



# Event Anti-Waste 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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# Introduction

**W**aste, defined as ‘any substance or object which the holder discards or intends or is required to discard’, potentially represents an enormous loss of resources in the form of both materials and energy. The management and disposal of waste can have serious negative environmental impacts.

Like all responsible companies, Alliance Wine is dedicated to tackling climate change by avoiding and reducing unnecessary waste – not only in our day-to-day business operations, but at all events that are run or sponsored by the company. To this end, in partnership with the Sustainable Restaurant Association (SRA), we have prepared this Event Anti-Waste Policy to guide decision-making when organising events, to lay down the law and to define best practices for wine events in the industry.

It is not our intention to ‘lay the law down’, but rather to set realistic expectations for the avoidance and reduction of waste, to ensure consistency in the way things happen both when setting up a wine event and during the event itself.

We are passionate about creating a better world of wine by doing the right thing. Therefore, this policy was created to be shared with the wine trade and help it to take action.

We also welcome your feedback on how this Policy can be amended to advance the cause of climate change still further, whether in terms of overall policy or specific practices. Our ultimate goal, of course, is to eliminate waste at events altogether. That won’t be achieved overnight, and will call upon all of us to play our part, but in the meantime this Policy will serve to guide us all towards less wasteful practices. In a world whose very existence becomes more perilous by the day, we owe that much to the company, to the planet – and most of all, to ourselves.

**Marta Juega Rivera**, Alliance Wine Sustainability Manager and Winemaker

# Definitions

## What do we mean by ‘policy’?

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

## What do we mean by waste?

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.

At events, ‘waste’ largely is caused by the following factors:

**Food** (including staff food, canapés) – preparation waste from producing the food, surplus production, waste from guests.

**Liquid** (including wine, ice, water) – unused ice, water from melted ice, excess water for consumption, wine which is not consumed.

**Materials** (including wine bottles, supplier packaging, marketing materials) – empty wine bottles, corks, winemaker information that is not reusable.

Waste can occur from a product’s primary purpose (e.g. wine left in a bottle and not consumed, or ice brought in for an event but not used), or in its secondary state (e.g. wine that has been tasted then spat into 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 be considered before any waste-related decision making and before disposal. This means that we will prioritise reducing the creation of waste, even if that waste can be redistributed or disposed of sustainably. In essence, this means that we will focus on finding more circular or digestible waste solutions for all our operations.

## Terms

We favour the terms “event waste policy” or “anti-waste policy” over “zero-waste policy”, since none of our operations are yet completely zero-waste, and it would be misleading to imply that they are until we have eliminated single-use waste altogether.

# About the policy

## Who is this policy for?

Tackling sustainability takes group responsibility. It is especially for anyone involved in preparing events, delivering events, and those responsible for staff training across the company. To ensure compliance, elements of the policy will also need to be communicated externally to suppliers and operators.

## Will exceptions be made?

We will aim to follow this policy at all times. If exceptions have to be made, these will be logged as appendices to the policy, explaining why. This will enable us to keep the policy up to date and to amend it to take account of exceptional circumstances.

## When will the policy be used?

**Event scoping** When an employee is planning an event, this policy will be used as a guide to selecting an appropriate venue or supplier.

**Event preparation** When the event manager is designing an event, they will refer to the policy to ensure that all operations align with it, including the purchase of materials and the delegation of staff training.

**Staff training** All staff attending an event (serving, speaking to attendees, helping with event break down) will be trained on the relevant elements of this policy.

**Event follow-up** Everyone involved in post-event communication will need to understand the policy and why it is necessary.

## How does this policy align with the Responsible Drinking?

While this policy promotes the consumption of left-over wine, rather than pouring it down the drain, this must be done within the context of Responsible Drinking and Hosting. No effort to minimise wine waste should be at the expense of consumption in moderation, or of individuals becoming intoxicated at events.

