

Muckle Brig

Lind & Lime

Port Of Leith Distillery

Leith Export Co.

**SUSTAINABILITY
REPORT 2023**

MUCKLE BRIG

CONVE

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Ian Stirling &
Paddy Fletcher

A WORD FROM OUR FOUNDERS

We established this company in 2014 with a single overarching purpose: joy. We both had very fun jobs, but we thought it could be even more fun to create a company that would generate joy for customers and colleagues alike.

It seemed sensible to establish a set of values that would help us to navigate the myriad of decisions that would emerge as we progressed. Collectively, those values should ensure that this journey would be as fun as it could possibly be.

To express our commitment to sustainability and responsibility, our values state that 'We keep our conscience clear'.

This is knowingly understated. Fundamentally, we didn't establish this company to save the planet and it would be hugely disingenuous to suggest otherwise. We are absolutely obsessed with creating amazing products that we love; that's what gets us up in the morning.

Nevertheless, in creating those products, we've set the bar for keeping our conscience clear

very high indeed. If we didn't put the planet, sustainability and environmental responsibility at the centre of every decision that we make, this wouldn't be fun. We'd quickly feel pretty lousy about what we do.

Keeping our conscience clear isn't easy and it takes a lot of work. However it's much more achievable if we make the right decisions from the outset, rather than reverse engineering poor practices. We are a young company, with a long future ahead of us.

This document demonstrates the efforts and commitments we've made to do things right, and it provides all of our customers, colleagues and investors with a benchmark against which we firmly intend to be held to account.



01 SUSTAINABILITY HIGHLIGHTS

The story of Muckle Brig has always been centred around sustainability. From the very beginning, our goal was to turn

a passion for spirits into a career by starting a whisky distillery - the best in terms of quality, people, and the environment.

2019
- 2023



LIND & LIME GIN



70%

Bottles made from 70% recycled glass

B CORP COMPANY



B Corp certified since 2023 with a score of 91.4



Scottish Organic Producers Association

Certified Organic by SOPA since Sep 2022



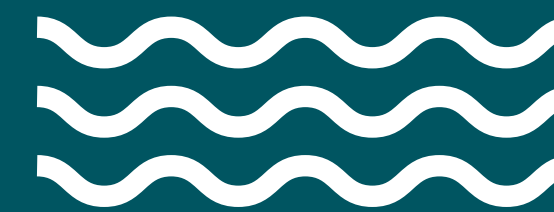
100% Plastic Free Packaging



Restoration Projects

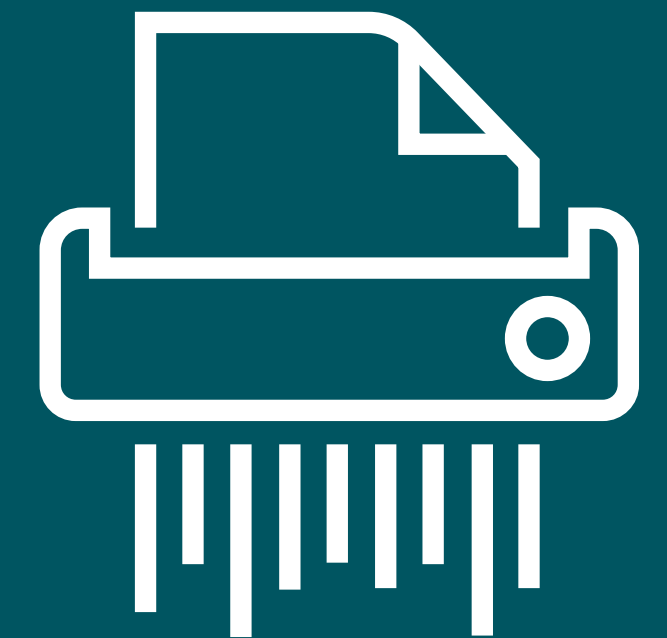
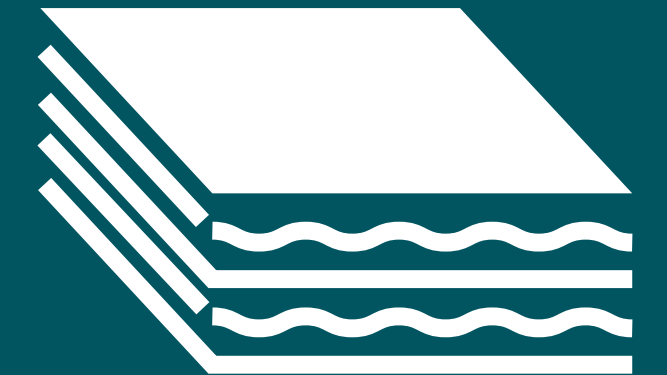


