



Event Circularity Policy

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This Policy Document has been prepared in partnership with the Sustainable Restaurant Association (SRA), whose members we would like to thank for their invaluable help and guidance.



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**Event Anti-Waste Policy and
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Background

A policy is a set of guidelines, or statement of intent, used to guide decision making.

What does this policy cover?

In the context of events, 'waste' means any edible or inedible food, liquid or material items that are not consumed by humans or directly repurposed into another consumable or usable product.

This document outlines the waste and circularity principles which will be followed when running Alliance Wine events. This includes tasting and portfolio events. This ensures expectations are set, there is consistency in the way things happen, and it is clear who is responsible for what.

What do we mean by circularity?

The circular economy is built on three fundamental principles: eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature. In its simplest form, means reducing waste to a minimum. In practice, it means moving from a linear system of take, make, use, waste to a circular model of production and consumption that involves designing products which extract less and sharing, leasing, repairing, reusing, and recycling as a last option, so that materials avoid the indefinitely (or for as long as possible). It's a model of production and consumption that involves designing products which extract less and can be reused. In this way, the life cycle of products are extended, and we can stop waste from being generated in the first place.

A circular system is also one that takes inspiration from, and works in harmony with, nature. There is no waste in nature, rather natural systems have regenerated themselves for billions of years. The way we produce food and drinks (like wine) currently is, for the most part, not regenerative and instead a significant driver of climate change and biodiversity loss. We must change the way we produce these products, reducing chemical inputs, fossil fuel reliance and water use to address both crises.

What do we mean by waste?

For the remit of Alliance Wine's events, by waste we mean any edible or inedible food, liquid or material items which are not consumed by humans or directly repurposed into another consumable or usable product. For events, 'waste' largely is caused by the following factors:

- **Food** (including staff food, canapés) e.g. preparation waste from producing the food, surplus production, or waste from guests.
- **Liquid** (including wine, ice, water) e.g. unused ice, water from melted ice, excess water for consumption, wine which is not consumed.
- **Materials** (including wine bottles, supplier packaging, marketing materials) e.g. empty wine bottles, corks, wine maker information which is not infinitely reusable.

Waste can occur from a product's primary purpose (e.g. wine left in a bottle, not consumed so put down the drain, or ice which has been brought in for an event but not used), or after it's secondary state (e.g. wine that has been tasted then spat in a spittoon, or ice that has melted and become water).

Waste hierarchy

This policy aligns with the UK's waste hierarchy, which requires the prevention of waste to sit paramount to waste related decision making, before disposal. This means we will prioritise reducing the creation of waste, even if a redistribution or disposal solution has sustainability credentials. In essence, this means we focus on finding more circular or digestible solutions to our operations.

Terms

We will favour the terms "events circularity policy" over "zero waste policy", because we acknowledge our operations don't yet work in- and materials aren't yet sourced in – a completely closed loop, and therefore would be misleading internally and to our customers. That said, we will begin to use language around circularity to acknowledge progress already made in this space, gently introduce these terms and signpost our ambitions to our team and producers.

Who is this policy for?

Tackling sustainability takes group responsibility. This is a policy for all Alliance Wine's employees. It is especially for anyone involved in preparing events, delivering events, and those responsible for staff training across the company. Elements of this policy will need to be communicated externally to suppliers and operators, to ensure the policy is complied with.

Who is responsible for the policy?

Whilst multiple people in the team will need to exercise this policy, ensuring it is regularly reviewed and that everyone understands the policy will be the responsibility of **Marta Juega Rivera**, Sustainability Manager and Winemaker.

When will exceptions be made?

This policy will be strictly followed. In exceptional circumstances, the policy may derogate, providing a log of the exception made and why is made as an Appendix (Appendix 1). Should permanent amendments need to be made, the date of update to the document should change accordingly, noting what and why has changed.

Where will this policy live?

This policy will live in Project Crystal. Please see the Events Circularity Policy procedure for reference on the mobilization of this policy too.

When will the policy be used?

Event scoping: When an employee is planning an event, this policy will be used to select an appropriate venue or supplier.

