



## **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 Ltd. is required to disclose a summary of its practices related to its bottled water product line in the areas of Sustainable Usage, Water Access, and Waste 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 Ltd. is a wholesaler of beverages including bottled sparkling water.

Almighty Beverages Ltd. 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 more than 40% of Almighty Beverages Ltd. 's annual revenue.

### **Almighty Beverages Ltd. 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/m<sup>3</sup> 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.

There have been no stakeholder concerns related to Almighty Beverages Ltd. 's suppliers usage of the municipal water. Almighty Beverages Ltd. and their supplier do not engage in lobbying or



policy advocacy activities related to cheaper water prices or reducing regulations relating to water access.

#### 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.