



Innocent Drinks

Disclosure Report
Date Submitted: March 18th, 2025



Disclosure Materials

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire that B Lab deems relevant for public stakeholders, then, as a condition of their certification, the company must:

- 1) Be transparent about details of the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue
- 3) Demonstrate that management practices are in place to avoid similar issues from arising in the future, when necessary.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit and integrity of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to a background check by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company



Disclosure Questionnaire

Industries and Products

	Yes	No
Please indicate if the company is involved in production of or trade in any of the following. Select Yes for all options that apply.		
Animal Products or Services	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Biodiversity Impacts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chemicals	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Alcohol	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Firearms Weapons	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Mining	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Pornography	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Tobacco	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Energy and Emissions Intensive Industries	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Gambling	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Genetically Modified Organisms	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Illegal Products or Subject to Phase Out	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Industries at Risk of Human Rights Violations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Monoculture Agriculture	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Nuclear Power or Hazardous Materials	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Payday, Short Term, or High Interest Lending	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Water Intensive Industries	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tax Advisory Services	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Outcomes & Penalties

	Yes	No
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Breaches of Confidential Information	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bribery, Fraud, or Corruption	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company has filed for bankruptcy	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Consumer Protection	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Financial Reporting, Taxes, Investments, or Loans	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Labor Issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Large Scale Land Conversion, Acquisition, or Relocation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Litigation or Arbitration	<input type="checkbox"/>	<input checked="" type="checkbox"/>
On-Site Fatality	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Penalties Assessed For Environmental Issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Political Contributions or International Affairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recalls	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Significant Layoffs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Violation of Indigenous Peoples Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Practices

	Yes	No
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company prohibits freedom of association/collective bargaining	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company workers are prisoners	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Conduct Business in Conflict Zones	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Confirmation of Right to Work	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does not transparently report corporate financials to government	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Employs Individuals on Zero-Hour Contracts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Facilities located in sensitive ecosystems	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ID Cards Withheld or Penalties for Resignation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No formal Registration Under Domestic Regulations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No signed employment contracts for all workers	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Overtime For Hourly Workers Is Compulsory	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Payslips not provided to show wage calculation and deductions	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Yes	No
Sale of Data	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tax Reduction Through Corporate Shells	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers cannot leave site during non-working hours	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers not Provided Clean Drinking Water or Toilets	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers paid below minimum wage	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers Under Bond	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Supply Chain Disclosures

	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Child or Forced Labor	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negative Environmental Impact	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negative Social Impact	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Disclosure Questionnaire Statement

Disclosure Questionnaire Category: Consumer Protection

Issue Date	2018-2022
Topic	Company has received marketing complaints about what is declared on their products and labels and about advertisements
Summary of Issue	The complaints include challenges to some of their on label health claims, naming ingredients on the front of pack which only make up a very small portion of the total product recipe e.g. baobab, or challenges over the product name not being descriptive enough e.g. using the name "tropical". One complaint also alleged "greenwashing" in a TV advertisement.
Size/Scope of Issue (e.g. \$ financial implication, # of individuals affected)	Between 2018 and 2022, the company has had 19 complaints made against them by either local authorities or consumer protection agencies.
Impact on Stakeholder(s)	The names of some of the products and ingredients shared on the description of some Innocent Drinks were found to be misleading or inaccurate. These inconsistencies could have led to customers unintentionally consuming undesired ingredients or a higher quantity of an ingredient than intended.
Resolution	Approximately 50% of these complaints resulted in action by the company such as label change, amended artwork, or ceasing to run specific advertisements. The company was not required to pay any fines or recall their products.
Implemented Management Practices	<p>"The company has set up a "Claims council" formed of representatives from Marketing, Legal, FoodReg and Force for Good.</p> <p>The claims council exists to help the company mitigate risk while still delivering its marketing objectives.</p> <p>The ""claims council"" meet every 2 weeks to discuss any relevant materials that have been risk-assessed by the subject matter experts (e.g. our food regulatory team or sustainability team) and as a result of the completed risk assessment require further discussion and escalation. There is a detailed process which outlines as and when topics and risks need to be brought</p>