Event preparation: When the event manager is designing an event they will reference the policy to check operations align to the procedures, know whether materials need to be purchased, and how and who to delegate staff training to.

Staff training: all staff who are attending the event (serving, speaking to attendees, supporting with event close down) should be trained on elements of this policy.

Event follow up: anyone involved in post-event communication should understand the policy and necessary procedures.

How will the policy be updated?

This policy will be reviewed and updated annually. Everyone who uses the policy (events, sales and sustainability teams) should have the opportunity to provide feedback on the policy, outlining further goals, targets, and any amendments to advance sustainability practices.

The aim of reviewing the policy is to ensure the standards are still relevant and helps to excel the ambition of Alliance Wine's journey towards circularity at events.

How does this policy align with the Responsible Drinking policy?

Whilst our focus is on preventing the wastage of alcohol, all actions must align with the Responsible Hosting policy ethos. Therefore, no intervention to minimise wine waste should result in someone becoming further intoxicated, or where consumption is no longer in 'moderation'.

Summary of KPIs

Ice used (kg)

Ice wasted (kg)

Total wine served pp (ml)

Bottles opened left over – not fully consumed (#)

Bottles opened but not consumed fully (%)

% Food vegetarian

% Food wasted

Weight of glass at event (kg)

Weight of cardboard at event (kg)

Staff engagement (pre-event video)

Supplier engagement (pre-event video)

Staff engagement (on-the-day briefing)

Supplier engagement (on-the-day briefing)

Our Standards

Each standard should explain why this is included in the policy and what we are doing to address this. The word “**will**” has been placed in **bold** to signal a standard which must be adhered to; these are our red lines. The word “**aim**” is used when we intend to follow a standard in most cases, but where in some circumstances this may not be possible. The word “**aspire**” is used when there is something we aspire to or take into consideration.

Our-circularity related event protocols are grouped to the following sections:

VENUE SELECTION

1. Venue vetting

- We **aim** to use the following standards to question a venue before selecting them to host an event.
- Venues **will** respond to all questions, allowing Alliance Wine’s to make an internal judgment over who to pick.

2. Ice

We use ice to chill some wines. Creating ice requires a significant amount of water and energy to produce, and once melted, ends up as water waste. Buying in ice for events also creates single use packaging.

- We **aim** to work with venues who allow us to use their ice machine and, failing this, **will** use cool boxes instead of ice buckets to minimise the amount of ice required to cool the same amount of wine.
- We **aim** to work with venues who have a secondary use for melted ice.

Indicators:

Ice (kg)

Ice wasted (kg)

Metrics:

Ice purchased for the event (kg) – collected ahead of time

Amount of ice used (%) – estimated on the day

Venue questions:

- Do you have an in-house ice machine we could use for the event?
- Whether our ice is bought in or not, do you have a secondary use for the melted ice? E.g. for cleaning or watering plants?

3. Catering

We may need catering for our events. For our large portfolio events we typically feed staff and suppliers and our smaller seasonal events often include food pairings for guests.

Providing the venue can supply plant-based or vegetarian food, with ingredients ideally sourced locally and seasonally (except where this increases the footprint – as with tomatoes in the UK), we aim to offer our guests, staff and suppliers food provided by the venue, rather than from an external business. In-house catering allows us to minimise food waste as quantities can be specific to our actual numbers on the day. In-house catering also typically allows us to minimise single use packaging waste.

If these menu and sourcing requirements can't be sufficiently met, which will be at the discretion of Marta Juega Rivera (or anyone they delegate to), then we will source food from an external supplier who can meet these standards. In this instance, we aim to select a supplier who can provide food on reusable and returnable crockery.

Indicators:

% Food vegetarian+

Metrics:

No. of meals / portions purchased – collected ahead of time

No. of meals / portions vegetarian+ – collected ahead of time

Venue questions:

- Can you offer staff catering?
- Can your kitchen produce a high-quality plant-based or vegetarian main for our team?
- Can the required ingredients be sourced locally and seasonally (except where this increases the associated emissions)?
- Can this catering be provided on reusable crockery / plates?
- Can you offer takeaway boxes to our staff should there be leftovers?
- Can your kitchen produce high-quality plant-based or vegetarian canapés for our guests?
- Can the required ingredients be sourced locally and seasonally (except where this increases the associated emissions)?
- What happens to any surplus catering food?

