

Brew a Better World 2023



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About the report

Progress report on the Żywiec Group's sustainability strategy
- Brewing a Better World 2023.

All data presented in the report refers to the period between 1 January and 31 December 2023. The data comes from the internal systems of the Żywiec Group and is verified as part of the data consolidation process for the annual report of the HEINEKEN Group, however, this publication has not been subject to external verification by an auditor.

If you have any questions, please contact our Sustainability Manager, Oliwia Tran, at oliwia.tran@grupazywiec.pl

Q&A with the CEO

What was 2023 like for the beer industry?

Recent years have been very challenging for the beer industry. The accumulation of events such as the pandemic, the war in Ukraine, excise duty increases and rising cost inflation contributed to a 6.9% drop in beer sales in 2023 compared to 2022¹ and it is fair to say that for the industry as a whole it was the most difficult year in recent period. Sales declines mostly affected the premium and economy beer segments. We should note here that the non-alcoholic beer segment resisted the negative trends in the industry and grew from 6.3% to 6.5% of the total beer market.



SIMON AMOR
CEO of the Żywiec Group

And what was it like for the Żywiec Group?

In 2023, like the industry as a whole, we saw a single-digit decline in sales volumes. Our revenue increased mainly due to price increases, which were necessary due to the significant increases in operating costs that we faced. However, we believe that we can be successful in future years if we adapt to the changing environment. That is why in 2023 we focused on strengthening our brands and, despite the difficulties, increased sales and market share of our largest brand Żywiec, which additionally gained a new visual identity and new non-alcoholic variants in green, returnable bottles.

What are the key trends that are shaping consumer behaviour and the beer market in Poland?

In 2023, we saw a return of consumers to traditional beer styles, of which lager is the most popular. At the same time, since last year, a slowdown in the development of the flavored segment has been noticeable. There is a continuing trend of expansion of the NoLo (no alco, low alco) category, which is linked to the growing interest of consumers in healthier lifestyles and the departure from alcohol consumption by the youngest generation of adults.



1, 2. Source: Beer another year in the red. How to break the bad streak of Polish breweries? - the Union of Brewing Industry Employers (browary-polskie.pl).

What plans does the Żywiec Group have for 2024?

Our mission remains to brew the joy of true togetherness to inspire a better world. The year 2024 will be full of events helping us to fulfil this mission. In 2024, we will continue to invest in building strong brands that connect with our consumers' lifestyles and missions. A real sports feast awaits our consumers in connection with events such as Euro 2024 or the Summer Olympics in Paris, and we have prepared interesting offers for them in this context. Meanwhile, fans of the Żywiec brand have already had the opportunity to experience a number of attractive activations related to the ongoing 15th anniversary Żywiec Męskie Granie concert tour.



What is the Żywiec Group's priority in terms of sustainable development?

Sustainability is a key element of Evergreen strategy that we implement in many areas of our business. The goals we set for ourselves are in line with the UN Sustainable Development Goals, as well as the Science Based Targets Initiative³. Our strategy focuses on three areas: reducing environmental impact, supporting community development and promoting responsible alcohol consumption. In line with the HEINEKEN Group, we have committed to achieving net zero emissions in production by 2030 and net zero emissions across our value

chain by 2040, a more ambitious target than that proposed in the Paris Agreement. At the same time, we will continue our work with farmers to steadily increase the proportion of sustainable raw materials in our products, of which we already have 36%. Our success is only possible if our employees and communities thrive, so our focus in this area is on ensuring safe and fair working conditions for our employees. We also support local governments and NGOs through employee volunteering and internal campaigns, which our consumers will soon learn about. Our priority is also to reinforce our range of low and non-alcoholic beers that suit a wide variety of consumption occasions.



3. Source: The Science Based Targets initiative (SBTi) is a collaboration between CDP, the United Nations Global Compact, the World Resources Institute (WRI) and the World Wide Fund for Nature (WWF), with a global team made up of people from these organisations. Since 2015, more than 1,000 companies have joined the initiative to set a science-based climate target.

