

# Conscious Company

REPORT 2021



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# We build our future legacy with today's actions

Despite the fact that 2021 has been a year of great global challenges, at Zamora Company we have reaffirmed our conviction that we have the capacity and responsibility to contribute to a **better and fairer society**, supporting, with our **Conscious Company Plan**, the achievement of the Sustainable Development Goals (SDG Agenda 2030, United Nations).

Years ago we understood that our activity is linked to the natural and social environment that welcomes us and enables our business, so that environmental protection and socioeconomic development are basic pillars of our purpose as a company.

Now more than ever, we join all our efforts towards a common goal: to strengthen a **sustainable business model** that is our future legacy to society and the planet.

Likewise, we are committed to the creation of **shared value** jointly with all our stakeholders through sustainability without forgetting our purpose: to help our consumers around the world to savor every moment better, because we are the most passionate creators of unique brands.



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# Welcome from the president

*For yet another year, we're presenting our Conscious Company Report. In it, we share the main actions we have taken to collaborate in the transformation towards a more sustainable world and a better planet at our business and in our personal commitments.*

*If 2020 was quite a complicated year due to the outbreak of the pandemic, 2021 saw us have to continue adapting to unpredictable, ever-changing circumstances. We have all given the best of each one of us in order to overcome obstacles with agility and with our sights set on continuing to advance in the construction and development of our project.*



**José María de Santiago**  
President of Zamora Company

*Of all that happened in 2021, I would like to highlight three milestones that illustrate the **main priorities of our company**:*

- 1. In 2021, we exceeded the activity recorded in 2020, encouraging the **organic growth of our business** in all distribution channels and markets.*
- 2. We have invested **more than €7 million** on strengthening the '**conscious company**' model, with more than 70 actions undertaken for **environmental protection, employee empowerment, good governance, and our relationship with society**.*
- 3. During this month of 2022, we are immersed in a work process to define the company's next **strategic plan for 2023 -2025**, which will include the main objectives for this period. In it, we will also focus on*

*continuing to provide answers to **current consumer trends** through our portfolio.*

*We are satisfied with and proud of the results, and we look to the future with optimism while strengthening our commitment to generating shared value.*

*The scenarios we must act on are no longer the same ones; they are neither predictable nor stable. It is up to us, therefore, to work in an environment of great volatility and to be able to anticipate changes with determination, humility and more united than ever.*

*I welcome you to our **Conscious Company Report 2021**, and in reading this, I invite you to discover our brands and learn about our ongoing commitment to our Future Legacy.*

**For yet another year,  
thank you so much.**



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# Message from the CEO

**I am proud to assume the leadership of one of the leading international companies in the premium wine and spirits sector.**

*In line with its values as a **sustainable company**, I am grateful for the trust of the family that owns the company, and I take on this challenge with the hope of reaping the greatest successes to the legacy achieved over these 75 years of work.*

*I am convinced that we will achieve our goals thanks to the company's fantastic **team of professionals** located around the world, all so that our consumers can continue to enjoy unique moments with our brands.*

*I am fully committed to **promoting the new strategic plan** and reinforcing the processes of internationalisation and digitisation, which were already initiated by the company in the previous plan.*

*We will continue to promote our **Conscious Company model** in the same way, which undoubtedly means a business accelerator and a roadmap for the company that defines our purpose and will shape our future legacy.*

*We know that the long-term vision is built day by day. That's why the company **is committing to a sustainable business model, with brands that are aware of the need to protect the climate and biodiversity**. At the same time, respecting the communities where we operate and responding to consumer needs while respecting society as a whole are imperative. Thus, the company also relies on the levers of **transparency, good governance, and conscious leadership** as cross-cutting axes of our business.*



**Javier Pijoan**  
CEO of Zamora Company



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# Thanks from the board

*In 2021, we celebrated our 75th anniversary: our iconic brand Licor 43 turned 75 years old. With it, we have grown and been transformed, but we've always kept our family business values intact, as well as our purpose of taking care of the business and family legacy of our activity for future generations.*

*Our 'Conscious Company' model was reformulated in 2020 to meet new challenges, and it drives our goals to develop a social innovation strategy that has an impact not only on the company's bottom line but also on the socio-economic and natural environment. We have a positive impact on the societies where we operate. In short, this business model is aligned with the **Sustainable Development Goals (SDGs)** of the **2030 Agenda** and with three key axes for action: **commitment to the planet, employee empowerment, and shared value with the social community.***

*As part of our commitment to Good Governance, the company signed onto the **Global Compact of the United Nations** in 2021. This initiative promotes implementing policies for promoting sustainable development, business and human rights, labour standards, the environment, and the fight against corruption. In this line, the Zamora*



**Esther Aguirre**

Advisor and Spokesperson for Zamora  
Company's Family Commission

*Company Group has strengthened its **policies and protocols** regarding risks, constituting the remuneration and appointments committee as well as the audit and risks committee.*

*We humbly present our achievements and goals in this second **Conscious Company Report**. This report proudly reaffirms Zamora Company's intention to build a project that values the **family culture** we have always held dear.*

*For yet another year, we want to thank all those who are continuing with us and those who no longer are so that together we can continue to uphold our **Future Legacy** with the commitment and passion that we are known for.*



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# The vision of a Conscious Company Manager

*We are living in an unprecedented moment. In 2021, we came together to overcome one of the most significant challenges of our generation, a global pandemic. At the same time, we reached a new record for **reducing CO<sub>2</sub>** and **have further reduced the inequality gap**, another major threat to humanity.*

*Companies have to be an active part in finding solutions, in moving from thought to action with a sense of urgency and ambition. At Zamora Company Group, we're clear on this.*

*In 2021, we strengthened our commitments and encouraged changes, taking steps to contribute with impactful actions both socially and environmentally. **We focused our efforts on people and their well-being**, on our consumers and their needs, and on production centres - in short, aiming to generate a positive impact throughout our entire value chain and for all our stakeholders.*

**Our guiding light has been the 2030 Agenda and its 17 SDGs, with ethical, transparent management based on good governance at all levels. That's because we hold the strong conviction that these are the pillars of a new, more conscious society.**

*We know that we still have many things to do, but in the spirit of the transparency we always strive for, we're presenting our achievements and the challenges we're facing in this **Conscious Company Report 2021**. We will continue to move forward with deep commitment.*



**Marisa Almazán**  
Conscious Company Manager



# Creating value **2021**



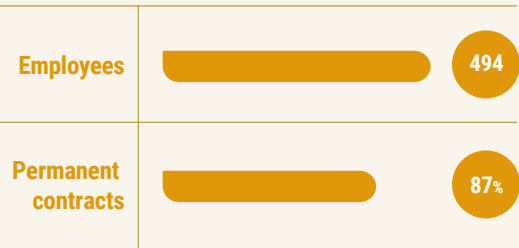




## Employment and professional development



### Quality Employment



Covered by 14 collective bargaining agreements in Spain > 98%



### Flexibility at work

Teleworking agreement

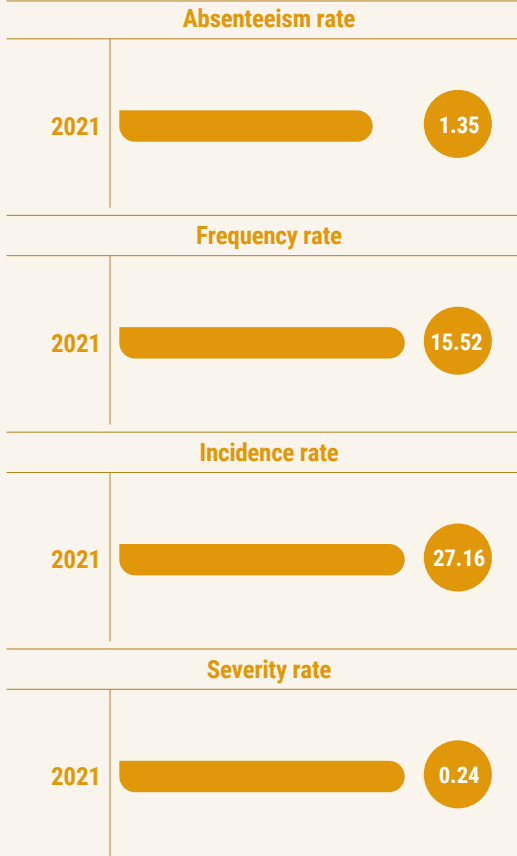
Flexible working hours policy extended to Warehouses

Flexible work for positions that can be applied > 100%

## Occupational health, safety and welfare



### Prevention



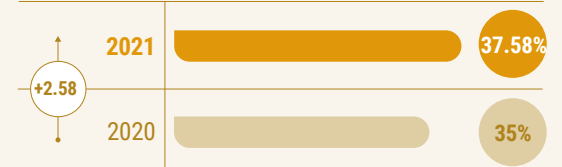
Two third-party prevention services for companies in Spain

## Work-life balance, diversity and inclusion

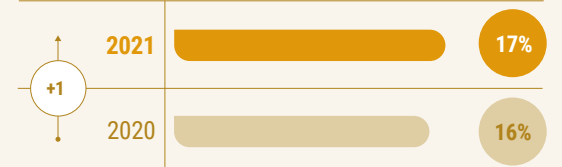


### Gender diversity

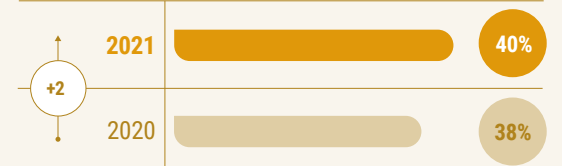
#### Women in the workforce



#### Women in management positions



#### Women in middle management positions



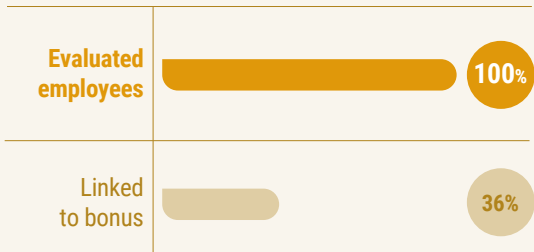
Increased female representation in the team



## Employment and professional development



### ✓ Evaluated employees



**+28%** training hours vs 2020

## Occupational health, safety and welfare



### 👤 Occupational diseases

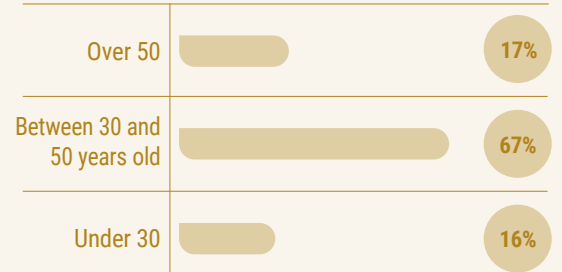
**ZERO** occupational diseases

COVID space in Communication Portal

## Work-life balance, diversity and inclusion



### 👤 Workers by age



### ▲■● Diversity and inclusion

**1.84%** employees with special needs

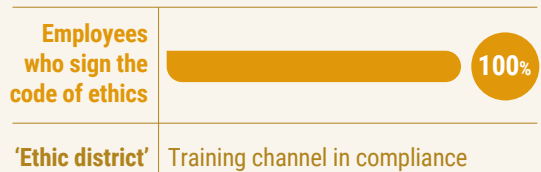
**16** nationalities

Our employee profile is **diverse and inclusive**

## Conscious team



### ✓ Ethics and responsibilities



Registrations in the complaint channel > 0

100% employees sensitized on SDGs

100% employees trained in Food Hygiene

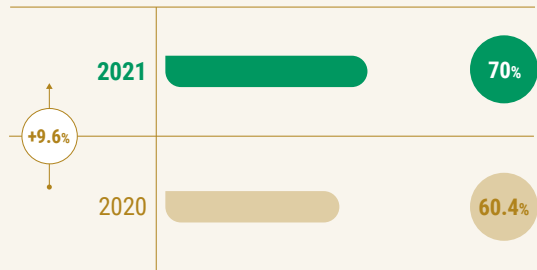
Corporate volunteer programs



## Climate action



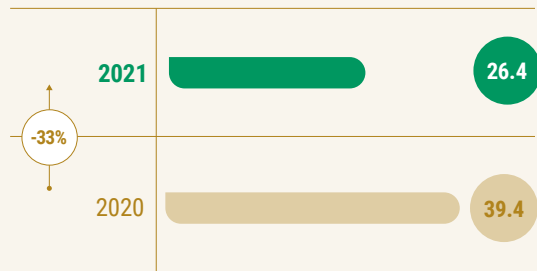
### ⚡ Renewable energy consumed



2025 target > 90% renewable energy

-31.42% energy consumed per liter bottled vs. 2020

### ☁️ CO<sub>2</sub> Emissions (gCO<sub>2</sub>e/l bottled.)\*\*

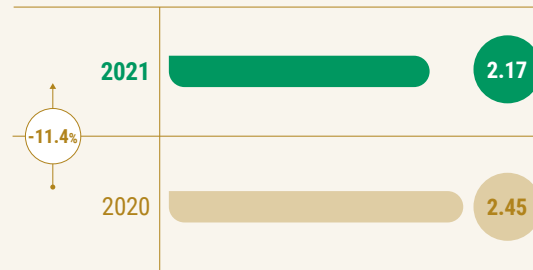


2025 target > -15% GHG emissions vs 2018

## Circularity

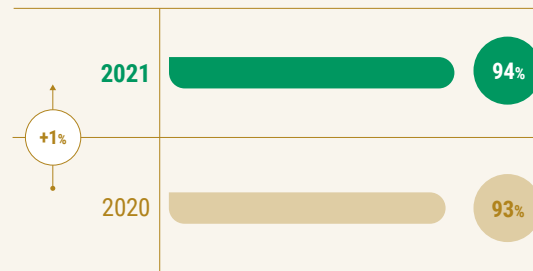


### 💧 Relative water consumption (l/l bottled.)\*



2025 target > -15% vs 2018

### ♻️ Recoverable / recyclable waste



2025 target > 0 waste

3.2 t logistics waste

## Biodiversity protection



- 🌱 Sustainable viticulture program
- 🌱 Biodynamic culture
- 🌱 Substitution of chemical fertilizers with organic fertilizers
- 🌱 R&D projects for biodiversity care
- 🌱 Sea-Conscious Mar de Frades project

+22% of vegetables linked to geographical areas vs 2020

\*(l/l bottled): liters of water consumed per liter of water consumed per liter of bottled product.

\*\* (gCO<sub>2</sub>e/l bottled): grams of CO<sub>2</sub> equivalent emitted per liter of bottled product.



## Climate action



### R&D

New crop varieties adapted to climate change



Ramón Bilbao the only Spanish winery on the founding committee of the **Sustainable Wine Roundtable (SWR)**

## Certifications



## Circularity



### Packaging



30% recycled PET

### Packaging: material used



We are committed to **eco-design in our packaging**

## Conscious suppliers



### Evaluated suppliers

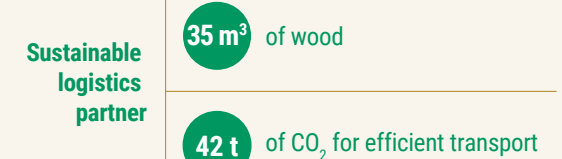


+2.6% of suppliers evaluated by 2021

100% of suppliers sign **Code of Ethics**

**Code of good business practices in food contracting (FIAB)**

**New sustainable purchasing model of Zamora Company**



80% of Spanish CIF suppliers



## Responsible consumption



### Responsible consumption campaigns

European program  
'Wine in Moderation'



Program  
'Minors not a drop'



Program  
'Nocturnes'



Zero consumption in  
groups at risk



Self-regulation  
codes



Zamora Company  
joins the board  
of FIVIN

We expanded our portfolio of **products**  
with **lower alcohol content**

## Customer satisfaction



### Awards and recognitions



Ramón Bilbao among the 50 most  
admired wine brands in the world

Ranking *'The World's Most  
Admired Wine Brands'*

Martin Miller's Gin best gin  
in the world

**27** international awards

More than **40** awards and recognitions

## Sustainable innovation



### Innovative products



Licor 43 Milk and  
Licor 43 Nitro & Coffee



Licor 43 Horchata 100% vegan,  
lactose-free and gluten-free,  
recognized at the SIP awards



Cocktail 43 Fresco RTD Apple  
with low alcohol content, awarded with  
outstanding gold at the ISWC competition



## Philanthropy and social action

### Social action

Donation of over 450,000 € to social entities

### Support for the hospitality industry

Campaign  
"To toast with you,  
our best gift"



### Light humanity project

**Ramón Bilbao fights against energy poverty in the Amazon**

Collaboration with Feeding America, the largest organization in the fight against hunger

## Customer satisfaction

### Claims and incidents

**ZERO** food safety claims

**2.79** claims per million liters (defective items)

**ZERO** data protection incidents

### Quality and food safety



Licor 43,  
Zoco and Villa  
Massa plants



Zoco and  
Ramón  
Bilbao plants



Ramón  
Bilbao  
wineries

**We maintain our Food Quality and Safety certifications**

## Sustainable innovation

### Innovative products



First line of Ramón Bilbao organic wines

MAR DE FRADES

Certified vegan wines



Lolea Garnacha organic variety in a can



Yellow rose Harris County arrives in Spain, artisan bourbon



## Philanthropy and social action



Promotion of **art and culture**



San Sebastián Festival 2021  
#MardeFradesdeCine



Mercedes Benz Fashion  
Week Madrid 2021



Licor 43 sponsor  
of the "Premios  
Mujerhoy 2021"



Villa Massa sponsor of  
the Michelin Guide  
Gala Spain Portugal



Main sponsors of the  
2020-2022 World Coffee  
In Good Spirits  
Championships (WCIGS)

**Zamora Company  
supports art and culture**

## Customer satisfaction



**Customer Experience**



Club Venturio



Spanish Wine Academy



**Licor 43 turns  
75**

MAR DE FRADES

**The Mar de Frades  
Garnet Lounge  
cabin**

## Sustainable innovation



**Social innovation**

Licor 43 Chocolate, limited edition of  
Licor 43 Original with cocoa 100% of  
sustainable origin  
("Cocoa Horizons" program)



"U-Label" label: complete and  
multilingual information  
through QR Codes



**1<sup>st</sup> edition of the "Juli Soler Awards"**

promoted by **Spanish Wine  
Academy-Ramón Bilbao** y  
and created by **Madrid Fusión  
The Wine Edition**

**Sustainable wine tourism experiences**



## Good corporate governance



Adherence to the **Global Compact**

Adherence to the  
Global Compact  
of the  
United Nations



## Risk management

Update Risk map

Creation of the Audit and Risk  
Committee

Risk Management and  
Compliance system

## Transparency and dialogue with stakeholders



Support to the **Culture**

Participating in  
Spanish film  
production and  
music festivals



Corporate leadership  
in the COVID-19 crisis



## Commitments as a **Conscious Company**

Plan to disseminate and highlight  
our commitments as a  
Conscious Company

## Leadership as a Conscious Company



★ Strengthening relationships  
with our stakeholders

★ Revised materiality analysis  
with the collaboration of  
our stakeholders







## Good corporate governance



✓ **Ethics and values**

Updated Code of Ethics and Conduct in 2021

Family protocol

✉ **Whistleblower channel**

0 complaints regarding corruption and human rights

## Transparencia y diálogo con los grupos de interés



▒▒▒ **Shared growth**

Participation in forums and events to promote sustainability through synergies and shared growth



## Leadership as a Conscious Company



🔍 **Transparency**

Second Conscious Company Annual Report

GRI Standards

Non-Financial Information Report (NFR) 2021

Conscious Company Website

# 1 Our **conscious** brands



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# Our portfolio > Our DNA



Licor 43

Licor 43 RTD

Gressy

Martin Miller' Gin

Mar de Frades



Ramón Bilbao

Zoco

Berezko

El Afilador



Cruz de Alba

Lolea

Yellow Rose

Thunder Bitch

Villa Massa



# Characteristics of conscious brands

**Our purpose and vision as a company should be reflected in all the activity carried out by our brands, steeped with the values that characterise our essence.**

Zamora Company Group's **Conscious Business Model** sets the guidelines and roadmap for our brands to distinguish themselves by being unique, conscious, innovative brands.

## 5 attributes characterise our CORE brands



1 | Current



2 | Accessible



3 | Honest



4 | Sustainable



5 | Committed



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## Current brands

- Offering **new products** created for consumers' tastes.
- Ensuring the highest standards of **food safety**.
- Responding to the growing demand for **healthier products**.
- Committing to the **sector's digitalisation**.

We keep innovating with **new products**.



### In 2021, we launched:

Villa Massa Amaretto, Villa Massa Giardino, Martin Miller's Summerful Gin, and Yellow Rose Harris County.

Our products have received **international awards and recognitions**.

Winning over juries such as those at the **SIP Awards** and securing Ramón Bilbao's place on the list of the 50 most admired wine brands in the publication «**Drinks International**» for the third consecutive year.



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The efforts we've made in **quality and food safety** have recognised certifications.



We respond to the **needs of the most demanding consumers.**



Lactose-free and celiac-friendly drinks.

We're considering **new consumer trends** and philosophies of life.



We launched our first line of **organic wines.**



We're celebrating and honouring our origins with a **limited edition.**



Special edition Licor 43 for the **brand's 75th anniversary.**

We're supporting the Spanish Wine Federation (FEV) in creating the **Wine and Digitalisation Hub.**



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## Affordable brands

- **Enabling formats** for different moments and lifestyles.
- Our brands are available in **traditional channels and e-commerce**.
- Sharing experiences: **wine tourism and new spaces**.
- **Doing what we say**.

We're launching **new forms of products** that are ready to enjoy anytime, anywhere.



New **canned version** of Lolea n° 1, Licor 43 Milk, and Licor 43 Nitro & Coffee.



**New apple flavour**  
Cocktail 43 Fresco in  
«ready to drink» format.

We are launching a **Catering Service** at the Ramón Bilbao Wineries.



Restaurant at the Ramón Bilbao wineries

A new **space** for enjoying our **Mar de Frades** wine.



Mar de Frades Garmet Lounge Cabin in Panticosa



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We have our own **online sales channel** for wine lovers, «Club Venturio» e-commerce channel. Launch of two intranets at Club Venturio: **Nuestra Barra** (for employees) and **Family&Friends** (for employees and friends).



**Guided tours** to learn about the origins and unique identity of Licor 43, Mar de Frades, and Ramón Bilbao.



**Visits at our Cartagena plant.**





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# Honest brands

- Encouraging **responsible consumption**.
- **Rigorously reporting** the product.
- Developing **conscious advertising**.
- **Doing what we say**.

We work with the sector (FEBE and FEV) to promote **responsible consumption and leisure**, combatting abusive alcohol consumption and its harmful effects on society.



**"Menores ni una gota"**  
 Prevención del consumo de alcohol en menores.



We ensure **responsible labelling** on all our products.



We support scientific research on the health benefits of wine.



We support an innovative digital labelling initiative in the sector.



The 'U-LABEL' has been made possible thanks to a collaboration between the European associations of the wine and spirits sectors.



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## Sustainable brands

- **Respectful of the environment** throughout their value chains.
- Optimising its **environmental footprint**.
- Innovating for **sustainable packaging**.

We have certified **environmental management systems**.



Ramón Bilbao was a pioneer in Spain in certifying facilities and vineyards with the **Wineries for Climate Protection** seal.

We strongly **support the fight against climate change**.



Ramón Bilbao is the only Spanish winery on the founding committee of the **Sustainable Wine Roundtable** initiative.

Our Cartagena plant is designed and built under BREEAM sustainability criteria.



Licor 43 Plant BREEAM Certificate: sustainable design and construction

We provide value with good business practices.



Pacharán Zoco, a finalist in the 1st edition of the RSCAPITAL Awards



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## Committed brands

- **People at the heart** of our decisions.
- Supporting our **local communities**.
- Promoting **art and culture**.
- **Training** for trade, consumers, and hospitality.

We work with the largest national organisation to **fight hunger**.



We're fighting energy poverty in the Amazon.



We support the Light Humanity project

At Lolea, we support skin cancer prevention.



We support the hospitality industry in our country.



With the campaign «A toast with you, our best gift,» carried out during the Christmas holidays to boost consumption at hospitality venues



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We promote **culture and art**.



Mar de Frades was a 2021 sponsor of the **MBFW**.



Mar de Frades was a collaborator at the **San Sebastian Festival 2021**.

The label for the latest Mar de Frades **limited edition** is the work of designer Moisés Nieto Narvéez.

Condé Nast **Traveler**

Ramón Bilbao was once again a sponsor of the **Condé Nast Traveler Awards**.

We are committed to **training and knowledge of Spanish wine around the world**.



Licor 43 sponsored the **MujerHoy awards**.



Martin Millers Gin, a **sponsor of AWITA**.



First edition of the **«Juli Soler» Awards**, created by Madrid Fusion The Wine Edition and promoted by Ramón Bilbao through the Spanish Wine Academy.



# 2 The Zamora Company Group



# The Zamora Company Group: who we are

**A family business** of Spanish origin with worldwide recognition. We're passionate about what we do and proud of how we do it as **creators and distributors of Premium wines and spirits** that already have **more than 15 brands** operating in **over 80 countries**.



«Having turned 75 and staying faithful to our values, we are looking for the **perfect balance of quality and innovation**, getting our products everywhere around the world so that our consumers can savour it more and **make every moment unique.**»



**José María de Santiago**  
President of Zamora Company



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«**We want to consolidate our international presence** with a new strategic plan based on the portfolio's full potential, identifying inorganic growth opportunities and reinforcing the Brand Equity with continuing innovation focused on responding to the consumer insights we receive.»

