

- *SINCE 1863* -

HAYMAN

DISTILLERS

- *LONDON* -

*Impact Report 2024*

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## Introduction

As a fifth generation independent family business, future thinking has always been at the heart of our company and how we operate. We actively embrace and seek areas for progress. Like most family businesses, improving sustainability is evolution, not revolution, and continuous improvement is a driving source of motivation.

This is our first Impact Report. Within, we've aimed to document our journey towards becoming a force for good. In 2023, we certified as a B Corp and gained our EcoVadis accreditation badge in early 2024.

While we're proud of these certifications, they represent just a small part of our progress and the steps we've taken to improve our impact over the past year. It's been a very rewarding process, looking back and reflecting on all of our achievements – and challenges – along the way.

We're committed to having a positive impact, aiming to set a benchmark for our team and partners across the world that reflects our focus on minimising our impact on the world – and preserving it for future generations.

Best Wishes

*Christopher, James & Miranda Hayman*



# Who we are

Hayman Distillers is a family-owned B Corp, with sustainability and future thinking at the forefront.

Our London distillery is the home of Hayman's – The Original Gin, as well as Respirited British Made Vodka and Merseur Handcrafted Rums.

Today, we are the only family of original London gin distillers still distilling gin with an unbroken lineage. Since 1863, we've been distilling our best-tasting gin, earning a loyal following all over the world.

With generations of expertise behind us, we balance our traditions with driving forward new innovations in spirits. We've pioneered Respirited – a Sustainable British Vodka made from the surplus grain spirit within our eco-system, and Merseur Handcrafted Rums – combining the world's finest rums in London.



Visit our websites for more information:  
[haymansgin.com](http://haymansgin.com) | [merserrum.com](http://merserrum.com) | [respirited.com](http://respirited.com)



*Family businesses are often referred to as the bedrock of the UK economy, and I believe this to be true. We have the unique advantage of greater freedom to experiment and innovate, along with investing in our people and our community.*

*Research shows it's hard to overstate the importance of the family business sector to the UK economy. At Hayman Distillers, we are proud to demonstrate our passion for positive change within this integral sector."*

— CHRISTOPHER HAYMAN





# Our progress timeline

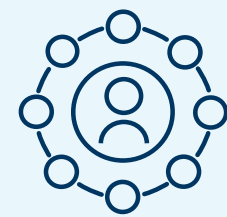
We have worked hard to continuously improve our ways of working, culture and overall positive impact. Some of our highlight moments include:



We updated our Articles of Association to make our business legally required to consider the impact of our decisions on people, customers, suppliers, community and the planet.



We launched our 5-litre eco-refill box format across Hayman’s, Merser Rum, and Respirited Vodka to reduce packaging. We’ve also hosted more than 800 people at our training academy at Hayman’s Distillery.



We continued to embed our company values - Ownership, Opportunity, Boldness and Decency - that we feel represent what we’re all about - now and into the future.



We conducted our annual Employee Engagement Survey for feedback on how we can improve, and to gain a better understanding of our company-wide diversity.

Learn more about the survey on page 12 →



Certifying as a B Corp,  
with a score of 89.4!  
We go into depth on this on page 10 →



We implemented annual training on our company ethics and Equality, Diversity & Inclusion (EDI) policies.



We were awarded our EcoVadis badge in February 2024.  
Find out more about this achievement on page 16 →

We retained our silver workplace accreditation from Investors in People, which represents organisational improvements for the development of its people.



We completed audits for ISO 9001, Responsible Care, the BRCGS Food Safety Standard and the Supplier Ethical Data Exchange (Sedex) against their published standards.





# Our B Corp journey

Our journey to becoming a B Corp officially started back in Spring 2022, and we later achieved certification in December 2023. But the symbol of certification is just the beginning; it's what lies beneath the logo that really matters...

*“B Corp certification demonstrates to our colleagues and team that we want to have a positive impact and that we will uphold our values in everything that we do.”*

— JAMES HAYMAN



We are proud to meet the highest standards of social and environmental performance.



# What is B Corp certification?

In a nutshell, B Corp Certification is awarded to businesses that are able to prove they meet verified high standards of social and environmental performance, transparency, and accountability.

While we’d already begun a number of practices that prioritised social and environmental advancement, we were looking for a framework that both embodied our approach to long-term sustainability, and provided us with a detailed action plan to implement tangible improvements.

For us, the breadth of the B Corp framework complimented our company ethos to continue to do things better each day.