About the Żywiec Group

Our portfolio includes strong and iconic brands, well-known not only in Poland, but also abroad. **In 2023, we produced 9 million hl of beer.**

Our brands



Żywiec



Heineken



Desperados



Warka



Tatra



Specjal



Namysłów



Królewskie



Leżajsk



EB



Brackie



Złoty Bażant



Zamkowe

New arrivals in 2023



Żywiec Lemon



Żywiec Tropikał



Żywiec Grejfrusz



Desperados Cranberry Fizz



Desperados Lemon Cooler



Warka Radler 0,0% Ice Coffee Chocolate



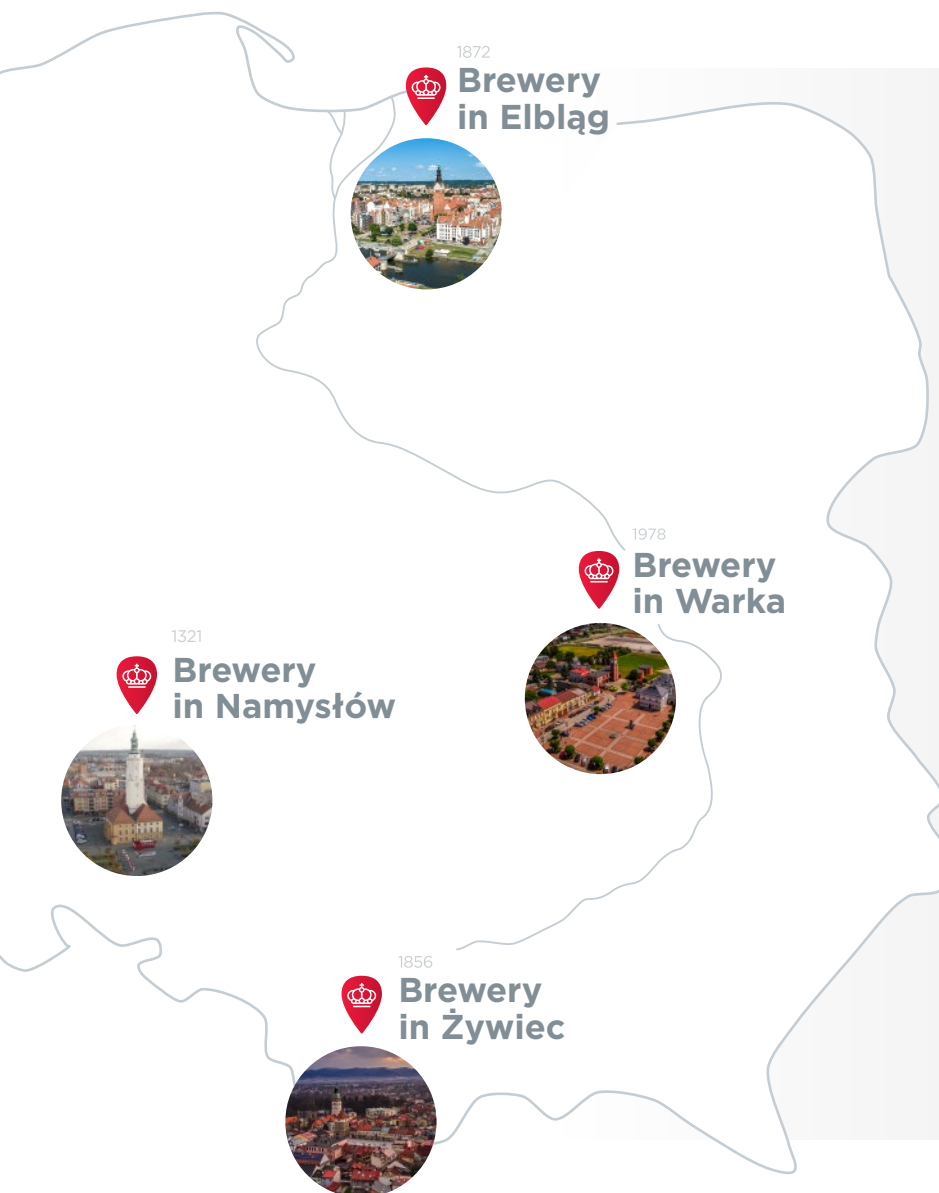
Warka Radler 0,0% Ice Coffee Vanilla



Warka Energy 0,0% Mango with lemon



Warka Energy 0,0% Maracuja with pineapple



1872
**Brewery
in Elbląg**



1978
**Brewery
in Warka**



1321
**Brewery
in Namysłów**



1856
**Brewery
in Żywiec**



**We are one of the
largest brewing
companies in the
country and in the
region, with a tradition
dating back to the
second half of the
19th century.**