**Javier Pijoan**  
CEO of Zamora Company



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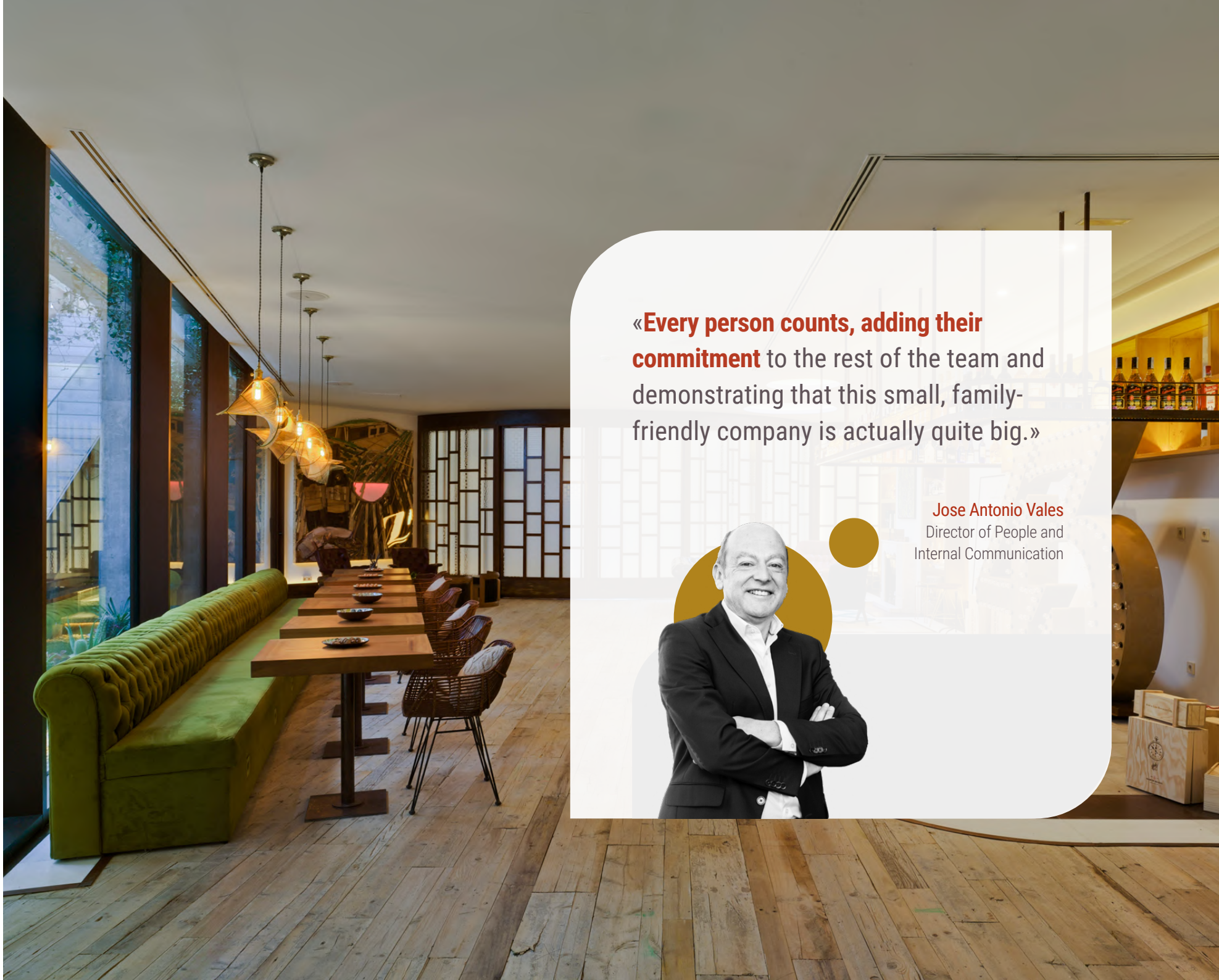
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«**Every person counts, adding their commitment** to the rest of the team and demonstrating that this small, family-friendly company is actually quite big.»



**Jose Antonio Vales**  
Director of People and  
Internal Communication



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# Our history

## It's important to know where we come from in order to know where we're going

### Three generations dedicated to creation

The Second and Third generations of the Zamora Family are currently infusing the personal, unmistakable stamp the company makes on its Brands.



#### THE YEAR IT ALL STARTED...

The history of Zamora Company is linked to that of Licor 43. In 1946, siblings Diego, Angel, and Josefina Zamora, along with her husband Emilio Restoy, began to create and commercialise this «liquor mirabilis,» following a formula from the Roman era. Diego Zamora was the company's first president.



#### INTERNATIONAL EXPANSION

Starting in the 70s, we began a diversification process in both brands and distribution, expanding our commercialisation to Europe and America.



#### GROWING STRENGTH

Following our ambition and guided by our experience, the company continues to see solid growth in Spain while establishing distribution agreements with major international brands.



#### NEW ROUTES TO MARKET

Zamora Company USA, Zamora Company China, and Zamora Company France were born and consolidated following the commitment to expand our own route to market.



#### RESPONDING TO THE POST-PANDEMIC CONTEXT AND CHANGING CONSUMER TRENDS

We're adapting to the context to keep growing, balancing the search for efficiency in our processes with improving the customer experience and the launch of new references that respond to changing consumer trends.

**The company's 75th anniversary.**

1946

70's-90's

2000

2019

2021

50's-60's

1999

2017

2018

2020



#### GROWTH IN SPAIN

During those early years, under Diego Zamora's presidency, we were daring with creative marketing campaigns that helped build a solid image of Licor 43 quickly, leading to significant growth and establishing it as a leading liquor in Spain.



#### COMMITMENT TO WINES

In 1999, under the presidency of Mr. Emilio Restoy, we diversified the product portfolio, incorporating the Ramón Bilbao Winery, which continued with Mar de Frades and Cruz de Alba. Zamora Company's deep commitment to a unique way of understanding the world of wine.



#### A SINGLE VISION

New name and corporate identity with the aim of unifying and integrating all internal organisations into a single company at a global level.



#### NEW ACQUISITIONS

New brands round out the company's portfolio: El afilador, Yellow Rose, Lolea, Martin Miller's, and Villa Massa.



#### FOCUS ON SUSTAINABILITY AND CONSCIOUS BRANDS

We launched our Conscious Company model, a reflection of our way of doing things that is faithful to the values that characterise our company.



# Market presence

The Zamora Company Group's registered office is based in Cartagena (Murcia) at Calle Silicio #10 in the industrial park «Polígono Industrial de los Camachos».

The Group's main industrial facilities in Spain are located in Cartagena, Haro (La Rioja), Dicastillo (Navarra), Meis (Pontevedra), Rueda (Valladolid), and Madrid.

Other distribution facilities and warehouses are primarily in Haro, Cartagena, Barcelona, Galicia, Navarra, Italy, the United States, France, and the United Kingdom.

Activity in more than 80 countries through an experienced international team of more than 500 people and an extensive portfolio of Premium brands.

Zamora Company owns internationally renowned brands such as Licor 43, Bodegas Ramón Bilbao, Sangría Lolea, Limoncello Villa Massa, Martin Miller's Gin, Thunder Bitch, Mar de Frades, Patxarán Zoco, and Cruz de Alba, to which we must add the distributed brands that make up the portfolio of products of the family company, such as Matusalem and Champagne Pommery.

## Three lines of business



### Wine production

The wineries or wine producers are grouped under the sub-holding of Ramón Bilbao Vinos y Viñedos, S.L.



### Production of Spirits

The manufacturing activity and interests in liquor/spirit companies are grouped under DZ Licores, S.L.U.



### Distribution

Structured by markets, some of which are served by the group's own market routes, and through Zamora Company Global, S.L.U. for markets where there is no direct presence.



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**USA - Texas**

**United Kingdom**

**Italy - Sorrento**

**Spain**

**Rías Baixas**

**Cartagena**

**Navarra**

**Rueda**

**Rioja**

**Ribera del Duero**



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# Company's main figures

In 2021, we had **to continue to face the effects of the global pandemic** and multiple aspects of its repercussions. It has left a marked impact on companies' objectives and strategies.

Even in this post-pandemic context, we have gotten positive financial results. In the 2021 financial year, we achieved an EBITDA of €42,7 million, 59% higher than in 2020.

Likewise, the group's turnover was €2020 million, which entails a 28% increase over the previous year, despite still experiencing the implications of the post-pandemic context.



**Net turnover: 220 M€**



**50% National**



**50% International**



**EBIDTA 42.7 M€**



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# Some data



8

of our own brands of spirits



3

of our own brands of wine

## Sales by business

57%

43%

spirits

wines



50%

International market



50%

Spanish market



10 Production plants in 4 countries



80

countries



7

production plants in Spain



+170

million glasses



+4

million litres of wine per year



+9

million litres of spirits per year



494

employees



83%

at national companies



17%

at international companies



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# Purpose, mission, vision, and values

## Our purpose and mission

**Contributing to savouring every moment more anywhere around the world, responding to all different tastes through an extensive portfolio of Premium brands and unique personality.**

## Our vision

**To be the most passionate creators of unique brands in our sector worldwide, fostering our family spirit and commitment to our environment.**

## Our values

**We keep our founders' values alive:**

**They have enabled us to get here, and we will continue to build our future on them.**

Zamora Company is the product of integrating the Group's different organisations into a single company that's familiar and close-knit, one that's proud of its founders, its roots, and the people who have been part of it since its origins.



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## Commitment

This is in all the company's operations and in relationships with colleagues, shareholders, customers, consumers, and society. At Zamora Company, there is a **responsible commitment** to making each **decision** and to the **ethics** of each action.

## Independence

The people who make up our team have control over their decisions; they act with **confidence** and **autonomy** and are therefore **responsible** for the results achieved.

## Innovation

We think that **the future is invented every day**. That's why innovation is a constant challenge for us, only as long as it is **sustainable** and doesn't overlook the top-notch quality and essence of our products.

Passionate  
about what we  
do and proud of  
how we do it.



**Values and a way of being** that are in our company's DNA and can be summed up in our motto:

## «*Unique Brands, Passionate People*»

### Unique Brands

Brands are the soul of Zamora Company. Whether they are our own, developed in-house, or acquired from third parties, they must always be **unique and distinguished**.

### Passionate People

A large international team of committed, enthusiastic people with demonstrated multidisciplinary talent focused on business development, never forgetting about the human values that define us as a company.





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**Rodolfo Bastida** - Director General of the wine division

### WE ARE

A family. All of us. Committed to the extraordinary, the masters of our own destiny. Mixing innovation and experience to help consumers savour every moment more.



### WE BELIEVE IN

Being the best by fulfilling our mission. Premium brands and experiences. Making mistakes fast and learning fast. Simplicity. Touching people's lives with unique products and experiences.



**Carmen Giné** - Global Director of Wine Marketing and Corporate Communication

### WE DON'T LIKE

Things done poorly. Bad user experiences. Those who don't know how to live in the moment.



**Montserrat Diez** - Director of Corporate Services



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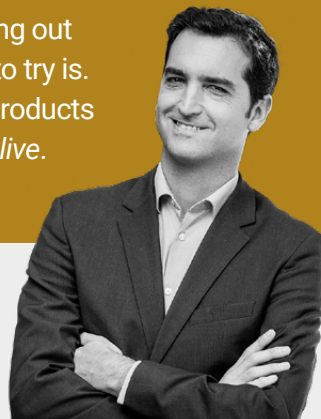
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## WE LOVE

Our vision. Working hard. And enjoy doing it. Always keeping the consumer at the heart of things. And finding out what the next thing they'd love to try is. Experimenting to improve our products and user experiences. *Feeling alive.*



**Julian Fernández** - Global Marketing Director Spirits & Innovation

**Mª Carmen Vallejo** - Director of Corporate Operations & Spirits

## WE WILL NEVER

Act irresponsibly. Provide a bad product or experience. Lose our family atmosphere.



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## ALWAYS LOOKING TO THE FUTURE

We will ALWAYS respect our roots and everything that has gotten us here. We will continue striving for perfection. No fears, no limits. Even when we're living on Mars, we will still want to savour every moment.



**Juan Carlos Basallote Ureba** - General Manager Zamora Company Spain

## WE ENJOY EXPLORING

We will go to any corner of the world where we can find new partners and consumers to accompany us in our development.



**J. Thomas Clamnes** - Director of International Business



# 3 Our Conscious Business Model



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# Conscious company

## We're building our future legacy with today's actions.

Years ago, we came to understand that our activity is linked to the natural and social environment that welcomes us and that enables our business, so environmental protection and socio-economic development are basic pillars of our purpose as a company.



«In a context as complex as the current one, now more than ever, we must unite our efforts towards one common goal: bolstering a **sustainable business model**, letting that be our **future legacy** for society and the planet, **sharing value** on a day-to-day basis with our **stakeholders**, and generating a **positive impact** with our decisions.»

**Marisa Almazán**  
Conscious Company Manager



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## Our Conscious Company Strategic Plan:

### 3 pillars of action

- Empowered employees
- Commitment to our consumer and to society
- Commitment to the planet

### 3 transverse axes

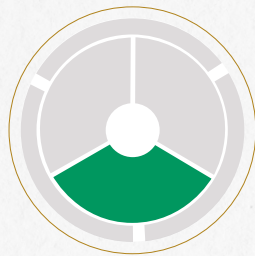
- Good governance
- Transparency
- Conscious leadership

For each of these pillars and cross-cutting axes, we have identified **strategic lines of action** that define our priorities and the way forward.

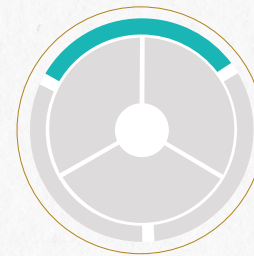


# Contributing to the SDGs

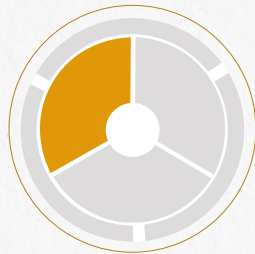
We connect our business strategy with global priorities, maximising **our contribution to the 2030 Agenda** and identifying the SDGs that we have the greatest capacity to have a significant positive impact on.



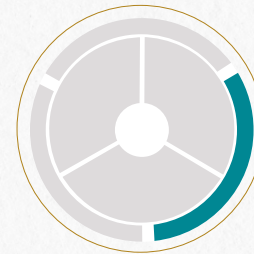
Commitment to the planet



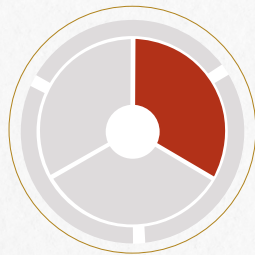
Good governance



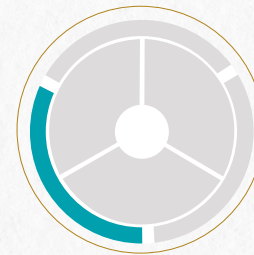
Empowered employees



Conscious leadership



Consumers and society



Transparency and dialogue with stakeholders



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## Making our commitment visible

We're renewing our adherence to the United Nations Global Compact, and in doing so, we're bringing public awareness and visibility to our commitment to the 10 principles in the areas of human rights, labour, the environment, and anti-corruption in order to accelerate our contribution to sustainable development with ambition, urgency, and action.

**WE SUPPORT**





# Our stakeholders at the heart of our decisions

## Sharing value with our stakeholders is key to our purpose as a Conscious Company.

- This is done by open, transparent, and close-knit dialogue, anticipating their **needs** and **providing innovative solutions**.

- With our **team** and our **brands as protagonists**.

### Who they are and what we base our relationship with them on



#### Family / Shareholders

The long-term vision of a family business is a commitment to the new generations, to employees, to the region, to sustainability, and to society.

*José María de Santiago - President*



#### Employees

We want our people to feel proud, motivated to grow and develop their talent, and happy at and beyond their workplace.

*Querubina Fernández - People Director  
Spirits Ops & Corporate Services*



#### Customers and consumers

Our customers' and consumers' satisfaction and trust drive us to continue offering quality services, unique products, and memorable experiences.

*Rosana Lisa - Director of R+D+i Wines and  
Technical Director of LaLomba*



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### Suppliers

We want a responsible supply chain that shares our values, identifying collaboration opportunities that facilitate joint growth.

*Antonio Navarro - Director of Liquor Operations*



### Business sector

We defend the sector's collective interests, fulfilling our responsibility and defining the strategic axes to move forward together.

*Alberto Miranda Vallín - Legal Manager*



### Business partners

Relationships with our partners are based on transparency and trust, moving hand in hand to strengthen the business by achieving greater accomplishments.

*Hernán Vazquez - Supply Chain Director*



### Scientific, academic, and cultural institutions

We support research and knowledge in our sector, and we contribute to maintaining our cultural and social legacy by promoting culture and art.

*Remi Sanz - Wines Global Brand Manager - Ramón Bilbao, Mar de Frades, Cruz de Alba*



### Regulatory bodies

We want to offer public administrations confidence based on rigour and respect for regulatory frameworks, therefore facilitating compliance and ensuring the safety of society as a whole.

*Carmelo San Martín Gil - Corporate Quality and Environment Manager*



### Local communities and society

We promote social development and environmental protection; we work with social entities to achieve a more just society, starting with the communities closest to us.

*Sara Guillén - Manager I+D+i*



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## How we dialogue with them



### Family / Shareholders

- Board of Directors Meetings.
- Family Council Assemblies.
- Informative sessions with internal communication.



### Employees

- Communication portal (corporate intranet).
- Direct listening on a day-to-day basis.
- Departmental meetings.
- Climate surveys (GPTW).
- Ethical Area and Complaints Channel.
- Works Councils.
- Participatory sessions.



### Customers and consumers

- Direct service and relationship (Commercial Network).
- Surveys and interviews.
- New product launches.
- Sectoral events and conferences.
- Specific attention to incidents.
- Visits.
- Benchmarking Studies.
- Social Media.



### Local communities and society

- Relationship with social entities.
- Regular meetings with local entities.
- Training actions in responsible consumption Philanthropic actions aimed at specific groups.
- Telephone service for residents.



### Business partners

- Meetings.
- Events.
- Direct attention to requests for collaboration.



### Scientific, academic, and cultural institutions

- Attention and open listening to requests for collaboration.
- Bilateral meetings.
- Participation in cultural and artistic events.
- Sponsorships.



### Business sector

- Active participation in associations.
- Meetings, workshops, and work sessions.
- Sectoral events and forums.



### Suppliers

- Direct service and relationship.
- Purchasing and Approval Protocol.
- Master plan, Quality Module.



### Regulatory bodies

- Presence and active participation in associations.
- Specific meetings.
- Forums and events.
- Audit/inspection processes.



# Our material affairs

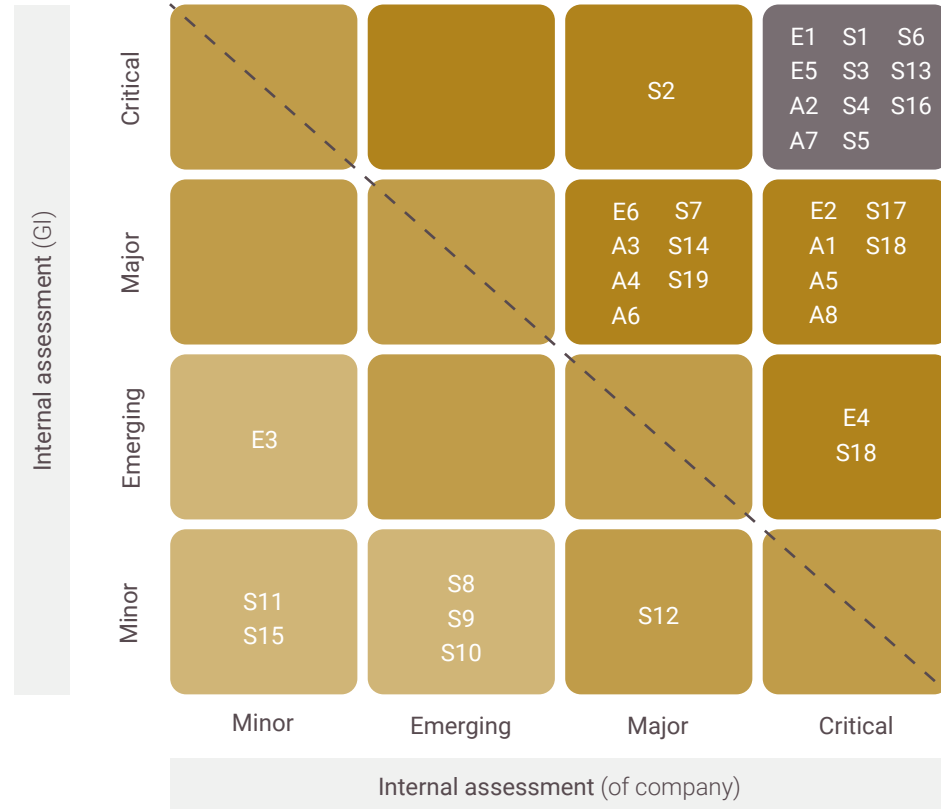
## Identifying priorities.

In 2021, we revised our **materiality analysis** to ensure that we have an objective, up-to-date list of value creation issues for our stakeholders. We assessed the relevance and priority of each of these while keeping sight of the double materiality focus (financial and non-financial - that is, how we impact the ecosystem in which we operate and how it impacts our activity).

We evaluated each issue based on strategic criteria for the company and the demands and expectations of our stakeholders. We know these through direct communication via listening and dialogue procedures that were previously implemented or periodic consultations with representatives of certain groups, as well as through other sources of information, such as sectoral analysis and reports published by leading entities in the field.

Based on this analysis, we classified the topics into four categories: **strategic, significant, emerging, or minor**.

## Materiality matrix 2021



- Minor impact issue
- Emerging issue
- Major issue
- Strategic issue



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## Strategic topics

### Economic aspect and governance (E)

- Economic performance (E1).
- Anti-corruption (E5).

### Environment (A)

- Energy consumption (A2).
- Regulatory compliance (A7).

### Social scope (S)

- Employment (S1).
- Occupational health and safety (S3).
- Training and professional development (S4).
- Diversity Management (S5) and non-discrimination (S6).
- Support for local communities (S13).
- Food safety (S16).

## Major topics

### Economic aspect and governance (E)

- Market presence (E2).
- Procurement practices (E4).
- Ethical competence (E6).

### Environment (A)

- Materials consumption (A1).
- Water consumption (A3).
- Biodiversity (A4).
- Emissions and climate change (A5).
- Effluents and waste (A6).
- Environmental assessment of suppliers (A8).

### Environment (S)

- Relationships between workers and management (S2).
- Freedom of association and collective bargaining (S7).
- Social evaluation of suppliers (S14).
- Marketing and labelling (S17).
- Customer privacy (S18).
- Socio-economic compliance (S19).

## Emerging or minor issues

- Indirect economic impacts (E3).
- Child labour (S8).
- Forced or compulsory labour (S9).
- Safety practices (S10).
- Indigenous peoples' rights (S11).
- Evaluation of human rights in the value chain (S12).
- Public policy (S15).



Throughout this Conscious Company Report, we provide relevant information on the issues that have turned out to be material. For each of them, we reflect on the **achievements**, the planned **goals**, and the **ongoing actions**, as well as the results obtained for the main **indicators**.



# 4 Corporate Governance



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# Good Corporate Governance

**Transparent, ethical management.**



**Our good corporate governance is reflected in patterns of action that allow us to respond to the changing environment we live in based on **coherent, responsible, transparent decision-making.****



# Governing Bodies

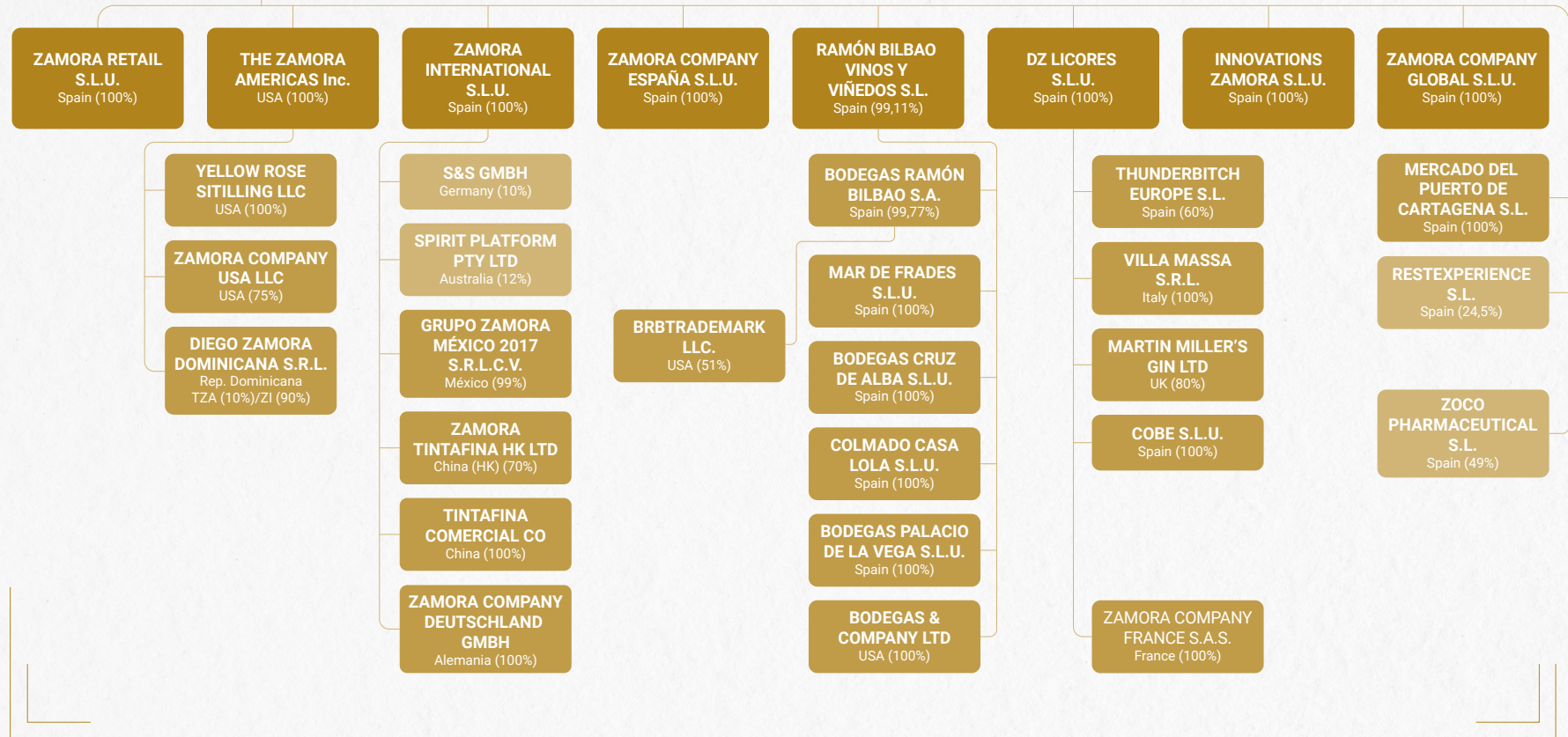
2021 financial year\*

**DIEGO ZAMORA S.A.**

The main governing body of the Zamora Company Group is the **Board of Directors**.

