

CELOSA ROSÉ

TEQUILA

A RARE TEQUILA FOR REFINED TASTES

Impact

Executive Report



YEAR 2023

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INTRODUCTION

In an increasingly sustainability-conscious world, companies are seeking to integrate responsible practices into their operations to contribute to the well-being of the planet and communities. This report aims to highlight the efforts and achievements of Celosa Rosé Tequila.

Tequila, a gem of Mexican culture, has transcended borders and become a symbol of elegance and tradition. Celosa Rosé has embraced the challenge of further enhancing the experience, not only in terms of quality and refinement but also in terms of environmental, social, and economic responsibility.

Throughout this report, we will explore the initiatives and practices adopted by the Tequilera to minimize its environmental impact, promote social equity, and ensure an ethical and transparent business model. All of this is in pursuit of meeting the rigorous sustainability standards set for luxury brands committed to sustainability and ethics.

Let's delve together into the fascinating journey of Celosa Rosé, discovering how this luxury tequila distillery has become a benchmark of excellence not only for its exquisite product but also for its dedication to the well-being of the planet and future generations.

BRAND

Mission

To bring a contemporary and aspirational taste on Mexico to the world

Propositions

Uniquely crafted.
Generational craftsmanship.
Industry pioneers.
Market innovators

Pillars

Aspirational. Exquisite. Authentic.
Luxury. Smooth. Quality. Unique.
Legacy. Exciting. Rare.



ABOUT US





METODOLOGY



The creation of a sustainability report involves a structured approach to address the environmental, social, and economic dimensions of the luxury tequila distillery's operations. The methodology employed is outlined below:

Context Understanding:

- Identification of specific criteria and requirements established by recognized organizations on sustainability standards.
- Evaluation of trends and best practices in the luxury spirits industry and their connection to sustainable commitment.

Materiality Analysis:

- Identification and classification of relevant stakeholders for the distillery, such as employees, suppliers, and consumers.
- Involvement of stakeholders in the process, collecting their perspectives and feedback to ensure an inclusive and transparent approach.

Transparent Communication:

- Development of a clear and transparent communication approach to share achievements and challenges with stakeholders and the community at large.
- Organization of collected data into a structured report, following identified guidelines or other applicable regulations.

We are excited to share this sustainability report that reflects and highlights the commitment and achievements of Celosa Rosé in its pursuit of a sustainable present.

MATERIALITY

Relevant Topics

1. Sustainable Agriculture
2. Emissions
3. Energy
4. Water Management
5. Climate Change
6. Waste Management
7. Biodiversity
8. Product Quality and Safety
9. Training and Development
10. Occupational Health and Safety
11. Responsible Consumption
12. Talent Attraction and Retention
13. Community Development
14. Sustainable Sourcing
15. Business Innovation
16. Sustainable Marketing
17. Supply Chain Management
18. Corporate Ethics and Compliance



This materiality analysis aims to provide a comprehensive view of how Celosa aligns with the expectations and needs of our stakeholders, defining our strategy to reinforce our position as leaders in the tequila market. Material topics, at the core of our operations, were prioritized to contribute to a sustainability strategy.

We trust that this analysis not only showcases our commitment to acting as a positive force in the tequila industry but also serves as a clear roadmap to guide our future initiatives and actions. We invite all our stakeholders to join us on this journey towards a more conscious, pure, and sustainable future.

ENVIRONMENTAL PERFORMANCE

Within the company documentation, we have implemented policies focused on environmental care:

- Environmental Management System Policy
- Environmental Policy
- Water Management Policy

Among our highlighted actions:

- The treatment of vinazas, which contributes to treating and returning the water used in the tequila creation process cleanly to bodies of water.
- Our facilities are equipped with photovoltaic cells and sensory lights, reducing energy consumption.
- The property is conflict-free with Protected Natural Areas, emphasizing our commitment to biodiversity preservation.
- We maintain a record of an emissions inventory.



4.38

Ton CO2 emitted

34.29

MWh generated

TEQUILA
CELOSA
ROSE

SOCIAL PERFORMANCE

Within the company documentation, we have implemented documents to regulate employee behavior and address issues related to inclusion and human rights, occupational health and safety, and non-discrimination and harassment. Among the documents are:

- Employee Handbook
- Psychosocial Risks Prevention Policy
- Diversity, Equity, and Inclusion Policy



70% of the distillery's workforce is composed of women



EXECUTIVE IMPACT REPORT

Through the implementation of various policies and actions, Celosa has taken concrete steps towards reducing its environmental impact and promoting socially responsible practices. While the journey towards sustainability is an ongoing process, the efforts thus far reflect a steadfast commitment to a more sustainable and ethical future. The distillery will continue exploring new opportunities and collaborating with stakeholders to further enhance its positive impact on the environment and the community.

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