**We brew our beer
in four breweries
located in different
areas of Poland:**



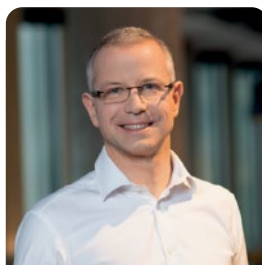
The management team



Simon Amor
CEO



Olga Modzelewska
Finance Director



Tomasz Klima
Supply Chain Director



Diana Kiselova
HR Director



Magdalena Brzezińska
Director of Corporate
Affairs



Izabela Wanatowska
Sales Director



Anna Werstler
Marketing Director



Marek Jankowski
Director of Transformation

Our value chain

The Żywiec Group operates within a comprehensive value chain. Where possible, we work with our partners in an effort to reduce our carbon footprint and other environmental impacts.



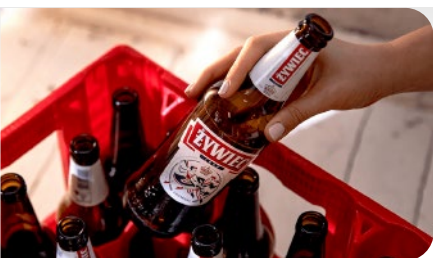
Agriculture

Beer is a natural drink composed mainly of water, barley malt and hops. Our goal is to source 100% of our ingredients (barley, hops) from certified sustainable crops by 2030. We also work with the farmers in our value chain through the Ż Rolnikami programme and the Association for Sustainable Agriculture & Food, of which we are a founding member.



Brewing beer

Our company has a brewing tradition of nearly 170 years. Making beer in our breweries uniquely blends the passion of our brewers with traditional methods and modern technology. Our breweries are also among the most water and energy efficient facilities in the entire HEINEKEN Group, with three out of four holding the prestigious TPM Silver award. Of course, all this would not be possible without our employees.



Packaging

This is a key part of our value chain. Most of our beer is filled into glass bottles (returnable and disposable), aluminium cans and steel kegs. Both glass and aluminium are durable materials that can be recycled without losing their original properties.



Logistics

Logistics and transport operators are an important partner in our chain that help us fulfil our customers' orders and deliver them to all corners of Poland. Our long-term cooperation with suppliers involved activities such as the use of lightweight trailers, LNG-powered trucks and electric forklifts.



Customers

Our beers reach consumers through multiple sales channels: large-size stores, discount store, traditional retail sale as well as restaurants. It is at the point of sale that shoppers decide to reach for the beers from our assortment. Chilling beer in-store accounts for 17% of the Żywiec Group's carbon footprint. We have been investing in energy-efficient fridges for many years, which has helped us to reduce emissions from this category by 8% (vs. 2022).



Consumers

The journey of our products into the hands of consumers is long, but it does not end there. Our consumers, for example, can decide whether they choose to return the packaging to the store and give the bottle another life. We are committed to transparency and accountability in our communication with our consumers, following our internal Code of Responsible Marketing Communication.

Brewing a Better World

A sustainability strategy is the first step towards reducing the negative impact on the company's environment and creating a positive one. **Brewing a Better World - this is our strategy, which has guided us for many years.** In 2021, we updated it with ambitious new targets. Our strategy is based on three fundamental pillars:



Environmental protection

- Zero net emissions
- Closed-loop approach to materials
- Protection of water resources and nature



Positive impact on society

- Equity, diversity and inclusion
- Safe workplace
- Social involvement



Responsible alcohol consumption

- You always have a choice
- Counteracting harmful consumption
- Moderate is cool



Our actions implement the Sustainable Development Goals.

