



Our third Sustainability Pitch comes from Beam Suntory, which is committed to operating as a responsible business that's actively contributing to a more sustainable, equitable future for everyone - with travel retail earmarked to play a key role.

A core value of the New York headquartered premium spirits company is Growing for Good and, through its Proof Positive sustainability strategy, it has committed to ambitious goals and investments.

These include promoting environmental sustainability in its operations, ensuring the company has a positive impact on the communities where its employees live and work, and delivering programmes that educate and inform consumers to make the right personal choices about drinking.

Key milestones highlighted in the company's latest Sustainability Report include a 10% reduction in water usage rate across the company's operations and an increase in shipped volume including on-pack nutritional data.

In this pitch, GTR Marketing Director Manuel González Soto answers questions put to him by our expert panel of Sustainability Guardians.

Please watch the video below to find out more, including whether Beam Suntory has achieved TR Sustainability Hero or TR Sustainability Trailblazer status...

You find out more about this year's Sustainability Guardians, and how the Sustainability Pitch initiative works, by reading the 'Pitch Session 1' article below.

VIEW NOW: The Sustainability Pitch Session 1: Chilly's

VIEW NOW: The Sustainability Pitch Session 2: Ferrero

Plus, you can watch a handy TR Sustainability Pitch explainer video by clicking the button below.

WATCH THE EXPLAINER VIDEO

About TR Sustainability Week: 4-8 September 2023

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The Sustainability Pitch Session 3: Beam Suntory

programme. If you haven't already done so, [please do register by clicking here](#). Registered delegates receive handy reminders about the content that's available to view.

Join the live conference sessions. Sustainability is important to TRBusiness, which is why the event is 100% complimentary to attend. To join the live conference sessions on Tuesday 5 and Wednesday 6 September, please [click here](#). All the live conference sessions will be available to watch on-demand, following the live broadcasts.

View our sustainability content. Stay close to the [dedicated section on our website](#) to view TR Sustainability Week content, including this year's Sustainability Pitches.

Read the Sustainability Issue. The dedicated TRBusiness Sustainability Issue 2023 can be read [here](#).

To find out more, about TR Sustainability Week 2023 please visit:

www.travelretailsustainabilityweek.com

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