



MIJENTA[®]
TEQUILA

S U S T A I N A B I L I T Y
R E P O R T 2 0 2 2

OUR JOURNEY TO
NET-ZERO

OUR HOLISTIC APPROACH



CONTENTS

A LETTER FROM OUR DIRECTOR OF SUSTAINABILITY	2
A HOLISTIC APPROACH TO SUSTAINABILITY	4
THE FIRST B CORP TEQUILA	6
QUALITY MEANS ADDITIVE-FREE	10
OUR ECO-FRIENDLY PACKAGING	12
OUR JOURNEY TO CARBON NEUTRAL	16
OUR ENVIRONMENTAL PARTNERSHIPS	24
OUR ENVIRONMENTAL GOALS FOR 2023	38

A SPOTLIGHT ON OUR GREEN INITIATIVES



A LETTER FROM ELISE SOM, OUR CO-FOUNDER AND DIRECTOR OF SUSTAINABILITY.



Mi gente,

As a Co-Founder and the Director of Sustainability for Mijenta, I am incredibly proud to bring you our inaugural sustainability report.

We launched Mijenta from scratch more than two years ago with a small team whose vision was to do things the right way from the very beginning. From those very first conversations, we knew that a commitment to sustainability would be central to everything we do. Ultimately, we wanted to demonstrate that it's possible to make great tequila, run a successful business and do it all in a responsible way.

Sustainability is in our DNA - it's built into how we do business. I've worked with our teams from the outset to ensure our operations, procurement practices, sourcing and packaging have been structured to be as environmentally responsible as possible while also delivering benefits to local communities.

Innovation has been crucial to pushing the envelope on the sustainability of our packaging. For instance, our packaging is eco-friendly and includes labels made locally in Guadalajara from agave waste. Our bottles are all produced from recycled glass and the sealing ring in the bottle cap is made from recyclable material. Our Blanco and Reposado boxes are made from 100% post-consumer recycled paper, and our Añejo box is created from material certified by the Forest Stewardship Council.

Through partnerships with likeminded organizations, we've also worked to amplify our impact. These have included Whales of Guerrero, a non-profit that organizes community-driven conservation in the State of Guerrero, Mexico and The Ocean Foundation, which is working to reverse damage to ocean environments around the world. Most recently, we partnered to support Women's Earth Alliance's upcoming initiative in Mexico, which will uplift women's leadership, entrepreneurship, and environmental impact within the agriculture sector.

In 2022, we've achieved milestones that I believe are incredible for a relatively young company. For one, we became fully carbon neutral, offsetting both our products and corporate carbon footprint.

And, perhaps most importantly, we became the first and only tequila producer to earn B Corp certification. I am immensely proud of this achievement, which serves as powerful validation of the significant focus we've placed on implementing our core values of sustainability and community.

I am honored to work alongside so many of our team, our partners and communities who share a passion, ambition and focus on innovation that has helped to bring our vision to life. With 2023 set to usher in the Year of the Rabbit, I have no doubt even greater things are in store.

For now, I'd like to leave you with a quote I use often: "True luxury is to design with a responsible mindset."

Salud!

Elise Som



A HOLISTIC APPROACH TO SUSTAINABILITY



TAKING A BROAD PERSPECTIVE



IT ALL STARTS WITH THE PLANT

Our approach to sustainability is holistic and seeks to have a positive effect on as many stages of the product lifecycle as possible.

That includes responsibly growing and harvesting agave, designing thoughtful packaging, supporting our people involved in the cultivation and distilling process, collaborating with local communities and our brand partners and working to protect the environment we all share.

Work with ClimatePartner and NGOs including The Ocean Foundation and Whales of Guerrero

Work with our brand partners and NGOs including Women's Earth Alliance

Celebrate our workforce, fair wages, 60% women, 35% minorities

Eco-friendly packaging: recycled glass bottles, labels from agave waste, 100% post-consumer recycled paper