The initiatives and projects we implement at the Żywiec Group are in line with 8 of the 17 UN Sustainable Development Goals:



More details on our strategy further in the report.

Our progress in 2023

Pillar	Goals	Implementation status
Zero net emissions	2040 Zero net emissions across the value chain (Scopes 1, 2, 3) 2030 Zero net emissions in Scopes 1 and 2 2030 Reduction in Scope 3 emissions by 30% (FLAG) ⁴ and 25% non-FLAG) ⁵	Scope 1 and 2: -26% of CO ₂ e emissions vs 2022 Scope 3: -5% of CO ₂ e emissions vs 2022
Closed-loop approach to materials	2030 43% of beer volume sold in reusable packaging 50% recycled content in glass and aluminium packaging 99% of packaging is recyclable	New strategy published in 2023.
Protection of water resources and nature	2030 Reducing water consumption to 2.9 hl/hl 100% sustainable raw materials (barley, hops)	Zużycie wody wynosi 2,65 hl/hl 36% certyfikowanych surowców z upraw zrównoważonych

Equity, diversity and inclusion	2025 30% women in senior management, 40% in 2040 Maintain equal pay among men and women for doing the same job	38%
Safe workplace	100% of employees above the fair wage index Fair working conditions for third-party employees and brand promoters Zero fatal and serious accidents	100%
Social involvement	Active social impact initiative each year	The Clean River Operation Worlds Together

You always have a choice	2025 Alcohol-free option available in two key brands Clear consumer information on the labels of 100% of our products	Alcohol-free option available in four brands 100%
Counteracting harmful consumption	Active partnership to combat harmful alcohol consumption every year	Trzymaj Pion (Stay Upright)
Moderate is cool	10% of Heineken's media budget is allocated to an annual campaign promoting responsible consumption	8%

4. FLAG – emissions from activities related to the obtaining agricultural raw materials and packaging materials, and to field work (relating to Forest, Land and Agriculture).

5. Non-FLAG – emissions from other Scope 3 sources, such as refrigeration, packaging materials, logistics.

Environment

Zero net emissions

The Żywiec Group aims for net zero emissions in Scopes 1 and 2 by 2030, and net zero emissions across the value chain by 2040. Our priority in the short to medium term is to decarbonise our own thermal power generation processes. A roadmap for decarbonisation projects at all four of the company's breweries has been drawn up for this purpose. Design work is underway at various stages of progress in three out of four of them.

Our strategy to reduce emissions draws on the practices of the HEINEKEN Group, which includes the Żywiec Group. The targets we have set for the SBTi platform are consistent with the scenario of limiting the increase in global average temperature to 1.5 degrees Celsius relative to the pre-industrial era.



100% of the electricity purchased by the Żywiec Group in 2023 came from renewable sources.



Our activities in 2023

Cooling tower in Żywiec with the title of Ekoinwestor

The Archduke Brewery in Żywiec gained two important environmental installations last year - a hot water recovery tank at the brewhouse and a cooling tower, which won an award in the Ekoinwestor competition. Through the evaporation process, the tower allows the temperature of the water from the intake to be lowered before it reaches the treatment plant. Both solutions have economic and environmental benefits - helping to protect the environment as well as generating savings in the day-to-day operation of the plant.



48% of all energy comes from renewable sources, including 100% of electricity

Almost half of all the energy we use in the production process (Scope 1 and 2) came from renewable sources in 2023. This result was made possible thanks to certificates of origin for electricity, which cover 100% of the electricity we purchased, but also as a result to measures such as our own production of biogas from wastewater and strategic cooperation with our steam supplier in Elbląg.



Efficiency first - another brewery joins the elite ranks of TPM Silver

TPM stands for Total Productive Management. TPM is a way of achieving operational excellence and is a kind of management philosophy that promotes continuous improvement and the achievement of increasing efficiency.



The HEINEKEN Group has a special certification system for breweries dedicated to assessing the effectiveness of the TPM philosophy. Awards are given at four levels: iron, bronze, silver and gold (called the world class management). In November 2023, the Elbląg Brewery joined the small group of Heineken breweries honoured with the TPM Silver badge. There are only 10 breweries in this group in Europe, including - apart from us - the breweries in Żywiec and Warka. Achieving the TPM Silver level depends on the results the brewery delivers and how it achieves those results. The criteria include the line performance, water and energy consumption and quality, among other things.