Green Tourism



Water Clean-ups

We shred old cardboard to use as packaging



100%

Our gin still at Coburg Street uses 100% green electricity



We turn returned L&L bottles into scented candles



THE CIRCULAR ECONOMY



CIRCULAR WINES

As far back as 2015, we had ambitions to create a modern whisky distillery that would use specially crafted fortified wines to season the casks for maturation. To achieve this, we worked to produce our own fortified wines by collaborating directly with local producers in Spain for sherry and Portugal for port. Our approach was to design products tailored to our specific needs while honouring the distinct cultures and various histories of the regions involved. Through this process, we were

able to better understand the impacts these products have on the resources and people needed to create them. The result of our efforts were fantastic products that are not available anywhere else, now sold through The Leith Export Co., and give us complete control over the qualities imparted onto the casks used for whisky in future. But more than that, we built lasting relationships that support us and those with whom we design our products.

Douro Valley Wine Region, Barca de Alva





LIND & LIME GIN

This sense of community, understanding, and passion inspired our next initiative, The Lind & Lime Gin Distillery. Our goal was clear: to create the highest quality product, with integrity. To achieve this, we hired top-tier employees and procured the finest 100% organic ingredients. We incorporated recycled materials wherever we could, ensuring that at least 70% of the glass used in our stylish gin bottles was recycled.

And we worked hard to ensure this product uses only cork, paper, wood and glass. No plastic to see here.

Our gin still is powered by Ofgem certified Renewable Energy Guarantees of Origin (REGO) electricity and to reduce our emissions further we distribute our gin locally through the use of excellent bicycle delivery company Farr Out Deliveries.



AS A COMPANY
CENTRED AROUND
LEITH
OUR
IDENTITY IS UNDOUBTLY

As a company, our identity is centred around Leith and the waterways that run through it. We have always been committed to creating innovative and sustainable products, but we also wanted

to engage with the community on a more local level. That then led us to seek out initiatives that would allow us to aid and engage with the local community in which we regularly operate.



COMMUNITY ENGAGEMENT

HAND SANITISER (COVID 19)

Shortly after our company's inception and the onset of production, we faced an unprecedented challenge: the global COVID-19 pandemic. During this critical time, our community's needs extended far beyond our usual offerings of wine and gin. Eager to contribute more meaningfully, we sought ways to support the public health sector amidst strict restrictions. After careful consideration, we realised a vital resource was right at our

fingertips—alcohol, an essential ingredient for producing hand sanitizers. Leveraging our surplus grain spirit from gin production, we crafted hand sanitizers that met the World Health Organization's standards. We then packaged the sanitizers in our distinctive bottles and personally delivered them to nearby hospitals by bicycle. This effort was part of our commitment to supporting our community in any way possible during the crisis.





*Project Seagrass
Restoration Forth
Edinburgh Shoreline
Water of Leith Conservation Trust*



VOLUNTEERING

We have made it a priority to get involved in various volunteering initiatives within our local community. Our team was particularly interested in supporting initiatives such as Project Seagrass, Restoration Forth, Edinburgh Shoreline, Edinburgh North East Food Bank, and the Water of Leith Conservation Trust. Fueled by passion, we sought to make a

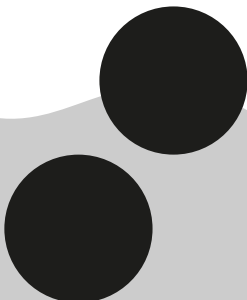
meaningful impact by collaborating with the Water of Leith Conservation Trust multiple times in 2023. We are proud of our team's efforts in aiding these clean ups and look forward to continuing our involvement in community initiatives that make a positive impact on our local environment and community.