Diego Zamora, S.A., is the sole administrator of all other companies 100% owned by the Group. As for investee companies with external partners, they have their respective Boards of Directors.

Governance structure and participation of the parent company in the dependent companies:



\* Business structure at the end of the 2021 financial year.





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The **Board of Directors of Zamora Company** is made up of a 2nd and 3rd-generation family, two External Advisers, and the General Secretary (non-Adviser).

Delegation of the Board's functions is carried out through the CEO. This has been strengthened by the **Compliance Committee** and two permanent committees: the **Nominations and Remuneration Commission** and the **Audit and Risk Commission**, which advise the Board in its work.

The operational and functional departments are defined depending on the CEO; these, in turn, make up the **Executive Committee**.

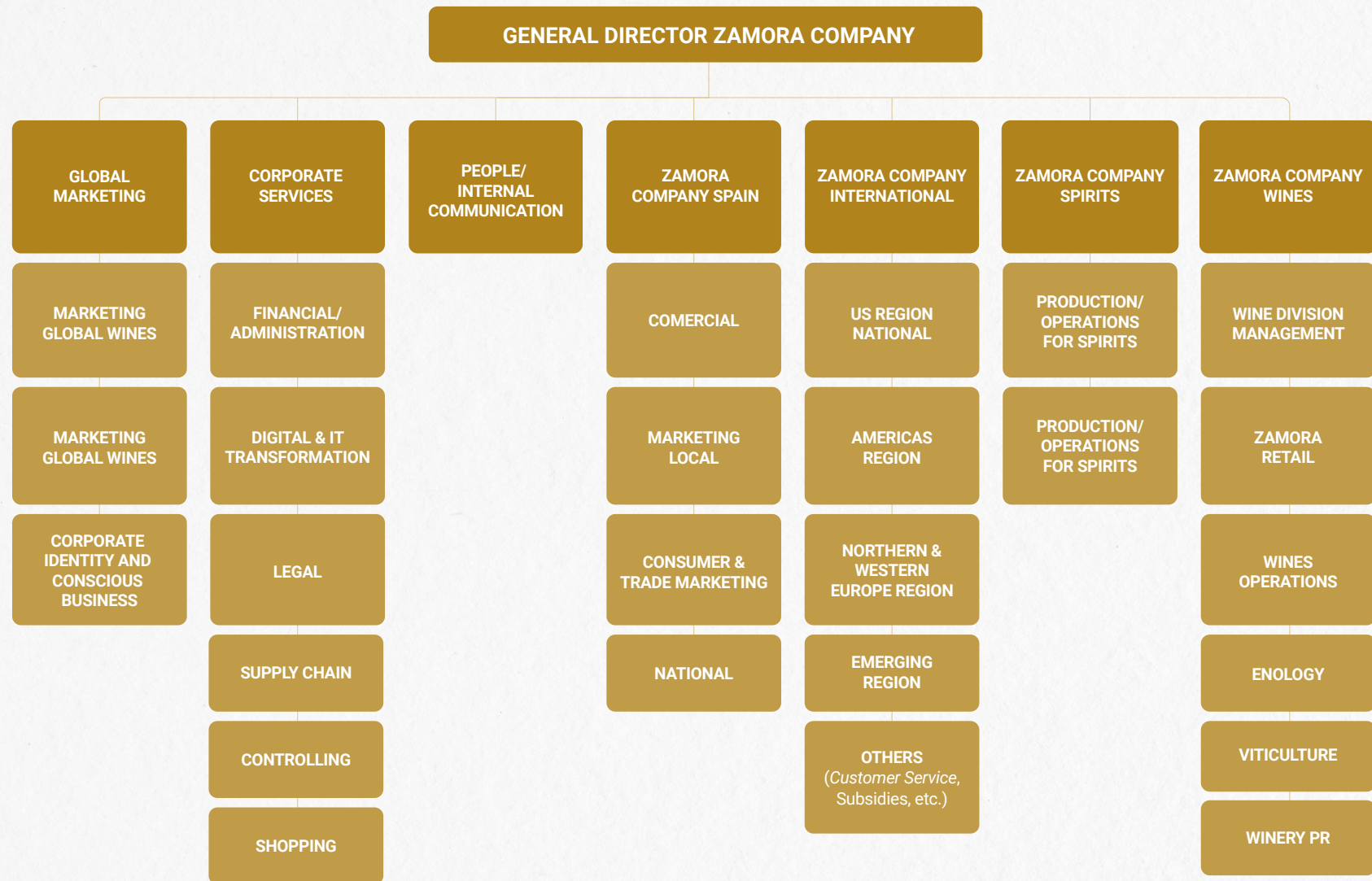


**BOARD OF DIRECTORS**

**José M<sup>a</sup> de Santiago Restoy** *Administration board President*, **Juan Ángel Zamora Pedreño** *Administration board Vice-President*, **Esther Aguirre Zamora** *Counsellor and Administrative board Vicesecretary*, **Emilio Restoy Cabrera** *Counsellor*, **Juan Ángel Zamora de Jódar** *Counsellor*, **Ignacio Conesa Zamora** *Counsellor*, **Arnaud Lodeizen** *Independent Counsellor*, **Francisco José Bauza Moré** *External Secretary* (Lexpal lawyers).



**Business units and governance structure at year-end 2021\***



\* On November 1, there was a change in the company's General Management, so it was in a transition phase at the end of 2021.



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## A new organization to keep moving forward

Throughout 2022, we have carried out a deep reflection on the organizational model of our company in order to adapt and give a **better response to the demands of an increasingly more globalized and competitive**, as well as our strategic plan.

This has led us to a new organization of the company and, therefore, to **reorganize the current structure of our business**.

As of the month of September 2022, the date on which it is published In this 2021 report, we moved from business units to One Agile Global Company, as they were conceived until now. By Therefore, the position of International Director General will disappear.

Instead, we will group and organize the countries based on of its strategic importance and growth potential. For it, we have created **four clusters**, represented by solid leaders of the industry, who will be members of the Executive Committee (Comex) and will report directly to the CEO:

**Cluster 1:** Spain

**Cluster 2:** Europe and Emerging Markets

**Cluster 3:** Americas

**Cluster 4:** USA

One more step to take our company to a business level superior, adapted to new global needs.



**Javier Pijoan**  
CEO of Zamora Company



**Carlos Gallego**  
Spain Cluster Director



**Ali Hariri**  
Europa & Emerging  
Markets Cluster Director



**Mauricio de Tuya**  
America Cluster Director



**Bill Corbet**  
USA Cluster Director



**Julián Fernández**  
Global Marketing  
Spirits Director



**Carmen Giné**  
Global Marketing  
Wines Director



**Montserrat Diez Rivas**  
Global Business  
Services Director



**José Antonio Vales**  
Global HR Director



**Rodolfo Bastida**  
Global Wines  
Operations Director



**Mari Carmen Vallejo**  
Global Spirits  
Operations Director



In addition to the corporate structure, the Group has a number of **Protocols** and **Corporate Policies** to guarantee Good Governance:

- Code of Ethics and Conduct.
- Criminal Risk Prevention Manual.
- Policy on security and using information systems.
- Digital certificate management protocol.
- General Gift Policy.
- Protocol for Managing Commercial Contracts.
- Suppliers Manual.
- Conflict of Interest Policy.
- Grant Management Protocol.
- Donations Policy.
- Complaints Channel.
- Disciplinary System.

The governing body of family businesses takes on a particular significance in terms of good corporate governance practices for unlisted family companies.

In this regard, Zamora Company has its own **Family Protocol** that ensures the preservation of family culture and values and which regulates family/company relations as a guarantee of proper governance.



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# Risk Management and Compliance System

Crosscutting, systematic **risk management** with participation from all areas of the company, **ensuring the integrity of our actions.**



“We have an **ethics and integrity model** made up of policies, rules and procedures that are based on our **Code of Ethics and Conduct.**”

The purpose of this model is to **prevent and detect risks of non-compliance**, including those linked to criminal offenses, as well as to **minimize their possible impacts.**”



**Alberto Miranda Vallín**  
Legal Manager



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The Zamora Company Group has a **Risk Management and Compliance System** that provides criteria and policies to identify, evaluate, and manage the most significant risks that could impact the achievement of the Group’s objectives.

This model ensures that the main risks that could affect the company’s strategy and goals are identified, analysed, and evaluated based on homogeneous criteria while being managed and controlled systematically in a crosscutting manner with the participation of all areas of the Group.

Since the end of 2021, an in-depth review of the Criminal Risk Management System has been under way with the help of a specialised consulting firm. This will allow us to consolidate its implementation and optimise the risk management policies and protocols associated with it.

In addition to the analysis and monitoring of criminal risks, the company is currently immersed in the process of updating, evaluating, and defining a complete business risk map, so the joint scope of both frameworks includes the risks related to the following categories:

- Operational risks.
- Financial risks.
- Strategic risks.
- Criminal Risks.
- Ethical Risks.
- Fraud-Related Risks.
- Money Laundering Risks.
- Tax-Related Risks.
- Commercial Risks.
- Competition Risks.
- Other regulatory non-compliance risks.

There is a formally designated **Compliance Committee**, whose composition and operation was modified in 2021. It now comprises the Corporate Services, Human Resources, and Legal Departments (with support from specialised consultants as external advisors), with the Committee jointly exercising the role of **Compliance Officer**. The Compliance Committee’s structure and functioning have been formalised through the approval of its By-laws.

The Compliance Committee is responsible for overseeing the compliance program’s operation and compliance, and it is chaired by the Corporate Services Department, which reports to the Board of Directors on this matter.



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The Compliance Committee also ensures the implementation of the **Code of Ethics and Conduct** within the organisation, as well as the promotion of measures aimed at minimising and preventing any actions in violation of the Law and the Group's principles and values from being committed in addition to being the supervisory body for Compliance actions within Zamora Company.

The Compliance Committee's roles can be summarised as:

- Identifying possible new risks.
- Identifying controls, evidence sampling, and follow-up.
- Dissemination/raising awareness.

All this has the following objectives:

- Preventing risks at the company.
- Detecting criminal behaviour in the organisation.
- Carrying out measures for prevention, detection, and reaction.

Throughout the previous years, critical aspects such as international compliance, contract structure, developing policies in the company's different areas, supervising and approving data protection policies, studying and addressing complaints received, and creating an internal training portal were reviewed.

One significant novelty planned for the first quarter of 2022 is a new communication system for complaints, which will be launched through the provider EQS. This tool will be available to all employees and companies that work with the Group. It will allow the Compliance Committee to stay informed of real or suspicious misconduct that may affect the Group confidentially or even anonymously if the complainant so decides. This platform complies with the requirements of European Directive 2019/1937 and Spanish development regulations.

Similarly, the Board of Directors reorganised its functions in 2020 to strengthen itself with the creation of two permanent committees: the **Remuneration and Appointments Committee** and the **Audit and Risk Committee** who advise the Board in its work.



As specific measures to prevent corruption, the Group has additional measures and protocols, including:

- A system of levels of **expense authorisation** and control and monitoring of the spending budget assigned to sales representatives.
- Rigorous and procedural processes of **staff selection**.
- Obligation for employees to avoid any kind of interference or influence from customers, suppliers, or third parties that may affect their **professional impartiality and objectivity**.
- Measures for **making payments**, with payments made in cash by employees in the course of commercial or contractual relationships with customers, suppliers, or third parties being prohibited, with the Financial Department being solely responsible for executing the payment of invoices.
- In any kind of **commercial transaction**, collaborators, agents, associates, suppliers, administrators, or partners from investee companies or third-party companies with which Zamora Company contracts, including applicants, will





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always be informed about the legal consequences of corruption between individuals in such operations, in accordance with the established rules and controls.

- Express obligation to **report** any indication of a crime that may come to someone's attention in carrying out their job responsibilities through the established channels.
- **Training** in the field of criminal risk prevention, which is mandatory for employees.

Through all these prevention mechanisms, we establish a zero-tolerance policy for bribery, corruption, and money laundering. The ethical compliance of workers, suppliers, and other third parties involved in carrying out the Group's business is supervised.

The training measures on compliance developed in 2021 focused on publicising the basic rules of the antitrust regulations among the Company's Sales and Marketing teams.

A training on antitrust regulations was given to the sales management team at Zamora Company España, S.L.U. (Commercial Director and regional directors), with the aim of providing information about the practices prohibited by the aforementioned regulations, as well as raising awareness about the consequences of a possible violation for both the company and employees.

An online training on the same subject aimed at the International Sales and Marketing teams, including the American team, was also conducted.

At the beginning of 2022, the Sales and Marketing teams of Zamora Company España, S.L.U., are scheduled to carry out this online training as well, with the main guidelines of action required by these regulations.



# Code of Ethics and Conduct

The principles that govern **our personal and professional performance.**

The **Code of Ethics and Conduct** at Zamora Company, which is approved by the Board of Directors, regulates the principles that should govern the conduct of every individual subject to it:

- **Shareholders and partners.**
- **Boards of Directors.**
- **Group managers.**
- **Group employees.**
- **Trainees and interns.**
- **Customers, suppliers, and other stakeholders, as long as Zamora Company has the capacity to do so effectively.**



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The Code of Ethics and Conduct essentially sets out the guidelines for relationships with these stakeholders, reflecting the following **general principles and behavioural guidelines**:

- **Respect for people's rights.**
- **Respect for equality.**
- **Respect for the Environment.**
- **Commitment to Food Health.**
- **Use and Protection of Assets.**
- **Loyalty to the Company and Conflict of Interest.**
- **Integrity.**
- **Responsible alcohol consumption.**
- **Relationships with employees, customers, suppliers, collaborating companies, and shareholders.**

Likewise, the Group's employees undertake to conduct business fairly, impartially, in an ethical, appropriate manner, in full compliance with all applicable laws and regulations, and in line with the Group's values. Integrity is the basis of all company relationships, including social relationships with customers, suppliers, and communities as well as among employees.

Every employee's signature is recorded, declaring that they have read and understand the Code of Ethics and Conduct, accept its contents, and agree to uphold the obligations arising from it.

This code is always available for staff consultation via the corporate Intranet in the ad hoc space called the «**Ethical District**», which all Group employees Group can access.



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# Complaints Channel

## An additional guarantee to prevent illegal or unethical conduct.

We also have a **Complaints channel** that is managed by an external company to prevent possible conflicts of interest so that breaches of the compliance program and others, including violations of employees' or third parties' Human Rights, are brought to the attention of the appropriate persons.

This system has been established to channel possible criminal acts without any risk for the whistle-blower and with guarantees for the defendant in the company's field of regulatory compliance.

Employees and collaborators of Zamora Company businesses who have indications or suspicions of a crime being committed or the violation of any of the principles and values recognised in the Code of Ethics and Conduct or in the Criminal Risk Prevention Manual should make this known through this Complaints Channel.

Zamora Company ensures an exhaustive, thorough, and objective analysis of the facts and circumstances communicated through this channel, preventing arbitrariness of any sort in the proceedings. The resolution of each and every one of the communications received is always duly justified.

In the first quarter of 2022, a new communication system for complaints will be launched through a new tool that will be available to all employees and companies that work with the Group. It will allow the Compliance Committee to stay informed of real or suspicious misconduct that may affect the Group confidentially or even anonymously if the complainant so decides. This platform complies with the requirements of European Directive 2019/1937 and Spanish development regulations.



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# Commitment to Human Rights

**Defending human rights throughout the value chain is essential to ensuring individuals' well-being, at the company and beyond.**



Respecting and defending human rights is part of our corporate responsibility, and it is present in all activities and places where the Group carries out its operations.

We respect and firmly support Human Rights as defined in international standards such as the United Nations Universal Declaration of Human Rights and the fundamental principles published by the International Labour Organisation (ILO).

To fulfil our responsibility in this area, we have a set of tools and protocols for action that address the following areas of risk in the domain of Human Rights:

## Our supply chain

By assuming responsibility in our supply chain, we ensure that our suppliers and business partners are committed to ethical standards of conduct in daily business towards employees, society, and the environment, including all the areas described above.

The Group's suppliers must respect compliance with internationally recognised Human Rights and ensure that they do not defraud or commit abuses of these rights within their business operations.

More information on this issue is provided in a later chapter of this Report.



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## Respect for people's privacy

By protecting personal data, we're respecting each person's privacy. We are responsible for the personal data belonging to our employees, clients, and collaborators. In this regard, the company has a specific document that includes the **Policy and general guidelines on security and using information systems** to ensure the confidentiality, integrity and availability of information, as well as minimising the risks of loss or misuse of information.

This aspect has become particularly relevant since 2020 due to the situation of the pandemic. The **compliance measures in the area of Digital Transformation** include inventory control of computer assets that employees have taken home for teleworking, as well as the inventory of those who use their own devices.

Access to information has been restricted, and there are also additional access restrictions depending on the type of device and the location from which it is accessed.

A **digital certificate management protocol** for the supervision of proper access and use of said digital certificates was approved in 2020.

Furthermore, the highest risk regarding the protection of personal data was verified to be in the Marketing area. The Salesforce tool was adapted with the addition of a new GDPR console; from there, all commercial communications from leads and customers are registered to be able to address any matter related to the exercise of data protection rights of the interested parties.

There have been no complaints to the AEPD nor any security incidents. Initial training was given to all employees, as are periodic releases on cybersecurity, in line with what was published in the Spanish National Cybersecurity Institute; these releases are aligned with the trends and priorities collected there.



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## Child exploitation and forced labour

The Zamora Company Group strictly complies with the current legislation in all the countries where it operates, rejecting any type of child, forced, or compulsory labour. The use or threat of violence or any other form of coercion is not tolerated.

## Freedom to organise and collective bargaining

The Group supports freedom of association and the effective recognition of the right to collective bargaining in accordance with local laws.

In Spain, all employees who are part of the various legal representations for workers currently do so on behalf of the most significant trade union organisations in our country (UGT and CCOO) and are therefore affiliated with them.

## Discrimination

In standing against discrimination and promoting equal opportunities, the Group supports the abolition of discriminatory practices in employment and occupation, eradicating any trace of inequality due to race, gender, religion, political leaning, age, physical constitution, sexual orientation, appearance, or other personal characteristics.

## Safe working conditions

The health and safety of our workers and the people who visit our workplaces is a priority, as we are a conscious company that ensures the necessary measures to create safe, healthy working conditions. In accordance with this, action has been taken since 2020 in light of the situation arising from the pandemic, with exceptional measures being approved.

## Business practices

Zamora Company ensures that all commercial practices within the Group comply with the basic premises of being ethical, lawful, non-abusive, and free from market manipulation through practices of dubious legality or by associating with other competitors to create any situation of oligopoly.

## Ethical advertising

Zamora Company recognises its particular social responsibility in advertising due to the alcohol present in the products it sells. In this regard, it pays special attention to complying with the most demanding ethical criteria in developing advertising, promotions, and product launches.



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## Environment

The Group maintains a preventive approach to protecting the environment and minimising the potential environmental impact caused at its production centres and stemming from all its activities. It also carries out initiatives that promote greater environmental responsibility, as well as the development and dissemination of environmentally friendly technologies.

We are aware of the influence we have on our surroundings, and this is part of our joint responsibility to protect nature as the basis of life, preserve resources, and reduce our impact on the environment.

Our activity is linked to the natural environment and enables our business, so environmental protection is one of the core pillars of our purpose as a company.

This aspect is specifically addressed in the chapter of this report on environmental issues and the company's commitment to the environment.

## Corruption and bribery

As already mentioned, the Group has established effective measures to prevent and mitigate any action that is against the law or the internal code of conduct; we have protocols in place to prevent crimes involving corruption, including extortion and blackmail or bribery.

All of the above aspects are included in our Code of Ethics and Conduct, which ensures **absolute respect for and the defence and promotion of Human Rights** in all our activities and throughout our entire value chain.

Throughout 2021, as in previous years, the company has not received any Human Rights complaints through the usual channels provided for this purpose.





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# Adherence to External initiatives

## Sharing **knowledge and experience related to sustainability** and strengthening our commitment based on **conscious leadership**.

At Zamora Company, it is clear to us that we want to spearhead change by exercising conscious leadership, which lets us move towards the common sustainable development goals (SDGs) faster.

We want to have allies. We want to join all the initiatives that share our vision and which we can grow alongside, sharing knowledge and experience in terms of the various areas of sustainability.



We'll highlight a few of these initiatives:



### Spanish Global Compact Network

Adhering to the **Spanish Global Compact Network**, thus integrating the United Nations' international reference frameworks into the strategy and committing ourselves to the **Ten Principles** in the field of human rights, labour, environment, and anti-corruption.



### Asociación Autocontrol

Zamora Company is part of **Autocontrol, Asociación para la Autorregulación de la Comunicación Comercial**, Spain's independent self-regulatory body for the advertising industry whose objective is to work toward responsible advertising: truthful, legal, honest, and loyal.



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Zamora Company is also part of the most important national associations in the sector. Through them, it subscribes to many sectoral agreements and commitments in various fields, such as **promoting responsible consumption, environmental sustainability**, good business practices in **food procurement**, and others.

Similarly, Zamora Company is also part of numerous local and regional associations, including:



**FEV.** Spanish Wine Federation



**FEBE.** Spanish Federation of Spirits



**ASCOM.** Spanish Compliance Association



**AMEFMUR –** Murcian Association of Family Businesses



**COEC –** Cartagena's Regional Confederation of Business Organisations



**ANDEMA.** Association for the Defence of the Brand



**FIAB.** Spanish Federation of the Food and Beverage Industry



**ASOCIACIÓN DE EMPRESARIOS P.I. LOS CAMACHOS**



**CEEIC –** European Business and Innovation Centre Cartagena



**CARTAGENA PUERTO SOSTENIBLE.** Commitment to sustainable development



**RMRE.** Spanish Leading Brands Forum



**FIVIN.** Foundation for Nutrition and Wine Research



**CARTAGENA CHAMBER OF COMMERCE**



# 5 Empowered employees



# Our team

In the 2021 financial year, we continued to make progress on our Conscious Business Plan. We're convinced that having empowered employees is essential when it comes to making our future legacy a reality and being a great company that attracts the best talent and makes people proud to be with us.

«Zamora Company is home to **more than 450 people** worldwide. We are all quite different from one another, but we all have one thing in common: our vast **commitment and responsibility** to carrying out each project, keeping the essential values of our founders alive and present.»



**Isabel Segado**

HR Business Partner - HRBP Corporate Services / Operations



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«What I like most about Zamora Company is its **constant dynamism**, how it's always immersed in **new projects** and changes - **a very lively company.**»



**Carlos Granja**  
Senior Brand Manager



**4 strategic lines to being a great company to work for**

**1**

**Professional development**

**Attracting and retaining top talent** to go further. We provide our teams with opportunities for continual learning and development.

**2**

**Occupational health, safety, and well-being**

**Taking care of people** is one of our priorities: having happy, motivated, productive people in a safe and healthy environment.

**3**

**Work-life balance, diversity and inclusion**

**Valuing all people**, creating an inclusive work environment that allows for work-life balance.

**4**

**Conscious team**

**Empowering our employees** to spearhead progress as a Conscious Company.



# Post-pandemic context

## How have the consequences of the pandemic affected us throughout 2021?

Over the course of 2021, we continued to stay in control and look beyond the difficulties that the pandemic kept bringing; we managed to keep moving forward and demonstrate our great capacity to adapt to change.



«We are proud to have managed to get ahead after COVID-19 and the pandemic that have disrupted the global economy; we have once again demonstrated our **resilience in the face of adversity** and we continue to sail **together towards the future** that we want to achieve as a team in the same direction.»





## How have we dealt with «reconstruction» and the path to «the new normal?»

We focused on consumers, committing to the reinforcement of areas that let us continue to grow as a company, but we also focused on our employees so that they can continue to grow professionally, financially, and personally with Zamora Company.

## How has Zamora Company come out stronger in moving towards this post-COVID future?

We're taking important lessons with us on how to have a resilient economy that lets us keep evolving. In addition, though, it has been an impetus for our company's growth in different international markets, such as Germany, the United States, and the Netherlands.