Greenhouse gas emissions

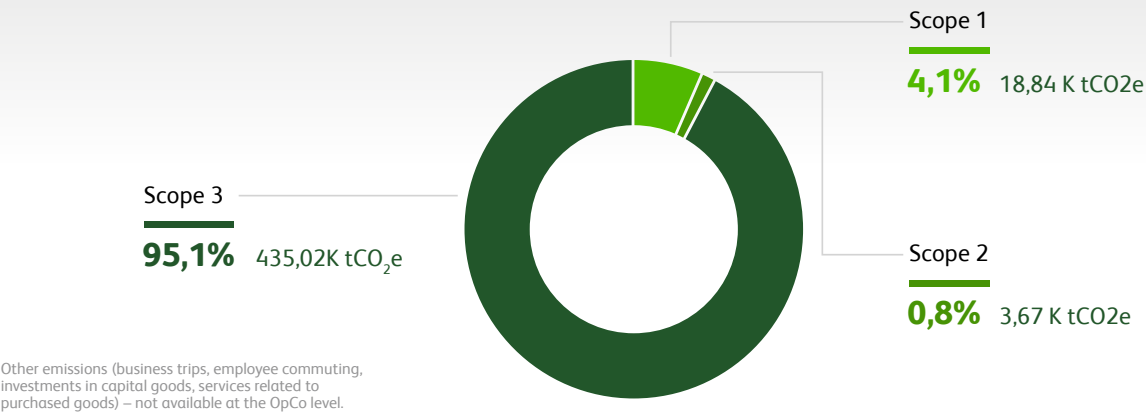
The Żywiec Group's strategic partner, the HEINEKEN Group, conducts annual carbon footprint calculations classified by product life cycle and Scopes 1, 2 and 3 on the basis of its own methodology that follows:

- GHG protocol: A corporate accounting and reporting standard (GHG protocol, 2004)
- GHG protocol: Product life cycle accounting and reporting standard (GHG protocol, 2011)
- GHG protocol: Product life cycle accounting and reporting standard (GHG protocol, 2011)

The Heineken Group's calculation is fully in line with the latest 4th version of the guidelines. The calculation illustrates the emissions generated at each stage of the value creation process in the Żywiec Group. The adopted base year is 2022.



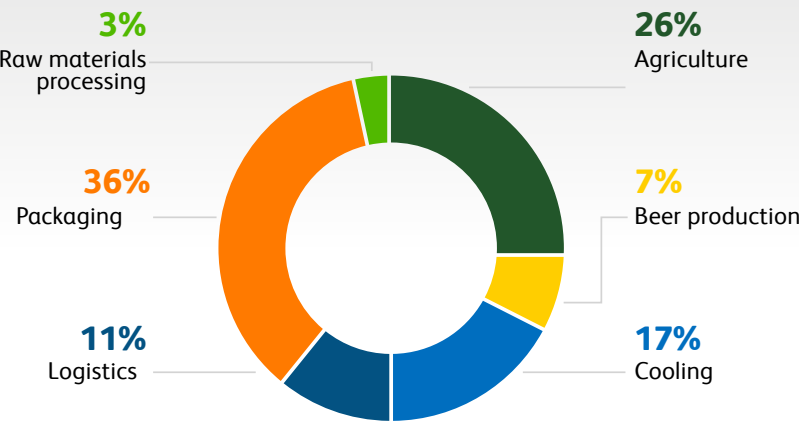
Emissions by Scope 1, 2, 3



In 2023, the total emissions of the Żywiec Group in Scopes 1 and 2 amounted to 21.8 M kg CO₂, which means a decrease by 26%

compared to the previous year. The emission intensity per 1 hl of beer produced was 2.18 kgCO₂/hl.

Emissions by life cycle stage (Scope 3)



457,5 K
tonne CO₂e

45,7 K
kg CO₂e/hl

Other emissions (business trips, employee commuting, investments in capital goods, services related to purchased goods) – not available at the OpCo level.