A LOCAL WHISKY

MALTINGS

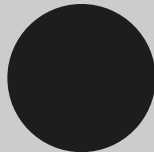


DISTILLERY



EDINBURGH

FARM



NORTH SEA

The Port of Leith Distillery has made a significant commitment to sustainability, particularly in minimising transportation distances in our whisky production process. Strategically, our whisky maturation program is situated just a few miles north of our distillery, in the **Forth Valley area**. We source our barley from fields near Haddington, east of Edinburgh, ensuring that the raw materials travel minimal distances. With malting taking place in Alloa, the total travel distance for our whisky production is remarkably low,

totaling only about 80 miles. This concentrated geographic footprint not only reduces our carbon footprint but also bolsters the local economy by sourcing locally and supporting area businesses. As we progress, we are dedicated to expanding community-oriented initiatives that align with our staff's passion for regional wildlife and preservation. This focus not only benefits the local environment but also enriches the lives of those who live, work, and engage with us in the area.

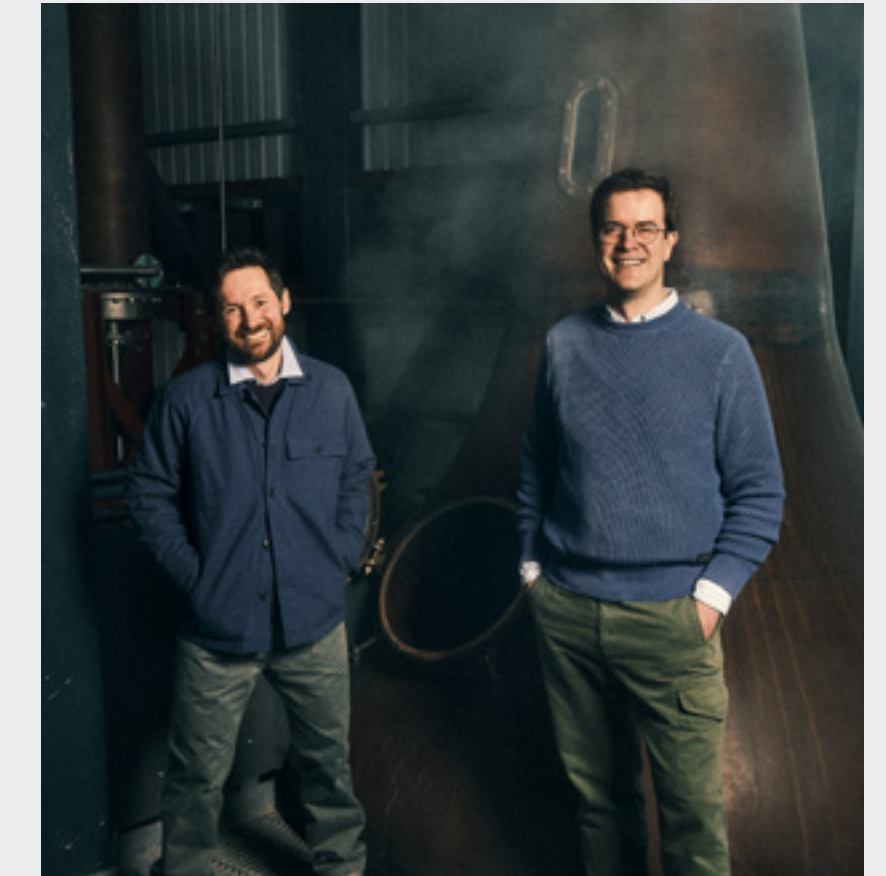




02 A B CORP COMPANY

OUR B CORP JOURNEY

At Muckle Brig, our commitment to sustainability and social responsibility has always been at the core of our operations. However, despite numerous innovative initiatives aimed at fostering a positive impact, our efforts lacked a unified structure. It was through an introspective examination of our company that we realised our founding values not only reflected but actually shaped our business practices.



This insight led us to seek a formal framework that could encapsulate and enhance our commitment to doing good.

This quest brought us to the B Corp certification—a pathway that aligns business purpose with profit and helps maintain our focus on **people, profit, and planet.**

The B Corp framework offers rigorous standards that challenge us to continuously elevate our social and environmental performance. By becoming a part of this global community, we join forces with like-minded businesses, all dedicated to using business as a force for good.

This network not only fosters collaboration and knowledge sharing but also ensures that our commitment to positive change is both recognized and sustained. Through our B Corp certification, Muckle Brig embraces a balance between financial success and societal

contribution. This strategic move does not merely aim for compliance but propels us towards a culture of continual improvement and transparency, ensuring that every step we take is a stride towards a more sustainable and equitable world.



