



B Lab Statement on Almighty Beverages Ltd's B Corp Certification

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for bottled water companies:

"Bottled water companies are eligible for B Corp Certification with additional review by the Standards Advisory Council and, at minimum, incremental disclosure on their public B Corp profile regarding material sensitive issues in the industry."

Almighty Beverages is required to disclose a summary of its practices in the areas of Water Access, Sustainable Usage, and Waste Management as a part of its B Corp Certification. For more information on the review process, please refer to B Lab's statement on the bottled water industry and B Corp Certification [here](#).

Summary of Company

Almighty Beverages is a wholesaler of beverages including bottled sparkling water. Almighty Beverages is headquartered in Auckland, New Zealand and sells their sparkling water in aluminum cans. Almighty Beverages Ltd. bottled water is manufactured by a single supplier based in New Zealand with bottled sparkling water constituting 70-75% of Almighty Beverages' annual revenue.

Almighty Beverages' Industry Practices

Water Access

Almighty Beverages Ltd.'s products are manufactured utilizing water from the Tauranga City Council (i.e. the state owned municipal supply) and their supplier pays a volume based fee of about 2.9 New Zealand Dollars/m³ for the same with provisions for potential surcharges when water restrictions get imposed or access is turned off.

Almighty Beverages Ltd.'s supplier has an agreement with the Tauranga City Council (TCC) which lists out the maximum amount of water and flow rate that can be supplied by TCC to the supplier. This maximum amount can be reduced by the TCC in the event restrictions are deemed necessary to be imposed.

Almighty Beverages has reported that they and their suppliers are not engaged in any lobbying or policy advocacy for cheaper water prices nor easier water access. The company also reported there are no stakeholder concerns related to Almighty Beverages' suppliers usage of the municipal water that remain unresolved.



Sustainable Usage

Almighty Beverages Ltd. 's supplier uses municipal water, and supplied a maximum amount of water per day as per their water agreement with the TCC. The supplier has processes in place to ensure that they do not exceed the limit prescribed by TCC.

In terms of water efficiency measures, the supplier uses air rinsing instead of water rinsing on products that don't need it for Health and Safety reasons. They plan their productions in blocks so there is an efficient use of the machine when it is set up for water products as opposed to switching back and forth between various beverages etc to minimize the need to do a full rinse of the entire site.

Waste Management

Almighty Beverages Ltd. does not use any plastic bottles to package its sparkling water products. The company packages its sparkling water products in aluminum cans.

Company management comments (optional):

B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.