Closed-loop approach to materials

The breweries of the Żywiec Group have had the "zero waste to landfill" status for many years, which means that **none of the waste generated at these locations goes to landfill, thus meeting the objective of the Brewing a Better World strategy.**

Most of the post-production waste in our breweries is yeast slurry and brewer's spent grain, which goes back into circulation as feed for livestock.

In 2024, the HEINEKEN Group published a new strategy for closing material cycles. By 2030, we will have achieved:

- 43% of sales volume in returnable packaging
- 50% recycled content in our bottles and cans
- 99% of all packaging will be recyclable



Our activities in 2023

Żywiec Jasne Leckie now in a returnable bottle

From 2023, all Żywiec variants, including the various Żywiec Jasne Leckie flavours, are available in returnable bottles with new paper labels. This is another step in the implementation of our sustainability strategy - Brewing a Better World. All flavours of Żywiec Jasne Leckie are available in green bottles from this season, so customers can easily identify them at the shop shelves, and it is a huge relief for the environment, as the returnable bottle that circulates between the brewery and the consumer means less landfill waste and up to five times less carbon footprint!



Find out how [cans are recycled](#)



The Żywiec Group, together with the Recal Foundation, is once again collecting cans at Męskie Granie concerts and returnable cups at festivals

A responsible approach to packaging and the promotion of recycling are important elements of our Brewing a Better World strategy. In the area of environmental responsibility and the circular economy, cans are just one element in a whole range of systemic measures we are taking. Since 2021, together with the Recal Foundation, we have been implementing in Poland the international project called Every Can Counts, introduced in our country under the Polish name Każda Puszka Cenna, with the aim of reminding us that every single packaging counts, as well as every single decision of the consumer who throws a can into the appropriate bin.



From beer to fuel - how we turn wastewater into biogas

Nothing goes to waste in our breweries! Unsold beer that is disposed of goes back into circulation in the form of... biogas. All wastewater generated at the Żywiec brewery is pre-treated on site before being fed into the municipal sewage system. This is our way of protecting the planet, but also of saving money, as currently around 13%¹ of the heat energy we use comes from burning the biogas we produce ourselves. Biogas at the Żywiec brewery is produced in the reactor of our wastewater treatment plant by anaerobic digestion of wastewater containing organic matter.

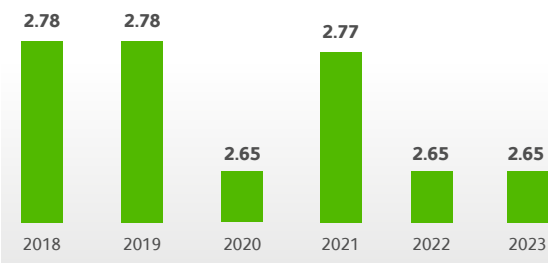
1. Based on internal calculations of the Żywiec Group.

Protection of water resources and nature

The composition of beer is 95% water, so it plays a key role and is the most important resource from the perspective of our industry. The Żywiec Group has for years been implementing a consistent strategy aimed at reducing its consumption. **In line with the Brewing a Better World strategy, we want to keep water consumption below 2.9 hl/hl of beer by 2030.** Poland was not classified as a water-stressed country in 2023.



Change in water consumption rate in 2018-2023 (hl/hl)



Water consumption (hl/hl) in 2023 in Żywiec Group breweries



In 2023, the average water consumption in our breweries was 2.65 hl/hl. The Żywiec Group ranks 2nd in Europe in terms of water efficiency across the HEINEKEN Group.



Our activities in 2023

Improving water efficiency in the brewery in Namysłów

The Namysłów brewery, which joined the Żywiec Group portfolio of breweries only a few years ago, until recently had a relatively high water consumption rate per hl of beer. Indeed, in 2021 it was 3.9 hl/hl. Thanks to the implementation of good practices from our other breweries, as well as improved production efficiency in Namysłów, we have reduced this rate to 2.95 hl/hl in just two years, which is a huge success for the entire brewery team. As a result, the Żywiec Group ranks second in Europe in terms of water efficiency among the HEINEKEN Group's operating companies.