## How will the policy be updated?

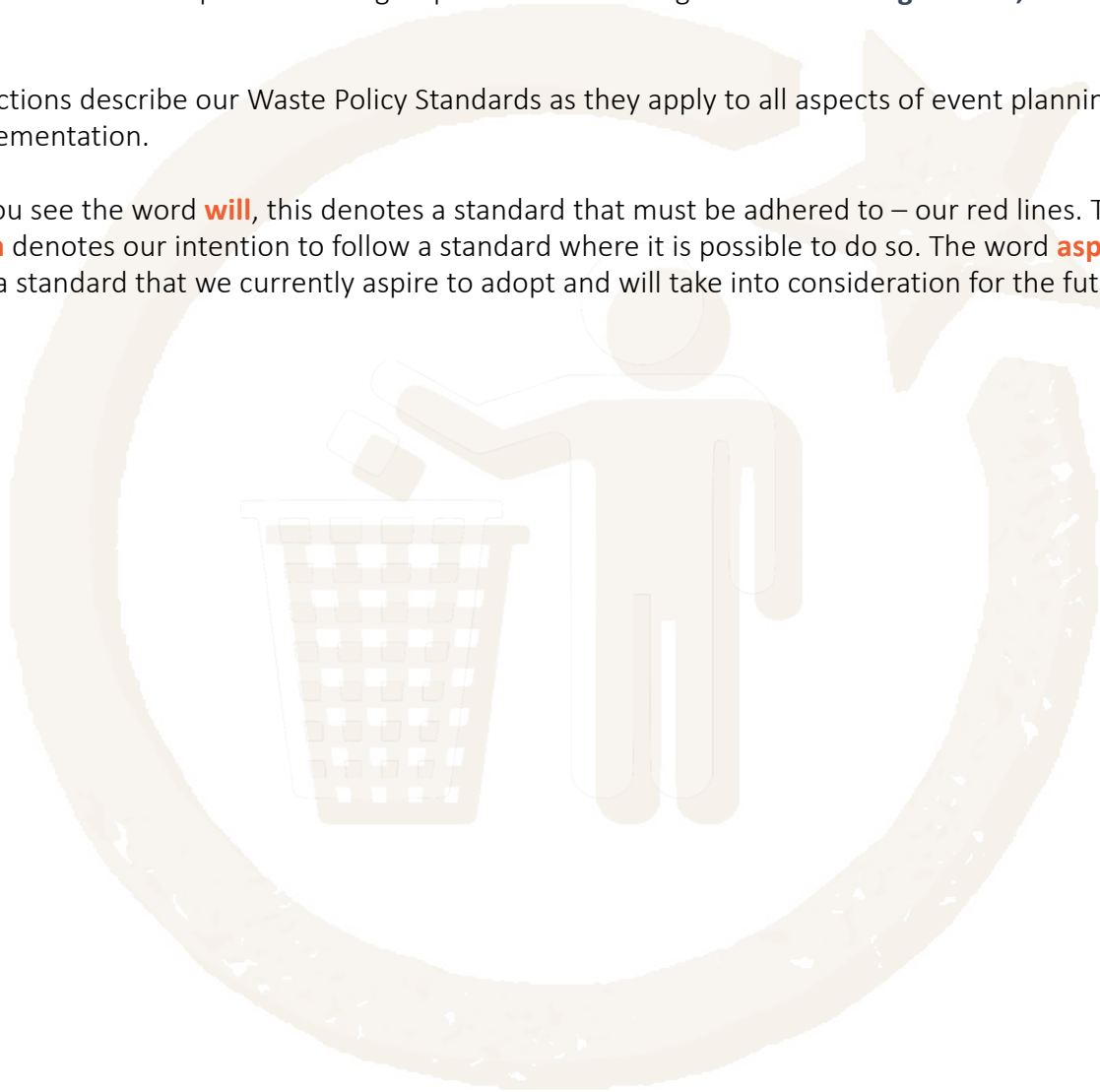
Annually, this policy will be reviewed and updated. Everyone who is involved in using the policy (events, sales and sustainability teams) should have the opportunity to provide feedback on the policy, outlining further goals, targets, and any amendments to advance sustainability practices. The aim of reviewing the policy is to ensure that its standards remain relevant, thereby accelerating our journey towards creating 'zero' waste at events.

# What the policy covers

Our waste-related event protocols are grouped to the following sections: **Vetting Venues, Event, and Training.**

These Sections describe our Waste Policy Standards as they apply to all aspects of event planning and implementation.

Where you see the word **will**, this denotes a standard that must be adhered to – our red lines. The word **aim** denotes our intention to follow a standard where it is possible to do so. The word **aspire** denotes a standard that we currently aspire to adopt and will take into consideration for the future.





# Venue vetting

- Every venue **will** be subject to a **Venue Questionnaire for Reducing Waste at Events** (Appendix 1), before winning the event contract.
- We **will** use the following standards to question a venue before selecting them to host an event.
- Venues **will** respond to all questions, allowing us to make an internal judgment over who to pick.

## Ice

- We **aim** to work with venues who allow us to use their ice machine. 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 ice for events creates single use packaging as well.
- We **aim** to work with venues who have a secondary use for melted ice.