Embarking on our journey towards B Corp certification, Muckle Brig dedicated nearly a year to meticulously reviewing the B Impact Assessment (BIA), which evaluates companies across **five crucial areas**:

GOVERNANCE, WORKERS, COMMUNITY, ENVIRONMENT, AND CUSTOMERS.



This comprehensive assessment compelled us to scrutinise every aspect of our operations, prompting a thorough internal review that spanned from our leadership practices to our environmental impact. Through this process, we adapted existing procedures, improved upon our practices, and established new processes, all guided by the stringent criteria set forth by the BIA.

Achieving a BIA score above 80 points marked a significant milestone in our journey, allowing us to submit our application for certification. The subsequent months involved a rigorous verification process conducted by the B Lab team, during which we demonstrated our adherence to the high standards required for certification. The culmination of this intense effort was the

attainment of a final score of 91.4. While it may appear as just a number, this score represents years of dedicated work and commitment to not just meet, but exceed the benchmarks of responsible business practices. It stands as a profound testament to our journey and sets a benchmark for our future endeavours in sustainability and social responsibility.

Based on the *B Impact assessment*, Muckle Brig earned an overall score 91.4. The median score for ordinary businesses who complete the assessment is currently 50.9

We achieved a score of 91.4, standing at 11.4 points higher than the accreditation threshold of 80. Considering the wider average of 50.9 points for median business scores, we had set ourselves well above what was expected and well above what currently operates.

As one of a handful of B Corp-certified businesses managed and operated within Edinburgh's city boundary, we are proud to hold the title and proud to be part of the B Corp community.

- 91.4 Overall B Impact Score
- 80 Qualifies for B-Corp Certification
- 50.9 Median Score for Ordinary Business



03 THE FUTURE

The story of Muckle Brig has always revolved around sustainability. We've come a long way, and yet this is just the beginning.



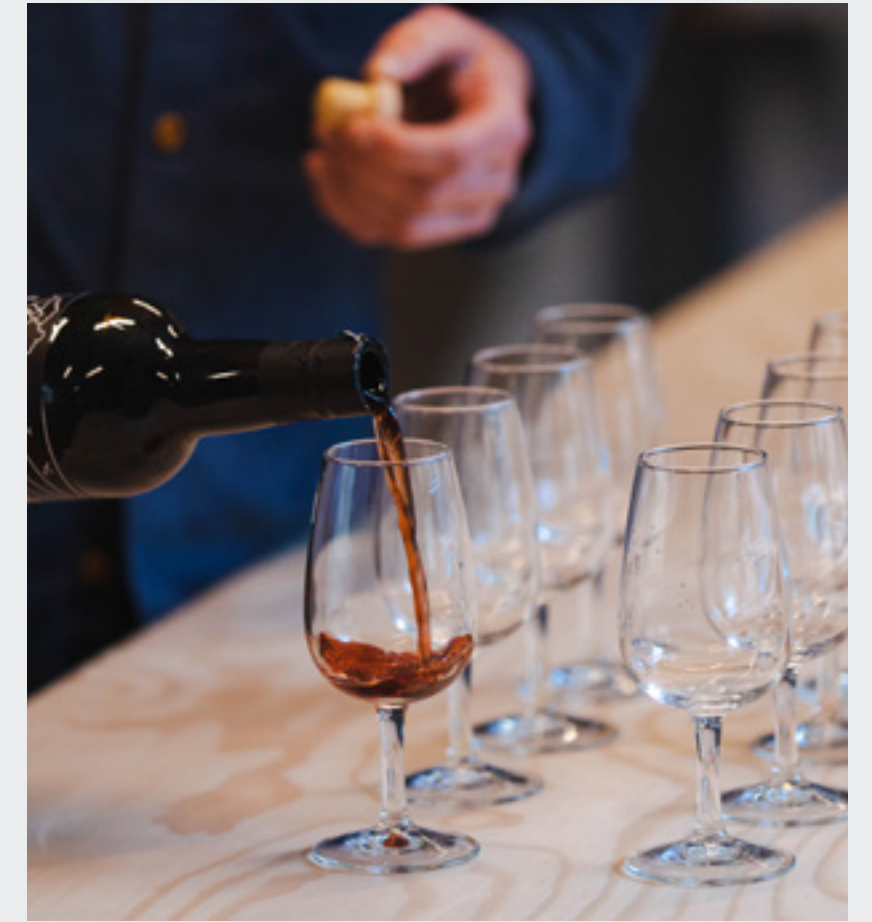
GREEN TOURISM

When we opened the doors of our gin distillery, you could find our production space and what was a very dusty warehouse, alongside a carefully curated retail experience hosting some of our favourite products made by our friends and colleagues all within our local area.