Koalicja Dbamy o Wodę (Caring for Water Coalition)

We protect water resources in the Żywiec region in cooperation with the Żywiec Zdrój company and institutional partners: LAG "Żywiecki Raj", Żywiecka Fundacja Rozwoju (Żywiec Development Foundation) and UNEP/GRID. Water does not recognise administrative borders, which is why we believe in the power of this partnership and joint action in the catchment area of the Soła and Koszarawa rivers. The main objective of the coalition is to support water retention initiatives, on the large and on the small scale. Drought and water scarcity is among the TOP 3 environmental priorities of Poles, according to a survey conducted by SW Research for the Coalition in 2024.



More about the Coalition: dbamyowode.pl

Society

Equity, diversity and inclusion

At the Żywiec Group, we know that **a diverse team allows us to better develop our business, and that respect for each individual is at the core of our company values.** For several years, we have been carrying out activities in the area of DEI (Diversity, Equity and Inclusion) with the aim of continuously raising awareness of this issue among our employees and our environment.



100% of leaders in the Żywiec Group have received training on inclusive practices.



38% of senior management in the Żywiec Group are women.



Our activities in 2023

DEI Ambassadors

Another year of the internal Diversity, Equity and Inclusion Ambassadors group at the Żywiec Group has contributed to a 9pp increase in the sense of belonging index in the annual Organisational Climate Survey. In 2023, the Ambassadors promoted DEI practices, while listening and dialogue sessions were also held with members of the management team, and an Openness Week was organised.

Worlds Together

The mission of our company is to brew the joy of being together to inspire change in the world for the better. In 2023, we launched the Worlds Together campaign, which aims to bridge social divisions and build bridges between people. To this end, we have partnered with the Social Gastronomy Movement and the local Conflict Kitchen foundation. Together we organised a debate and a cooking workshop for the staff of the Warsaw office with persons under the foundation's care, representatives of refugees and immigrants settled in Poland. Similar activations took place at six other HEINEKEN Group operating companies around the world.



Safe workplace

Safety comes first, which is why **we make every effort to ensure that our employees have the widest possible knowledge of proper behaviour and procedures.** We want them to return home safely every day.



91% of leaders in Grupa Żywiec have completed Life Saving Commitments training



Our activities in 2023

Life Saving Commitments

Out of concern for its employees, Heineken introduced 12 Life Saving Commitments a few years ago based on the areas where fatal and serious accidents were most common. These mostly affected production workers, but five out of these are related to the use of company cars. In addition to these rules, which relate to specific behaviours, there is another golden rule: I react if it is dangerous. Rule communication alone is not enough. We regularly train our employees through e-learning, at our annual Safety Day, and as part of our safe driving training series for drivers.

SHE Day

Safety Day is a fixed date in the Żywiec Group's calendar of events. This is the one day of the year when we divert all our attention to training on safety in its broadest sense. This year's programme included, among other things, first aid workshops, fire safety training, but also addressed healthy lifestyles and mental health.



Social involvement

We want to create a positive impact on our surroundings, in particular on the local communities in the vicinity of our breweries and offices. We do this in many different ways, **by supporting local governments and NGOs through employee volunteering and internal campaigns.**



Our activities in 2023

Worlds Together

In 2023, we organised a project for the first time in the Żywiec Group on the HEINEKEN Group's global platform, Worlds Together. We believe that our mission is to bring people together and help societies build bridges to understanding. Last year, together with our local partner Conflict Kitchen and the Social Gastronomy Movement foundation, we organised a meeting between the persons under foundation's care and our staff. Together, we prepared and tasted dishes from different parts of the world and made valuable new friendships.

Christmas Market in Żywiec

December is the season of Christmas markets in cities and towns across Poland. It is no different in Żywiec! Last year, the Żywiec Group supported the city for the second time in organising this festival of Christmas flavours and traditions. There was also a dedicated refreshment area where people could try mulled beer.

Sponsorship of local football club TS Góral

The Góral 1956 Żywiec Sports Club has a history dating back to 1928, and the Żywiec Group has supported the club's activities for many years. Through our partnership, the Club offers numerous sports sections and activities for local residents.