## Catering

We may need catering for events. For large portfolio events, food is offered to staff and suppliers; our smaller events often include food pairings for guests.

- We **aim** to offer 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 order numbers.
  - In-house catering allows us to minimise single use packaging waste, as long as catering is provided on reusable crockery.

## Waste Management and Disposal

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

- We **will** ensure all cardboard, glass wine bottles, corks and boxes at events are either reused or recycled.
- To achieve this, we **will** either require the venue to dispose, via recycling, our recyclable waste, or we **will** contract a local waste management company to manage waste disposal for the event.
- We **aim** to work with venues who manage waste disposal on our behalf.
- We **will** require the venue to have food waste recycling via anaerobic digestion or industrial composting if the venue is catering for guests, or we **will** contract a local waste management company to manage food waste disposal for the event.



# Event policies (contd.)

## Event communications

- In our communications to suppliers and guests before, during, and after the event, we **aim** to highlight the anti-waste efforts of the occasion – namely the use of slow pourers, training on the standard serve, recycling streams, and the ‘Taste at Home’ table.

## Ice

- We **aim** to use venues with an ice machine to minimise single use packaging and to ensure we can create accurate volumes of ice. We **aspire** to use dry, reusable or fake ice for events. When the venue cannot provide this service, we **aim** to select the most sustainable ice supplier according to their answers in our **Ice Supplier Questionnaire for Reducing Waste at Events** (Appendix 2).

**Best practice:** Ideally, the water source for the ice won't be too far from the supplier's production centre or from the 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 will be electric.

## 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.

## Food and non-alcoholic beverages

- We **aim** to offer staff and suppliers catering at events, catered by the venue, to minimise single-use packaging from takeaway food and non-alcoholic beverages, and excess ordering that will result in food waste. If the venue is not catering for the event, we **aim** to buy food and drinks in reusable packaging with reusable 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 to limit the 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 any surplus remain.
- We **will** ask venues to cater largely plant-based food, and dishes that minimise waste. If food is being brought to the event, employees should **aim** take home any consumable excess.
- If catering for staff, suppliers, or providing canapés or bread for guests at events, we **will** ensure the event management team align food and drink volumes with expected attendee numbers, to minimise food waste.

# Event policies (contd.)

## 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 responsible drinking; therefore, guests may choose to spit their wine after tasting, or pour excess wine into a spittoon to dispose of it. These spittoons **will** always be reusable and not single-use. Spittoons **will** be reused for future events.
- We **aim** to collaborate with our warehouse to reduce the amount of wine box waste created.
- Whether wine glasses are borrowed from the venue or hired externally, wine and water drinking glasses **will** be reusable and never single-use.

## Waste management and disposal

- We **will** ensure that all cardboard, glass wine bottles, corks and boxes at events are either reused or recycled. A general waste bin will be required for materials that cannot be recycled, although we **aim** to minimise the presence of such materials.
- To achieve this, we **will** either require the venue to dispose of, via recycling, our recyclable waste, or we **will** contract a local waste management company to manage waste disposal for the event. We **aim** to work with venues who manage waste disposal on our behalf. We **will** require the venue to have food waste recycling via anaerobic digestion or industrial composting if the venue is catering for guests, or we **will** contract a local waste management company to manage food waste disposal for the event.

## Waste Bins

- We **will** ensure that the bins we supply for staff, suppliers and guests to use in the venue are aligned to the disposal streams used by the waste contractor. Whilst we **aim** for all glass bottles to be reused, we recognise that it is important to distinguish if glass wine bottles need to be recycled separately from traditional dry mixed recycling.
  - We **will** title each bin
  - We **will** provide examples on the bin, either in words or visually, of what to put in them
  - We **will** ensure that these examples are not mentioned on two different bin types
  - We **will** aim to have different coloured bins or bin signs to ease segregation
- We **will** ensure that these bins are placed in a convenient location for staff, suppliers and guests – in one central bin management area, or spread out, depending on the venue size and space.