After how 2020 was shaped by the emergence of COVID-19 and the major impact on our industry due to the drastic closing of hospitality and the subsequent restrictions, 2021 has been a period of continuing to face the effects of the global pandemic and its impact on multiple aspects, dramatically impacting companies' objectives and strategies.

From the very beginning of this situation, our top priority has been working for the protection and safety of all our employees. We moved to teleworking immediately and were able to continue working for business continuity, individual safety, and ensuring continued employment.

We have bolstered our commitment to our people by maintaining our safety and teleworking protocols, adapting to the different moments we've experienced throughout the year, and focusing our efforts on **the health and well-being of our workers and their families**.

# Employment

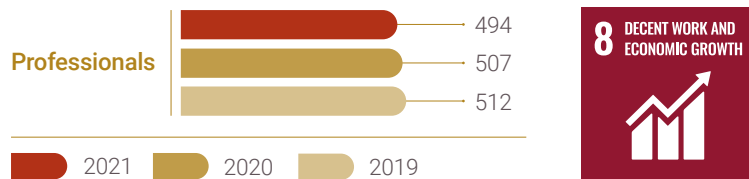
## Stable and good-quality

At the end of the 2021 financial year, our team consisted of **494 professionals**.

This figure was 512 at the end of 2019 and 507 at the end of 2020, similar figures that reflect the effort to achieve **job stability** despite the adverse circumstances of these last two years.

Some **85% of our employees** are part of national companies; the majority are distributed among the companies Diego Zamora, S.A., DZ Licores, S.L.U., and Bodegas Ramón Bilbao, S.A.

The remaining **15%** are distributed among international companies, with the highest percentage at the three North American companies.



## Our team

### Professional categories



We have a **flexible hours policy** that applies to all employees who do not carry out production or maintenance tasks at the facilities. In 2021, progress was made in applying this policy to the Winery Unit.





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A photograph of two women in professional business attire sitting on a ledge in front of a large window. The woman on the left has dark, wavy hair and is wearing a dark blazer over a white top. The woman on the right has long, straight brown hair and is wearing a grey blazer. They are both smiling and looking at each other. The woman on the right is holding a silver laptop. The background shows a white brick wall with several windows. A large white text box is overlaid on the bottom half of the image.

**At the Zamora Company Group we are very aware of our responsibility to carry out an active policy in terms of people's health and safety management**

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During the year 2021, the **Teleworking Policy** for all the positions that allow it, depending on the type of activity, was established with two models of application:

- Nomadic teleworking, with only two required days of in-person work at the facilities.
- Occasional teleworking, which allows the employee greater discretion in using teleworking with a limit of 12 hours per week.

\* In the Zamora Company Group's 2021 Non-Financial Information Statement, which was externally verified and is available on the Corporate Website, you can consult detailed, broken-down data regarding employment and contracting modalities and average salaries and their evolution.



# Occupational health, safety, and well-being

## We take care of our people

At Zamora Company Group, we have always been highly aware of our responsibility to carry out an active policy in terms of managing the safety and health of individuals, which has facilitated integrating **COVID exceptional measures** to face the health crisis of 2020 and the impacts arising from it that we are still facing.

These measures have been maintained, revised, and updated in 2021 per the health situation at all times; specific information has constantly been issued to be taken into consideration.

Likewise, the system already deployed in the previous year for internal communication and the action protocol when a case is detected is still in place. The **COVID Space** remained on the corporate **Communication Portal**, and through it, periodic releases have continued to be issued since the beginning of the pandemic.



## Our preventive organisation

At the end of 2021, Zamora Company Group formalised an agreement with two **Occupational Risk Prevention Services** that cover all the companies in Spain.

### Our key lines of work

- Identifying, evaluating, and monitoring risks related to workers' health and safety.
- Reducing the rate of workplace accidents.
- Improving processes and operations by minimising risks.



### Main activities carried out at the national level in the preventive field

- Formalising prevention contracts in the four specialities (Safety, Industrial Hygiene, Ergonomics and Applied Psychosociology, and Health Surveillance).
- Initial and periodic risk assessments, including studies deemed necessary in each case (environmental conditions and noise, among others).
- Management and resolution of the corrective actions included in the evaluation, complying with the preventive planning.
- Annual report of activities carried out.
- Investigation of work accidents and related procedures.

We have a **Health and Safety Committee** at the company Bodegas Ramón Bilbao, S.A. at its La Rioja centre that's made up of 3 Prevention Delegates and 3 Worker Representatives.

Likewise, at the Dicastillo centre (Navarra) of DZ Licores, S.L., there is legal representation for workers with the resulting Health and Safety functions assigned in accordance with current regulations.

At all times, the employees' situation is considered in moving forward to make adaptations or relocations in the case of especially sensitive workers and those who are pregnant.



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## Occupational health and safety indicators

	2020	2021
 <b>Absenteeism rate</b>	1.47	1.35
 <b>Frequency index</b>	7.47	15.52
 <b>Incidence index</b>	13.46	27.16
 <b>Severity index</b>	0.21	0.24
 <b>N° of accidents</b>	8	12
 <b>N° occupational diseases</b>	0	0

Over the last two years, the gauges for absenteeism and accidents at Zamora Company have been below the industry average; however, it is still a priority for us to minimise these numbers as much as possible and improve them in years to come.



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# Work-life balance, diversity, and inclusion

**Different cultures, generations, profiles, and skills coexist on our team. Every person counts and contributes.**



We are convinced that a diverse, inclusive environment contributes to generating ideas that help drive innovation and operational excellence.

We encourage respect for diversity and **equal opportunities**. In our **Code of Ethics**, we expressly prohibit any cause of discrimination, and at all times, we respect the applicable legislation and promote best practices to help create teams that build talent, providing different skills and competencies while attending to their specific demands and needs.

We have **equality policies** where the obligations regarding these rights are collected, as well as **protocols against discrimination and harassment**. Harassment at work is not tolerated, whether it be moral harassment (mobbing), such as sexual harassment, or physical or verbal, in any form.

Regarding remuneration policies, Zamora Company is committed to remunerating its employees in a dignified manner that corresponds to their skills and knowledge, preventing any sort of discrimination and granting equal remuneration for jobs of equal value.



## Gender diversity

The Group is currently immersed in a project to move toward gender equality; the **Equality Plans** are being prepared, and the main companies' negotiation commissions are set up. The relevant steps have been taken on all of them, and the corresponding diagnoses, remuneration audits, and the initial action plans have been developed. In some cases, the appointment of representatives and validation of the documents prepared are expected at the end of 2021.

In 2022, we want to conclude the creation of the plans for these companies in order to implement them progressively in the rest of the legal entities.

To support **work-life balance**, a **Teleworking agreement** was formalised in 2020 to regulate the rights to flexibility. The same childcare services are offered to fathers and mothers, and parental leave is available with subsequent reinstatement with flexible work options.

After the maternity and paternity leaves granted in 2021, 100% of employees returned to their jobs as in previous years.

As for the **wage gap**, it was 6% in the 2021 financial year, primarily due to the values obtained in the category of managers; there, the Group will need some time to finish closing these gaps.

However, the youngest people with a longer professional and promotional career at the company are women, with an average remuneration that's even higher sometimes than that of men, so the trend is clear. Also, the rate of full-time contracts must be taken into



account since men constitute a clearly higher percentage of this type of contract than women.

In 2021, we had a group of 183 women in our workforce, which is 37.58% of all employees, compared to 34.7% in the previous year.

17% of managerial positions (tiers A and B) are held by women; this figure is slightly higher than the 2020 number (16%).

The percentage of women in intermediate positions is also increasing, reaching 40% in 2021, compared to 38% in 2020.

Two women have also joined the Steering Committee; in previous years, there was only one woman.



## Generational diversity

At Zamora Company, we are convinced that this provides different, complementary skills and competences, translating into a better approach when innovating and developing new projects, creating integrated teams and adding talent to overcome challenges and achieve the best results. Different generations coexist in our workforce, and we try to serve them according to their different demands and needs.

In 2021, the figures for generational diversity remained quite similar: the highest percentage, around 67% of our employees, are in the age range of 30 to 50 years old. Some 17% are above the age of 50, and the lowest percentage, 16%, corresponds to those under 30.

## Cultural diversity

We are a Group with a significant international presence: we're located in more than 80 countries and have people of more than 16 nationalities working for us.

A large majority of our workforce is Spanish at 80.90%. 9.24% are Americans, 3.90% are Italians, and 1.85% are Germans. The approximately 4% remaining corresponds to very atomised data. This is because we have staff from different backgrounds in agricultural activity.



## Functional diversity

As for **people with special needs** and our policies for **universal accessibility**, as a general principle, we consider it necessary to include every working person, whatever their condition. However, we don't start from the belief that all people are the same but that we are all different.

To this end, an inclusive occupational risk prevention is carried out, and it supports and provides for people with disabilities integrating into their workplace by responding to their specific needs.

It is based on knowing what difficulties the person with special needs will face in carrying out the tasks involved in their job. This is an individualised process based on the knowledge of the type of disability (physical, learning, sensory, or derived from mental illness) and its level.

In 2021, we had 9 employees with some type of disability in our workforce, which represents 1.84%, compared to 1.43% in the previous period.

Moreover, we are aware that the concept of universal accessibility has been evolving and gaining greater significance in recent years, and this has to do with both physical and digital environments. In the case of Zamora Company, this has effects on both employees' perspectives as well as that of customers and visitors at the company's different centres.

The topic of universal accessibility has been in new projects, as well as at all facilities where the company meets all the regulatory requirements for welcoming visitors and offering accessible experiences that guarantee inclusion.





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## Evolution in our diversity indicators

### Gender diversity

	2020	2021
 <b>Women on staff</b>	34.7%	37.6%
 <b>Women on the Steering Committee</b>	1	3
 <b>Women on the Board of Directors</b>	1	1
 <b>Women in management positions (tiers A and B)</b>	16%	17%
 <b>Reinstatement after maternity leave</b>	100%	100%
 <b>Reinstatement after paternity leave</b>	100%	100%



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## Generational diversity

	2020	2021
 <b>&lt; 30 years</b>	19%	16%
 <b>Between 30 and 50 years</b>	66%	67%
 <b>&gt; 50 years</b>	21%	17%

## Functional diversity

	2020	2021
 <b>Employees with special needs</b>	1.43%	1.84%

## Cultural diversity

	2020	2021
 <b>Nationalities</b>	19	16
 <b>Spanish</b>	78%	81%
 <b>American</b>	9%	9%
 <b>Italian</b>	4%	4%
 <b>Other</b>	9%	6%



# Conscious team

**Individual commitment plus collective effort is what makes our team work, achieving goals and growing not only as a company but also as more conscious people and professionals.**

Our **conscious team**, which includes each and every one of our employees, is the true star of the initiatives and projects we launch to continue strengthening our Conscious Business model, led by the **Conscious Company Manager** and supported by the **Conscious Works Council** and the **Conscious Company Ambassadors** network, both of which are in the process of being constituted.

The role of the Conscious Company Manager is integrated into the Corporate Identity Department, an area that depends on the company's top executive.

This Department is the point of origin for progressing in different actions set by the Conscious Business Master Plan: promoting communication with stakeholders, both internal and external, about the milestones achieved and the most noteworthy progress made in terms of sustainability; raising awareness about Zamora Company's commitments to the Agenda 2030; and raising awareness about our contribution to the Sustainable Development Goals as a company and also from the personal realm.



The key to achieving our objectives is having professionals who are aligned with the company's values, committed, and proud of who we are. Therefore, internal communication and training are a priority for us.



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Company con la Agenda 2030 y sensibilizando sobre la contribución a los Objetivos de Desarrollo Sostenible, como compañía y también desde el ámbito personal.

Es clave para alcanzar nuestros objetivos, contar con profesionales alineados con los valores de la compañía, comprometidos y orgullosos de quiénes somos. Por ello, es para nosotros prioritaria la comunicación interna y la formación.

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«We want to assume a **transformative leadership**, guiding, inspiring, and **sharing values, experiences and knowledge**, being more collaborative, enabling alliances, and being recognised as a **conscious company**.»



**Marisa Almazán**  
Conscious Company Manager



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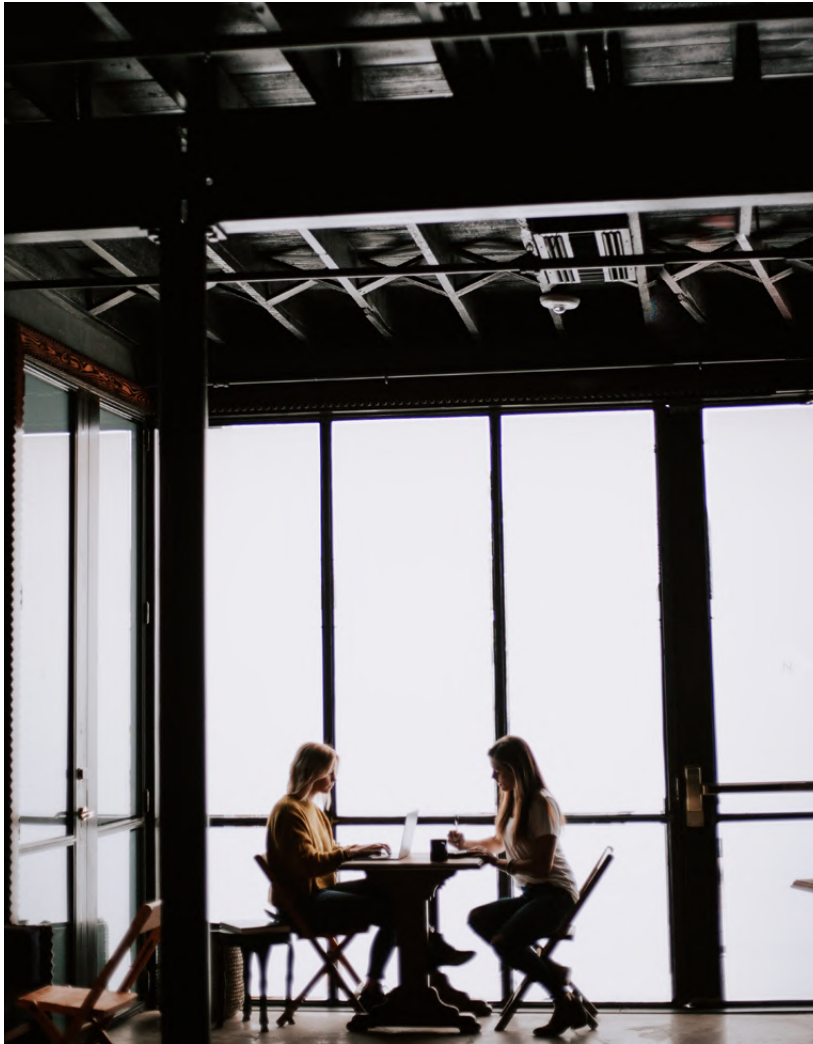
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## Internal communication



The Communication Portal is the usual channel to share information with employees, but for us, it is not just another tool. It represents our continual desire to keep people involved, proud, and committed to what we do.

The most important sections are:

**About Us** | We are committed to transparency among everyone. Therefore, we have created the «**Mirror**» tab within this section. There, both corporate presentations and presentations about general results, the strategic plan, and other corporate information of interest are available.

In parallel with this, the «**Magazine**» tab was created; there, we ask 4 +3 questions of a more personal nature to all the company's new additions.

**ZC Reports** | «Announcements» and «Press releases».

**Ethical district** | A space dedicated to compliance and risk policies and procedures for accessing the current approved corporate documents at all times.

**Openings** | Automatically synced with the «**Work with us**» section of our website.

Through our Communication Portal, we relay more than 200 annual communications with employees about information that's relevant to them and the company.



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## Training and professional development

With our training policy, we want to give all our employees the opportunity to develop professionally and personally, allowing the growth of both the Company and the employee as an individual.

During the 2021 financial year, the implementation of new procedures used in previous years was completed. This has strengthened **online training**, which reached **78.36%** of all training - 26.5% more than the previous year.

The training objectives and the **Training Plan** are always associated with the business's strategic objectives, keeping in mind that employees' development is key to improving business competitiveness.



## Training objectives for the 2021 financial year

AREAS	Topics				
<b>Marketing</b>	Initial / Basic	Digital			
<b>PRL</b>	Initial/General and Specific	Plan of Emergency	Other professionals (forklift operators, refrigeration facilities, Legionella)		
<b>Supply chain</b>	Logistics	Shopping	Planning		
<b>HR</b>	Selection	Training	Talent Management	Laboral	Tools
	General				
<b>Legal</b>	Data Protection	PRP	Security Data/ Information	Compliance	Trade
<b>Financial</b>	Expense Management	Vehicles management	Accounting	Financial Analysis	Treasury
	Taxes	Collection management (credit, unpaid)			
<b>Computing</b>	office automation	Applications and Devices	CRM		
<b>Languages</b>	English	French	German	Spanish	Others
<b>Quality</b>	Food hygiene	(Training required for those responsible)	(Training required for our employees)	Environment	
<b>Production/Elaboration</b>	Equipment	Processes			
<b>Skills</b>	Communication	Competition	Leadership and team management	Teamwork	Time management
	Negotiation	Customer orientation	Change management	Coaching	Sales techniques
<b>Corporate</b>	Culture	Values	History	Projects	Standards (image)



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Based on the technical competencies/ subjects of the trainings that have been carried out, we will highlight that, during the current year 2021, trainings on Occupational Risk Prevention have been the most taught category.

This data partly coincides with the situation around the Covid-19 pandemic, during which all employees have been trained in knowledge and protocols on this matter.

Another subject to be highlighted was the Techniques/Abilities; more than 90 managers have been trained in key concepts of team management and leadership this financial year.

### 2021 Training Plan: % of training actions carried out by area

Materia	Nº AF
TECHNIQUE/SKILLS	13.6%
PRL	21.6%
ADMINISTRATION / FINANCES	12.3%
LEGAL	8%
QUALITY	6.8%
PRODUCTION	3.4%
HR	4.9%
MARKETING	5.9%
CORPORATE	5.6%
LOGISTICS / SUPPLY CHAIN	3.4%
COMPUTING	8.6%
COMMERCIAL	5.9%

For 2021, this included 102 training actions framed within 12 areas. Of the planned total, 89 were carried out, accounting for 87% of the total.

Even though the number of training activities carried out was lower compared to the previous year, this did entail an increase in the total number of hours, reaching **6,774 hours** taught.

95% of the hours given in 2021 was external training. The remaining 5%, plus the specific activities not accounted for in the training plan, are internal training, particularly specific training in Food Safety and Quality given by our quality technicians, as well as by process managers.

67% of training hours provided were for women.

In 2021, more trainings were carried out and more hours were provided than in the previous year; however, this data continues to be lower than the pre-pandemic level reached in 2019.



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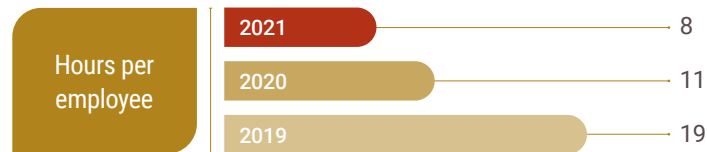
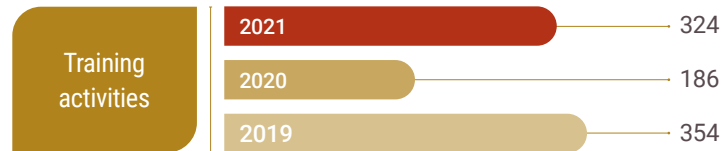
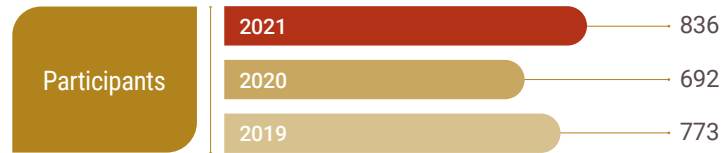
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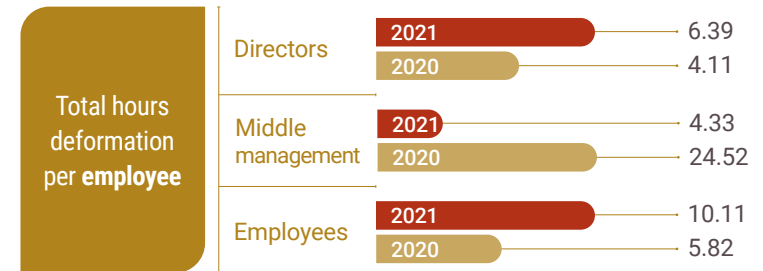
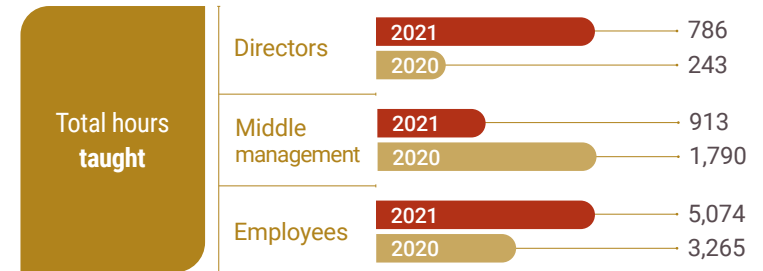
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### Progress in our training indicators



### Training indicators by professional category



Zamora Company has a **continuous evaluation process** for each and every one of our employees, depending on their level and the functions they carry out at the company. For higher levels, analysis is done through a performance evaluation, which is usually linked to variable remuneration. For base levels, a professional development approach linked to internal promotions is used.





## New hires

Our **selection and hiring processes** ensure that candidates fit into the culture of commitment in order to uphold the company's original values and ensure the essence of a close family business, where we defend the characteristics that have always been part of us and still are today: commitment, independence and innovation.

Zamora Company's «**Onboarding**» Initiative is our **welcome program**. Through it, we enable new additions to enter our company culture, sharing the Group's purpose and values while also providing them with a global vision of the organisation's strategy.

The **General People** document, which is given to each employee, contains the Zamora Company Group's philosophy on caring for its workers.



«From day one, we welcome our employees by introducing them to **Zamora Company's culture** so that they feel integrated into the company.»

**Lauren Wollin-Ramirez**  
HR Director USA



# 6 Consumers and customers



# Consumers and customers

We continue to **innovate in a sustainable way** to fulfil our consumers' preferences and adapt to our customers' needs.



«Our goal is to offer authentic, **top-quality** products based on the confidence we have in our relationship with **consumers and customers.**»

**Matteo Troia**  
General Director Villa Massa



«We know that our consumers are increasingly **aware**, which is why the challenge of **innovating in a sustainable way** is our way of growing with them.»

**Inés Varas**  
Global Innovation Director Spirits & Lolea



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### Our strategic lines of engagement with consumers and customers:



We encourage **responsible consumption**.



We promote a **culture of comprehensive quality and food safety**.



**We listen to our customers and consumers**, analysing their levels of satisfaction, anticipating their needs, innovating, and optimising our products and services.



**We maintain our support for the hospitality and distribution sector** as key allies of our business.



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# Conscious consumers: our responsibility

**Encouraging responsible consumption is  
part of our social responsibility.**



**Expanding our portfolio** of products with lower alcohol content.



**We encourage healthy lifestyle habits** for our consumers and society as a whole.



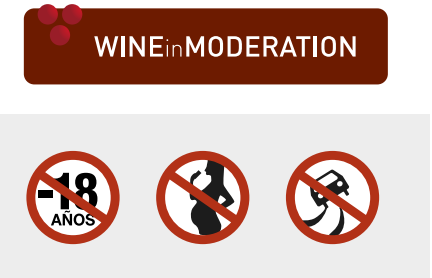
We take on our responsibility through **responsible marketing** and **information transparency** regarding our products.



We join forces with the sector to **move alcohol consumption away from situations and groups that are at particular risk.**

Zamora Company actively participates in all the sectoral programs promoted by **FEV (Spanish Wine Federation)** and **FEBE (Spirits Spain)**.

For yet another year, Zamora Company has maintained its participation in the European program **Wine in Moderation** through the **FEV (Spanish Wine Federation)**. This initiative started back in 2008 and was promoted by the European wine sector. The aim was to demonstrate their social responsibility to European authorities in the fight against abusive alcohol consumption and its harmful effects on society.



With regard to **marketing and responsible communication**, Zamora Company follows the **Self-Regulation Code of Wine in Advertising and Commercial Communications** promoted by the FEV; its external supervision falls on Self-Monitoring for Advertising.



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In 2021, the Group bolstered its work in supporting responsible moderate consumption of wine as part of a healthy, balanced diet, **joining the Foundation for Nutrition and Wine Research (FIVIN) Board of Trustees**. Their aim was to help defend the benefits of wine for health from a scientific perspective.



Likewise, there are numerous actions that Zamora Company supports through its participation in **FEBE - Spirits Spain**; these actions are focused on encouraging responsible consumption:



Since 1999, **Spirits Spain** has had a strict Self-Regulation Code that lays the foundations for sectoral advertising communications, moving them away from encouraging abusive consumption.



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# Innovation

In 2021, we made progress in our firm commitment to **innovative products** that are tailored to market trends and the needs of the most demanding consumers.

Zamora Company Group has a large portfolio of references that meet different consumer expectations. The Group is committed to innovative products that offer consumer experiences for all times and which continue to receive awards.



## Ramón Bilbao has launched its first line of organic wines

**Ramón Bilbao Organic Rioja 2019 and Ramón Bilbao Organic Rueda 2020**, represent the culmination of a commitment to sustainability and another step on our path as a conscious company.



