

ASIA PACIFIC BREWERIES

Brew a Better World

Asia Pacific Breweries Singapore (APBS), the leading brewery in Singapore, is renowned for its high-quality beers and innovative brewing techniques. Founded in 1931, APBS produces iconic brands such as Tiger Beer, Heineken, and ABC Stout. With a commitment to sustainability and excellence, APBS has established itself as a key player in the beverage industry, serving both local and international markets with a diverse portfolio of premium products.

Asia Pacific Breweries (APBS) is a proud member of The HEINEKEN Company, one of the world's leading brewers. As part of HEINEKEN, APBS benefits from a global network and extensive resources, allowing it to uphold high standards in brewing excellence and sustainability. This affiliation empowers APBS to implement innovative practices and contribute significantly to HEINEKEN's mission of brewing a better world.

OVER 90 YEARS OF PURPOSE-DRIVEN LEADERSHIP GROUNDED BY PEOPLE, PLANET AND PROSPERITY

APBS is strongly guided by its corporate purpose – “We brew the Joy of True Togetherness to Inspire a Better World”. The company believes it has a role in brewing conditions for deep, meaningful connections to happen.

Underpinning the corporate purpose are a set of values that represent what APBS stands for; Passion for consumers and customers, Courage to dream and pioneer,

Care for people and the planet and Enjoyment of life; these values have grounded the company for the past 93 years, and form the foundation for its future success.

APBS understands that it can only thrive if its people, the environment, and the communities around it are thriving. This is why the company is dedicated to making a positive impact in the community and prioritises its ‘Brew a Better World’ sustainability strategy, actively supporting the UN Sustainable Development Goals.

BREW A BETTER WORLD STRATEGY

The HEINEKEN Company is the first global brewer to have its long-term net-zero and FLAG (Forest, Land, and Agriculture) targets approved by the Science Based Targets initiative (SBTi). It is also the first global brewer to commit to achieving net zero across its entire value chain by 2040, a full decade ahead of the Paris Agreement's timeline.

To meet these ambitious sustainability goals, APBS has developed its own comprehensive

sustainability strategy in close collaboration with both external and internal stakeholders. This strategy is set to meet the targets defined by HEINEKEN's “Brew a Better World: Raise the Bar 2030” initiative which is straightforward enough to fit on the back of a coaster.

In-House Capability: Brew a Better World (BABW) Academy

APBS' focus on sustainability is substantiated by the resources invested by HEINEKEN to build in-house capability. The Brew a Better World (BABW) Academy offers curated e-learning courses to facilitate better understanding of sustainability, be it environmental or social. The global sustainability team organises monthly webinars to share best practices among breweries, employees are meaningfully involved and engaged in the company's sustainability strategy through educational activities, online content engagement and volunteer events such as a company-wide sustainability-themed scavenger hunt, staff volunteering session with Zero Waste Singapore and a beach clean-up for Earth Day 2023.

BREWING SUSTAINABILITY: RECYCLING, PACKAGING, AND GREEN VALUE CHAIN

Green Value Chain: From Seed to Sip

Sustainability is embedded from the planting of a barley seed to the moment a glass of cool beer is served at the bar. Beer, one of the world's oldest beverages, begins with all-natural ingredients – malt, yeast, hops, and water – sourced sustainably at a global level.

The HEINEKEN Company has a Low Carbon Farming programme, working with suppliers, cooperatives, and farmers in various countries. A dedicated team collaborates directly with farmers to test new farming



practices and measure their carbon reduction over 3 to 5 years. This allows all participating farmers to measure and track yearly carbon reductions.

In Singapore, APBS demonstrates its commitment by brewing with solar energy. Over 8,000 solar panels installed on brewery roofs contribute to 20% of the power mix. Additionally, the onsite rainwater harvesting system and water reuse treatment plant help reduce water intake.

Reducing emissions from refrigeration is also a high priority, as beer is best served cold. The company provides its trade partners and suppliers with energy-efficient green fridges to halve the carbon emissions generated by refrigeration.

Sustainable and Circular Packaging

APBS also has a robust circularity approach for sustainable packaging. When a consumer enjoys beer in a hotel, restaurant, or hawker centre, the packaging is 100% reusable – every keg, bottle, and crate is returned to be cleaned and reused.

In the 1980s, long before sustainability became a buzzword, the brewery invested in a reverse logistics system to collect used glass bottles and beer kegs from the marketplace for cleaning and reuse.

All steel kegs are 100% reusable and have lifetimes of over 10 years. When they reach their end of life, the kegs are recycled as scrap metal instead of being discarded.

Each glass bottle reaches customers through reusable crates, and after the beer is consumed, the empty bottles are returned.



At the brewery, the returnable glass bottles undergo strict quality checks before being refilled with freshly brewed beer and sent back to the marketplace. This results in more than 27 million glass bottles, or approximately 88% of the company's used bottles, being reused and recycled each year.

The brewery's sustainable packaging efforts also extend to its logistics and transportation operations. In 2018, APBS reduced the thickness of its aluminium cans, saving over 25,000 kg of packaging waste and lowering emissions from transportation.

Repurposed Food Waste

The brewery also adopts a circular approach to its main food waste: spent grains. All spent grains are fully repurposed as animal feed, diverting about 20,000 tonnes of grains from landfills annually. At the same time, APBS is exploring innovative ways to upcycle spent grains. A recent example is WellSpent Barrakku, a novel snack created from upcycled grains by the chefs at At-Sunrice GlobalChef Academy. This snack was featured as part of APBS's Tiger Brewery Tour: Sustainability Edition, in partnership with the National Environment Agency's Go Green 2023 campaign.

Let's Recycle Together

Recognising its role in Singapore's Zero Waste journey, APBS collaborated with Zero Waste Singapore (ZWSG) and Lion's Befrienders in 2023 to launch a recycling programme under ZWSG's Let's Recycle Together movement. This initiative aimed to engage Singapore's growing senior citizen demographic, enriching their active ageing journey by encouraging them to contribute to the circular economy and help reduce landfill waste.

CHAMPIONS OF SUSTAINABILITY IN SINGAPORE

In recognition of ongoing sustainability efforts, APBS was awarded the Eco-Office certification in 2022 by the Singapore Environment Council (SEC), a United Nations Environment Programme (UNEP)-recognised organisation. An external audit assessed the company's management of energy, water, resources, and waste, the interior office environment, corporate sustainability strategy implementation, and sustainable practices of employees like switching off equipment when not in use, recycling waste, and monitoring energy usage.