Supplier questions:

- Can your kitchen produce a high-quality plant-based or vegetarian main for our team?
- Can the required ingredients be sourced locally and seasonally (except where this increases the associated emissions)?
- Can this catering be provided on reusable crockery / plates?
- Can your kitchen produce high-quality plant-based or vegetarian canapés for our guests?
- Can the required ingredients be sourced locally and seasonally (except where this increases the associated emissions)?
- What happens to any surplus catering food?
- How much notice do you need to amend order numbers?

4. Waste Management and Disposal

We may need to recycle some materials for our event, including glass wine bottles, and cardboard wine cartons.

- We **aim** to work with venues who manage waste disposal on our behalf.
- We **will** ensure all cardboard, glass wine bottles, corks and cartons at events are either reused (first preference) or recycled.
- To do so, we **will** either require the venue to recycle our recyclable waste or, if this service isn't available, contract a local waste management company to manage waste disposal for the event (such as First Mile).
- We **will** either require the venue to have food waste recycling via anaerobic digestion or industrial composting if the venue is catering for guests. If this service isn't available, we **will** contract a local and responsible waste management company to manage food waste disposal for the event (such as First Mile).

Indicators:

Bottles of wine left over > not fully consumed (#)

Weight of cardboard recycled (kg)

Weight of bottles recycled (kg)

Metrics:

No. of meals / portions purchased – collected ahead of time

Total no. of wine bottles for event – collected ahead of time

No. of wine bottles / boxes – collected ahead of time

Weight of typical box (g) – estimated ahead of time

Weight of typical wine bottle (g) – estimated ahead of time

Bottles of wine opened (#) – counted on the day

Bottles of wine fully consumed (#) – counted on the day

No. of meals / portions consumed – estimated on the day

Venue questions:

- Who is your waste management company?
- Is it possible for them to dispose of waste created at our event? If so:
- Can they recycle corks? If so, what waste stream do they go in?
- Does dry mixed recycling go for recycling or incineration?
- How is your food waste handled? Through incineration, anaerobic digestion, or industrial composting?
- Will there be someone on site to guide us on best recycling practices?

EVENT POLICIES

1. Wine

Wine is often poured into glasses but not wholly consumed by guests at tasting events. Events can either involve free pours or stipulated serving sizes, as long as the following standards are followed: We will source enough slow pourers for the number of wines we are showing, regardless of whether they are free pours or poured by suppliers.

- We **will** reuse these slow pours to ensure they do not create single use waste. If they become damaged or past their usability, they **will** be disposed of as general waste due to their inability to be recycled.
- We **aspire** to create branded recyclable slow pours.
- We **will** provide guests with a maximum wine serve of 60ml, and a recommendation of 25ml when using slow pourers.
- We **will** train staff and suppliers before the event, or during the briefing on the day, on what this recommendation looks like; either through a visual, or a physical practice.
- We **aspire** to conduct spot-checking throughout the event.

From conversations with suppliers at the 2023 Annual Portfolio show who had exhibited in previous years, slow pourers reduced the amount of wine used by 50%. To understand the impact of slow pourers on an ongoing basis:

- We **will** monitor how many bottles of wine are consumed at each event, by assessing how many bottles are brought to, and returned from, every event.
- We **will** track attendance to understand how much wine is served per guest (number of bottles / the total number of attendees)
- We **will** collect this data at every event to identify whether slow pourers are reducing consumption.

Indicators:

Total wine served pp (ml)

Metrics:

No. of attendees (#) – collected on the day

Bottles of wine opened (#) – collected on the day

Bottles of wine consumed (#) – collected on the day

At events, wine bottles are often opened but not fully consumed when multiple people are pouring and / or the pace is fast with a lot of glasses to pour.

- We **will** ensure only one of each wine is opened before the first guest is due to arrive at an event. A second bottle will only be opened when the first has finished or is nearing the finish if it needs to sit to rest.
- Staff **will** use discretion and discuss with the event manager towards the end of the event whether to open a new bottle. We **will** train staff and suppliers on this process on the day of the event.