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## Certified vegan wines

# All our wines are certified vegan

### What does this mean?

#### What manufacturing process makes a wine vegan?

The process that's critical for a vegan wine is the clarification stage. For whites and rosés, preparing the musts prior to fermentation can be done by static racking and flotation. This is when clarifiers that are of animal origins can be used. This will determine whether or not a wine is suitable for vegans. Once in fermentation, the white or rosé musts are clarified, and once again, there is the choice between clarifiers that are suitable for vegans and those that aren't.

#### What kind of clarifiers are used for vegan wine?

The use of gelatine, which is usually derived from pork, is being replaced by proteins from vegetable products like potatoes and peas.





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**Lolea** has launched the **organic variety of Lolea, Lolea Garnacha**, on the market, and its N°1 canned version, which makes it the perfect aperitive that's easy to transport and is refreshing, full of flavour, and ready to drink.



In the spirits category, the new **Martin Miller's Summerful Gin**, as well as **Villa Massa Amaretto** and **Villa Massa Giardino**, are other innovations that have been added to Zamora Company's portfolio.

In 2021, **Yellow Rose Harris County** also came to Spain. This artisanal bourbon is produced from the double distillation of Texas yellow corn, achieving a perfect balance between sweet and spicy. It is aged for 30 months in American white oak barrels, then distilled in an artisanal manner, with no automation at any point in the process.

Another example of innovation is the new apple flavour of **Cocktail 43 Fresco**, which has a low alcohol content and is the first «ready-to-drink» product (RTD) by Licor 43. This innovative product is a fusion of the unmistakable taste of Licor 43 Original and real fruit juices.

Two more new innovative products have been added to our **range of canned cocktails: Licor 43 Milk** and **Licor 43 Nitro & Coffee**.



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## Social innovation

### A Cocoa that improves the lives of its growers

On the occasion of the brand's 75th Anniversary, the limited edition **Licor 43 Chocolate** was presented. This limited-edition fusion of Licor 43 Original with 100% sustainably sourced cocoa is through a supplier belonging to the «Cocoa Horizons» program, which drives the prosperity of cocoa growers and helps build self-sufficient farming communities that protect nature.

### Transparency and responsible labelling

An innovative initiative for digital product labelling has been launched from the wine and spirits sectors to provide EU consumers with thorough, multilingual information with just one click through QR codes.

The platform lets any wine or spirits company contribute relevant, standardised, and detailed information through the 'U-LABEL' such as the list of ingredients, nutritional information, responsible consumption guidelines, and information on sustainability.



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As another step on our path to a future legacy that's responsible toward the environment and society, our company has signed the Spanish Federation of the Food and Beverage Industries' (FIAB) manifesto of interest, based on the **recovery plan, digital transformation**, and industry **resilience** through a series of transformative, innovative, and sustainable projects.

In the same direction as FIAB, **we're seeking to turn the sector into a vanguard of sustainability, digitalisation, efficiency, and competitiveness**, as well as improving companies' environmental impact, promoting circular economy, and integrating the environmental factor into territorial, economic, and social development.

On line with our conscious company policy that responsibly considers the environment and interest groups, we also supported the Spanish Wine Federation (FEV) through Ramón Bilbao in FEV's commitment to digitalisation in creating the **Wine and Digitalisation Hub** during 2021.



«**We put our innovation at the service of our consumers.** We want our consumers to enjoy alongside us, to enjoy drinking our wines as much as we do making them. In addition, we apply R&D to achieve continuous improvement in our performance»

**Rosana Lisa**

Director of R+D+i Wines and Technical Director of LaLomba



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## Food safety and quality

Our goal is to offer **safe, harmless, authentic products and services**, maintaining quality parameters that make them unique.

For Zamora Company, quality and food safety are a top priority, so we carry out the most rigorous analyses and controls to offer our consumers complete **security** and the utmost **guarantee of health** while not losing the parameters of quality that characterise our products.

The quality management model defined for the Group entails obtaining external certifications and accreditations by leading entities as trusted tools, encouraging improvement, and external recognition.

All our employees in Spain have  
**Food Hygiene training.**

## Certifications in quality and food safety

- **Cartagena:** ISO 9001 (Quality) and IFS (Food Safety and Quality).
- **Dicastillo:** ISO 9001 (Quality) and IFS (Food Safety and Quality).
- **Haro:** BRC and IFS (Food Safety and Quality).
- **Villa Massa:** ISO 9001 (Quality).



**Zamora Company's Quality Policy** is integrated with the Environmental Policy as part of the certified environmental management systems that our plants have.

All centres were audited both internally and externally during 2021, based on the standards through which they are certified. The results obtained in the audits were positively evaluated and have been duly handled to ensure continuous improvement of the management systems.



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# Information security and personal data protection

**In the 2021 financial year, no incidents related to information security or privacy were detected, either.**

The Zamora Company Group is fully aware of the importance of protecting the personal data belonging to customers, leads, employees, partners, and suppliers. In all circumstances, we comply with the basic principles established in the General Data Protection Regulation (GDPR) and Organic Law 3/2018 of December 5, Protection of Personal Data and Guarantee of Digital Rights.

Zamora Company's Data Protection area belongs to the Legal area and supports the entire Group through the **Security document** that regulates all the controls available at the company to implement the value of information security throughout the organisation.

We have an information security plan that integrates the activities of prevention and risk minimisation of security incidents that is based on the risk management criteria established by the Group.

Our security management framework, which is founded in the commitment to continuous improvement, is based on the voluntary standard **ISO/IEC 27002**, as a set of good practices for information security management.



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As for the internal organisation, a role is established for each function, and there is a directory of personnel authorised to access the company's information systems, which is managed and guarded by the Digital Transformation Department.

The functions and obligations of each person who has access to the personal data and information systems have received training on using SAP, as well as initial training on the positions.

As for information security in project management, organisational and technical measures are taken to integrate guarantees that allow the applicable regulations to be applied effectively at the same time a product or service involving the processing of personal data is designed.

Measures have been taken to ensure that only the necessary data are processed regarding the quantity, scope of processing, conservation periods, and accessibility of the data.

Another important protocol is the **Information security incident management policy**, which establishes how incidents affecting security, hardware malfunctions, software, communications, threats, vulnerabilities, and risks should be handled, recorded, and resolved.



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# Consumer and client satisfaction

**For us, our consumers' opinions and preferences are the best source of inspiration.**

Our management systems ensure that we have sufficient, reliable sources of information about our **customers and consumers' satisfaction**:



Specific **questionnaires and surveys**.



Responses to **proactive communication with customers**.



**Messages received**.



Collection and analysis of **performance data**.



Discussion groups and participation in **specialised forums**.



Reports from **consumer organisations**.



**Studies of the sector**, market, and competitive position.



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## Handling of communications and claims

In the **2021 financial year**, we obtained the following data:

 **66** | **Justified claims**

 **2.79** | **Justified claims per million litres produced**

 A small number of the **incidents** have to do with the **product itself**

 **None** of the claims was **related to Food Safety**

We're continuing to improve our processes in order to reduce the number of incidents and improve how we listen to and serve our consumers and customers.

An ad hoc investigation of all claims is made by the technical department of the affected brand; follow-up is done, and in all cases, a response is given to the customer as soon as possible. The commercial heads of the brand are always informed.

The values have shown a slight increase compared to the previous year, primarily due to claims associated with the Licor 43 Orochata product, which has already been discontinued, but this continues to generate claims related to ageing.





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# Customer Experience

## Wine tourism

**A sensory journey to our origins that can surprise those who love experiential tourism.**

As creators and distributors of premium wines and spirits, Zamora Company offers visits where you can discover the value of wine tourism experiences by learning about the origins and unique identity of Mar de Frades and Ramón Bilbao.

Under the «Safe Tourism Certified» certificate obtained in 2020, the activities have been carried out with preventive measures to ensure the maximum safety of our staff and visitors in 2021 due to Covid-19, as well as very specific action protocols for visits to make these sensory experiences attractive and risk-free.



«Our wineries' doors are open to all who want to enjoy **quality sustainable tourism** that is respectful of the environment, which means being immersed in the topic of grape harvesting and the world of wine.»

**Paula Zúñiga**

Deputy Director Wine Division



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## Electric bike routes in La Rioja Alta

The Ramón Bilbao wineries offer guided tours, tastings, samples, and pairings.

One new activity of note is the **electric bike routes** to explore the vineyard landscapes of La Rioja Alta with a specialised guide.

There's also the **restaurant service** for consumers: for the first time, Ramón Bilbao is opening every Saturday with an expanded gastronomic selection from the winery and several menu options with a focus on local products.



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Mar de Frades rounds out Zamora Company's selection of wine tourism experiences, drawing high interest throughout the year due to its privileged location facing the Ría de Arousa, with the imposing Atlantic Ocean as a backdrop.



In this enclave full of magic and flavour, Mar de Frades offers its visitors various unique experiences where they can learn about the process of creating our albariños and taste them at their place of origin.

This outdoor option is in the winery's vineyards and terrace to enjoy the salty character of the wine with the best local cuisine; this service is made to live in the moment, with a last-minute reservation option.

Visitors to the winery can choose to enjoy samples from the terrace with a tasting experience. If they prefer, they can explore every corner of the winery and learn about the origin of the wines in depth via «Vive en azul» («Live Blue») and «Vive el Atlántico en tu copa» («Experience the Atlantic in your glass.»).



## The Mar de Frades Garmet Lounge Cabin

Since December 2021, the Mar de Frades Garmet Lounge offers ski lovers a unique experience to enjoy the snow, the sun, music, and food along with the most sophisticated albariño in an atmosphere created to experience the true Atlantic style in the heart of the Pyrenees, the «place to be» for food, wine, and leisure in the snow.

The space, a wooden cabin located between 2 chairlifts, Culibillas and Garmet, has a rustic feel and mountain climate. It welcomes not only those who love skiing but also those with the most refined palates, serving select gastronomic options accompanied by our Atlantic Albariño.



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## Visit «Experience 43»

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## Discovering the universe of the company's original liquor, which turned 75 in 2021.

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As an industrial tourism experience, Zamora Company offers «**Experience 43**», which allows visitors to discover the universe of this liquor, the company's starting point.

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Licor 43 has been and continues to be the centre of gravity around which this large Group has grown. Today, there is room for other major brands of spirits, as well as leading wine brands in their respective designations of origin.

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In 2021, Licor 43 celebrated 75 years since its creation. We are so pleased to have been able to carry out that legacy and to have worked together to build a brand with international reach that adapted to consumer needs and habits throughout its history.

With creativity, passion, and hard work, the foundations of what is today the soul of Zamora Company were laid: its strong social commitment and resilience. This generated prosperity, created jobs, and restored hope to many families at a time when Spain was experiencing the terrible effects of the Civil War.

Currently, the iconic Licor 43 brand is present in 80 markets and is the international liquor with the highest growth in the last 5 years.

«Experience 43» offers a more comprehensive visit with the «Master class & fruit picking» option, which includes learning about cocktails, in addition to visiting the museum and the factory.

Events are also held here; they are always unique, whether they are family-oriented, for business, or to enjoy time with friends. There are activities and experiences for groups **to help create unforgettable moments.**



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## Spanish Wine Academy

### The academy was started to reveal the secrets of our wine.

It is an Initiative by Bodegas Ramón Bilbao as an open space for training on the culture around Spanish wine.

Its goal is to bring the world of wine closer to experts and consumers.



As part of the experience, there are specific training sessions with material to build knowledge about wine in Spain through videos and downloadable material, as well as meetings with winemakers; users can choose between two levels: **Winelovers** and **Winexperts**.



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## The first «Juli Soler Awards»

In 2021, the first «Juli Soler» Awards were held. This awards presentation was promoted by Ramón Bilbao's Spanish Wine Academy and created by Madrid Fusion The Wine Edition, and it recognised 6 young talents in Spanish wine from among 50 candidates.

The award is named after one of the most important restaurateurs and sommeliers in our country, Juli Soler, and it aims to honour his passion for wine and the work he did throughout his life by training and mentoring an entire generation of sommeliers who are today leading professionals.

This award is comparable to Madrid Fusion's «Outstanding Young Chef» award.



# CLUB VENTURIO

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## Club Venturio

### More than just a Wine Club: an exclusive place for wine lovers and explorers.

In addition to the usual distribution, food, and hospitality channels, we make our Club Venturio available to consumers.

We understand it to be yet another of the company's initiatives that is focused on improving the customer experience. It has been quite relevant over these last two years due to the pandemic, which led to consumption at home being encouraged as an alternative to leisure linked to the hospitality industry; online shopping has also prevailed in this time.

Each of our wines has a distinct personality that's suitable for consumption at different times or for different budgets

Club Venturio offers a telephone sales service and an online store with exclusive benefits for members. They receive the product within at most one week in the Peninsula and Balearic Islands.

Just for making their first wine purchase, a customer becomes part of the Venturio Club and will receive a discount on their next purchase, as well as two invitations to visit one of our wineries.

As a special service for customers who request it, we have created personalised back labels. In addition, in 2021 we have launched two intranets in our Venturio Club to offer benefits to our employees: Our Bar for employee purchases and Family&Friends for employees and friends.



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## Bartenders & Baristas Challenge Licor 43

For yet another year, Licor 43 has encouraged experts to participate in mixing and flavour to find the best cocktail and coffee with Licor 43 through the «Bartenders & Baristas Challenge» among top professionals.

Once again, the contest was held entirely online in 2021 due to the situation arising from the pandemic. More than 300 professionals from all over the world took part in competing in this fifth edition; 700 people streamed the gala. This way, we managed to keep a five-year tradition alive with participants continuing to practice and experiment.



«**Tropicália** is a cocktail made with **Licor 43**, yellow catuai coffee, pure strained passion fruit pulp, and one basil leaf. An explosion of flavour with a very tropical touch. I am honoured that the jury has chosen it from all the incredible new combinations created by the rest of the participants in the contest.»

**Thalita Freire Cacho**

Winner of the Bartenders & Baristas Licor 43 contest





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# Awards and recognitions

**In 2021, we received more than 40 awards and recognitions from the most prestigious national and international entities in the sector.**

This year, 2021, has seen the most awards in the 75 years of history of the Zamora Company Group.

Martin Miller's Gin, Licor 43, Yellow Rose, and Villa Massa were the brands of spirits with the most awards in 2021, while Ramón Bilbao, Lalomba, and Mar de Frades had this distinction in the wine division. Our products have won over juries like the San Francisco World Spirits Competition, SIP Awards, the Bacchus awards of the Spanish Union of Wine Tasters, and the International Wine Challenge Merchant Awards Spain.

Of the numerous recognitions, nominations, and awards received in 2021, the following are particularly notable:



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«The awards won by the company in 2021 reaffirm the path of growth started by a **company that's Spanish in origin but has a clear international vocation**. This is a recognition of work that goes back decades to achieve a rich portfolio of premium wines and spirits, a task that the teams for each of the brands awarded have contributed to. These are the result of the **teamwork across all the company's activity units**, from the vineyard to the final commercialisation, including product development, marketing, etc. In short, the team is aligned with the values of **commitment, quality, and innovation** to continue to be a leading company in the sector.»



**Javier Pijoan**  
General Director

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## For the third consecutive year, Ramón Bilbao is considered one of the 50 most admired wine brands in the world.

Ramón Bilbao is nearing 100 years of history, adding a new milestone to its constant evolution. For the third consecutive year, the house of Haro has been included on the list of the 50 most admired wine brands by the publication «Drinks International», a milestone that only two other Spanish wineries can boast to date.

Every year, a panel of experts with professionals from almost fifty countries choose the 50 most admired wine brands from among several thousand participants.

‘**The World’s Most Admired Wine Brands**’ ranking is based on surveys conducted by international professionals in the sector (journalists and writers on wine, advisors, winemakers, buyers, educators, analysts, sommeliers, and wine masters), who are asked to choose the wine brands they admire most, considering factors such as quality, authenticity, and brand image.



## Mirto 2015 elevated with the Great Golden Bacchus

MIRTO 2015 has won the GREAT GOLD Medal this year at the prestigious BACCHUS competition, held by the Spanish Union of Wine Tasters (UEC) in Madrid.

Driven by the Spanish Union of Wine Tasters (UEC), this important international competition is sponsored by the International Organisation of Vine and Wine (OIV) and the World Federation of Major International Wine and Spirits (VINO FED). The Great Gold Medal, the contest’s highest distinction, situates Mirto as one of the greatest wines in the world.

The 19th Edition of the 2021 Bacchus International Wine Competition hosted a total of 80 national and international wine tasters – masters of wine, influencers, sommeliers, winemakers, and wine critics – who had a blind test of a total of 1,692 wines from all over the world, from countries like Spain, Portugal, France, Italy, Argentina, Australia, Germany, Slovakia, Mexico, the Czech Republic, Brazil, Uruguay, Peru, Tunisia, New Zealand, and Moldova. Barely thirty of them have won a Great Gold medal like the one given to Mirto 2015.



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## Double gold for Cocktail 43 Fresco Lemon and gold for Cocktail Fresco Apple

Cocktail 43 Fresco is the unique fusion of Licor 43 and real fruit juice, a fresh innovation that has garnered different recognitions.

Cocktail 43 Fresco Lemon has won a Double Gold Medal at the SIP Awards and Gold at the San Francisco Spirits Competition. Our latest addition to the Cocktail 43 Fresco RTD line, the Apple variant, was awarded Outstanding Gold for the RTD category at the International Wine and Spirits Competition (IWSC), achieving the highest score in the entire category with 98 out of 100 points.

The SIP Awards are distinguished as the only spirits competition where consumers judge. It is internationally recognised for considering the opinions and palates of the demanding public.

The San Francisco World Spirits Competition (SFWSC) was founded in 2000, and it is one of the largest and oldest in its category. The panel of judges is made up of experienced, respected experts in the industry, from well-known mixologists to journalists and restaurant owners who participate in a blind taste test as part of the evaluation process.



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## Licor 43 Horchata awarded Platinum and Consumer Choice Award at the SIP Awards

Moreover, the innovative formula of Licor 43 Horchata, which is 100% vegan, lactose-free, and gluten-free, is a delicate fusion of traditional Valencia horchata and Licor 43. It has not stopped garnering awards and has been recognised at the SIP Awards with Platinum and the Consumer Choice Award.



## Carajillo 43 gets the highest recognition as a ready-to-drink beverage at the global master gold at san francisco world spirits competition.

Carajillo 43 is a delicious fusion of Licor 43 and 100% Mexican coffee. This ready-to-drink combination has obtained the highest recognition at the Global Masters and took Gold at the San Francisco World Spirits Competition.

Global Spirits Masters is a unique competition in its exclusive use of completely independent expert judges, including journalists, retail buyers, bartenders, and educators.

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## Martin Miller's Gin recognised as best gin in the world

2021 was undoubtedly a successful year for Martin Miller's Gin, winning 27 global awards.



The brand won four gold medals at Gin Masters 2021, and another two medals at the Cocktail & Signature Serve Masters 2021, thanks to labels like Martin Miller's 9 Moons Gin, Martin Miller's Original Gin, and the Westbourne, Summerful, and Winterful varieties.

In addition to this, the brand has once again been recognised as the best gin in the world at the Beverage Testing Institute's Best of the Year 2021 awards and at 'The World Gin Awards,' where it won two golds.



## MW tim atkin endorses the lalomba wine project in his '2021 rioja special report'

'Lalomba Finca Lalinde rosé' got the endorsement of and recognition from leading critics and influencers in the wine world. It debuted with the award for the best rosé from the Rioja DOCa in the 'Rioja Special Report' by prestigious British MW Tim Atkin.

## Excellent ratings for zamora company wines in the proensa guide and the gourmets guide 2021

Zamora Company's wine projects in the DOCa. Rioja, in the DO Rueda, in the DO Rías Baixas, and in the DO Ribera del Duero have once again received support from national critics, reaching their top scores in the Proensa 2021 Guide and the Gourmets 2021 Guide.



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We savor every moment. Anywhere  
in the world and with an **extensive  
portfolio that covers all tastes.**

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# Scores of our brands 2021:



93 92 95 90 90 91 92 96 94 94 92 92 93 93 99 98



90 91 95 94 96 95 90 96 90 95 93 97 94 95 94 100 95 99 97





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## Summary of awards obtained in 2021:

<b>LALOMBA</b>	<b>AWARD</b>	<b>TYPE/CATEGORIES</b>	<b>ORGANISERS</b>
<b>Lalomba Finca Ladero 2016</b>	<i>Best Wine from Spain (100 pts)</i>	<i>Included in the Vivir el Vino Guide</i>	<i>Vivir el Vino Guide</i>
<b>Lalomba Finca Valhonta 2017</b>	<i>100 pts</i>	<i>Included in the Proensa Guide</i>	<i>Proensa Guide</i>
<b>Lalomba Finca Lalinde Rosado</b>	<i>2020 Verema Awards</i>	<i>Best rosé of the year</i>	<i>Verema</i>
<b>MAR DE FRADES</b>	<b>AWARD</b>	<b>TYPE/CATEGORIES</b>	<b>ORGANISERS</b>
<b>Mar de Frades Limited Edition by Moisés Nieto</b>	<i>International Wine Challenge Merchant Awards 2021</i>	<i>Best Marketing Campaign</i>	<i>International Wine Challenge Merchant Awards España</i>
<b>RAMÓN BILBAO</b>	<b>AWARD</b>	<b>TYPE/CATEGORIES</b>	<b>ORGANISERS</b>
<b>Ramón Bilbao</b>	<i>Included on the list of 50 recognised wineries</i>	<i>The World's Most Admired Wine Brands 2021</i>	<i>Drinks International</i>
	<i>2020 Verema Awards</i>	<i>Best training project for the Spanish Wine Academy</i>	<i>Verema</i>
<b>Ramón Bilbao Mirto 2014</b>	<i>99 pts</i>	<i>Included in the Proensa Guide</i>	<i>Included in the Proensa Guide</i>
	<i>99 pts</i>	<i>Included in the Vivir el Vino Guide</i>	<i>Vivir el Vino Guide</i>
<b>Ramón Bilbao Mirto 2015</b>	<i>Bacchus International Wine Competition 2021</i>	<i>Included in the Proensa Guide</i>	<i>Proensa Guide</i>
<b>Ramón Bilbao Crianza 2018</b>	<i>Concours Mondial de Bruxelles 2021</i>	<i>Gold Medal</i>	<i>Concours Mondial de Bruxelles</i>
<b>Ramón Bilbao Limited Edition 2018</b>	<i>Concours Mondial de Bruxelles 2021</i>	<i>Gold Medal</i>	<i>Concours Mondial de Bruxelles</i>



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	<b>MARTIN MILLER'S</b>	<b>AWARD</b>	<b>TYPE/CATEGORIES</b>	<b>ORGANISERS</b>
Martin Miller's 9 Moons Gin		San Francisco World Spirits Competition 2021	Included in the Proensa Guide	Proensa Guide
		World Gin Awards 2021	Best English Matured Gin	World Gin Awards
		Beverage Testing Institute 2021	Gold Medal	Beverage Testing Institute
Martin Miller's Original Gin		The Gin Masters 2021	Gold Medal	The Spirits Business
		World Gin Awards 2021	Gold Medal	World Gin Awards
		Beverage Testing Institute 2021	Gold Medal	Beverage Testing Institute
Martin Miller's Winterful Gin		The Gin Masters 2021	Gold Medal	The Spirits Business
		The Cocktail & Signature Serve Masters 2021	Master Medal	The Spirits Business
Martin Miller's Summerful Gin		The Gin Masters 2021	Gold Medal	The Spirits Business
		The Cocktail & Signature Serve Masters 2021	Gold Medal	The Spirits Business
Martin Miller's Westbourne Gin		The Gin Masters 2021	Gold Medal	The Spirits Business
		Beverage Testing Institute 2021	Platinum Medal	Beverage Testing Institute
	<b>VILLA MASSA</b>	<b>AWARD</b>	<b>TYPE/CATEGORIES</b>	<b>ORGANISERS</b>
Villa Massa Amaretto		San Francisco World Spirits Competition 2021	Gold Medal (Nut Liqueur)	San Francisco World Spirits Competition
		SIP Awards 2021	Best of Class I Platinum I Innovation Award	SIP Awards
Villa Massa Limoncello		SIP Awards 2021	Platinum I Consumers Choice Award	SIP Awards
		The Cocktail & Signature Serve Masters 2021	Gold Medal	The Spirits Business



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**YELLOW ROSE**

	AWARD	TYPE/CATEGORIES	ORGANISERS
<b>Yellow Rose Outlaw</b>	<i>San Francisco World Spirits Competition 2021</i>	<i>Double Gold Medal (Small Batch Bourbon)</i>	<i>San Francisco World Spirits Competition</i>
	<i>SIP Awards 2021</i>	<i>Double Gold I Innovation Award</i>	<i>SIP Awards</i>
<b>Yellow Rose Rye</b>	<i>International Spirits Challenge (ISC) 2021</i>	<i>Gold Medal</i>	<i>International Spirits Challenge (ISC)</i>
	<i>The American Whiskey Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>
<b>Yellow Rose Harris County</b>	<i>The American Whiskey Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>
<b>Yellow Rose Rye</b>	<i>The American Whiskey Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>

**VERMOUTH GIARDINO**

	AWARD	TYPE/CATEGORIES	ORGANISERS
<b>Vermouth Giardino</b>	<i>The Spirits Business Design and Packaging Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>
<b>Vermouth Giardino</b>	<i>The Spirits Business Design and Packaging Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>



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LICOR 43	AWARD	TYPE/CATEGORIES	ORGANISERS
Licor 43 Horchata	<i>The Liqueur Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>
	<i>Premix &amp; Likorettes</i>	<i>Product of the Year 2021 in Holland</i>	<i>Premix &amp; Likorettes</i>
	<i>San Francisco World Spirits Competition 2021</i>	<i>Gold Medal (Cream Liqueurs)</i>	<i>San Francisco World Spirits Competition</i>
	<i>SIP Awards 2021</i>	<i>Best of Class I Platinum I Consumers Choice Award en la categoría de crema de licor</i>	<i>SIP Awards</i>
Licor 43 Fresco Lemon	<i>SIP Awards 2021</i>	<i>Double Gold (categoría RTD)</i>	<i>SIP Awards</i>
	<i>The Liqueur Masters 2021</i>	<i>Gold Medal</i>	<i>The Spirits Business</i>
Licor 43 Carajillo RTD	<i>San Francisco World Spirits Competition 2021</i>	<i>Gold Medal (Pre-mixed Cocktails)</i>	<i>San Francisco World Spirits Competition</i>
Carajillo 43	<i>The Liqueur Masters 2021</i>	<i>Master Medal</i>	<i>The Spirits Business</i>



# 7 Commitment to the planet



# Commitment to the planet

**We cannot forget the true  
value of the land, of roots,  
of the origins that have  
ensured the future of  
entire generations.**



**Domingo Fontseca**  
Viticulture Manager  
Wine Division

**«We put our efforts into  
ensuring the care and respect  
that the soil and the natural  
environment deserve to  
guarantee the survival of  
the sector in a manner that  
respects the planet.»**

Our Conscious Company model defines the strategic lines of commitment to the environment throughout our entire value chain:

-  **CLIMATE ACTION**
-  **CIRCULARITY**
-  **BIODIVERSITY PROTECTION**
-  **CONSCIOUS SUPPLIERS**



# Our environmental management

**The environmental certifications show the commitment made for continuous improvement in our environmental performance.**

We uphold our basic principles of environmental action in accordance with the **Zamora Company Group Management Policy**, highlighting our commitments around:

**Complying with applicable legislation** and other additional requirements that the company may have voluntarily subscribed to.