100% fully mature Blue Weber Agave, no pesticides or herbicides





THE WORLD'S FIRST B-CORP TEQUILA

MADE WITH PURPOSE



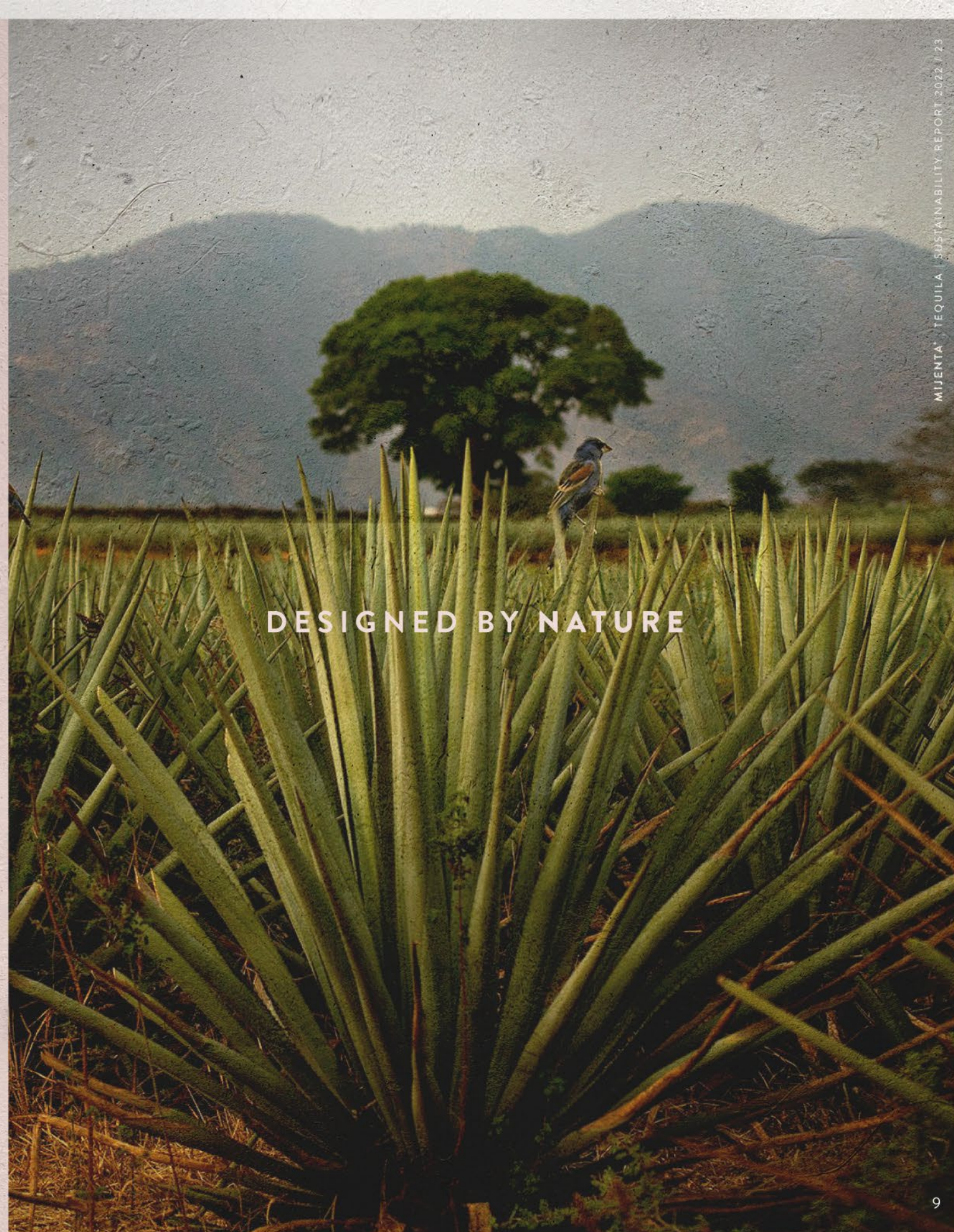


A WORLD FIRST

IN AUGUST 2022, MIJENTA BECAME THE FIRST AND ONLY TEQUILA TO RECEIVE B CORP CERTIFICATION FROM NON-PROFIT ORGANIZATION B LAB. THIS RECOGNITION MEANS MIJENTA MET OR EXCEEDED THE B IMPACT ASSESSMENT CRITERIA MEASURING AN ORGANIZATION'S SOCIAL IMPACT ACROSS CATEGORIES INCLUDING CORPORATE GOVERNANCE, THE ENVIRONMENT, COMMUNITY, EMPLOYEES AND CUSTOMERS.

"B Corps are for-profit companies that meet the highest standards of social and environmental performance, transparency, and accountability. B Corps use the power of business to do more than seek profit. They use their profits and growth to positively impact their stakeholders – and the planet." – B Lab description of companies that meet its rigorous criteria

With just over 6,000 certified B Corps around the globe, so we are proudly in very exclusive company.



DESIGNED BY NATURE



LIQUID PURITY

LETTING THE AGAVE DO THE TALKING



QUALITY MEANS ADDITIVE-FREE

Our tequila is the result of a carefully controlled process where every detail matters.