	<p>to the attention of claims council. This includes nutrition, health, product or environmental claims and claims council endeavor through discussions to ensure we remain in line with authorised claims and follow official guidance documents across all European markets. The escalated topics and risks are clearly documented with all discussions and outcomes recorded.</p> <p>The company also has a responsible marketing policy and delivers mandatory training annually across their marketing teams to ensure that they are aware of their legal obligations and how to communicate with their consumers without misleading them."</p>
Report	<p>https://www.theguardian.com/media/2022/feb/23/innocent-tv-ad-banned-for-claiming-its-drinks-help-environment</p> <p>https://www.asa.org.uk/rulings/innocent-ltd-g21-1111827-innocent-ltd.html</p>



Disclosure Questionnaire Statement

Disclosure Questionnaire Category: Voluntary Disclosure - Negative News Article

Issue Date	November 2021
Topic	Der Spiegel, the German magazine released an article making allegations of negative social and environmental impacts in the Innocent drinks supply chain.
Summary of Issue	<p>The article questions the nature and practices of the company, who is owned by the parent company, Coca Cola. Several allegations are made about negative supply chain impacts such as:</p> <ul style="list-style-type: none">- Sourcing from supplier farmers who operate in water scarce areas and compete with local communities for water, and use large amounts of pesticides contrary to company claims.- Precarious working conditions for female farm workers in Spain- Exploitative labour and not paying minimum wages to supplier farms, as well as failing to pay a fair price to suppliers and engaging in the cancellation of contracts. <p>Furthermore, the journalist alleged that the Innocent products were not healthy due to their use of pesticides on farms and high sugar content. Other allegations were also made about the recyclability of the company products and questions the use of bio plastics made from sugarcane.</p>
Resolution	<p>B Lab reviews complaints that are credible, specific and material and has a publicly available complaints mechanism on their website at https://www.bcorporation.net/en-us/standards/complaints/</p> <p>To better understand the details of the article, B Lab connected with Innocent to discuss the allegations. B Lab did not pursue investigation related to the complaint and Innocent opted for voluntary disclosure to share their response to the allegations in the article.</p>
Implemented Management Practices	Relationship with Coca Cola: Innocent operates as a separate entity from the parent company, Coca Cola. They work together to achieve their core objectives such as developing prototypes for their 'Future Bottle' that will contain 50% rPET and 50% plant plastic.

Nutritional Value of Drinks: Innocent claims that their products contain the same natural sugars that are found in fruit and vegetables. They do not add sugar to any of their products and all of their drinks are a source of at least 1 micro-nutrient.

rPET Packaging: Innocent made a 100% recycled plastic bottle back in 2006 but revalued due to the long-term sustainable sourcing of 100% rPET bottles. Under advice from WRAP, they decided to focus on increasing recycled content across their range and currently have 50% rPET as standard. They recognise the challenges in sourcing 100% rPET and push for higher recycling rates across Europe (which currently ranges from <30% to >90% depending on country) to ensure better supply in the future. They plan to use either 100% rPET or 100% rPET from plant plastics when they can maintain standards and reduce the overall footprint within the LCA of their bottles in the most sustainable way. All of their bottles are 100% recyclable. They have an ambition to collect and recycle 70% of their bottles by 2023.

Responsible Sourcing including FSA: Innocent source from thousands of farms of all shapes and sizes and therefore focus on getting all of their ingredients verified to SAI Platform's Farm Sustainability Assessment (FSA) standard or an equivalent standard that has been benchmarked against FSA. The FSA enables food and drink businesses to assess, improve, and validate on-farm sustainability in their supply chains. Built around a simple set of questions to farmers, the FSA standardises farm assessment. By 2023, 100% of their ingredients will be sustainably sourced (and they are currently at 90%).

