: "There is so much to go after to reduce our carbon footprint in travel retail it can seem overwhelming, we have workstreams focused on energy, supply, distribution, packaging, weight and more.

But we recognise that if we as Diageo do it, not only is it not enough – but we cannot solve our sustainability challenges and those of travel retail alone. We need the support of our retailers to help us reach consumers, and buy into new products, we also need inspiration and best practice where we have gaps from our peers."

The group will meet quarterly to share: challenges; best practice; new materials; projects: and consumer outreach to engender greater action in a channel where waste, weight and carbon footprint weigh heavily on consumer traveller, airport, retailer and brand owner.

Saskia Moller, Director Legal, Compliance & Sustainability at Gebr. Heinemann added: "Once again collaboration is key! Bringing sustainable leaders together at one table is a huge leverage towards a more sustainable global travel retail industry.

As retailer we have to close the gap between producers and consumers to zero distance by promoting responsible choices and consumer empowerment and education at the POS. It is a giant task that can only be accomplished by joining forces. "

The group will meet again virtually in the coming months to share best practice examples of sustainable materials and continue to discuss digital and supply solutions, from QR codes for information to EV vehicle delivery and on-shelf information.



Diageo has been working to bring its sustainability and inclusion ambition, 2030, Spirit of Progress, to life within its Global Travel business.

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