**Preventing and reducing environmental pollution** through the balanced use of natural resources.

**Raising awareness about responsible environmental management** and continuous improvement, encouraging dialogue and participation.



Cartagena  
Dicastillo



Ramón Bilbao  
Mar de Frades



Cartagena



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## Environmental impacts and risks








The risks identified by Zamora Company regarding environmental issues refer to risks of non-compliance with regulations or non-compliance with the sectoral commitments made. These may impact the business objectives and the company's reputation, in addition to non-compliance with our commitment to society as a whole in the face of the global challenges and difficulties we face.

Environmental risks have been categorised as low impact, given the control and monitoring measures that are already implemented.







We are aware of the risk of climate change on our activities, given the close dependence our products have on the natural environment. Therefore, we are already making progress on different initiatives for adapting and producing wines of a more sustainable nature.

### Identification of environmental aspects

-  Water consumption.
-  Electrical energy consumption.
-  Consumption of fossil fuels (diesel, gases, and gasoline).
-  Consumption of chemical products (phytosanitary products, fertilisers, and other products for maintaining facilities).
-  Generation of non-hazardous waste.

-  Generation of wine by-products.
-  Generation of organic waste.
-  Generation of hazardous waste.
-  Emissions from boilers.
-  Vehicle emissions.
-  Refrigerant gas emissions.
-  Containers (packaging: glass, cardboard, plastic...).

### The aspects with the most significant impact

-  Water consumption.
-  Electrical energy consumption.
-  Generation of non-hazardous waste.
-  Emissions from boilers.
-  Vehicle emissions.
-  Containers (packaging: glass, cardboard, plastic...).





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## Organisation and resources

Zamora Company is committed to providing the resources needed for developing and effectively implementing Management Systems, incorporating the environmental factor in business decision-making.

Environmental management is promoted through the defined organisational structure: a Corporate Manager for the Group, who coordinates management systems and support in various audits and obtains data and guidance for setting objectives and investments, both at the company level and at each centre.

At each plant, there is also an individual who is responsible for environmental issues and is supervised by Technical Management at that plant.

In 2021, various investments were made at facilities; these were not accounted for globally but as part of management at each plant.

The result of the different internal and external audits performed throughout the year is positively assessed; all of them were passed successfully, and no serious or major non-compliance was detected.

In 2021, there were no legal breaches or matters in process, and no disciplinary proceedings were opened for environmental reasons.

As they're not within the assumptions established in current legislation (Law 26/2007 on Environmental Responsibility and Ministerial Orders), none of Zamora Company's centres has provisions or guarantees for environmental risks.



As for training and raising awareness on environmental issues, specific communications were periodically released to all employees from the Conscious Company corporate area throughout 2021. These were on environmental issues and the commitments made by Zamora Company in terms of the 2030 Agenda and the contribution to the SDGs.

The company is part of the **group that's behind the Commitment for Sustainable Development of the Port of Cartagena** (established on February 13, 2020), which is committed to developing a common strategy that helps implement the Sustainable Development Goals at the Port of Cartagena, where the SDGs directly related to the environment take on great importance.



## Climate action

**We firmly support the fight against climate change as a global challenge and due to the impact on our own activity.**

**Our wine comes from nature, and it is our responsibility to protect it.**

Climate change has become one of the main challenges we must all respond to jointly, given its global nature and the economic and social consequences that its continued progress would entail.

The climate emergency is pushing companies to establish an urgent action plan and a crosscutting strategic model, which lets them adequately address the risks and opportunities stemming from climate change.

We are also aware that, for our sector, the new climate scenarios pose a threat and a challenge of great significance. Therefore, our commitment to action for the climate is at a maximum, as is taking the necessary measures to adapt to its potential effects on our activity.

**Let's start by changing  
ourselves to change the world.**



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## Risks in the face of climate change

**Climate variability is affecting traditional vine-growing areas: we're continuing to innovate in unique products adapted to our surroundings.**

Over the last 25 years, the sea level has risen twice as much as expected, and a third of marine species are threatened. We now have little time to stop the catastrophe of climate change.

Climate and meteorological events are increasingly harsh, and they have become a priority at the European and global levels. It is necessary to offer an urgent solution to address the three-part planetary crisis: the crisis of climate change, the crisis of biodiversity and nature, and the crisis of pollution and waste.

In the specific case of **Mar de Frades**, we're faced with a present conditioned by the increasingly notable and unstable changes in Galicia's climate, which directly affect its activity and its wine.

The winters are temperate and accompanied by heavy rains that lead to early maturation of mildew oospore; the lowest temperatures are higher, allowing for small outbreaks of mushrooms; the summers are hotter, and combined with the nature of the sandy loam soils in the area, which can't hold water, this causes water stress on plants; the more extreme and variable meteorological episodes lead to the vine's cycle taking place ahead of time.

In the last decade, Mar de Frades has noticed increasingly marked changes in the Rías Baixas climate, which has directly affected the Albariño operations across its 60 hectares of vineyards, including the four hectares with single vineyards.



It is clear that if we don't do something about it now, soon, Galicia will not be the albariño specialist it is today. This is why Mar de Frades has made conservation of varietal heritage and the study of varieties that adapt to climate change its goal. It's a pioneer in experimentation with three varieties not grown anywhere else in the world that have no previous agronomic studies; with them, we aim to produce new, white wines that are differentiated and original.

**Ramon Bilbao** has also set adapting cultivation systems to delay ripening as one of its objectives.

Now, we're harvesting 20 days earlier than we used to 70 years ago in La Rioja; however, we believe that a deep study and analysis are necessary to track the historical data of the region and make a more accurate forecast for the future.





In this regard, the new conditions we're experiencing allow us to see areas where we previously had thermal limitations to achieve optimal maturity as interesting areas for future crops. In the areas at altitude, we're also achieving creations with a fresh profile through better ventilation for preventing disease issues and a wide temperature difference between day and night, which represents optimal conditions for growing vines.

At Ramón Bilbao, we've been growing and obtaining grapes from high-altitude vineyards for quite a few years now, especially for our Viñedos de Altura wine launched in 2012, which are from two vineyards (Rioja Alta and Rioja Oriental) at 700 meters in altitude.

### **Wineries for Climate Protection (WfCP) and Sustainable Wine Roundtable (SWR)**

As early as 2017, **Ramón Bilbao established itself as a pioneering sustainable winery in Spain**, joining the **Wineries for Climate Protection** program, the first and only specific certification for the wine sector in terms of environmental sustainability under the umbrella of the FEV (Spanish Wine Federation). It is also the first winery to certify vineyard activities.

This certification is a response to our corporate manifesto of committing to the fight against climate change, and it demonstrates our role in the mission held in common with the entire Spanish wine industry: being increasingly competitive in terms of sustainability.



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**Ramón Bilbao** is the only Spanish winery that belongs to the founding committee of the **Sustainable Wine Roundtable (SWR)**, the global initiative for sustainability and the consequences of climate change in the wine sector; wineries and wine organisations from all over the world participate in it.



«Our **commitment to sustainability** is deeply rooted in the company and goes one step further with the founding of this initiative, which we are proud to be a part of. **We can no longer turn our backs on climate change** and its consequences, which are affecting crops all over the world.

We hope that Sustainable Wine Roundtable (SWR) will be a place for entities from all over the planet to come together **to contribute to building a better, more sustainable world that's more responsible towards nature.**»



**Remigio Sanz**  
Global Brand Manager Wines



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«**Mar de Frades' Conscious Program** was started with the aim of **protecting the environment and fighting climate change**: a firm, safe path towards a sustainable future. We are very aware that we must change our model in order **to leave the least possible footprint on our environment.**»

**Paula Fandiño Pita**  
Technical Director/  
Manager at Mar de Frades



**Mar de Frades** also has the WfCP certification and is working on an ambitious environmental sustainability plan according to its **Conscious Program**, which is aligned with the corporate lines set forth by the company and with the winery's sustainable philosophy, which implements different measures that respect the environment throughout the process of making their wines.



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## Energy efficiency

**70% of our energy consumption already comes from renewable sources, and we are committed to reaching 90% by 2025.**

**Compared to data from the previous year, we have reduced energy consumption by 10% and energy intensity by 31%.**

Our objectives are aimed at optimising energy consumption and, therefore, at reducing Greenhouse Gas (GHG) emissions into the atmosphere and their resulting impact on climate change.

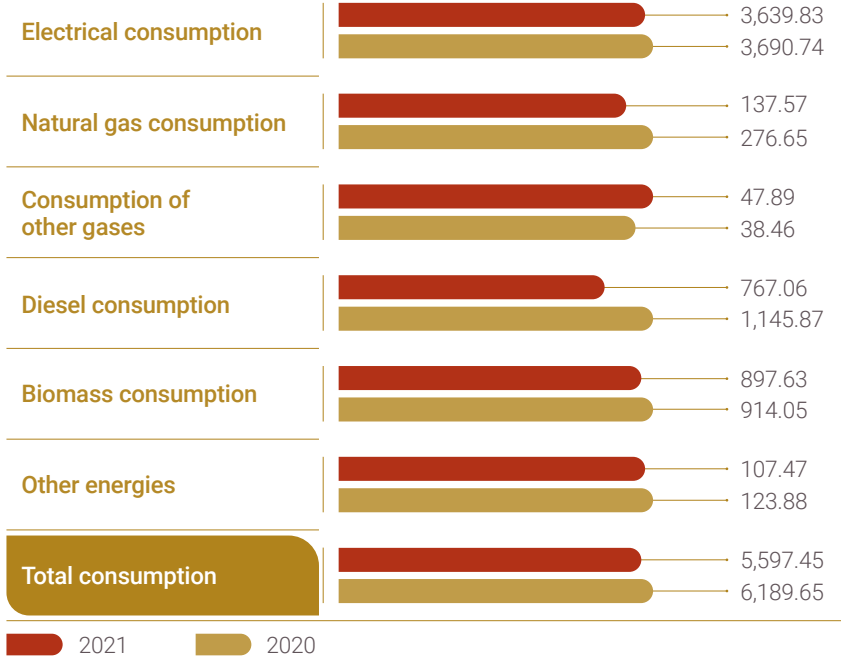
As a group-wide objective, Zamora Company has committed to 90% of its energy consumption being renewable energy by 2025, and some of the Group's plants are already very close to achieving this goal. It should be borne in mind that we include field activity in energy consumption, so that brings the percentage of renewable down since that is precisely where a greater proportion of fossil fuels are used. Our wineries are already looking at substituting field machinery for more efficient, sustainable machinery, tending toward the use of electrical equipment.

In 2021, we managed to reduce the total energy consumption by 9.56% compared to 2020.

At the Cartagena plant, 2.5% of the total energy consumed is autogenerated by solar panels, and the Group has planned various future investments in renewable energy and energy efficiency.

## Energy indicators

### Consumption (MWh)



### Energy intensity (kWh/l bottled)



In 2021, a **31.42% reduction in energy consumption by product was achieved compared to 2020**. This decrease is due to the implementation of savings measures and an increase in production, which is an even more favourable figure considering in relative terms.



## Emissions and carbon footprint

**We've committed to reducing our CO<sub>2</sub> emissions by 15% by 2025, with 2018 as the base year.**

Our CO<sub>2</sub> emissions were around 82% below the industry average according to 2018 data reflected in the study carried out by PwC for Spirits Spain 2020, «Sustainability Strategy in the Spirits Manufacturing Sector in Spain».

Even so, we set ourselves a reduction target of 15% by 2025, and we are moving in the right direction: since the base year of 2019, we have already reduced total emissions by 11.3% in scopes 1 and 2.

All our centres are fully aware of the importance of controlling the main points that release emissions into the atmosphere.

As part of the commitment we've made with the certifications under the WfCP model, we're working to minimise our greenhouse gas (GHG) emissions at our wineries.

We have preventive maintenance programs to preserve optimal operating conditions and ensure proper control of the facilities, periodically reviewing all operations that may generate emissions released into the atmosphere in accordance with current regulations.

Our main sources of direct emissions are:

<b>Boilers</b>	<b>Air-conditioning equipment</b>	<b>Vehicle emissions</b>
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The three boilers (Cartagena, Haro, and Rueda) already use biomass, so they don't emit polluting gases.

Zamora Company is committed to using the latest generation machinery that will have a minimum impact on GHG emissions; we're considering electric mobility for the future.

As for equipment containing fluorinated greenhouse gases, the organisation also carries out the relevant leakage controls.

In studying emissions and calculating the corporate carbon footprint, the consumption of fluorinated refrigerant gases refilled at all the centres has been considered, with no recorded leaks from any of them.





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### Emission indicators

The **Carbon Footprint** for the Group's activity is calculated annually. It currently includes total emissions in **scopes 1 and 2** and some scope 3 emissions for some plants:

#### Scope 1

This includes GHG emissions from emission sources that are owned or controlled by the organisation, here those stemming from the consumption of natural gas and diesel, direct GHG emissions from its vehicles, and emissions included from leaks of refrigerant gases used in refrigeration systems.

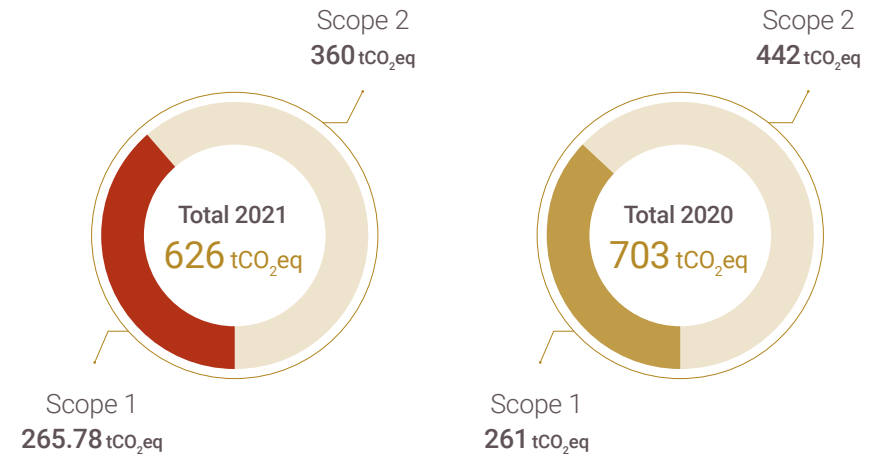
#### Scope 2

This includes indirect GHG emissions produced by the generation of electricity, heat, or steam of an external origin used by the organisation. In our case, this is only the electrical energy used.

#### Scope 3

This includes other indirect emissions that originate from GHG sources owned or controlled by other organisations and result from the organisation's activities. In our case, we identify raw materials, packaging (bottles, caps and lids, labels, boxes, and cases), business trips and company vehicles, waste generated, computer and office equipment (paper), and distribution to primary customers (national logistics warehouse and international customers «not ex works»). At the moment, work on this scope has only considered some of the plants.

### Total scope 1 and 2 emissions of Zamora Company Group



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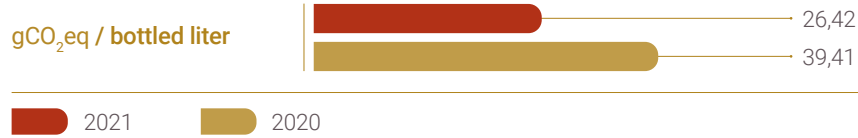
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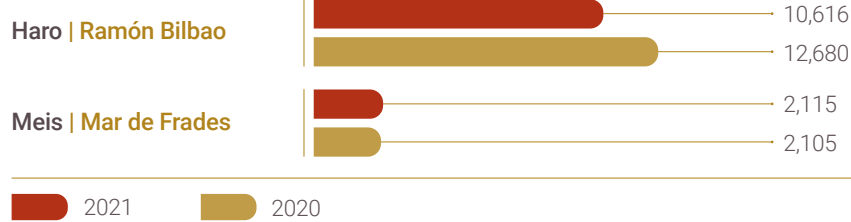
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### Scope 1 and 2 emissions by product

The indicator of total GHG Emissions (Scopes 1 and 2) by product has improved considerably compared to 2020, resulting in a **32% reduction**.



### Total scope 1, 2, and 3 emissions (tCO<sub>2</sub>eq)



Zamora Company includes calculating the corporate Carbon Footprint in its three scopes as one of our strategic objectives. This will allow us to identify our main emission sources and the specific situation of each plant, focusing our efforts on the most important thing: reducing and possibly compensating for these emissions.



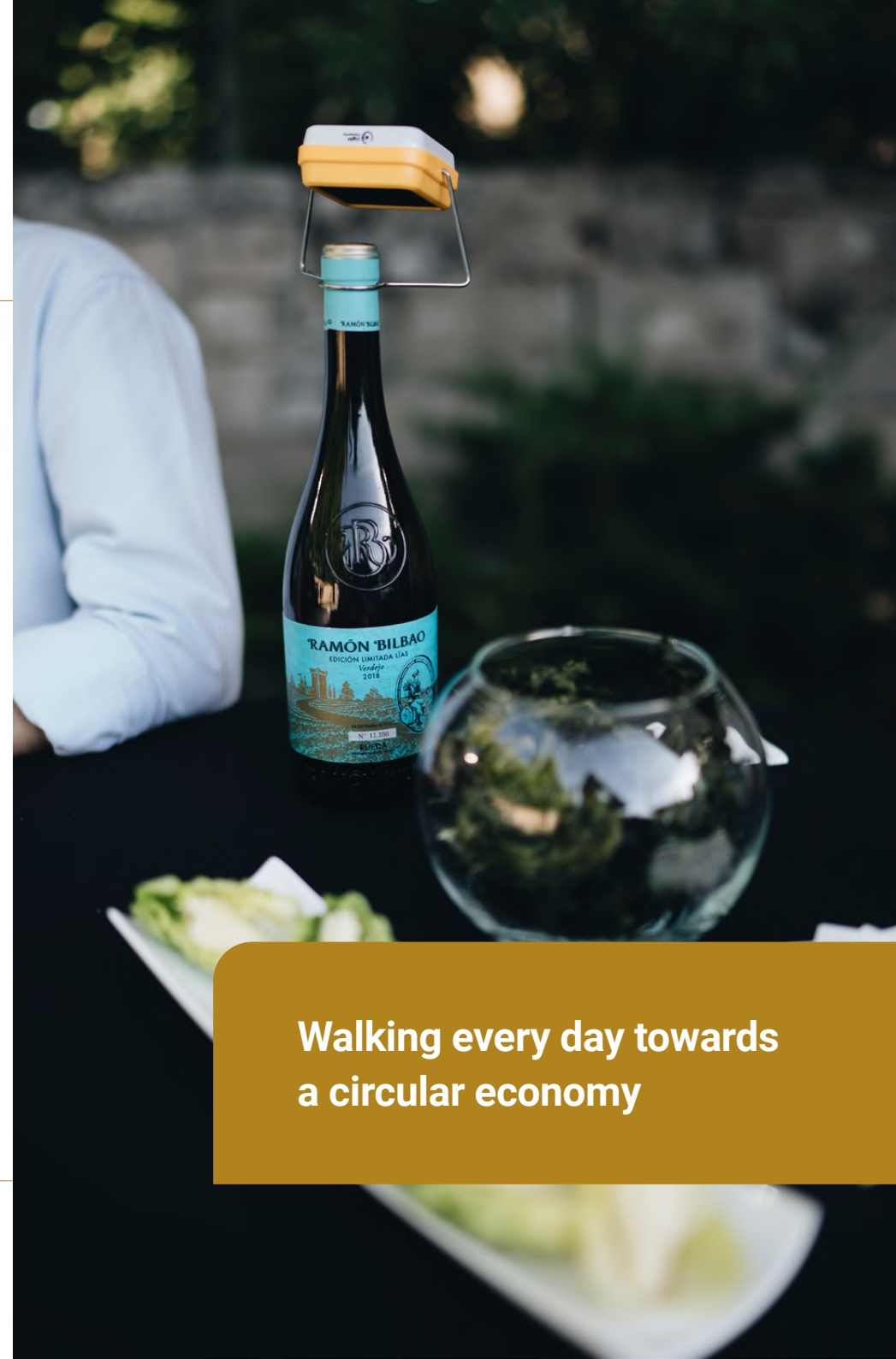
## Circularity

**We want to increase sustainability throughout our value chain, applying innovation and eco-design in a firm commitment to accelerate the urgent, necessary transition to a circular economy.**

The concept encourages keeping resources in use for as long as possible, extracting the maximum value from them in their life cycle, and finally recovering and regenerating materials at the end of their useful life; this design is based on restoration and regeneration.

Zamora Company's activity is fully compatible with the approach of circular economy, keeping resources in use for as long as possible, extracting the maximum value from them in their life cycle, and finally recovering and regenerating materials at the end of their useful life.

We're taking on the challenge posed by **moving from a linear to a circular production model**; we're aware that it is key to safeguard the environment and achieve the urgent objectives of decarbonising the economy.



**Walking every day towards  
a circular economy**

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## Packaging

**In 2021, several of the initiatives focused on minimising the environmental impact of our packaging were published with analysis of the products' entire life cycle.**

We consider the **environmental footprint** associated with production, distribution, and consumption in order to minimise it by applying **sustainability criteria** in all our Innovation projects and applying the keys of **eco-design**:

- **Lighter packaging** to reduce unit weight.
- Containers that incorporate **more recycled material**.
- **More easily recyclable containers**, facilitating the separation of seals, labels, tops, and other container components.
- Using **environmentally friendly materials** (biodegradable, recycled, and reusable materials) and minimising the use of plastic in packaging.
- **Reduction of waste** and quantity of material.
- **Reduction in the number of decorations**, inserts, and inks, and use of biodegradable pigments and **natural materials** such as cork as much as possible.
- **Reduction of paper and cardboard** weights and optimisation of packaging systems.

We'll highlight a few examples of ongoing projects regarding different materials:

### Glass bottles

Collaboration project with Ecovidrio linked with the study of lightening our glass models, both personalised and standard, and the possible impact of these initiatives on the production process and on the marketing and distribution of the products associated with those containers. This is a global project to be developed by the production plants, with the start and ideation in 2021 and development throughout 2022 and 2023.

#### *Estimated lightening of our Licor 43 70 cl bottle*

In 2021 we started a project to lighten the Licor 43 bottle, one of our top purchases/sales, in its 70 cl format. Successfully launched in 2022, it has been lightened from 490g to 460g, which is 6.1% less weight.



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### Customised bottles for the Bodegas and Licores product lines

During 2021, an exhaustive analysis of our most used customised bottles was carried out, resulting in the optimisation, streamlining, unification, and, in some cases, lightening of many of the models used in our cellars. These models will be introduced as 2022 progresses.



### Review of palletisation and logistics files

In 2021, a study began on the optimisation of the logistics files resulting from Zamora Company products. The entire production chain was analysed from the palletising mosaic backwards for the optimal study of box die cutters and, finally, bottle designs.



### Corrugated cardboard

Review of cardboard qualities with our usual suppliers.

- **Study of the characteristics of the cardboard** used to date for all the company's product ranges, with the aim of standardising, streamlining, optimising, and reducing the tons of cardboard used per year in our products.
- The **paper qualities and thicknesses** used for both the liner papers (external) and the waves (interior) have been unified: more than 10 tons of cardboard were saved in 2021, with more than 50 tons of savings projected for 2022.
- The **no. of inks** in box designs was reduced, as well as the amount of ink used on cardboard boxes in all divisions and brands, which helps increase the strength of the cardboard and therefore helps reduce the weights of virgin and recycled papers. It was launched in 2021 for some of our most outstanding Wine brands. For the rest of the types, this will begin in 2022.
- Using **raw Kraft** eliminates bleaching and washing processes for the paper, entails considerable water saving in the processes, and ultimately leads to more sustainable cardboard. It was launched in 2021 for some of our most outstanding Wine brands. For the rest of the types, this will begin in 2022.



