



MERMAID

ISLE OF WIGHT DISTILLERY

Impact Report 2023

2022/2023

SUSTAINABILITY REPORT

CONTENT

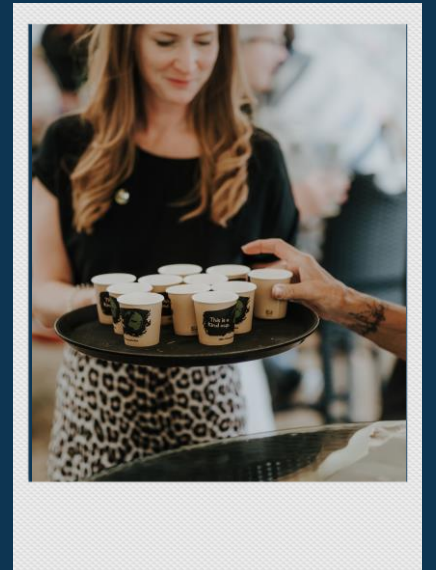
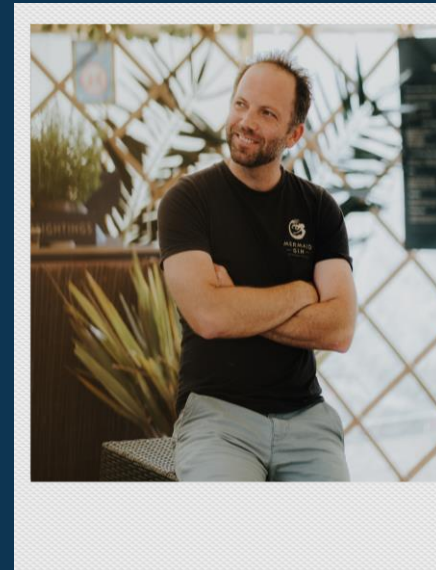
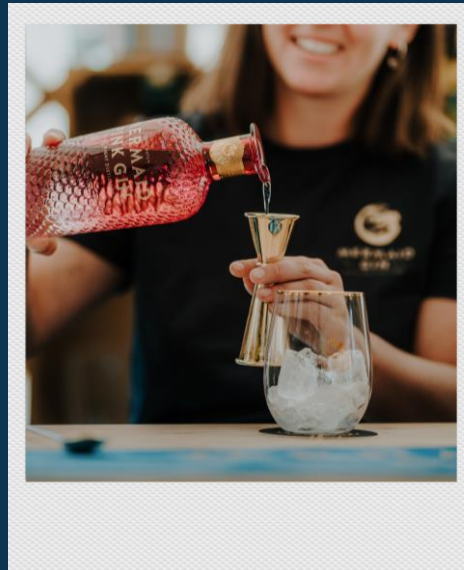
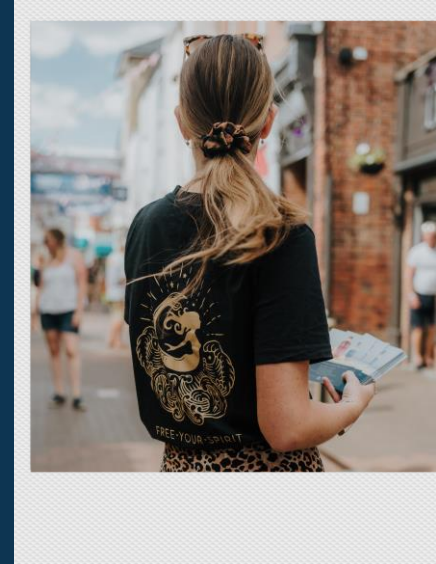
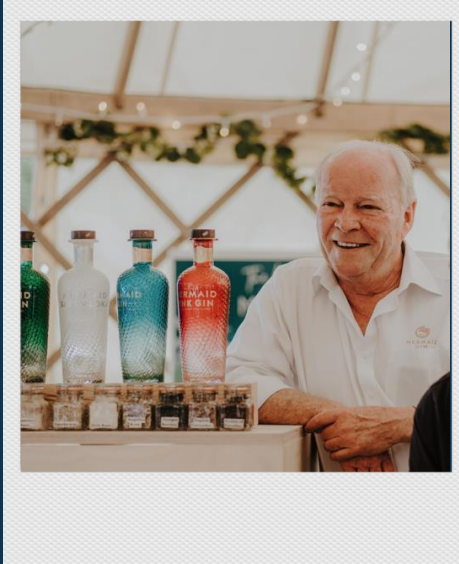
COMPANY OVERVIEW