Manipulating the aroma, taste, body or color with additives defeats the purpose of tequila, which is to taste the agave and experience the craftsmanship that has gone into creating it.

More than ever, consumers want to know exactly what they're buying and drinking, which is why we're transparent about what goes into our tequila. We're passionate about being able to trace the agave's journey from the field to the bottle.

For us, "no additives" is a critical component of quality for premium tequila.

We're proud our tequila has been recognized as Confirmed Additive Free by Tequila Matchmaker following an intensive evaluation process that includes review of certain production records, site inspection at the distillery and sampling at key stages of production, including comparison of a sample taken directly from the still with a retail bottle.



MIJENTA®
TEQUILA BLANCO

MIJENTA®
TEQUILA BLANCO



750 ML 80 PROOF 40% Alc./Vol. 750 ML

100% AGAVE
DISTILLED BY:
MAESTRA TEQUILERA
CORT
1412

MIJENTA®
TEQUILA BLANCO

MIJENTA®
TEQUILA BLANCO



750 ML 80 PROOF 40% Alc./Vol. 750 ML

100% AGAVE
DISTILLED BY:
MAESTRA TEQUILERA
CORT
1412

MIJENTA®
TEQUILA REPOSADO



750 ML 80 PROOF 40% Alc./Vol. 750 ML

100% AGAVE
DISTILLED BY:
MAESTRA TEQUILERA
CORT
1412

MIJENTA®
TEQUILA REPOSADO



750 ML 80 PROOF 40% Alc./Vol. 750 ML

100% AGAVE
DISTILLED BY:
MAESTRA TEQUILERA
CORT
1412

MIJENTA®
TEQUILA REPOSADO



40% Alc./Vol. 80 PROOF

100% AGAVE
DISTILLED BY:
MAESTRA TEQUILERA
CORT
1412

MIJENTA®
TEQUILA REPOSADO



40% Alc./Vol. 80 PROOF

100% AGAVE
DISTILLED BY:
MAESTRA TEQUILERA
CORT
1412



ECO-FRIENDLY PACKAGING

DRIVEN BY INNOVATION



AT THE HEART OF MIJENTA'S MISSION

For the labels and note cards we use agave waste (called the bagasse), which is dried and then mixed coffee bean bags made from jute fiber. This process creates a sheet of smooth colors and diverts used packaging from landfills.

Made in Guadalajara, the labels are manufactured chlorine-free and meet Forest Stewardship Council (FSC) standards.

Mijenta works with a local company to create packaging and graphics in order to reduce its carbon footprint and support the local economy.

Our Blanco and Reposado boxes are made from 100% post-consumer recycled paper and thoughtfully designed to require only a single strip of non-toxic glue, while using no coating or varnish.

The Añejo box is entirely made from material compliant with and certified by the FSC, Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification (PEFC) Chain of Custody forest certification standards.





WORKING TOWARDS NET-ZERO



Certificate

Partner in climate action

Comparable to



... **2,801,258** km driven by car



... **969,892** wash cycles (60°C)



... the yearly CO₂-capture of **72,160** beech trees



... the production of **54,012** pairs of running shoes



... the production of **73,393** kg of beef



... the melting of **2,706** m² summerly ice in the Arctic



... **1,074** economy flights from London to New York



... the yearly carbon footprint of **129** average global citizens

Altos Planos Inc

2022-2023 Carbon Neutral Company and Products

This certificate confirms the offset of carbon emissions by additional carbon offset projects.

CO₂-equivalents

899,316 kg

Supported offset project

Multiple projects

ClimatePartner-ID

18458-2203-1001

Use the following URL for more information about the offset and the supported carbon offset project:

climatepartner.com/18458-2203-1001



ACHIEVING FULL CARBON NEUTRALITY

In October 2022, Mijenta Tequila announced that we are now a fully carbon neutral company, expanding the certification we had previously earned for carbon neutral products.

Through ongoing work with ClimatePartner, Mijenta has now also offset greenhouse gas emissions of corporate-level activities such as business travel, office electricity consumption and employee commuting. In addition to avoidance and reduction of greenhouse gas emissions, offsetting is also a vital step in climate action. Without offsetting, the 1.5°C target limit for global warming established in the Paris Agreement is not achievable at present.