But B Corp is not about words – it’s about actions and taking steps to continuously improve across five key impact areas. A company’s verified performance within each impact area is assessed using a scoring system.





# Unpacking our score

We’re very proud of what our score represents, because it speaks to the determination and collaboration of Hayman Distillers as a business that wants to do the right thing.

We’ve worked hard to formalise and implement a programme of action under each Impact Area to help us achieve our improvement goals and gain Certification. But we’re not stopping there. B Corps are all about progress, and are required to recertify every three years.

We’re already looking forward to renewing our Certification in 2026 with so much opportunity for improvement ahead of us. This Impact Report both recaps the progress we’ve made in different areas of the business, and details what we’ve identified to work on in the future.





*B Corp certification gives confidence to our team, customers and suppliers that we are accurate and positive in our claims and goals.”*

— MIRANDA HAYMAN



Hosting our customers at our training academy at Hayman’s Distillery



# Our people

Our people are core to the longevity of Hayman Distillers, which is why we’re passionate about ensuring our work environment is fulfilling, collaborative and enjoyable.

## EMPLOYEE ENGAGEMENT

We recently launched our Employee Engagement Survey to give us even more insight into how everyone finds working at Hayman Distillers. While we welcome and encourage suggestions for improvement year-round, we will be rolling out the survey on an annual basis, allowing us to further enhance the experience of our team.

In addition to our survey, we have communicated how important feedback is and the various ways people can feedback,

which includes at Town Hall and Company Talks or via our Feedback Form. We held quarterly team days, which included a Trade Safari, as well as weekly team meetings to come together and Friday cocktails to wrap up the week.

As a working distillery, we provide rigorous training and inductions to ensure that both our team and visitors can work and visit safely.

94%

are proud to work at Hayman Distillers

89%

feel that the values of Hayman Distillers align with their personal values

95%

enjoy working with their team





*A lot of small companies claim they have a family feel but Hayman Distillers really lives up to this statement, with everyone making a conscious effort to foster a supportive, friendly culture. The Hayman family are very much involved in the day-to-day running of this business and are very approachable. Overall, this is a lovely place to work: where colleagues are always willing to help and support each other.”*

— ANONYMOUS SURVEY FEEDBACK





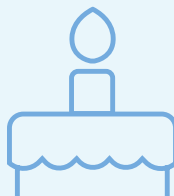
# Employee experience



We continue to prioritise a **framework and culture which keeps our people safe**, and we ensure we are compliant with legislation, protecting everyone’s health, safety, and wellbeing.



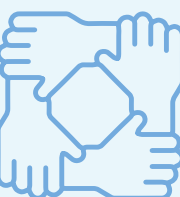
We promote an **inclusive working environment** and have annual training on our company ethics and EDI policies.



We have a family feel and collaborative approach, **celebrating birthdays, key events and milestones**.



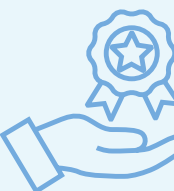
We recently launched a values recognition scheme: **we celebrate team members who demonstrate our values** in their day-to-day work.



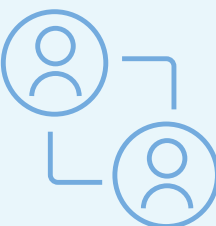
We hold quarterly team building days to facilitate cross-functional learning and further bolster collaboration.



We have a **thorough welcome induction programme** for all new starters to ensure they feel welcomed and settle in quickly. Everyone has an annual and mid-year performance review.



We offer a **range of supplementary benefits** from life insurance, private pension and an Employee Assistance Programme, to staff discounts on our products, fitness incentives, and healthy fruit and snacks.



We also hold regular **People Manager meetings** to provide cross-department feedback, communication and training, aimed at improving our team members’ experience of work.



## OUR PEOPLE

# *Future improvements*

- We are planning to improve training and development through implementing a company-wide learning management system, to be rolled out in 2025.
- We continue to offer job creation and development, building brand knowledge and experience through opportunities to support our distillery team with tours and external events, as well as hosting university placement students.





# *Our environment*

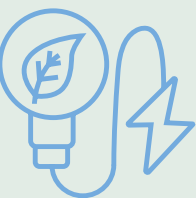
We're always thinking about the future and taking a long-term view. For us, this means striving to enhance the sustainability of our products, while reducing the impact of our operations on the environment.



Respirited Vodka paddleboard clean-up, River Thames, London



# Environmental progress



Our distillery is run on **100% green energy**.



We're on a mission to reduce waste. After distillation of Hayman's Gin, our used botanicals undergo a process which turns them into renewable energy and a rich biofertiliser for our farmers.