Despite this, there will likely still be an amount of wine leftover after the event, in which case:

- We **aim** to find alternative means of use to prevent wine from going to waste. Wine **will** be offered to the venue, and/or to staff for consumption, and/or saved for a future tasting event. Discretion is used by staff to choose the route that will see the least wine wasted.

Indicator:

No. of repeat bottles open at close – (to be collected at future events)

Metric:

Bottles of wine left over with matching labels (#) – (to be collected at future events)

Efforts to minimise wine waste should align to the **Responsible Drinking policy** and ensure that, whilst wine waste is minimised, it does not encourage excessive drinking and instead is ideally saved for an alternative occasion to be enjoyed in moderation.

2. Event communications

- In our communications to suppliers and guests before, during and after the event, we **aim** to highlight the circularity efforts of the occasion, namely the use of slow pourers, training on the standard serve, recycling streams, and the 'taste at home' table.

3. Ice [as above]

- We **aim** to work with venues who allow us to use their ice machine and, failing this, we **aim** to use cool boxes instead of ice buckets to minimise the amount of ice required to cool the same amount of wine.
- We **aim** to work with venues who have a secondary use for melted ice.

Best practice: Ideally the water source for their ice wouldn't be too far from their production centre, nor your venue. It is assumed that ice packaging is not recyclable but may contain recycled content. Communicate this disposal method back to those who are responsible for organising the ice delivery. Ideally, distribution vehicles would be electric.

Supplier questions:

- What is the source of the water for your ice?
- Where is your processing plant?
- What packaging does your ice deliveries come in? Does this contain recycled content? Is this recyclable?
- Are there any sustainability credentials for your vehicle deliveries?

4. Water

We **will** ensure events only use tap or filtered water, and that this is provided in reusable glass or wine bottles, to minimise the creation of single use.

5. Catering [as above]

- We **aim** to offer staff and suppliers catering at events, if the venue is not catering for the event, we **aim** to buy food and drinks in reusable and returnable packaging with reusable and returnable crockery, for example by pre-ordering from an external catering service or local restaurant.
- If catering, we **will** inform all staff prior to attending the event that they will be catered for, to ensure they do not bring their own food or drinks, to prevent the risk of this food being wasted, and the excessive presence of single use packaged items.
- We **aim** to encourage staff to bring containers if we expect excess food to remain after the event, and we **aim** to use redistribution organisations or apps should surplus remain.
- We **will** ask venues to cater largely plant-based or vegetarian food, and dishes which minimise waste.
- If Alliance Wine are bringing the food to the event, employees should **aim** take home consumable excess.
- If these menu and sourcing requirements can't be sufficiently met, which will be at the discretion of Marta Juega Rivera (or anyone they delegate to), then we **will** source food from an external supplier who can meet these standards. In this instance, we **aim** to select a supplier who can provide food on reusable and returnable crockery.
- If catering for staff, guests and producers, we **will** ensure the event management team communicate accurate order volumes, to minimise food waste.

Metric:

We will track the percentage (%) of plant-based food served

6. Service ware

- All slow pourers will be reused for future events unless damaged. We **will** ensure it is clear whose responsibility it is to retrieve and clean these slow pourers when events finish and store them for future events.
- We advocate for responsible drinking; therefore, guests may choose to spit their wine after tasting, or pour excess wine into a spittoon to dispose. We **will** provide these spittoons and they **will** always be reused at future events.
- Whether wine glasses are borrowed from the venue or hired externally, wine and water drinking glasses **will** be reusable and never single use.