The most recent offsets Mijenta secured apply to activities in the three scopes outlined in the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard (GHG Protocol):

- Scope 1 includes all emissions generated directly, for example by company-owned equipment or vehicle fleets.
- Scope 2 emissions are those generated by purchased energy, for example electricity and district heating.
- Scope 3 includes all other emissions that are not under direct corporate control, such as employee travel or product disposal.

“Sustainability is at the heart of who we are as a company, which is why achieving carbon neutrality is such an important milestone.”

“We are thrilled that the offsets will deepen our support for local community projects focused on environmental protection and renewable resources. Moving forward, our goal is to continue to raise the bar for ourselves on sustainability, and we’re excited to do even more in the future.” – Elise Som, Co-Founder & Director of Sustainability



SEE THE FULL REPORT

Report

Corporate Carbon Footprint

Jan 2021 - Dec 2021



October 2022

ALTOS PLANOS INC

Results

The CCF for the business activities of ALTOS PLANOS INC was calculated for the period Jan 2021 - Dec 2021.

CO₂ emissions

Result

Overall results

109,169.07 kg CO₂

By comparison



The emissions correspond to the carbon footprint of 13 Europeans.
One person in Europe emits an average of 8.7 t of CO₂ per year¹

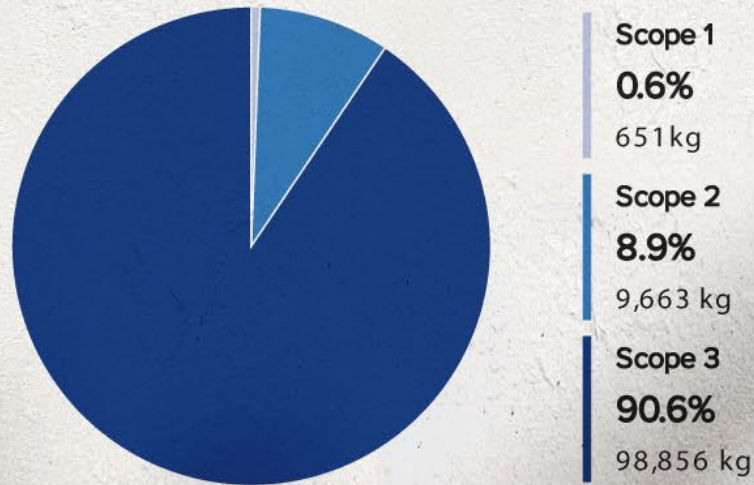
1) Source: EEA 2019, European Environment Agency: EEA greenhouse gas - data viewer, EU-27 value for total emissions with international transport (CO₂e), <https://www.eea.europa.eu/data-and-maps/data/data-viewers/greenhouse-gases-viewer> (retrieved 01/31/2022.)

Largest emission sources - greatest potential for reduction

The CCF makes it possible for **ALTOS PLANOS INC** to identify their largest emissions sources, also called hotspots. These are the most impactful areas to target when planning reductions.