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## Plastic material

- **Sleeves:** a study, tests, manufacturing, printing, and bottle applications were carried out, and the use of material with at least 30% recycled PET has been agreed on.
- **A tear strip** that makes removal easy after consuming the product, both for separating materials and subsequent recycling and for consumer reuse of these bottles, which have a mechanical muzzle-type stopper designed for this use and therefore has the possibility of being reused to contain other products. We've estimated a total annual reduction of 1.4 tons of plastic as a result of the reduction in the weight of these caps.



## Sustainable advertising material

- Purchasing criteria in **paper/cardboard/wood** materials are prioritised, and the need to purchase advertising products based on these materials solely under the **FSC (Forest Stewardship Council) certification** is established.
- This criterion was introduced in 2021, reaching 80% FSC-type purchases with a prediction for 100% in 2022.
- **Elimination of polybag plastic bags** in all POS materials as an internal procedure. In 2021, this requirement was introduced, and we reached 75% of purchases that were polybag-free. Mandatory for 2022 for 100% of purchases.
- **Replacement of common plastic with materials based on paper/cardboard/wood/PLA (biodegradable thermoplastic).** Failing that, the use of recycled plastic materials, RPET, or others is prioritised. Successful substitution with 35 actions in this regard in 2021; the goal set for 2022 is to achieve 50% use of PLA compared to common plastic.



### Pallets: efficient, sustainable logistics model

This activity started in 2020 with one of our pallet logistics partners. In 2021, thanks to this efficient and sustainable logistics model (\*):

 42

We prevented 42 t CO<sub>2</sub> with efficient transportation, which would be the equivalent of more than 38,000 km by truck

 3.2

We prevented 3.2 t of waste by using this circular system based on reuse and regeneration

 35.1

We saved 35.1 m<sup>3</sup> of wood, the equivalent of 34 trees

(\*): These calculations are based on an independent study by the Life Cycle Analysis (LCA) of the pallet used compared to the blank equivalent. This LCA is based on ISO 14044 and is peer-reviewed. 100% of the wood is certified by the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC).



## Waste

### Zero-Waste Goal for 2025.

Identification of waste derived from our activities:

- Non-hazardous waste, mostly recoverable and recyclable, such as paper, cardboard, plastic, glass, metal, and wood.
- Wine by-products (pomaces and lees) or other organic waste and by-products (plant remains) that are also 100% recyclable, recoverable, or usable as organic fertiliser.
- Waste assimilable to urban waste (MSW, such as filtration lands).
- Hazardous waste in small quantities (containers, batteries, used oils).

The waste is collected separately at the centres according to its type, making its subsequent treatment and recovery by different authorised managers easier.

Specific objectives have been set at some plants related to the improvement of waste segregation, encouraging the training and monitoring of the amounts of waste generated by the type of waste.

**94% of our waste is recovered, while only 6% goes to the landfill or needs treatment for disposal.**

### Waste generation indicators

Type of waste	2020 (t)	2021 (t)
Organic by-products	1,807.43	2,134.36
Recyclable solid waste	315.12	369.96
Non-recyclable solid waste	147.43	146.23
Hazardous waste	2.25	3.53
<b>Total</b>	<b>2,272.23</b>	<b>2,654.08</b>
<b>Total (kg. waste / bottled liter)</b>	<b>0.12</b>	<b>0.11</b>

\* 23,500,805 l bottled in 2021.

In the 2021 financial year, the percentage of waste that's gone to recycling or recovery has increased slightly, and it reached 94.4% compared to 93.3% the previous year.





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### Organic by-products

Type of waste	2020 (t)	2021 (t)
Lees	239.30	260.35
Grape pomaces	1,282.59	1,309.75
Stems	89.54	102.64
European plum	196	364
Others (soil, sludge)	-	97.62
<b>Total</b>	<b>1,807.43</b>	<b>2,134.36</b>

### Recyclable solid waste

Type of waste	2020 (t)	2021 (t)
Glass	53.3	85.8
Paper and paperboard	178.1	208.2
Plastic	46.9	58.4
Wood	21.7	4.91
Metal	15.1	12.4
Others	-	0.4
<b>Total</b>	<b>315.12</b>	<b>369.96</b>



### Non-recyclable solid waste

Type of waste	2020 (t)	2021 (t)
RSU	59.83	75.07
Filtering soil	87.60	71.16
<b>Total</b>	<b>147.43</b>	<b>146.23</b>

Thanks to the aforementioned collaboration with our logistics provider, we have managed to prevent the generation of 3.2 t of waste in 2021 and save 35.1 m<sup>3</sup> of wood, the equivalent of 34 trees.

**Hazardous waste** represents only about 0.13% of the total waste generated, and its generation is closely linked to the necessary maintenance activities.

Specifically, the waste derived from phytosanitary products considered to be packaging of a hazardous nature are managed by the nationally authorised collection system and represent only 0.03% of the total waste generated.

We have not taken steps to fight **food waste** since it is not considered an environmental aspect stemming from Zamora Company's activity. While our products are food, they are not considered staples and their economic value doesn't lead to waste or significant reduction. Market returns are of little importance, and the possible deviations of quantities in the packaging, which are strictly controlled, are less so.



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## Liquid discharges

### Goal of zero discharge into public channels.

We've identified three forms of discharges, highlighting zero dumping into public channels as the desirable goal. This is the case of the Cartagena plant, where all the wastewater is treated internally and is either contributed to the farm around the factory or is taken away by a manager. The system is subject to continuous control, and the legally established parameters are met.

The Rueda winery also discharges into the vineyard after treating the water in its own sewage treatment plant. The system is subject to continuous control, and the legal limits set by the corresponding authorisations are also met.

Other plants dump into the public channel after a purification process. This is true for the Haro winery, which has its own treatment plant. The system is subjected to continuous monitoring, and the legally established parameters are met prior to discharge into public channels.

In some cases, direct discharge into a public channel is done, but in all cases, that discharge is also subject to continuous monitoring, and the legally established parameters for direct discharge are met.

As mentioned above, and given the current situation regarding the pollutant load of our liquid discharges and the control we exercise over them, they have not been identified as a significant environmental aspect, nor have associated risks been detected.

## Water consumption

### Our smart irrigation systems help us consume the exact amount of water that crops need.

The water consumed at the plants primarily comes from the municipal supply network, which represents more than 90% of the total water consumed, while the remaining 10% is water from wells, in both cases in accordance with local limits.

### Indicators of water consumption

Source of supply	2020	2021
Municipal network	88.5%	91.6%
Well	11.5%	8.4%

Water consumption	2020	2021
Total (m <sup>3</sup> )	45,561.88	50,965.78
By activity (l water per l bottled)	2.45	2.17



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Compared to the previous period, 2021 saw an increase in water consumption in terms of absolute volume, but an **optimisation of consumption by 11.43%** was achieved considering the activity ratio (litres of water per litre of bottled product).

Measures have continued to be taken to save water consumption, such as closed-circuit tank cleaning equipment, dosifiers at hose mouths, sectorised control of water consumption areas at each plant, and the acquisition of automatic floor scrubbers, while staff awareness-raising activities and training have continued.

As for crops, we use **smart irrigation systems** with water stress gauges per strain to calculate the exact need for water.

We have **weather stations** that help us predict field work with greater precision, whether irrigation is going to be needed or there's wind, to decide whether to apply any treatment to plants.

## Fertilisers and phytosanitary products

**We're committed to biodynamic agriculture to develop agro-industrial tasks responsibly with natural resources and without using chemical substances like fertilisers, pesticides, or GMOs.**

The preventive treatment in the vineyards is our commitment to eliminating the consumption of phytosanitary products, in addition to replacing them with other alternatives of organic products.

For example, at Ramón Bilbao and Mar de Frades, we don't use chemical fertilisers; all the fertiliser that is used comes from sheep.

Another example is the use of Bordeaux mixture and the infusion of nettles as a preventive to combat mildew and powdery mildew, the two most frequent diseases in La Rioja during humid, rainy years.

As a preventive measure, we also use practices like sexual confusion in the vineyards, which helps us control certain pests that affect the vine.

Looking to the future and respecting our environment as much as possible, we must train the winegrowers we work with and apply preventive treatments in a precise way.



## Other raw materials

Our efforts are focused on optimising the consumption of materials and other chemical products as resources with the greatest environmental impact, using more ecological products as much as possible, minimising the use of plastic, and trying to increase the useful life of materials.

Due to the nature of the activities carried out by Zamora Company, there is no high consumption of raw materials that, due to their dangerous nature, could have a significant environmental impact.

On the other hand, we have corporate suppliers that provide the various cleaning and maintenance products for the centres. With these products, the container can be recycled, and optimal use practices in terms of minimising environmental impact can be ensured.

As for raw materials of natural origin, the most significant are alcohol and brandy, wine, sugar, vegetables (grape, must, sloes, herbs and botanicals, and coffee) and scents. Since all these materials are linked to production, there is no consumption reduction plan.

In 2021, Zamora Company acquired a total of 18,202.63 tons of these raw materials. More than 11,000 were vegetable materials; some 2,900 were alcohol, and the rest is distributed among aromas and other compounds.





## Biodiversity protection

**Our production centres are well established in their surroundings and have a positive effect on biodiversity.**

For years, Zamora Company has been working on a thorough program of **sustainable viticulture** to reduce the possible damage to the environment stemming from agricultural activity.

As a policy of supporting local communities, the regeneration and/ or **maintenance of endemic ecosystems in vineyards** is being studied to support the fauna and flora associated with the crop as well as the vineyard's environment. It will also help provide an ecological advantage for the crops (natural pest control and associated flora). We're keeping some production hectares 100% organic.

As an example of some of the initiatives undertaken, Zoco 's commitment to the production of 100% Navarrese sloes has a direct effect on biodiversity and the promotion of polyculture for farmers in the area. Likewise, a biological control system for the farm's vegetation is implemented with two equines at the Dicastillo plant, preventing the use of herbicides and fossil fuels in clearing tasks while also supporting an endangered species and traditional use in the rural environment where we're located.

**We strive to innovate  
to have a positive effect  
on biodiversity**



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The rest of the plants and activities are based on being located in areas where the main raw material comes from a specific Geographical Indication or Denomination of Origin: Sorrento lemons for Villa Massa, grapes from La Rioja, and Rueda for Ramón Bilbao, from the Rías Baixas for Mar de Frades and Ribera del Duero for Cruz de Alba.

In 2021, 22% more vegetables were purchased than in the 2020 period, which entails **more than 11,000 tons of vegetables associated with the geographical area** where the different production plants are located: grapes, sloes, and lemons. This shows real commitment to and support of the rural environment of our surroundings.

«By following the same traditional recipe as our ancestors, today, our limoncello is created with our PGI Ovale di Sorrento lemons from Sorrento, and using the same formulas that brought it to life over a century ago: **faithfulness to our land and devotion to its natural ingredients.**»

**Joke Ghysens**

Global Brand Manager Villa Massa



Another example of our care for the environment is the initiative we've already mentioned: **using organic sheep manure in vineyards**. This makes it possible to replenish the nutrients extracted with grape production and improve the biological activity of the soil, therefore improving its structure and its ability to nourish the plant. Its effects last for about five years, with slowly degrading humic substances accumulating in the soil. In addition, this type of fertiliser improves water retention properties, regulates pH, regulates soil temperature, and maintains sanitation.

Biodynamic culture is very present in our daily practices. Our field team is very aware of these and applies natural treatments, such as chamomile, horsetail, and propolis.

Looking to the future with the utmost respect for our environment, we are aware that it is vital to maintain **training for our winegrowers** and apply **preventive treatments precisely**.

Our policy includes finding a balance between ensuring production and preserving the environment as much as possible. That's why we don't use herbicides, and we have electronic equipment that cleans the canopies with a sensor.

Another notable initiative was **using drones as part of our commitment to precision viticulture**. Used for the first time in the 2017 harvest, it is another step to monitor the vineyard through images that give us information and make the work in the field as accurate as possible.

This way, we can monitor the plant's vigour, zoning, photosynthetic capacity, health status, colour, and yields, and even make a prediction about the harvest, and we can treat any disease in a highly localised way.



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Another of our principles for action is **respect for fauna**: the environment where we operate and its conservation are of vital importance to creating a biodiversity framework. Our first steps to preserve this environment were the installation of wooden nests in Villalba and in Rueda to encourage goshawks' breeding, as well as setting up poles for birds of prey to perch on.

The company is currently working on different **R&D projects** to improve our approach to sustainability based on caring for biodiversity; these include the study of diseases in wood and microbiota and the prevention of the development of mildew and powdery mildew by using mathematical models that help us predict the percentage of risk and make precise decisions for treatments.

As an initiative regarding our **commitment to biodiversity**, our sustainable program **Conscious of Mar de Frades**, which we've already mentioned, is particularly noteworthy. The initiative reflects this commitment in a very particular way in the diversification of habitats; for example, there's the implementation of vegetation covers to encourage biological control of pests and to prevent the proliferation of invasive foreign species. Alongside this, Mar de Frades is carrying out actions for protecting camellias by increasing the cultivation of its varieties in order to preserve the species, which arrived in Galicia at the end of the 18th century from China or Japan.

In addition to the land on which it is cultivated, Mar de Frades also owes its saline and Atlantic character to the sea that laps at its vineyards; without this influence, it would not be the same wine.

Thus faced with the problem of plastic as an invasive element in the oceans, **Mar de Frades's Sea-Conscious** was launched in 2021: this **project focuses on the problem of ocean pollution**. The aim is to raise awareness about our lifestyle while sending a message of hope.



**MAR DE FRADES**  
ALBARIÑO ATLÁNTICO





# 8 Conscious suppliers





# Conscious suppliers

We want to work collaboratively with **suppliers who share our sustainable practices.**



**Miguel Ángel del Cano**  
Purchasing Manager

«Our suppliers have to share our values, ensuring social and environmental commitment and responsibility in accordance with Zamora Company's Conscious Business plan.

Therefore, we have strengthened our **Sustainable Purchasing Model** in 2021.»

We maintain our **strategic lines** to continue advancing in responsible, sustainable management of our supply chain:

- Purchasing and contracting with sustainability criteria.
- Suppliers as partners in our business.



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# Our supply chain

## Key to the success of our organisation.

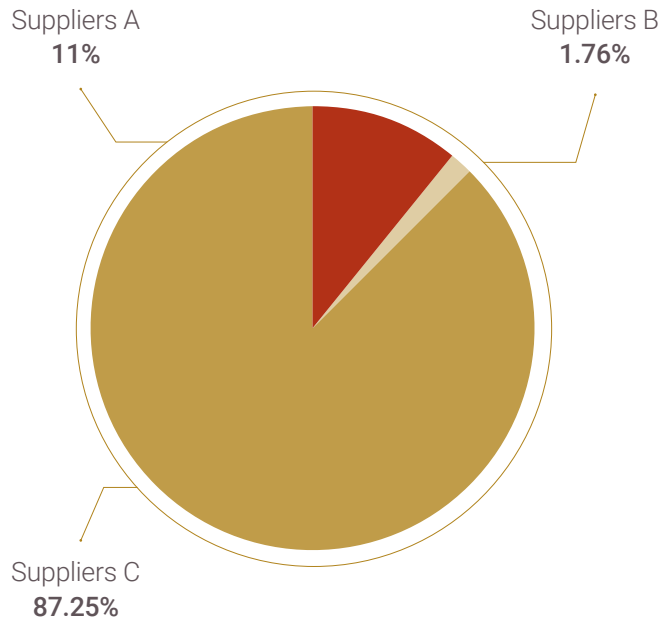
The Group's activity makes the supply chain one of the most important pillars within the company. Good management and the value it provides is undoubtedly one of the key pieces of the organisation's success. That means the policies, procedures, and initiatives that affect the supply chain are subject to continual improvement year after year.

In 2021, Zamora Company had **more than 1,000 suppliers**, adding suppliers of products and services, and a **total purchase amount over €30 million**.

**The supply chain as a key pillar of our company.**



We classify suppliers into 43 different categories by types of products and services.

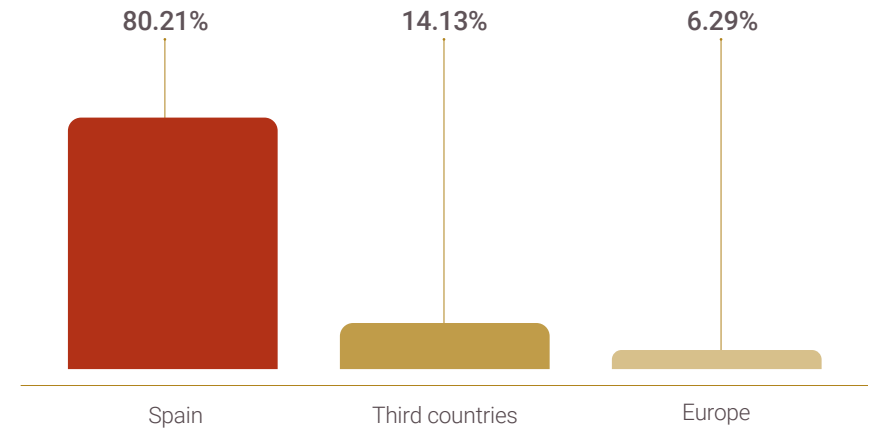


**Classification ABC**

Suppliers A > 1,000,000€	11%
Suppliers B > 500,000€ < 1,000,000€	1.76%
Suppliers C > 500,000€	87.25%

Taking a look at the Zamora Company supply chain makes our **commitment to local suppliers** clear as a sourcing and contracting strategy within the Spanish and/or European scope, in accordance with the sustainability commitment.

**Suppliers 2021: Country of origin**



**Country of origin**

Spain	80.21%
Europe	14.13%
Third countries	6.29%



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# Responsible purchasing and contracting

**100% of Zamora Company's suppliers must comply with the Ethical Code and follow the regulations of the Supplier Approval and Purchasing Procedure.**

**In 2021, we started working with the Zamora Company Sustainable Purchasing Model.**

We clearly understand that close collaboration with our suppliers is the way to continue creating value in the supply chain, as well.

The development of a model for sustainable, responsible supplier management is part of the key processes at Zamora Company. This means that their selection, approval, and assessment are critical aspects in the overall management of our business, despite the difficulty of the availability of suppliers in all markets, with their obvious legal and cultural differences, and we still opt for the unification of criteria and for sharing best practices with our business partners.

To create the purchasing strategy, both the possible supply risks associated with delivery times, distance for logistics transit, security,

competitiveness, innovation, concerted quality, etc., as well as the social and environmental risks have been evaluated, including the supplier's compliance with our **Code of Ethics**.

This **Code of Ethics** explicitly includes our **guidelines for action with our suppliers**, as well as the **requirements and commitments** that they will assume.

Zamora Company will interact with suppliers of goods and services in an ethical and lawful manner and always through transparent procedures. The Group will only select suppliers whose business practices respect human dignity, do not violate the law, and do not endanger the reputation of the group's companies.

Likewise, suppliers must take responsibility for subcontracting companies to work within the standards promoted by the Code of Conduct and within the corresponding legal framework. To this end, we're continuing to work on implementing efficient mechanisms that assure us control over this aspect.

Our suppliers must respect compliance with internationally recognised Human Rights and ensure that they do not defraud or abuse these rights within their business operations.



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## All Zamora Company Group suppliers must encourage and respect the following principles



Eliminating all forms of child labour.



Respecting the rights of employees to associate, organise, or bargain collectively without any kind of sanctions.



Eradicating any type of forced or compulsory labour.



Obtaining and maintaining environmental permits for operating the company if required, controlling its environmental impacts, and complying with the corresponding legislation.



Preventing discrimination in any type of job.



Maintaining a preventive approach to environmental protection, taking on greater environmental responsibility, and encouraging environmentally friendly technologies.



Respecting the maximum working hours and minimum salaries established.



Guaranteeing that its employees carry out their work under standards for safety and hygiene.

Avoiding being a participant in any type of corruption, extortion, or bribery.



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In addition to these basic guidelines established in our Code of Ethics, the Group has a **Purchasing and Approval Procedure for Suppliers** to monitor compliance with the previous points founded on social terms, equality, and respect for the environment, among other aspects of operations and productivity.

This corporate procedure is applicable to all Group companies that work with the central purchasing system, and it sets up the bases for their management in the Purchasing area, regardless of the autonomous decision-making capacity that corresponds to each of these companies.



The scope of this procedure covers:



**Purchasing raw materials.**



**Purchasing auxiliary and promotional materials.**



**Outsourcing services.**

The basic principle in making purchases is the commitment to act:



**Ethically and responsibly.**



**With the highest possible level of rigour, objectivity, transparency, and professionalism in the relationship with suppliers.**



**Working on continual improvement processes in collaboration with suppliers.**



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Regarding the selection and standardisation of a supplier for a certain product or service, they must meet the specific requirements set by each Department affected and be able to carry out audits or request certificates in accordance with recognised standards.

The Marketing department has two types of suppliers, agencies and materials, and it has criteria for awarding and follow-up that are also stipulated in the corporate procedure.

In 2021, work was done on improving tools for analysis and methodology linked to the company's strategic plan, among others. This has to do with proper handling of suppliers in our system, improving traceability and communications with them regarding product specifications, batches, communication, or processing incidents or any type of information.

In 2021, we also started working with the **Zamora Company's sustainable purchasing model**, based on the identification, control, and monitoring of **environmental and social risks** in the supply chain.

We have worked on the following phases:

## 1 | IDENTIFICATION

Identifying which of our suppliers are leaders in their respective markets regarding their commitments to sustainability (analysing policies, certifications, commitments), and who are therefore theoretically advocates of those policies or activities for the rest of their competitors within the competitive markets where they operate.

As a result of this first phase, we have already identified 26 positively evaluated suppliers in 2021 - approximately 2.5% of the company's suppliers.





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## 2 | EXTENSION

Expanding this study to all suppliers of three large groups, identified as Key Groups within this specific sustainable purchasing model because they are defined as strategic based on the Strategic Purchasing Plan and because they are considered to be of greater relevance from the point of view of risks related to sustainability:

- **Suppliers of packaging material:** this includes all of Zamora Company's suppliers, suppliers of packaging materials and packing our lists of product materials, whether primary, secondary, or tertiary packing, as part of the production process necessary for their creation.
- **Raw material suppliers:** this includes all of the Group's raw material suppliers, which make up our lists of ingredients for our products, either as main or secondary ingredients, or even those with very limited use.
- **Suppliers of advertising material, VAPS, POS:** this includes suppliers that supply any sort of advertising material or merchandising consideration, which may or may not be part of promotional packs with Zamora Company products or even materials intended for promotion, visibility, or any type of marketing activities by the company.

It should be noted that the purchase total from these three Key Groups is close to 2/3 of the company's purchasing in monetary value. This means that, in addition to being strategic for the company for sustainability reasons, they are also very representative of the set of all Zamora Company purchases.

To carry out this phase, all the necessary information will be requested from all the suppliers included in these Key Groups for subsequent analysis and evaluation. Once the analysis has been carried out, some scoring and evaluation criteria will be established based on these social, environmental, and sustainability factors.

In 2022, we will continue to make progress in this line, looking towards having a complete, exhaustive map of our supply chain in terms of sustainability. We'll also be anticipating the coming regulations on **due diligence in sustainability** and ensuring that we have **conscious suppliers** in accordance with our Conscious Business model.

In addition to all of the above, Zamora Company adheres to the **Code of Good Business Practices in food contracting** as a company associated with FIAB (the Spanish Federation of the Food and Drink Industries). This code is a voluntary self-regulation system that establishes the basic principles that should govern the relationships between operators that make up the food chain.



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# Suppliers as partners in our business

We are transforming relationships with our suppliers by adopting joint work plans and by encouraging **collaboration** and **continual improvement**.

«We are immersed in **strengthening the new purchasing model**, giving special attention to everything that has to do with packaging, as well as with an **increasingly efficient, sustainable logistics model** through collaborative, side-by-side work with our suppliers.»

**Carmen Paredes**  
Corporate Purchasing Manager



## Our collaborative work plans with our suppliers are based on 4 fundamental pillars

### 1 | LONG-TERM

Partners to achieve common goals looking toward the future, not immediate results.

### 2 | INNOVATION

As a guide for improving competitiveness.

### 3 | SUSTAINABILITY

As a mutual commitment and common, prominent goal.

### 4 | SOCIAL COMMITMENT

Strong in our activities.



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Since it is imperative to drive this change, we currently identify two critical lines of work for the Group:

## Packaging

## Sustainable distribution



In both work areas, we have already developed specific actions with a quantified impact, such as our pallet logistics provider, a strategic partner that provides logistics solutions for the supply chain.

Thanks to this **efficient, sustainable logistics model**, we managed to minimise our environmental impacts in 2021.

Other initiatives focused on the **environmental impact of packaging** go through collaboration with specialised suppliers that we are already working with and with whom we hope to soon become allies for innovative solutions in our packaging.

In the previous section of this report on the **Environment**, some of the outstanding agreements and activities with suppliers in 2021 were already shown. These had a significant positive impact on the use of materials, specifically projects focused on glass bottles, cardboard, plastic materials, and sustainable advertising material, all of which was the result of the new purchasing model and collaborative work with our suppliers, which we will continue to delve further into in the future.



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## Philanthropy and social action



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# Philanthropy and social action

We're upholding our commitment to allocating around **2.5% of the company's net profit to social shares** focused on the neediest groups in our areas of business influence in Spain.

## Our strategic lines of commitment to society and local communities:

- **Corporate philanthropy** across the entire company.
- **Support for vulnerable groups** for job placement and covering basic needs.
- Sponsorship and **support for culture and art.**



«At **Zamora Company**, we feel strong social commitment as part of our identity.