These assessments include how pesticides and other plant protection products are used on farms. Any such products must be officially registered and permitted for use. The standards include topics such as integrated pest management, biodiversity management plans and farm management practices following the principles of 'right product, right time, right place, right amount'. Innocent has also launched a beacon project to quantify farm income while reducing pesticide use and taking other steps to promote natural pollinators. The project currently focuses on apple and orange, their two biggest ingredients. A recent study from Watson also confirmed through independent testing that no pesticides were found in their drinks. Access here: <https://www.watson.de/!348483077>

All of their processing sites will have a full social audit and all

	<p>farms will be verified against SAI Platform's FSA standard or a benchmarked equivalent by 2023. The social auditing process includes checks on payment of minimum wage to ensure compliance within the supply chain.</p> <p>Legal Minimum Wage: Innocent is committed to protecting human rights throughout their supply chain and requires that legal minimum wage is paid by their suppliers. This is an expectation and requirement of their suppliers who are legally bound through their contract to adhere to Innocent's human rights policy available at: https://www.innocentdrinks.ie/content/dam/innocent/ie/en/files/innocent-human-rights-policy.pdf.</p> <p>Deposit Return Scheme: Innocent is in support of systems that increase the recycling rates for plastic, makes economic sense and improves the quality of recycled plastics so they can be used more widely. Disposable packaging for fruit and vegetable juices as well as various other beverages have so far been excluded by law from the mandatory deposit. The amendment of the Packaging Act in Germany on 1 January 2022 now closes the recycling loop and makes it possible to turn 1.5 billion used bottles into new ones every year. The German deposit system has a recycling rate of around 98%.</p> <p>Demand of the German "Bundestag" and their PETition: Innocent recognise that the motion to expand the deposit on disposables in the state parliament was already an item on the agenda when they launched their petition in October 2019. Firstly, they used the petition to attract attention and show the support of the fruit juice industry. Secondly, with the help of political advisors, they talked to many representatives of all parties from the Federal Environment Agency and the chairpersons in the petitions committee. They claim they spent time and resources in support of this motion and was the first company to raise the voice PRO deposit.</p> <p>Although the new law came into force on 1 January 2022, Innocent had already changed the EAN numbers on 1 October 2021 and joined the deposit system with its disposable PET bottles. Joining the German single-use deposit helps ensure that nearly all Innocent bottles can reach their full recycling potential. By joining ahead of time, more than 15 million innocent bottles were saved through the single use deposit systems.</p> <p>Bioplastics- Brazilian Sugar Cane: Innocent consider using plant-based plastic in their bottles as the next step to making their bottles more sustainable. As the material is new and not</p>
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	<p>easily available at scale, they are introducing it gradually. To ensure it does not negatively impact agriculture and food sources, there is a focus on incorporating lessons learned from biofuels. The Bioplastics Feedstock Alliance (BFA) was formed by a number of consumer brands, including Coca-Cola, and guided by WWF. The alliance looks to use science and critical thinking to encourage production of bioplastics feedstocks in an environmentally responsible, socially beneficial and economically viable manner. For more info see: http://bioplasticfeedstockalliance.org/</p> <p>Spanish Strawberries Donana National Park: Innocent is committing to reducing their water footprint. They have a decade-long water conservation project in Spain with two of their major strawberry growers to figure out ways of reducing their water use – and help to protect the Doñana National Park in Andalusia. This conservation project is now a multi-stakeholder initiative run by the SAI Platform. 77 berry farmers across the Huelva region in Spain are taking part, which makes up 10% of all berry production. It's now called the FerDonana project, and involves training farmers and workers, tracking irrigation through the seasons, and applying new technology platforms to help guide on-the-ground decision-makers. At the end of the project in 2020, farmers were able to use 15-20% less water while still boosting their berry crops by up to 50%. A legacy programme has now been set up, with an investment of €2.2m from the EU and other businesses. This money will help to spread the land and water management learnings to other regions of Spain, as well as Portugal and France.</p> <p>Supplier Relationship with Dreher: Innocent has processes in place both before contracting with a partner and during any supplier contract term, to ensure that associated businesses meet high standards. Dreher have been subjected to this process and they currently have no reason to suggest that they do not meet these standards. Should information be shared with Innocent which demonstrates that any of their suppliers or partners are not meeting their high standards, they then take immediate steps to rectify the situation.</p>
Report	https://www.spiegel.de/wirtschaft/innocent-die-falsche-oeko-story-der-smoothie-macher-a-fec8235e-45c7-4896-8b87-4c793b5c66b5