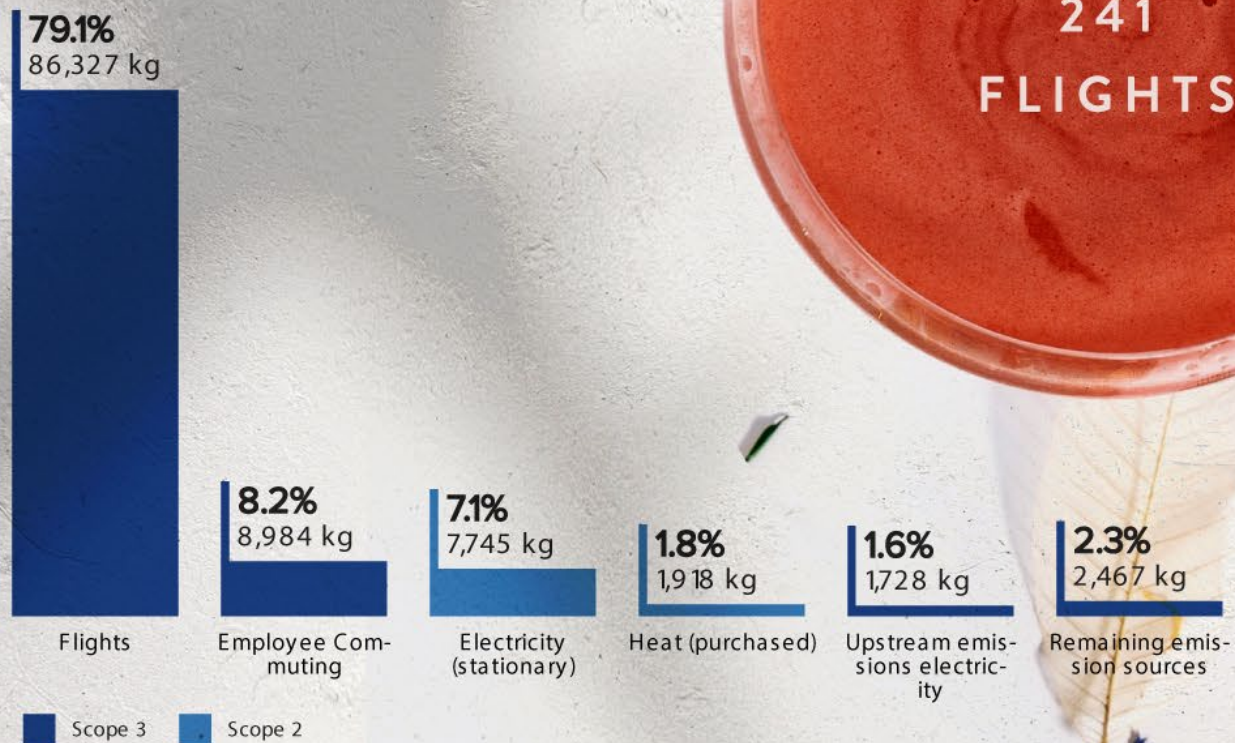
Figure

CO₂ emissions categorised by scope 1, 2, and 3



Figure

The largest CO₂ emission sources




CCF Results Table: Altos Planos Corporate CF

Overall results for the period 01/2021 - 12/2021

Emission sources	kg CO ₂	%
Scope 1	650.85	0.6
Direct emissions from company facilities	650.85	0.6
Refrigerant leakage	650.85	0.6
Heat (self-generated)	0.00	0.0
Scope 2	9,662.60	8.9
Purchased electricity for own use	7,744.50	7.1
Electricity (stationary)	7,744.50	7.1
Purchased heating, steam, and cooling for own use	1,918.10	1.8
Heat (purchased)	1,918.10	1.8
Scope 3	98,855.62	90.6
Business travel	86,327.23	79.1
Flights	86,327.23	79.1
Employee commuting	10,473.45	9.6
Employee Commuting	8,984.07	8.2
Home office	1,489.38	1.4
Fuel- and energy-related activities	2,054.60	1.9
Upstream emissions electricity	1,727.80	1.6
Upstream emissions heat	326.80	0.3
Purchased goods and services	0.33	0.0
Office paper	0.33	0.0
Overall results	109,169.07	100.0



A close-up photograph of a pair of hands, one slightly larger than the other, cupping a mound of dark, rich soil. The lighting is dramatic, highlighting the texture of the skin and the granules of the earth. The background is dark and out of focus.

OUR ENVIRONMENTAL PARTNERSHIPS



CREATING A POSITIVE, LASTING IMPACT

Sustainability and community are central to Mijenta's mission. That's why, in addition to our own initiatives, we work with like-minded partners that can help amplify the positive impact that we want to have.

Mijenta has supported non-profit organizations like Women's Earth Alliance, The Ocean Foundation or Whales of Guerrero to advance their goals, including strengthening local communities and protecting the planet. We also contribute to meaningful environmental and community initiatives through our ongoing work with ClimatePartner.





EMPOWERING FEMALE LEADERS

Mijenta has partnered with Women's Earth Alliance (WEA) to support WEA's upcoming initiative in Mexico, which will uplift women's leadership, entrepreneurship, and environmental impact within the agriculture sector.

WEA's mission is to empower women's leadership to protect the environment, end the climate crisis, and ensure a just, thriving world. Women's Earth Alliance has a longstanding commitment to supporting women in the food and agriculture industry. WEA's previous work in Mexico has included a partnership to help Indigenous women in 4 states across the country secure rights to their traditional lands and protect them from being developed by the Mexican government. The program supported land rights training for an emerging national network of Mexican Indigenous women advocating for their rights to land and property.



"Elevating, encouraging and empowering female leaders here in Mexico is a mission that is extremely close to my heart, and I am incredibly proud that Mijenta is able to support the vital work of Women's Earth Alliance."

"As a tequila producer, we believe supporting those who work the land, harvest agave and pass down the traditions of our community is critical. Through this partnership, we are thrilled to contribute to building the-next generation of leaders working to address the structural, environmental and economic challenges that many women in the agricultural industry face on a daily basis." - Ana María Romero, Mijenta's Maestra Tequilera





SUPPORTING UNDERSERVED ISLAND AND COASTAL COMMUNITIES

Mijenta Tequila has provided support to The Ocean Foundation, the only community foundation for the ocean, which is working to reverse the trend of destruction of ocean environments around the world.