Corporate philanthropy is deeply rooted in the company, and **we support local communities and vulnerable groups** through social action that's integrated into our activity; we're also firmly committed to **culture and art.**»

**Marisa Almazán**  
Conscious Company Manager



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## Corporate philanthropy

The group has a **Donation Policy**, and with this policy, it intends to go beyond merely carrying out the activity to work with the most disadvantaged sectors in the surrounding area.



## Donation of €450,000 distributed among various groups and social entities.

In 2021, the Group's social action focused on continuing to support initiatives to help the most disadvantaged communities, allocating a total of €450,000 to different projects by Caritas, the Food Bank, and the Red Cross, among others, that are aimed at helping vulnerable families, providing homeless people with homes, providing food and basic necessities, facilitating job placement, and contributing to job training.

We also participated in several initiatives to collect toys for children without resources, as well as the Cartagena Royal Regatta Club's initiative to raise funds to restore the dome of the Basílica de La Caridad.

Zamora Company was recognised by Cartagena's City Council for the collaboration provided during the pandemic, for all the social activity carried out and contributions made to non-profit entities.



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Our brands also carried out their own social action initiatives, such as

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At **Lolea**, a portion of its sales was donated to the FERRO Foundation, a private organisation dedicated to oncological research focusing on promoting and funding cancer research through the **digital campaign CancelL** to raise awareness about skin cancer and prevent it.

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With the **Light Humanity Project**, **Bodegas Ramón Bilbao** helps fight energy poverty in the Amazon by providing sustainable energy to families through solar lamps, continuing the entrepreneurial and travel-based philosophy of its founder.

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At the international level, we must mention the collaboration with **Feeding America**, the largest national anti-hunger organisation, in line with the Company's Conscious Business model.

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**Hospitality support campaign** during the Christmas holidays; our wineries Ramón Bilbao, Mar de Frades, and Cruz de Alba carried out a campaign called **«A toast with you, our best gift.»** for the purpose of boosting consumption in hospitality establishments in our country, as well as highlighting the commitment and vigour of such a significant sector in our country's way of life and economy.

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«We wanted to recognise the fundamental role of hospitality in Spain. The campaign **«A toast with you, our best gift»** was how we did our part to support them and make them feel close to us, as has always been the case throughout our almost 100 years of existence.»



**Carlos Gallego**  
Spain Cluster Director



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# Commitment to local development

We're staying attentive to the **needs of the communities where we operate** and to our **opportunities to contribute to their development.**

## Local raw material

We must note the momentum that the company brings to local communities where it operates through purchasing **local products** as raw materials.

In 2021 alone, **more than 11,000 tons of plants linked to the geographical area** where the different production plants are located were acquired: grapes, sloes, and lemons, which represents a true commitment to and support for local communities and the rural setting where our production plants are located.

For example, the Group is the only company under the I.G. Pacharán Navarro seal of quality that makes all its production with 100% Navarrese sloes. In the case of Sorrento lemons, the product has a double

geographical indication: on the one hand, they are covered by a PGI; on the other, the Limoncello product itself has its Geographical Indication.

## Wine culture is closely linked to social and economic development

For wines, wine culture is a reflection of the viticultural use of the environment and therefore reflects its effect on the social and economic development of the regions.

The grapes themselves must be of a particular origin, either Rioja, Rueda, Ribera, or Albariño.

«Wine culture is closely linked to social and economic development. For wines, **wine culture is a reflection of the viticultural use of the environment** and therefore reflects its effect on the social and economic development of the regions.

The grapes themselves must be of a particular origin, either Rioja, Rueda, Ribera, or Albariño.»



**Pilar González de Mendoza**  
Purchasing and Wine  
Quality Manager





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## Sustainable wine tourism

Much of the importance of wine culture focuses on the hallmarks associated with each territory, which provide unique, distinctive characteristics, contributing to cultural sustainability.

As already mentioned in chapter 6 of this report on customers and consumers - customer experience - Zamora Company offers visits to discover the value of experiences in wine tourism and industrial tourism, getting to know the origins and unique identity of Licor 43, Mar de Frades, and Ramón Bilbao.

## Support for local culture

All the Group's plants have a very close relationship with the local communities; they coexist with them and have deep roots that have grown throughout the company's history.

We're strengthening our social involvement:

- Contributing to maintaining the cultural and social legacy of our communities.
- Developing social actions with local entities.
- Establishing agreements with educational centres.

Through its brands, the Group participates in and supports numerous local initiatives, such as sponsoring folk and gastronomic festivals, as well as sports teams and events.

Similarly, agreements are reached with municipalities and entities, and the companies that make up the Group belong to numerous local associations in the regions where their plants are located.

«Our activity is intimately linked to the natural and social environment that offers us a home. We have always sought the **protection and socio-economic growth** of our surroundings. **We want this to be our future legacy to society and the planet.**»



**Carmelo San Martín Gil**  
Corporate Quality and  
Environment Manager



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## Our support for culture and art

Through our brands' sponsorship and collaboration, we have continued to support Spanish cinema and fashion in 2021.

In 2021, the Group maintained its sponsorship policy supporting culture and art.



## SUPPORT FOR SPANISH CINEMA #MardeFradesdeCine



For yet another year, **Mar de Frades** is once again present at the **San Sebastian International Film Festival**.

In staying faithful to the Galician winery's commitment to the world of culture at large and cinema in particular, the Albariño will once again be a partner in this world cinema festival. It will be another atypical edition marked by Covid-19, and Mar de Frades will bring its bold, innovative character.

In this context, Mar de Frades designed an interesting **pintxos route** that goes by the main bars and restaurants of the most gastronomic San Sebastian.

This route combines two genuine aspects of Donostia, such as the highest quality gastronomy and a love of the big screen.

This way, we've brought the picture-perfect pairing between Mar de Frades and the most innovative pintxos to about twenty establishments, demonstrating our commitment to the city, gastronomy, and cinema with this tribute to miniature haute cuisine, which has continued to be available after the festival ended.



## DRIVING SPANISH FASHION

As part of its commitment to Spanish fashion and design, Mar de Frades is for another year a main sponsor of the contest **MBFWMadrid 2021 - Mercedes Benz Fashion Week Madrid**, as the official wine of this great platform for Spanish fashion.

### Mar de Frades Limited Editions

Since 2011, the Galician winery has put its iconic blue bottle on the market in its avant-garde Limited Editions project, signed by big names in Spanish fashion.

In 2021, the label for the latest Mar de Frades limited edition was the work of designer Moisés Nieto Narváez. Fashion and wine have teamed up, and the result is quite surprising.

Likewise, the designer was in charge of making a selection of garments that will be worn by the team at the Rías Baixas winery, as well as a bib for 100 sommeliers from some of the most prestigious restaurants in the country, all of which is produced ethically and responsibly.

The Úbeda native, National Fashion Award «New Value» in 2017 and winner of Who's On Next, has taken up the same mantle worn by other designers in the past to redesign Mar de Frades' appearance in a limited-edition collection that is already a collector's item. Duyos, Alvarno, The 2nd Skin Co. and Ágatha Ruiz de la Prada are just a few of the famous names that have designed Mar de Frades in the past.

Moisés Nieto Narváez's proposal was inspired by dinner conversations in the Atlantic breeze and respect for the planet, with a commitment to simplicity and the vast evocative power of vichy print in gastronomy.



This design conveys so much about the origin of our Albariño in the Salnés Valley, in vineyards bathed by the Atlantic breeze, but also about the pleasure of gastronomy and **good company over dinner**, which go best together.

This was the latest chapter in Mar de Frades's alliance with fashion. The influential list of designers who have made their mark on the history of the winery over the last decade has brought an avant-garde design to the elegant Mar de Frades Albariño label. This alliance of fashion, wine, and design is where Mar de Frades has also managed to fuse its inherent commitment to the world of culture and art. This is also demonstrated in its sponsorship of the **San Sebastian International Film Festival**, or the collaboration with different publications and sponsorship of different events and awards related to the avant-garde and style.



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**Licor 43** was a sponsor of the **MujerHoy Awards 2021**: a contest that once again has brought together big names in our country's politics, business, finance, the world of art, cinema, and fashion at the Rosewood Villa Magna Hotel in Madrid.



## Support for art and environmental awareness



The Mar de Frades winery was also present at **Casa Decor** in 2021 with a shocking **photo exhibition by Enric Gener**. It consisted of ten works reflecting on the threats to the Atlantic Ocean as a result of plastic pollution.

## International sponsorships



At the international level, we were a major sponsor of the **2020-2022 World Coffee In Good Spirits Championships (WCIGS)**.

Through Zamora Group, we also supported gastronomy with Villa Massa as a sponsor of the **Michelin Guide Gala Spain Portugal**.

**Martin Miller's Gin** was also a sponsor of two leading entities in the art world at the international level to support art and promote emerging artists in 2021:

- The **Affordable Art Fair** in the United Kingdom and Sweden, with the mission of democratising the art world and making it accessible to everyone.
- The **Association of Women in the Arts** (AWITA), with the aim of creating a supportive community of professional women working in the arts.



# 10 Appendix



# Appendix I. About this Report

## Principles for its preparation

The Zamora Company  
Group's 2021 Conscious  
Company Report was  
prepared in essential  
compliance with the **GRI**  
International Standards\*



\* The Global Reporting Initiative recently published the 2021 update of its GRI Standards. These changes will bring about an increase in the quality of the reports and greater adaptation to other international initiatives and regulations. They will go into effect starting January 1, 2023, so Zamora Company will adapt to them in its future Conscious Company Report 2022.

To establish the content in the Report, the **following GRI principles** for preparing reports were followed:

- 1 Inclusion of stakeholders**
- 2 Context of sustainability**
- 3 Materiality**
- 4 Comprehensiveness**

### Scope of information

This Report integrates the activities and main results of the 2021 fiscal year for the Zamora Company Group, explaining its performance from economic, environmental, and social perspectives.

The global results covering the different companies and business units, both national and international, are presented.

Corporate policies and management approaches on the various aspects are common to the entire Group.



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## Balance and comparability of information

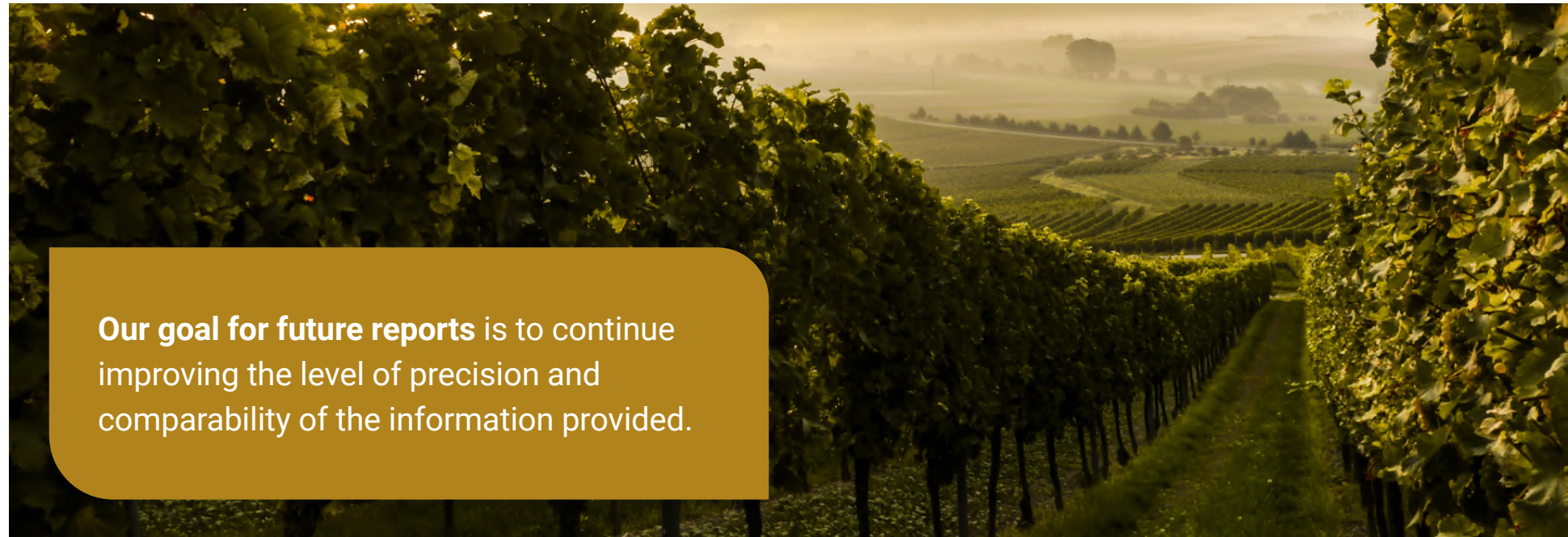
The objective of this Report is to publish a balanced, accurate, coherent report on our performance that's linked to relevant issues for the Group, for our strategic projects, and for our stakeholders. In this sense, the comparability of the data and the information provided is key as a tool for traceability and the evolution of that data.

This Report was prepared with the involvement and participation of those responsible for the different business areas, as well as with considerations that arose from dialogue with the main stakeholders.

This will allow us to increasingly align the information reported with relevant aspects for these groups.

We have continued to work on the process of consolidating our internal reporting system of sustainability indicators, providing comparative data with the previous year, which shows the evolution of our performance in a transparent manner.

The scope of the data is detailed in each area, with the aim of maximum accuracy and comparability of the information, as well as the relevant explanation in each case.



**Our goal for future reports** is to continue improving the level of precision and comparability of the information provided.



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## External verification

This report was not subject to external verification in its entirety, but a large part of the information and indicators provided are also part of the **2021 Non-Financial Information Statement**, a public document **verified by KPMG**, acting as an independent verification service provider in response to the requirement of Law 11/2018 on non-financial information and diversity.

## Definition of Contents and Materiality

The Zamora Company Group has its own methodology that enables us to keep our **materiality matrix** up-to-date as an integrating tool for issues that are significant to the business and stakeholders, as well as to define the key contents to work on based on this, which we will continue to report **annually** in our Conscious Company Report.

This method will allow the organisation to have an objective list of significant value creation issues for the identified stakeholders each year, assessing the materiality, priority, and degree of coverage of each of them. To this end, we analysed the importance of economic, environmental, and social impacts, as well as whether these substantially influence stakeholder assessments and decisions.

We know the expectations and concerns of our stakeholders based on the different listening and communication mechanisms implemented, while for the internal analysis, we considered four basic criteria. Based on these, the significance of each issue is assessed from a strategic perspective for the company:



After this double analysis, done internally and externally, we classify the analysed topics by means of a quantitative weighting system as «Critical, Significant, Emerging, or Minor;» they are represented visually in the materiality matrix, which allows us to prioritise and define areas for risk/opportunity.

The 2021 results are shown in the «**Our Conscious Company Model**» chapter of this Report.





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# Contact

Responsibility for the preparation of this Report falls on the **Conscious Company area, the Corporate Identity Directorate. Its contents have been agreed upon and validated** by the corresponding business areas.



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# Acknowledgements

**For yet another year, we've published our Conscious Company Report.  
We're so grateful for the involvement of all the professionals and  
collaborators at Zamora Company Group who made it possible.**

**We're passionate about what we do and proud of how we do it.**

**Thank you, team!**



# Appendix II. GRI Index: Information traceability

The relationship of the contents of this Report with the GRI Standards used is shown below.

**GRI 102: General contents.**

**GRI 103: Management approach.**

**GRI 200: Economic Thematic Standards.**

**GRI 300: Environmental Thematic Standards.**

**GRI 400: Social Thematic Standards.**



For each of these Thematic Standards, a set of contents and indicators have been selected to report on the topics identified as material by the company, responding to the option of essential conformity with the Standards in this report.

Likewise, each of the GRI topics' correlation with the **SDGs** and the related **Global Compact Principles** is shown.



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# GRI tables

GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>1. INFORMATION ON THE ORGANISATION</b>			
102-1 Name of the organisation	28		
102-2 Activities, brands, products, and services	17, 28		
102-3 Location of the organisation's headquarters	28		
102-4 Number of countries where the organisation operates	28-29	8, 10	1-10
102-5 Nature of ownership and its legal form	44		
102-6 Markets served	28, 31		
102-7 Size of the organisation	30-31	8	1-6
102-8 Information on the group of workers	60-72	8	1-6
102-9 Supply chain	128-134	8, 10	1-10
102-10 Significant changes in the organisation and its supply chain	Not applicable	8, 10	1-10
102-11 Precautionary principle or approach	16, 47-51, 77, 80, 85, 114	12, 16	1-10
102-12 Support for external initiatives	36, 55, 58, 75-76, 85, 105-106, 113-114, 139	12, 13, 16, 17	1-10
102-13 Affiliation with associations	55-56	16, 17	1-10



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GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI standards		Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>2. STRATEGY</b>				
102-14	Statement from the organisation's top manager	4-6	1-17	1-10
<b>3. ETHICS AND INTEGRITY</b>				
102-16	Values, principles, standards, and norms of behaviour	16, 19, 32-33, 50	16	1-10
<b>4. GOVERNANCE</b>				
102-18	Governance structure of the organisation	44-66	16	1-10
<b>5. PARTICIPATION OF THE RELATIONSHIP GROUPS</b>				
102-40	List of relationship groups	37-38		
102-41	Collective bargaining agreements	60	8	1-6
102-42	Identification and selection of relationship groups	37-38		
102-43	Approach to engaging relationship groups	39		
102-44	Key issues and concerns mentioned	39-41		
<b>6. PRACTICES FOR CREATING REPORTS</b>				
102-45	Institutions included in the consolidated financial statements	28, 153		
102-46	Defining the reports' contents and topics covered	Appendix I: 153-156		
102-47	List of material issues	40-41		
102-48	Restating information	Not Applicable		



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GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
102-49 Changes in report preparation	Not Applicable		
102-50 Period covered by the report	Jan - Dec 2020		
102-51 Date of the last published report	Not Applicable		
102-52 Report preparation cycle	Annual		
102-53 Contact for questions on the report	Appendix I: 157		
102-54 Statement on report preparation in accordance with GRI standards	Appendix I: 153		
102-55 GRI content index	Appendix II: 159		
102-56 External verification	No (Note 1)		

*Note 1: Most of the contents of this Report have been verified by Grant Thornton S.L.P. as part of the 2020 EINF (Non-Financial Information Statement), available on the company's website.*

MANAGEMENT APPROACH GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
103-1 Explanation of the material topic and its coverage	40-41, 155-156		
103-2 The management approach and its components	11-12		
103-3 Evaluation of the management approach	11-16		



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SPECIFIC CONTENTS FOR THE ESSENTIAL CONFORMITY OPTION Economic GRI Standards   200 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>201 ECONOMIC PERFORMANCE (Note 2)</b>				
201-1 Direct economic value generated and distributed		30, 138	1, 8, 10, 16	1-6, 10
<b>204 ACQUISITION PRACTICES</b>				
204-1 Proportion of spending on local suppliers		142	1, 8, 10, 16	1-6, 10
<b>205 ANTI-CORRUPTION</b>				
205-2 Communication and training on anti-corruption policies and procedures		48-50	1, 8, 10, 16	1-6, 10
205-3 Confirmed cases of corruption and measures taken		Zero	1, 8, 10, 16	1-6, 10

Note 2: The Zamora Company Group's 2020 Management Report includes additional information regarding economic indicators.

SPECIFIC CONTENTS FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   300 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>301 MATERIALS</b>				
301-1 Materials used by weight or volume		13, 116, 121-123	12, 13, 17	1, 2, 7-9
<b>302 ENERGY</b>				
301-1 Energy consumption within the organisation		110	7, 11, 12, 13	1, 2, 7-9
301-1 Energy intensity		110	7, 11, 12, 13	1, 2, 7-9



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GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   300 series	Pages of the report	2030 Agenda SDGs	Global Compact Principles
302-4 Reducing energy consumption	110	7, 11, 12, 13	1, 2, 7-9
302-4 Reduction in energy requirements for products and services	13, 110	7, 11, 12, 13	1, 2, 7-9
<b>303 WATER AND EFFLUENTS</b>			
303-1 Interaction with water as a shared resource	118	6, 11, 12, 15	1, 2, 7-9
303-3 Water extraction	13, 119	6, 11, 12, 15	1, 2, 7-9
303-4 Water discharge	13, 123	6, 11, 12, 15	1, 2, 7-9
<b>304 BIODIVERSITY</b>			
304-2 Significant impacts of activities, products, and services on biodiversity	13, 124-126	6, 11, 12, 15	1, 2, 7-9
<b>305 EMISSIONS</b>			
305-1 Direct greenhouse gas (GHG) emissions (scope 1)	13, 112	3, 11,12,13,15	1, 2, 7-9
305-2 Indirect GHG emissions from energy generation (scope 2)	13, 112	3, 11,12,13,15	1, 2, 7-9
305-3 Other indirect GHG emissions (scope 3)	113	3, 11,12,13,15	1, 2, 7-9
305-4 Intensity of GHG emissions	13, 112	3, 11,12,13,15	1, 2, 7-9
305-5 Reduction of GHG emissions	13, 112	3, 11,12,13,15	1, 2, 7-9
<b>306 WASTE</b>			
306-1 Generation of waste and significant impacts related to waste	116-118	3, 11,12,13,15	1, 2, 7-9
306-2 Managing significant impacts related to waste	13, 116-118	3, 11,12,13,15	1, 2, 7-9
306-3 Waste generated	116-118	3, 11,12,13,15	1, 2, 7-9





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<b>GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   300 series</b>		<b>Pages of the report</b>	<b>2030 Agenda SDGs</b>	<b>Global Compact Principles</b>
	306-4 Wastes not intended for disposal	13, 116-118		
	306-5 Waste intended for disposal	116-118		
<b>307 ENVIRONMENTAL COMPLIANCE</b>				
	307-1 Non-compliance with environmental legislation and regulations	Zero	3, 16	1 a 10
<b>308 ENVIRONMENTAL ASSESSMENT OF SUPPLIERS</b>				
	308-1 New suppliers that have passed evaluation and selection filters in accordance with environmental criteria	13, 129, 134	3, 7, 9, 10-15	1 a 10
<b>SPECIFIC CONTENTS FOR THE ESSENTIAL CONFORMITY OPTION GRI social standards   400 series</b>		<b>Pages of the report</b>	<b>2030 Agenda SDGs</b>	<b>Global Compact Principles</b>
<b>401 EMPLOYMENT</b>				
	403-1 New hires and staff rotation	14, 60	5, 8	1-6
<b>403 WORKPLACE HEALTH AND SAFETY</b>				
	403-1 Workplace health and safety management system	14, 62-63	3, 8	1-6, 10
	403-3 Occupational health services	14, 61-62	3, 8	1-6, 10
	403-4 Worker participation, consultation, and communication on health and safety at work	62-63	3, 8	1-6, 10
	403-5 Training workers on health and safety at work	62, 71	3, 8	1-6, 10



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GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI social standards   400 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
Our conscious brands	403-6 Promoting workers' health	14, 61-62	3, 8	1-6, 10
The Zamora Company Group	403-7 Prevention and mitigation of impacts on the health and safety of workers directly linked to commercial relationships	61	3, 8	1-6, 10
	403-9 Accidental injuries in the workplace	63	3, 8	1-6, 10
Our Conscious Business Model	403-10 Occupational diseases and illnesses	63	3, 8	1-6, 10
<b>404 TRAINING AND TEACHING</b>				
Good Corporate Governance	404-1 Average hours of training per year per employee	72	4, 8	1-6
Empowered employees	404-2 Programs or improving employees' skills and transition assistance programs	14, 71	4, 8, 17	1-6
<b>405 DIVERSITY AND EQUAL OPPORTUNITIES (Note 3)</b>				
Consumers and customers	405-1 Diversity in governing bodies and employees	14, 67	5, 10, 16, 17	1-6, 10
<b>406 NON-DISCRIMINATION</b>				
Conscious suppliers	406-1 Cases of discrimination and corrective measures taken	None identified	5, 10, 16	1-6, 10
<b>412 HUMAN RIGHTS ASSESSMENT</b>				
Philanthropy and social action	412-2 Employee training on policies or procedures on human rights	14, 16, 50, 52-54	8, 10, 16	1-6, 10
<b>413 LOCAL COMMUNITIES</b>				

Note 3: The Zamora Company Group's 2020 EINF (Non-Financial Information Statement), which is available on the company's website, includes additional information on indicators related to labour practices, equality, and diversity.



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GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI social standards   400 series	Pages of the report	2030 Agenda SDGs	Global Compact Principles
413-1 Operations with participation from the local community, impact assessments, and development projects	15, 85-88, 136-151	1, 3-5, 10, 16, 17	1 a 10
<b>416 CLIENT HEALTH AND SAFETY</b>			
416-1 Assessment of health and safety impacts of product or service categories	15, 75-80	3, 16	1, 2
416-2 Cases of non-compliance related to the health and safety impact on the categories of products and services	None identified	3, 16	1, 2
<b>417 MARKETING Y ETIQUETADO</b>			
417-1 Requirements for information and labelling of products and services		16	1-6, 10
417-2 Cases of non-compliance related to information and labelling of products and services	None identified	16	1-6, 10
417-2 Cases of non-compliance related to marketing communications	None identified	16	1-6, 10
<b>418 CLIENT PRIVACY</b>			
418-1 Substantiated complaints regarding violations of customer privacy and loss of customer data	Zero 81-82	16	1-6, 10
<b>419 SOCIOECONOMIC COMPLIANCE</b>			
419-1 Non-compliance with laws and regulations in the social and economic spheres	Zero	16	1-6, 10