7. Waste Management and Disposal

- We **will** ensure all cardboard, glass wine bottles, corks and cartons at events are either reused (first preference) or recycled. A general waste bin **will** be required for materials which cannot be recycled, though we **aim** to minimise the presence of these materials.
- To do so, we **will** either require the venue to recycle our recyclable waste or, if this service isn't available, contract a local waste management company to manage waste disposal for the event (such as First Mile).
- We **will** either require the venue to have food waste recycling via anaerobic digestion or industrial composting if the venue is catering for guests. If this service isn't available, we **will** contract a local and responsible waste management company to manage food waste disposal for the event (such as First Mile).
- We **will** ensure the bins we have for staff, suppliers and guests are aligned to the disposal streams used by the waste contractor, for example if glass wine bottles need to be recycled separately to dry mixed recycling then separate bins **will** be provided.
- We **will** also:
 - Title each bin
 - Provide examples on the bin, either in wording or visually, or what to put in them
 - Ensure these examples are not mentioned on two different bin types
 - Ensure these bins are placed in a convenient location for staff, suppliers and guests; such as one central bin management area, or spread out depending on the venue size and space.
 - Aim to have different coloured bins or bin signs to ease segregation

8. Event communications

- We **aim** for communication assets at events to be reusable. We **aim** for supplier posters and other event assets to not be dated so they can be reused.
- We **will** ensure signs on tasting tables (e.g. explaining the region) are on chalkboards.
- We **aspire** to create other communications on projectors and whiteboards, or source reusable posters on materials which do not easily break.
- We **will** communicate back to guests how we managed to run the event with low waste. We **aim** to receive official feedback from attendees. Communication can include impact statistics of waste saved by using reusable solutions over single use, or simply that the Alliance Wine's "event waste policy" or "anti-waste policy" was followed at the event.

9. Team training

- We **will** regularly reference this policy, associated checklists and plans to ensure they are aligning with the standards throughout event activation.
- We **will** provide a video for suppliers / producers well before the event explaining the elements of the Circularity Policy of relevance to them. This video **will** be edited to make it short and improve its accessibility before the 2024 portfolio events.
- We **will** encourage suppliers / producers to follow-up with us on any standards that are unclear and make time to talk them through it.
- We **will** encourage suppliers / producers to follow-up on any standards they are unclear on
- We **will** conduct face-to-face training before the day of the event for all relevant staff members
- We **will** conduct a face-to-face briefing with staff and suppliers / producers when the event starts to emphasise the standards and at close to instruct on clean-up operations
- All briefings **aim** to cover why Alliance Wines are tackling waste and aiming for circularity, what has the potential to cause waste at the event, the ways that can be mitigated, and how waste will be disposed of after the event to follow the waste hierarchy (efficient consumption). All trainings **will** be adapted with reference to the specific roles of attendees to the briefings (staff or suppliers).
- We **aim** to create a training module on the topic of event circularity as part of standard employee onboarding

Indicators:

- Staff engagement** (pre-event video)
- Supplier engagement** (pre-event video)
- Staff engagement** (on-the-day briefing)
- Supplier engagement** (on-the-day briefing)

Metrics:

- No. of staff working at event**
- No. of staff who watched pre-event video** – collected ahead of time
- No. of suppliers attending event** – collected ahead of time
- No. of suppliers who watched pre-event policy video** – collected ahead of time
- No. of staff present at on-the-day briefing** – collected on the day
- No. of suppliers present at on the day-briefing** – collected on the day

Key policy standards to include in the supplier video:

- Why slow pours are used** and where to place these upon event close,
- What the standard pour is**, and why only one bottle should be opened at one time.

Key policy things to include in staff trainings are:

- Exact waste disposal methods**, and the approach to slow pours and standard serve.

PUBLIC POSITIONING STATEMENTS

The below statements are suggested for use when explaining what actions this events circularity policy covers. These are the only statements Alliance Wine should speak about and, if other points are mentioned it should be explicit that they are ambitious, and not minimum standards, to avoid greenwashing.

Current actions (key 'wills')

- Every venue will be subject to a waste related sustainability questionnaire before winning the event contract.
- Any cardboard, glass or aluminium created at events will be reused or recycled by the venue or us.
- Slow pourers will be used for all free pouring wines. These slow pourers will be reused at future events.
- A standard wine serving will be trained out and followed by all staff and suppliers at all events.
- Ensuring only one bottle of wine is opened at a time.
- Leftover wine in opened bottles at the end of wine tastings will be offered to staff, the venue and remaining attendees through a 'taste at home' table.
- Signage on tasting tables will be on chalk boards, to be reused for future events.
- All staff and suppliers will be trained on our event waste policy before an event.

Event Anti-Waste Policy

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