The increasingly severe effects of climate change are resulting in recurring and widespread loss to highly vulnerable people living near coastal areas and floodplains, however, healthy coastal ecosystems act as extremely effective natural wave barriers that protect these communities.

“We chose to partner with The Ocean Foundation as community building and sustainable issues are at the core of both The Ocean Foundation and Mijenta. We are thrilled to further our commitment to restoring coastlines and supporting nonprofits working to restore the environment.” - Elise Som, Co-Founder & Director of Sustainability



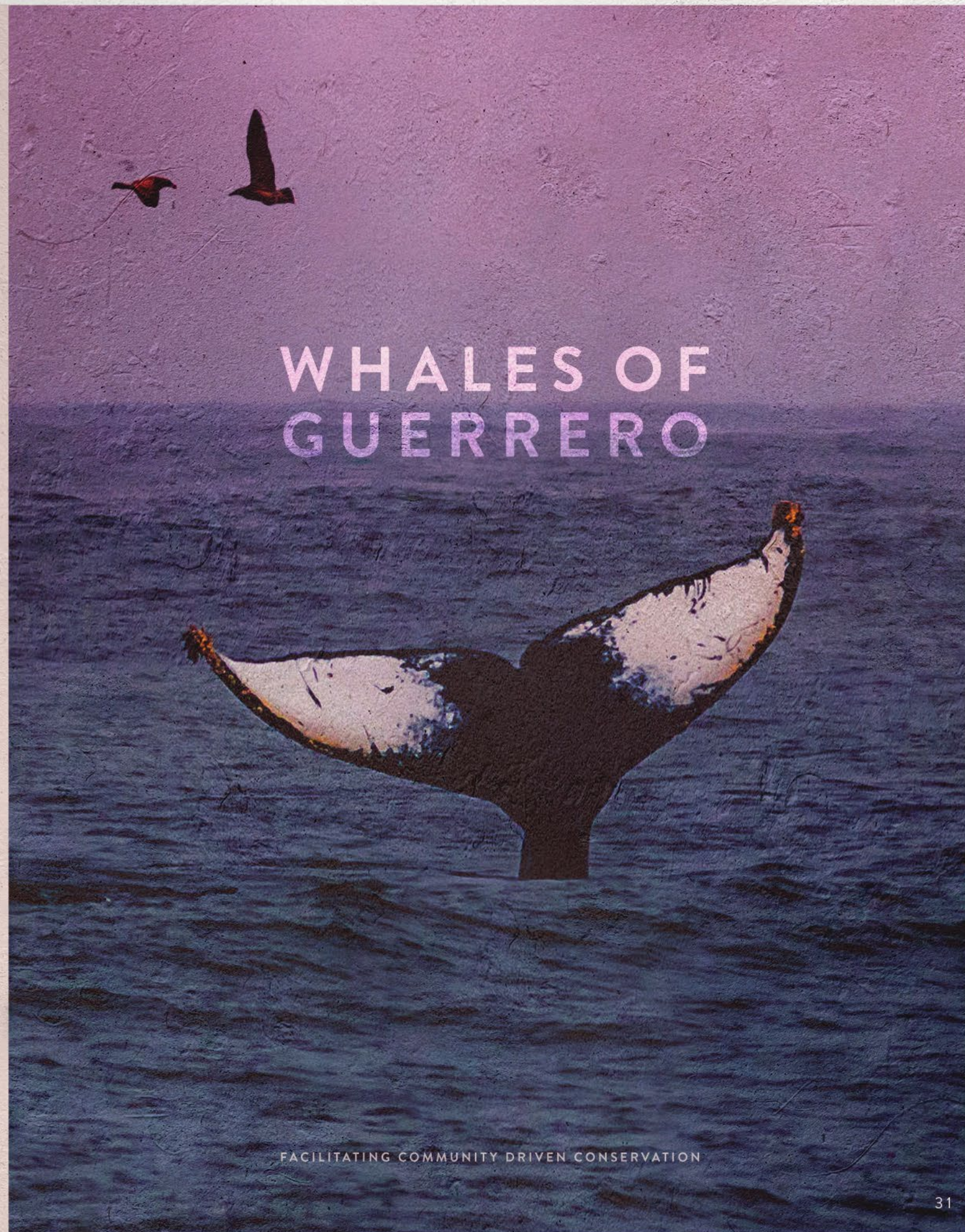


BRINGING GUERRERO'S OCEANS BACK INTO BALANCE

Mijenta Tequila has partnered with Whales of Guerrero to help educate and facilitate community-driven conservation in the region, laying the groundwork for practices that will bring Guerrero's oceans back to a healthy balance. Mijenta's support has gone towards the monitoring, research and protection of whales as well community education initiatives.