OUR MISSION

OUR PURPOSE

BCORP

FUTURE
IMPROVEMENTS



2022/2023

COMPANY OVERVIEW

Company Overview

Founded by Xavier Baker & Conrad Gauntlett in 2014, the Isle of Wight Distillery is the island's first and only distillery and the home of Mermaid Gin. Rooted in the natural landscape of a unique island, our small team distil spirits shaped by our stunning surroundings and the unique character of our island. Doing things differently, minimising waste and using ethically sourced and often local ingredients to craft a range of smooth, complex spirits.

With a wealth of knowledge in brewing and winemaking, Xavier and Conrad set about combining their experience to embark on a passion project, hand-crafted spirits made on the island, using wild-foraged and ethically sourced ingredients. Since the Distillery was founded in 2014, Mermaid Gin and its varieties have made their way across the country as well as adventuring overseas, bringing a hint of ocean air to gin lovers across the globe.



OUR MISSION

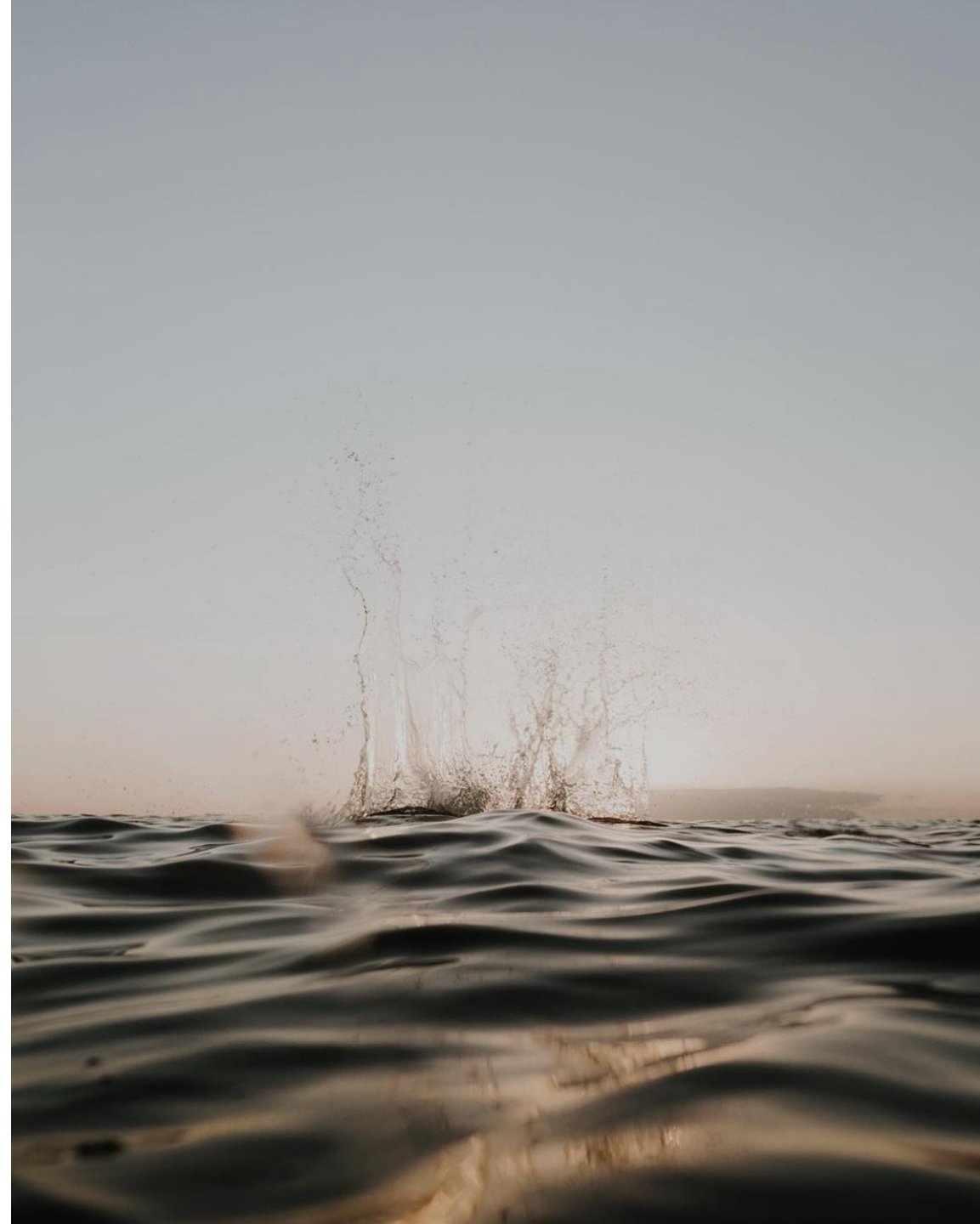
We produce premium spirits in a sustainable, community-minded way, using ethically sourced ingredients. We want to inspire a reconnection with nature, working alongside and in balance with it. We're passionate about making people's lives better and considering the well-being of our planet.

