

# Brown-Forman Travel Retail sets out sustainability goals

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# Brown-Forman Travel Retail sets out sustainability goals

By **Laura Shirk**

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Brown-Forman's Global Travel Retail (GTR) team has unveiled its commitments as part of the spirits group's overall corporate sustainability goals.

The GTR team has developed specific commitments to counteract the environmental impact from travel.

The newly-developed GTR goals focus on Brown-Forman's commitments around sustainable packaging and circular lifestyle. These goals have been developed with the various nuances of the travel sector and the challenges brought on by the global pandemic in mind.

The GTR team's environmental sustainability commitments include:

- 100% carbon neutral team travel by 2022;
- Remove 100% of single use plastic from promotions by 2023;
- Reduce 50% of gift packaging by 2027;
- 100% of promotional and merchandising pieces to be designed and built with environmental sustainable materials and circular life cycle at the heart by 2030;
- 100% of primary packaging to be recyclable or reusable by 2030.

Commenting on the goals, Aude Bourdier, the VP Managing Director for Global Travel Retail and Emerging Marketing, said: "Sustainability is a huge challenge that the entire GTR industry must face and answer collectively. We all have a role to play and are committed to doing our share as representatives of the travel retail sector at Brown-Forman."

In September 2021, Jack Daniel's manufacturer Brown-Forman unveiled its global sustainability strategy for the next quarter century. By 2045, all Brown-Forman manufacturing facilities and supply chains worldwide are expected to achieve the goal of net-zero greenhouse gas emissions.

Alex Alvarez, Chief Production and Sustainability Officer, said: "These commitments set us on a path that tangibly demonstrates to our consumers and partners that the brands they know and love are also committed to protecting the environment on which we depend. We look forward to working with our GTR partners to meet these sustainability commitments."

For details on Brown-Forman's environmental sustainability initiatives, visit <https://www.brown-forman.com/environmental-sustainability>.

[Travel Retail](#), [Duty Free](#), [Brown-Forman](#), [Sustainability](#), [Aude Bourdier](#)

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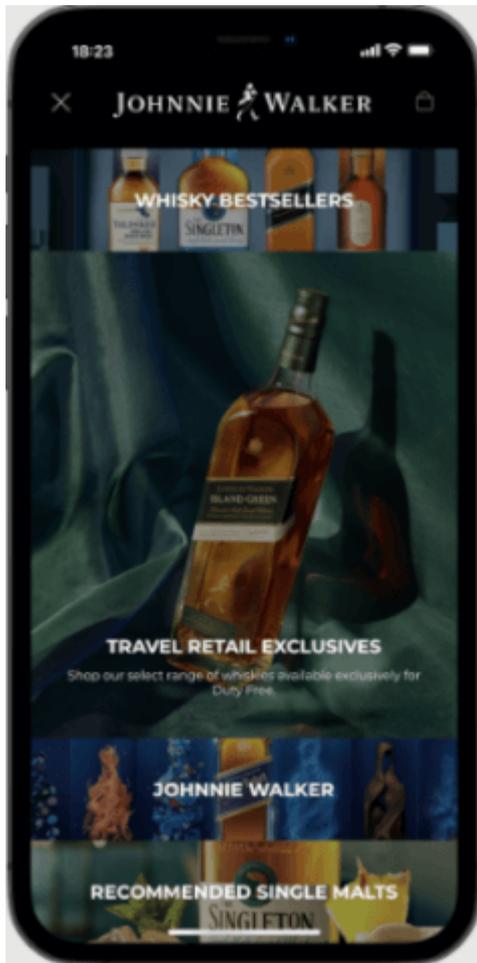
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