Every bottle of Respirited Vodka is made from 100% surplus grain spirit sourced within our own ecosystem.  
**For more information, go to page 18. →**



We've developed a company-wide **Environmental Management System (EMS)**, which is a framework that helps us to reduce our environmental impact while maintaining operational efficiency. Our EMS details environmental targets and associated actions, making it easier for us to accurately measure our progress.



In February 2024, we were awarded our accreditation badge by **EcoVadis** - a globally recognised assessment platform that rates businesses' sustainability based on environmental impact, labour and human rights standards, ethics, and procurement practices.



We think innovatively when it comes to our raw materials, including reducing the weight of our glass bottles, using recycled glass, and ensuring all other components of our packaging are either recyclable or compostable. We also offer a recyclable 5-litre box for our on-trade customers to help reduce waste and glass usage.



# GREAT TASTE, ZERO WASTE



100% RECYCLED GLASS ,  
ECO-REFILL BOXES &  
100% RECYCLABLE PACKAGING



EVERY DRINK SUPPORTS CLEANING UP  
OUR RIVERS & WATERWAYS.



SURPLUS GRAIN SPIRIT  
REDISTILLED USING  
100% GREEN ENERGY

**RESPIRITED®**  
SUSTAINABLE BRITISH VODKA





## OUR ENVIRONMENT

# *Future improvements*

- Reduce direct energy consumption by 3% annually.\*
- Continue to procure 100% of our operational electricity consumption from renewable sources by 2025.
- Reduce direct water consumption by 3% per litre of production annually.
- Maintain a minimum of 90% waste diversion from landfill across our operations and zero to landfill by 2050.
- Reduce Scope 1-3 operational carbon emissions by 3% per litre of production annually.
- Wider roll-out of recyclable 5-litre eco-refill boxes and lightweight bottles.



\*Based on measurements as at 2021/22.



# *Our community*

We really enjoy the positive impact we're able to have on our wider community, thanks to fostering long-term partnerships with organisations and the wider hospitality and spirits industry to make a difference.





## TRAINING ACADEMY

Educating and supporting the trade is at the heart of what we do. We hold regular workshops at Hayman’s Distillery for members of the trade to learn about the history of London Gin, our story, and participate in a tutored gin tasting.



## BACK UP TRUST

We provide prize donations for Back Up’s charity auctions during key events throughout the year. We also host a Thank You event to their donors at Hayman’s Distillery.



## THE DRINKS TRUST

Hayman Distillers support this charity with an annual donation, alongside raising funds through our customer incentive during Negroni Week in September.

Our donations helped The Drinks Trust to deliver the following services, with a particular focus on the financial hardship assistance programme.



**Financial Support** - For drinks hospitality industry people in need of financial support.



**Wellbeing Services** - Looking after the wellbeing of people in the drinks hospitality industry.



**Education and Training** - Training and education for anyone in or looking to get into the drinks hospitality industry.

## LOCAL COMMUNITY

We regularly support schools local to our distillery, by donating raffle prizes for fundraising.

We also work with local charities, such as donating proceeds from our annual distillery events to the community and environmental group Friends of Clapham Common. Our distillery has also operated as a food bank for the London food redistribution charity City Harvest.





# Our suppliers

Hayman Distillers is committed to ensuring a high standard of ethical and environmental trade practices.

We strongly believe that all businesses have a responsibility to protect and respect human rights. Our **Ethical Trade Policy** ensures those who work with us to produce and deliver our products and point of sale items are not being exploited or exposed to unsafe working conditions. This policy also helps us to manage and work to minimise environmental impacts across the whole value chain.

We adhere to the **Modern Slavery Act** and **Ethical Trading Initiative (ETI) Base Code**, and are a member of **Sedex (Supplier Ethical Data Exchange)**. We strongly encourage our suppliers to provide the same levels of commitment, continuously improving their social and environmental performance and complying to all local laws and regulations, as well as the **Modern Slavery Act**.

Collaboration will play a crucial role in helping us to achieve our sustainability goals. We encourage transparency, using our supplier questionnaires to screen and audit the third parties we engage with. **By prioritising relationships based on mutual trust and respect, where information is shared openly and freely, we have the opportunity to improve standards to the benefit of the whole supply chain.**

As an example of this, we are increasing our use of sustainable packaging through working with our suppliers, both of raw materials as well as point of sale, to avoid single-use plastic and use the most sustainable materials possible.