OUR PROMISE

We will play our part in achieving a global net-zero economy, working up and down our value chain to advocate for change. We need our suppliers to move to renewable energy, and our distillery will move to renewable energy to power the stills and will capture waste, heat and other resources used in the process. Join us in helping make a positive impact on our environment and don't stop holding us, and each other, accountable.

OUR VALUES

Appreciate others as human beings with abundant experiences • Value diverse perspectives - honor the unique experiences each of us brings, even and especially if it is different from your own • Stay judgment free - of others and of ourselves • Maintain confidentiality - what is learned here leaves here, what is said here stays here • Advocate for your emotional wellbeing - take care of others • Move up, move back - move up to share your perspective and move back to listen to others' contributions • Practice radical inclusion - inclusion is everyone's job; be a good ally to everyone: ask, assess, and assist.



2022/2023

B CORP

B CORP

In November 2022, we achieved B Corporation Certification and joined a global movement of like-minded organisations, using business as a force for good. We've always been determined to produce premium spirits in a sustainable, community-minded way, balancing purpose and profit.

Becoming B Corp means we meet (and must continue to meet) rigorous standards of social and environmental performance, transparency, and accountability. To achieve this, we worked with our employees and customers to reach a high level of inclusion, and with our supply chain to achieve high levels of transparency and accountability.

To stay certified, we'll need to continuously improve our practices and we're determined to do this.

We're now part of a global community of B Corporations, which includes trail-blazers setting standards for sustainability, such as Patagonia, Finisterre, Ben and Jerry's, Oxfam, Brewgooder, Jimmy's Iced Coffee and Sipsmith.

Our purpose has always been beyond just product, to balance purpose with profit, improve people's lives and care for our planet.



2022/2023

B CORP SCORE

Governance – 16.0

Workers – 29.9

Community – 17.8

Environment – 22.8

Customers – 3.1

GOVERNANCE 16.0

When starting the Isle of Wight Distillery in 2014 our mission as a brand from the beginning was to be sustainable and creating a mission for us to strive off. When new employees join the team, they are educated on best practices, ethics, values and most importantly our mission. As a business we strive to do our best for our employees, the local community, environment and our customers. All employees are enrolled on ten online training courses to ensure each job undertaken is completed with high health and safety awareness. We take huge pride in our policies and procedures to enable each employee the chance to grow and align with our core values as a brand.