We had every intention of opening it up so that visitors could come and experience what we do, understand our story, understand our values, and enjoy our company - shortly after, the tours at Lind & Lime Gin Distillery commenced. Tourism was never separate from the values of Muckle Brig, and this operation was designed and supported by the framework present in the B Impact Assessment, B Corp certification and subsequent structures; the primary of these being the Green Tourism Business Scheme.

A global initiative, the Green Tourism Business Scheme is used to design tourism operations alongside the United Nations Sustainable Development Goals; the same structure that underpins B Labs B Corp certification.





With the support of Green Tourism, we entered into their assessment knowing that there would be some overlap from efforts made toward B Corp in previous years. However, it was a real credit to the vision of those involved in tourism at the company to see how streamlined and sustainable the process already was. The Green Tourism Business Scheme, an award we are still pending accreditation for,

keeps us keenly poised to adapt to changes within tourism; be they economic or social, changes within business, or changes within our wider community. Split into successive categories similar to the B Impact Assessment, we strived to outline and justify all the fantastic initiatives present at our distilleries, the goals we had regarding sustainability and the future of tourism at Muckle Brig.

SPLIT INTO THE 3 P'S OF PEOPLE, PROFIT, AND PLANET

We have strategically adapted elements of our tourism operation to align fully with the Green Tourism Business Scheme. You can see the results of this in our latest tourism venture, **The Port of Leith Whisky Distillery tour**.

We are incredibly proud of what we have achieved with our tours so far. We strive to challenge ourselves and implement sustainable tourism practices that are already key aspects of our business operations. Some of these practices include sourcing sustainable products for our guests to use, reusing materials present on tours, collaborating with businesses that champion social and environmental sustainability, such as local community development trusts and social enterprises, and creating materials for guests to interact with that promote sustainable operations beyond ours,

such as bars, restaurants, cafes, or other tourism attractions. A key focus of the Green Tourism Business Scheme was to understand our company's carbon output. Thanks to the scheme we have started the work towards our first carbon assessment which will establish a baseline for measuring the carbon emissions today and in the years to come.



OUR EMISSIONS



CARBON FOOTPRINT



One of our initial priorities was defining the scope for our carbon assessment, with a commitment to transparency. We included all three scopes to comprehensively measure our carbon footprint, capturing both direct and indirect emissions from all business operations. Since our inception in 2019, there have been significant changes in our venues, business structure, and staff.

Recognizing these changes, we focused on calculating our carbon footprint based on our current operations. This approach ensures we have a baseline to monitor and compare our environmental impact over time accurately. Completing this assessment required a concerted effort from our team, with all departments collaborating to detail the emissions we produce.





This baseline is crucial for tracking improvements and making informed decisions to further reduce our carbon footprint. With all the data gathered in one place, we pulled it into a report, digested the data that we had gathered, and started setting reduction targets. This then gave us a baseline, a target, and a better understanding of the impact we have on our environment. With those outlined, we aimed to start reducing the emissions we produced.

That's what we are working towards into 2024. With this initiative, we are forging strong partnerships that propel us forward. One particularly prominent collaboration is with the Edinburgh Climate Change Institute with which we are working on a report for 2024. Our goal is to integrate our carbon assessments into our sustainability reports going forward, demonstrating our commitment to transparency and accountability.

CONCLUSION

In closing, we are indebted to everyone who has helped us along the way - from the organisations that have inspired us, to the people who we have consulted with, to the initiatives that have fired up our staff. We are so thankful for your support along our journey these past few years and we are thrilled about the prospect of the future.

If you are interested in connecting with us or have any questions, please reach out via the channels on the last page. And if you are ever in Edinburgh, pop on down to our distilleries in Leith and say hello. We'd love to meet you. Thank you for reading.



Muckle Brig

Lind & Lime

Port Of Leith Distillery

Leith Export Co.

This has been designed to read well on screen.

Please refrain from printing.

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B Corp Page: [Click here](#)

B Local Scotland: [Click here](#)