

Suntory Minami Alps Hakushu Water Plant Receives Alliance for Water Stewardship (AWS) Certification



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Tokyo, JAPAN, January 12, 2022 – Suntory Group is proud to announce that *Suntory Minami Alps Hakushu Water Plant* has achieved Alliance for Water Stewardship (AWS) certification for having met the global benchmark for responsible water stewardship.

This makes it the third plant to be certified against AWS Standard for Suntory Group. In 2018, [Suntory Okudaisen Bunanomori Water Plant](#) became the first Japanese facility to receive certification under the AWS Standard, followed by the second certification in 2019 for [Suntory Kyushu Kumamoto Plant](#). Being the only company with its plants certified by the AWS in Japan and as a sole member of AWS in Japan, Suntory Group has signed into a [partnership with AWS Asia Pacific](#) in February 2021 to contribute its expertise and take a leadership role to promote water stewardship in Japan.

AWS is an international organization established jointly by NGOs, including the World Wildlife Fund (WWF), the Nature Conservancy (TNC) and government actors, in order to promote water sustainability around the world. Certification against the AWS Standard demonstrates that a company has met the AWS definition of good water management practices within a business site and effective collaboration with non-business stakeholders that the site shares a catchment with.

Suntory Group carries out various water-related activities, driven by its corporate mission “to create harmony with people and nature” and its “Mizu To Ikiru” (literally meaning “Living with Water”) promise to stakeholders. As part of its [Natural Water Sanctuary Initiative](#), the company manages and conserves 2,034ha of forest land around the *Suntory Minami Alps Hakushu Water Plant* to replenish the plant’s water sources.

This AWS certification was the result of the company's high recognition for grasping water balance around the plant, replenishing water source based on scientific data, conserving water and managing water quality at the plant, collaborating with other stakeholders in the basin, and disclosing adequate information, in accordance with its "[Sustainable Water Philosophy](#)".

Water being the core of its business, Suntory Group will continue to promote water sustainability not only by using water preciously and replenishing clean water back to nature, but also by contributing to the healthy natural cycle of water by managing and conserving the forests that cultivate water.

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About Suntory Group

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products from premium spirits, beer and wine to brewed teas, bottled water, carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu* as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds in Japan and the Asian market with our *Premium Malt's* beer and also owns the exceptional Japanese wine *Tomi* and the world famous *Château Lagrange*. Its brand collection also includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea, *Suntory Tennensui* water, *TEA+ Oolong Tea*, *V* and *BRAND'S*, as well as popular health and wellness product *Sesamin EX*.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania with an annual revenue (excluding excise taxes) of \$20.4 billion in 2020. Suntory is driven by Yatte Minahare - the spirit of bold ambition - and our 40,044 employees worldwide draw upon our unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a company that delivers blessings of water and nature to our customers, Suntory is committed to its mission to create harmony with people and nature. Always aspiring to grow for good, Suntory is devoted to giving back to society through protecting water resources, nurturing its communities and fostering the arts.

Learn more about Suntory Group, its brands, and its commitment to social responsibility at www.suntory.com, on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).