WORKERS 29.9

Here at the distillery, we are passionate about looking after our employees, and we see our employees as the heart of our business. 50% of the distillery team, work within production, with the remaining 50% working in the offices. We believe in paying people fairly; no team member is paid less than the recommended living wage as per the guidelines laid out in livingwage.org.uk.

All colleagues:



Managers:



WORKERS 29.9

Employee Wellbeing

Here at the Isle of Wight Distillery we care first and foremost about our employees and our employee wellbeing. We have created a range of employee benefits to improve their health and wellbeing.

So far

- Encourage all employees to take a break and enjoy the sea
- Flexible to employee needs
- Extra day off for each year worked
- Promote career opportunities in different areas of the business
- Private health care is provided for all employees after their probation period this includes access to a 24-hour GP service
- On an annual basis we get the team together and enjoy sports games along with yoga sessions
- We offer discretionary childcare to all employees during the summer holidays
- All employees receive a cake on birthdays, and we offer lunch to all employees every month
- Profit – based bonus scheme



COMMUNITY 17.8

Local Economy

We are passionate about supporting our local community on the Isle of Wight, through our growth we have used local suppliers on the Island to source our ingredients. Through our relaunch of Mermaid Spiced Rum we chose to use a local beekeeper to prove the honey, salt from our beautiful shorelines and apricots and cherries from Godshill Orchards. We want to get the Isle of Wight back on the map and support our local business community.

Volunteering

Employees are encouraged to become marine champions for Hampshire and Isle of Wight wildlife trust. 'Becoming a Marine Champion or Marine Ambassador is a great way to support Secrets of the Solent in greater depth, while also gaining valuable knowledge and skills. We have a number of roles available, with something to suit all interests. As a volunteer on the project, you'll join a community of dedicated people who share your love for the Solent. What's more, you'll play a vital role in protecting our amazing local marine wildlife for many years to come.



ENVIRONMENT 22.8

From achieving our B Corp status, we recognise we can do so much more for our planet and have set ourselves goals to reach by 2025. The spirit industry is considered to be incredibly carbon-intensive, and we want to change the way the industry operates. We are committed to working with local wildlife charities planting seagrass and supporting surfers against sewage.

Supply Chain

Currently, we work closely with our supply chain having monthly meetings to ensure sustainability is on the agenda; we believe that by working with our supply chain, we can all be a force for good and create a more sustainable future. By working with our supply chain, we are pleased to announce our glass manufacturers now plant several trees every time a truck leaves the establishment. They are looking into ISO14001 certification and currently calculating their carbon footprint to enable them to set reduction targets in line with the 2050 net-zero targets. Our box manufacturers have installed solar panels across all production facilities meaning they operate off the energy they produce.

Each of our suppliers participates in our sustainability scorecard to ensure they have set adequate targets.



CUSTOMERS 3.1

What we said we'd do:

As an alcohol brand we promote 'drink less but drink better'. We want our customers to enjoy a Mermaid and Tonic, spending time with friends in the great outdoors. We've created a smooth spirit taking the Isle of Wight's finest raw materials into consideration. We value our customer feedback and have improved on our packaging as recommended from our latest survey.

At the moment:

Our reviews outline how happy our customers are with the overall experience, not to mention the taste. We will continue to improve our customer experience and responding to all feedback.



★★★★★

BEAUTIFUL GIN

brian coombes on Aug 15, 2023

Had a bottle of pink gin sent to my sister for her birthday. Great service delivered within a few days and my sister thought it tasted great & the bottle was lovely. Wants a regular order now! 🍷

[Report as inappropriate](#)

★★★★★

A LOVELY GIN

Trish Rushton on Jul 31, 2023

I'm always reluctant to buy a gin I haven't tried as it's a lot of money to waste if they're not to my taste. I was given a small bottle as a birthday present and was delighted with the taste. It's a rounded smooth tasting gin full of flavour but not overwhelming. Best teamed with a quality tonic. The best pink gin I've ever tasted

[Report as inappropriate](#)

★★★★★

EXCELLENT

Christopher Curtin on Jul 04, 2023

As always an excellent product from The Isle of Wight Distillery. The best bar far of the current pink gins on the market.

