

# sustainability update 2022.



**good never stops:** Sustainability doesn't happen overnight. Whilst we have already set a lot of things in motion, there is still so much to do. The solution: to keep going. This sustainability update shows where we stand as of 2022.

First and foremost, some news from our side: Florian Weins joined us as Managing Director in February 2023 and, together with our CEO and founder Mirco Wolf Wiegert, is driving the internationalisation. After all, good knows no border.

## 1. good shows attitude.

We speak up for tolerance and for an open and democratic society. We fight for issues that are close to our heart – without fear of any headwind.



"real fans instead of right-wing fans."

In November 2022, we once again showed racism the red card – together with EXIT Germany and TSV 1860 Munich. Under the motto "to the right, please exit", we campaigned to dissuade people from the right-wing radical ideology. Our statements accompanied fans in Munich on public transportation, on stadium banners and in fan pubs all around the stadium.

**#keinschlaflieder (#nolullabies) brings politicians out of their slumber.**

During the non-session phase of the Bundestag last summer, too many topics were left unaddressed. Therefore, we

launched a wake-up call in September 2022: the fritz-kola #keinschlaflieder. Well-known lullabies, re-written by various artists with political appeals. With over 130,000 streams, we donated more than 11,000 EUR to the independent non-partisan initiative Brand New Bundestag.

## 2. good protects the environment.

We dislike producing waste – this applies to our products as well as to everything around them.

**kiss my glass: our new reusable glass filling plant.**



More reusables, less plastic – our goal for the entire beverage market. Together with our partner Franken Brunnen, we opened a new, highly efficient bottling plant in Eilenburg near Leipzig and shortened our transportation routes.

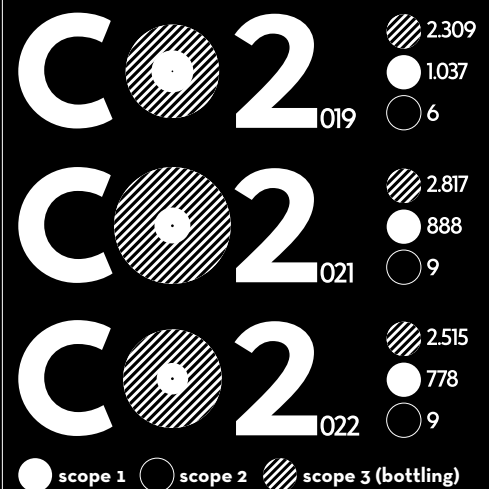
**clear course – less emissions, more sustainable advertising materials.**

Less is more. This applies to many things, but certainly to CO<sub>2</sub> emissions. In 2021, we committed to the United Nations' 1.5°C target by joining the Science Based Targets initiative (SBTi). By 2030, we aim to reduce our Scope 1 and 2 emissions

by 46% compared to 2019. We are well on our way and have already reduced Scope 1 emissions by 25% by expanding our e-fleet. In bottling, we were able to reduce our Scope 3 emissions by 11% compared to 2021 by converting further bottling plants to green electricity. Due to the growth of our company, Scope 3 emissions have nevertheless increased overall since 2019.



## our climate footprint. (in t CO<sub>2</sub>e)



<sup>1</sup> Since 2022, we have been using average values for data gaps concerning the bottling plants. We have corrected emissions for 2021 accordingly.

Because not every mean is right for us, we continue to improve our advertising material. We want them to be durable, recyclable, certified and plastic-free. In 2022, we really made a big difference – our chalkboards and clothes are now 100% sustainable. In all other categories, we are very, very close.



(intermediate)  
**goals**  
for **2025.**

- ➔ **20% less water, heat and electricity per bottle**  
(currently -11%, -4% & +11%)
- ➔ **90% certified organic raw materials for our products**  
(without sugar; currently 67%)
- ➔ **100% sustainable mobility of frittees**
- ➔ **Over 95% sustainable advertising material**

## 3. *mm* good makes a difference.

Talking is silver, doing is gold. That's why we support initiatives whose goals we share. Or we just start them ourselves.

**In the spotlight – our new study gives deposit collectors a voice.**

With our initiative EVERY BOTTLE HELPS, we have been drawing attention to the situation of deposit collectors for years. More than one million people in Germany actively collect deposits – the majority in addition to their regular job. This is just one of the results of our representative EVERY BOTTLE HELPS study, which was conducted for the second time in 2022.



## 4. *oo* good stays awake.

We don't want to just stay awake, we want to be better and stand for unique, cultural goods rather than mass-produced ones. Since June 2022, we have been taking sugar-free taste to the next level with our fritz-kola superzero. We have also further reduced the average calorie content of our products with the superzero by more than 15% since 2016. By 2025, it will be 20%. The average serving size dropped to 0.34 l.



## about us.

fritz-kola is an independent and owner-managed Hamburg-based company that has not only grown from a start-up to a medium-sized company. The indie brand has more importantly become the market leader in the craft kola segment. fritz-kola was founded in 2002 by two students in Hamburg. The first kola was launched in 2003, followed by other kola variations and a number of lemonades and spritzers.

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