## OUR COMMUNITY

# *Future improvements*

- We're working towards a more structured approach and commitment to how we support our local and industry-wide community and charities, shifting towards meaningful, impactful partnerships.
- We will dedicate more time to engaging with our B Corp community through events and online forums.
- We'll continue being active members and strengthening relationships with our trade associations including WSTA, and Family Business Networks.
- We'll maintain our commitment to ensure our suppliers comply with our Ethical Trade Policy to drive high ethical standards and minimise environmental impacts across the whole value chain.



Food bank collection for City Harvest with Family Business United



# Our governance

A pivotal moment along our B Corp Certification journey was our mission lock.

We have made a legal commitment to stakeholder governance. This means we're now accountable not only to our shareholders, but to all stakeholders affected by our actions as a business — including customers, employees, suppliers, communities and the environment. This pivotal change and commitment is captured in our Articles of Association.

To ensure collaboration and buy-in, everyone has a social and environmental goal included in their job description and individual contributions towards this goal are assessed at their annual performance review. We have a company-wide focus on reducing waste: environmentally, financially and in terms of time.

We're passionate about educating our employees and our wider network on sustainability and our efforts to do better. We've actively participated in industry talks and discussions, including WSTA panels and discussion groups, and The Great British Family Business Conference.

We measure our environmental targets and share our performance publicly. We also share our **Sustainability Policy, Code of Conduct and Ethical Trade Policy** publicly to promote transparency towards our stakeholders.



*Family Business As A Force For Good, a session on the impact of family businesses at The Great British Family Business Conference 2023*



## OUR GOVERNANCE

# *Future improvements*

- We are working towards creating a unified approach to our social and environmental goals, accreditations and improvement plan.
- We are formally embedding the improvements, objectives and annual requirements initiated over the past 18 months through the B Corp framework.
- We'll be building on internal communications for the team to engage with our sustainability goals and recognise their value to the business, as well as promoting a greater understanding of what this looks like in practice.
- We'll ensure that our team members have a good knowledge of our goals and can speak confidently externally.





# Our customers

Being a family run business means we’re constantly reminded of the importance of maintaining good relationships and prioritising how we treat others.

We pride ourselves on high levels of customer service through our personalised and tailored approach to doing business - making sure our customers feel heard and valued is at the heart of Hayman Distillers and how we operate.



UK Family Business Awards awarded us the “Essence of Family Business” 2023.



We’re focused on achieving the highest standards across production to deliver value for our customers.



Quality is of utmost importance. We ensure we deliver optimum quality and consistency with all our brands.

Certified



ecovadis



Sedex

We are B Corp, EcoVadis, BRC, ISO 9001 and Sedex accredited, giving our customers, suppliers, and our team the assurance that we are committed to our values to do things better, as well as deliver our annual sustainable goals to reduce the impact of our operations on the environment.



*They carefully blend pride with their heritage and the need to build a strong and sustainable business of the future, representing the real essence of what being a family business is all about.”*

— JUDGES, NATIONAL UK FAMILY BUSINESS OF THE YEAR AWARDS 2023



Family Business of the Year Awards 2023



## OUR CUSTOMERS

# *Future improvements*

- We will be engaging further with our customers to improve awareness of our accreditations, and a continuous improvement approach to sustainability through more external-facing resources... like this Impact Report!
- We're continuously reviewing our customer service and performance to identify improvement areas where we can exceed customer expectations.
- We are committed to continually evolving our ethical marketing practices in accordance with shifts across different marketing channels.
- We are continually looking at efficiency for both us and our customers with sustainability at the forefront, such as the continued roll-out of 5-litre eco-refill boxes across the Hayman Distillers portfolio.





- SINCE 1863 -

# HAYMAN

DISTILLERS

- LONDON -

## *Our 2025 vision*



### Our people

- Implement company-wide learning management approach
- Create job opportunities supporting distillery team and host university placement students



### Our environment

- Reduce energy and water consumption
- Maintain 100% renewable operational energy by 2025
- Maintain 90% waste diversion from landfill
- Reduce Scopes 1-3 by 3% per litre of production annually
- Roll-out recyclable 5-litre eco-refill boxes and lightweight bottles



### Our community

- Structured partnerships for community support
- Deepen engagement with B Corp community
- Strengthen relationships with trade associations



### Our governance

- Create a unified approach to social and environmental goals
- Embed improvements and objectives through the B Corp framework
- Enhance internal communications on sustainability
- Promote understanding and value of sustainability practice



### Our customers

- Bring customers along with us on our sustainability journey
- Continuous improvement to exceed expectations



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