[Report as inappropriate](#)

★★★★★

GREAT FATHERS DAY GIFT

Kim on Jun 21, 2023

Such a beautiful quality to this gin and well worth the money

[Report as inappropriate](#)

★★★★★

MY WIFE'S BIRTHDAY

Ted Shaw on May 19, 2023

Bought Mermaid Gin for my wife's birthday and she was one happy bunny! We discovered Mermaid Gin on a holiday on the Isle of Wight a while ago and she really liked it. It proved impossible to buy it locally, despite various websites saying Morrisons, Asda, Tesco and Sainsbury stocking it they don't in Swindon. I o W Distillery mail order saved the day. Thank you.

[Report as inappropriate](#)

★★★★★

FAB GIN AND GORGEOUS BOTTLE

Chantal on Feb 14, 2023

My Daughters absolutely love this Gin and the bottle too, bought as a present for them. We all had this Gin over the Christmas period, and was enjoyed by all. Thank you

[Report as inappropriate](#)

★★★★★

ANNIVERSARY GIFT, HUSBAND SAYS BEST VODKA

Louise M on Aug 16, 2023

Bought for husband for our eight year 'salt' wedding anniversary. He said it's the best vodka he's had, almost tastes a bit like salted caramel. Bottle is gorgeous as well

[Report as inappropriate](#)

★★★★★

BEAUTIFUL GIFT FOR A VODKA LOVER

Helen Currel on Feb 23, 2023

Bought this as a gift for a vodka loving colleague, beautifully presented in attractive bottle and I hear it is delicious!

[Report as inappropriate](#)

★★★★★

OUTSTANDING

Steve on Feb 21, 2023

One of the best vodkas I have tasted

[Report as inappropriate](#)

COMMUNITY 17.8

HIWWT

Hampshire & Isle of Wight Wildlife Trust work to protect the wildlife and wild places outside our distillery door. We've partnered with the organisation as Wilder Champions, donating funds and assisting with seagrass restoration projects taking place in the Solent.

SAS

Started by a group of surfers, Surfers Against Sewage fight water pollution across the UK. They campaign and organize beach cleans, publish support on how to live a plastic-free lifestyle and raise awareness of the plastic pollution across our coastline. We are proud to be partners of SAS.



MERMAID

ISLE OF WIGHT DISTILLERY

Foodbank

During the pandemic we supported the local food banks on the Isle of Wight to help support the local community. We recognised that the local community was struggling so we donated to the food bank during this period. After the pandemic was over, the UK was hit with a cost of living crisis, meaning more and more people are dependent on food banks across the UK and we made the decision to continue our support.

IOW Defibs

Our visitor center holds monthly quiz nights to help raise funds for the Isle of Wight Defibrillator Charity. Since doing this, we have contributed to the installation of three defibrillators across the Isle of Wight.

Total = £11695

OUR FUTURE GOALS AS A BUSINESS

We are fully committed to the environment and improving our practices, by 2025 we aim to reduce the volume of glass in our bottles, introduce energy efficient stills, relaunch our HMS range into plastic free packing and install a bottle refill scheme.

With the business growing we are looking at a new facility in the future which will enable us to design a facility for employees and customers to be able to use public transport instead of driving.

The new facility will enable us to design the building with solar panels, heat recovery systems and electric stills to completely eliminate our scope 1 emissions. To improve even further we plan to hold all manufacturing under one roof to eliminate further transport.

We want to look after our employees by introducing better retirement funds and more paid days off.

We aim to improve our B Corp score when we recertify, we want to show other Island business what is achievable by working together as a team.



FREE YOUR SPIRIT

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