Whales of Guerrero organizes community-driven conservation in the fishing village of Barra de Potosi and across the state of Guerrero. Guerrero is a magical place where humpback whales go to reproduce each year. The organization supports healthy oceans and marine stewardship through humpback whale research, education, training and conservation programs. The mission of the organization is to transform the relationship between people and nature by creating programs that inspire change and empower communities.

"We share a same commitment to preserve the environment and to educate key stakeholders on important topics such as marine and land conversation, sustainable tourism and reduction of the carbon footprint. With one whale absorbing the same amount of CO2 as thousands of trees, this is a cause near and dear to our heart." - Elise Som, Co-Founder & Director of Sustainability



WHALES OF GUERRERO

FACILITATING COMMUNITY DRIVEN CONSERVATION



FOREST PROTECTION Chiapas, Mexico

PROTECTING THE CLOUD FOREST AND SUPPORTING LOCAL COMMUNITIES

Scolel'te stands for "the tree that grows" and protects the endangered mountain cloud forest through reforestation activities and sustainable forest management. In operation since 1997, it is the longest-lasting project of its kind worldwide.

Through the Scolel'te program, the local initiative AMBIO collaborates with rural communities in Chiapas in order to contribute to climate change mitigation, promote social welfare by strengthening local capacities, and encourage the establishment of forest systems, agroforestry, and the sustainable management of community forest areas. This is done from an integral perspective of territorial management and community participation, in order to generate sustainable livelihoods.

Currently, more than 1,200 small landowners participate in this scheme, distributed in more than 90 campesino and indigenous communities in the state of Chiapas, benefiting more than 2,500 families.

PROJECT STANDARD
Plan Vivo

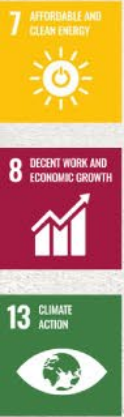
TECHNOLOGY
Forest protection

ESTIMATED ANNUAL EMISSION REDUCTIONS
30,000 t CO2

VERIFIED BY
Rainforest Alliance



CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)



WIND ENERGY Northeast, Brazil

14 WIND PARKS BOOSTING SUSTAINABLE DEVELOPMENT

In northeastern Brazil, this wind energy project contributes significantly to climate action and supports the surrounding communities with clean energy. The area of the 14 wind farms stretches across the borders of the states of Piauí and Pernambuco. A total of 156 turbines are operated here, supplying renewable electricity to the Brazilian power grid with a total capacity of 358.8 MW. In this way, the project saves approximately 652,150 tons of CO2 per year that would otherwise have been generated by power generation from fossil fuels.