# Event policies

## Wine

- Wine is often poured into glasses but not wholly consumed by guests at tasting events. We **will** source enough slow pourers for the number of wines we are showing, regardless of whether the tables are manned or not. This will reduce the amount of wine used by up to 50%.
- We **will** reuse these slow pourers to ensure they do not create single-use waste. If pourers become damaged or are past their usability, they **will** be disposed as general waste due to their inability to be recycled. We **aspire** to create branded reusable or recyclable slow pourers.
- We **aim** to provide guests with a maximum wine serve of 60ml, and a recommended 25ml when using slow pourers. We **will** train staff and suppliers before, or during, the on-the-day briefing as to what this recommendation looks like – either using a visual, or through physical practice. We **aspire** to conduct spot-checking throughout the event. Events can either be free pours or served situations, as long as the above standards are followed.
- We **will** monitor how many bottles of wine are consumed at every event, by assessing how many bottles are brought to, and returned from, the event. This will be combined with attendance numbers to build a metric on how much wine is served per guest. We **aim** to monitor this metric to assess the effectiveness of slow pourers at minimising consumption.
- Wine bottles are often opened but not fully consumed. We **will** ensure that only one bottle 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 been finished or is nearing its end. Staff will use discretion and **will** discuss with the event manager towards the end of the event whether to open a new bottle. We **will** train staff and suppliers of this process on the day of the event.
- Should any wine be left over after the event, we **aim** to find alternative uses for it to prevent wastage. Wine will be offered to the venue, and/or to staff for their own consumption, and/or saved for future tasting events. Staff should use their discretion after the event as to which of these routes, is most likely to minimise wastage.
- Around 10 minutes before the event ends, we **will** gather together all partly empty bottles at a central location, with signage – the 'Try at Home' table. We will then invite attendees, staff and suppliers to take the leftover wine elsewhere to enjoy at a later time. We **aspire** to use a redistribution organisation in the future if the 'Try at Home' table concept isn't as effective as expected. This process should align to the Responsible Drinking policy, to ensure that while wine waste is minimised, it does not encourage excessive drinking and that the wine saved can be enjoyed in moderation at another time.

# Event policies (contd.)

## Event communications

- We **aim** for communication assets at events to be reusable. We **aim** for supplier posters and other event assets to be timeless and not dated to make them as reusable as possible, to minimise of the creation of single use. We **will** ensure that signs on tasting tables (e.g. explaining the region) are on chalkboards.
- We **aspire** to create other communications on projectors and whiteboards, or to source reusable posters on materials that do not easily break. We **aspire** to digitise our tasting booklet, by hiring tablets that allow guests to get their tasting notes emailed to them.
- We **aim** to 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 'event waste policy' or 'anti-waste policy' was followed at the event.

# Team training

The Event Management and Sustainability teams will regularly reference this Policy and associated checklists and plans to ensure that they continue to align with the Company's standards throughout the event activation process. In addition:

- We **will** provide a video for suppliers attending events explaining the elements of the Anti-Waste Policy that are relevant to them.
- We **will** conduct face-to-face training on the day for staff – before the event starts and after set-up is complete.
- We **will** conduct a face-to-face briefing with staff when the event closes to instruct them on clean-up operations.
- All briefings **will** cover (1) the reason for tackling waste, (2) what has the potential to cause waste at events and the ways in which this waste can be minimised, and (3) how any waste is disposed of after events following the waste hierarchy (efficient consumption).
- All training sessions **will** be adapted with reference to the specific roles of the attendees, whether staff or suppliers.
  - Key policy standards in staff briefings will include (1) exact waste disposal methods, (2) the approach to slow pours, and (3) the standard serve.
  - Key policy standards in the supplier video will include (1) why slow pourers are used and what to do with them at the end of the event, (2) the size of a standard pour, and (3) why only one bottle should be opened at one time.

## Appendix 1

# Venue Questionnaire for Reducing Waste at Events

Venue description	
What is the size of the venue? (in square metres)	
What is the total capacity in terms of people?	
Ice	
Do you have an in-house ice machine we could use for 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)	
Catering	
Can you offer staff catering?	
Can this catering be provided on reusable crockery / plates?	
Can you offer takeaway boxes to our staff should there be leftovers?	
Can you offer canapés or nibbles for our guests?	
Can this food all be plant based, ideally, and at a minimum vegetarian?	
What happens to any surplus catering food?	
How is your food waste recycled?	
Waste management	
Who is your waste management company?	
Is it possible for them to dispose of our waste for our event? If so:	
- can this company recycle corks? And if so, what waste stream do they go in?	
- does dry mixed recycling go for recycling or incineration?	
- how is your food waste recycled?; through incineration, anaerobic digestion, or industrial composting?	
- will there be someone on site to guide us on best recycling practices and provide us with recycling bins to segregate waste correctly?	

Appendix 2

# Ice Supplier Questionnaire for Reducing Waste at Events

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 material recyclable?	
Are there any sustainability credentials for your vehicle deliveries?	



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