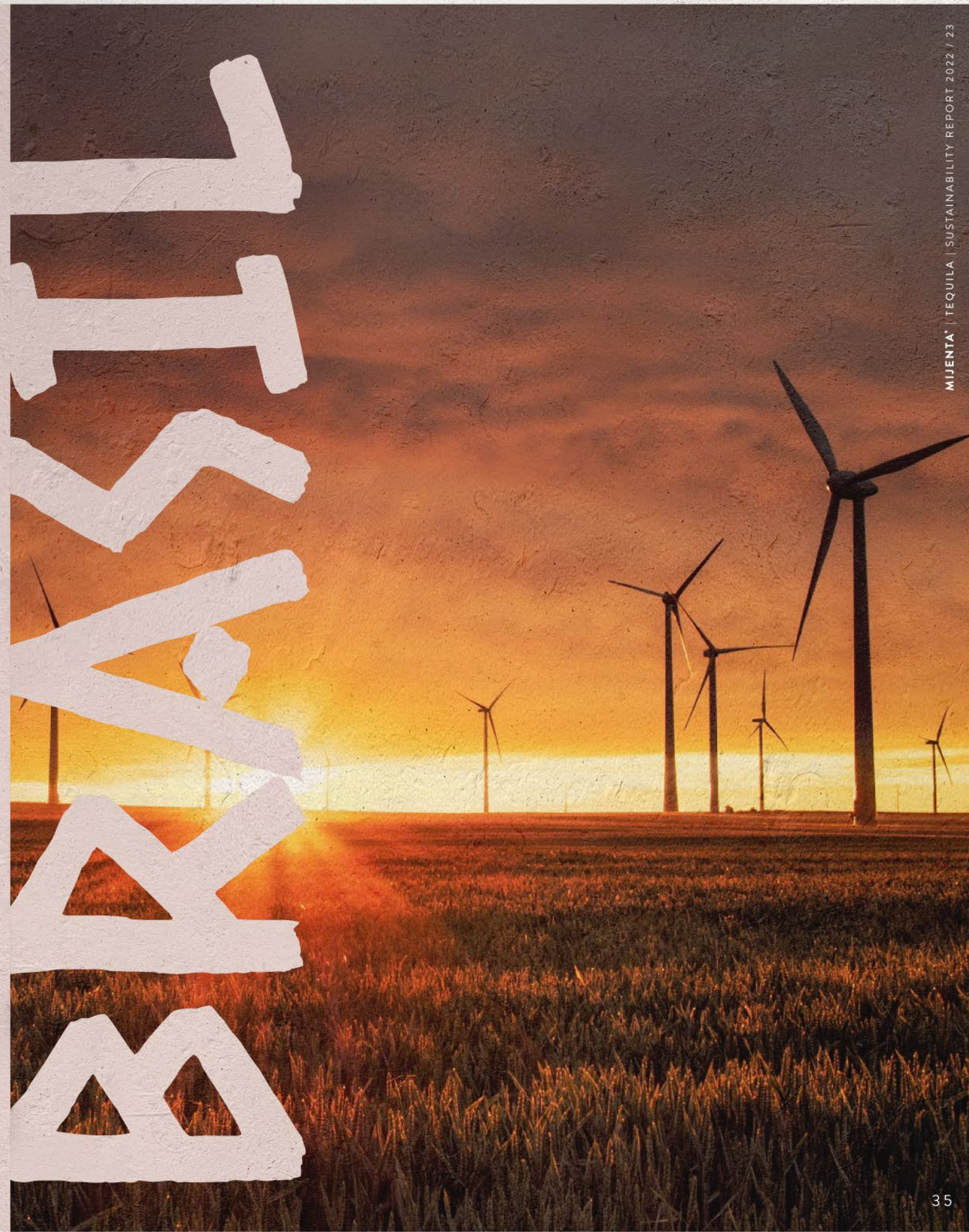
The project focuses particularly on the needs of local communities, improving local infrastructure and creating access to training opportunities.

PROJECT STANDARD
Verified Carbon Standard (VCS)

TECHNOLOGY
Wind energy

ESTIMATED ANNUAL EMISSION REDUCTIONS
652,150 t CO2

VALIDATED & VERIFIED BY
Earthood Services Private Limited





FOREST PROTECTION Mataven, Colombia

SUPPORTING INDIGENOUS PEOPLES TO AVOID DEFORESTATION

As the biggest REDD+ Project in Colombia this initiative protects 1,150,200 hectares of tropical forests, safeguarding its biodiversity. It provides education, healthcare, sanitation, food security, nutrition, and further social benefits for 16,000 indigenous people. The project works hand-in-hand with the communities to constantly inform and train them, improve living conditions and promote sustainable economic growth.

The project follows a holistic approach to make a lasting change in the behavior towards sustainable practices, forest protection, and conservation. The different scopes of the project focus on reducing the vulnerability of indigenous territory through strengthening governance through the communities, improving surveillance and control of the territory, as well as the system of communication and transportation. Besides, the project helps improve food self-sufficiency for six different ethnic groups.

PROJECT STANDARD
Verified Carbon Standard (VCS)

TECHNOLOGY
Forest protection

ESTIMATED ANNUAL EMISSION REDUCTIONS
3,622,352 t CO₂

VALIDATED BY
Colombian Institute for Technical Standards and Certification (ICONTEC)

VERIFIED BY
EPIC Sustainability Services Private Ltd



CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)



LOOKING AHEAD TO 2023

Our goals for 2023 are to further reduce our environmental impact, particularly the carbon footprint of our products and our entire production process.

Working with our local suppliers where appropriate, we intend to pursue four core areas to help achieve these objectives:

- Reducing our overall footprint by managing energy consumption more efficiently
- Innovating on product packaging for new releases
- Identifying opportunities to improve the quality of water we return to the environment
- Expanding partnerships with NGOs and community organizations to have an even greater impact

Salud!

MIJENTA-TEQUILA.COM



ALTOS PLANOS
COLLECTIVE