Responsible consumption

You always have a choice

Alcohol-free beers have become a permanent fixture on shop shelves and in our consumers' fridges, and we are not at all surprised. **Today's range of alcohol-free beers responds to a variety of consumer needs, and the beers on the market suit many different consumption occasions.**



Our activities in 2023

Alcohol-free variants in four brands

0.0% beers have become a permanent fixture on shop shelves and in our consumers' fridges. And there is a good reason for this! After all, the taste of alcohol-free beers can be enjoyed on almost any occasion. We want our consumers to have the widest possible choice of 0.0% beers so that they can always make an informed purchasing decision without restrictions such as taste.

In the Żywiec Group portfolio, four brands currently have 0.0% variants, **namely Żywiec, Heineken, Desperados and Warka.** These range from classic lagers to flavoured variants that will appeal to a wide audience.



Counteracting
harmful consumption

Responsible communication and the promotion of sustainable alcohol consumption is one of the cornerstones of our business. For several years, we have been conducting extensive activities in the domain of counteracting harmful consumption, both under the banner of the company and our brands, and the Union of Brewing Industry Employers - Polish Breweries.



Our activities in 2023

Trzymaj Pion (Stay Upright)

Over the past 10 years, the number of accidents caused by drunk drivers has fallen by 44 %, with a notable contribution of campaigns promoting responsibility behind the wheel. However, alternative modes of transport are becoming more popular, and research conducted for the Żywiec Group showed that 30% of single-track vehicle users do not know that they are subject to the same alcohol consumption limits as those valid for motor vehicles. The purpose of the Żywiec Group is to increase Poles' awareness of responsibility behind the wheel of non-motor vehicles, which is why Trzymaj Pion (Stay Upright) campaign has been launched with new momentum and in a new format.



Trzymaj Pion (Stay Upright) is a project that has been running since 2016. Its aim from the outset was to educate consumers and reinforce positive attitudes as regards responsibility when consuming alcohol. Since 2018, communication has focused on preventing alcohol initiation among teenagers. The campaign included collaboration with experts and influencers, as well as the creation of a guide for parents, "How to talk to your children about alcohol". A series of video podcasts were also produced, which were played over 100,000 times in total on YouTube, and the website at trzymajpion.pl was visited by 72,000 unique users. In its new iteration, the project add two more modules to the platform: mobility issues and the promotion of alcohol-free alternatives.



New labelling rules

Beer manufacturers affiliated at the Union of Brewing Industry Employers - Polish Breweries in 2023 have introduced more legible and visible responsibility labelling for consumers, on every beer packaging and in advertising messages. Previous marks with slogans "I never drink and drive", "Alcohol. For adults only" and "I don't drink alcohol when pregnant" have been replaced with pictograms illustrating these messages. The change will also include the "zeros", which are gaining in popularity and on which the '18+' mark has appeared. The update of the industry's self-regulation rules comes 15 years after the first "I never drink and drive" mark was introduced on beer bottles and cans. What is more, an additional fourth "Drink responsibly" pictogram is placed on beers from the Żywiec Group portfolio.



Link to the [Code](#)

Code of Responsible Marketing Communication

Our marketing activities are guided by a comprehensive Code of Responsible Marketing Communication, which we continuously adapt to the changing media environment. The aim of the Code is to reduce the risk of minors coming into contact with beer advertising in public spaces and social media. Some of the tools we use include mandatory age gates on our websites, constant monitoring of audiences on the social media channels we operate - where at least 70% of the audience must always be adults, avoiding styles that appeal to minors in our communications, and working with influencers over the age of 25. The Code also governs many other aspects such as the correct communication of environmental impact statements, as we are aware of the growing phenomenon of greenwashing.

Czy istnieje jeden, decydujący moment na rozmowę z nastolatkiem?

Czy da się przeprowadzić z nastolatkiem decydującą rozmowę? Posłuchaj naszego podcastu i poznaj kluczowe mechanizmy, jakie wpływają na relacje z dzieckiem.

CZYTAJ DALEJ

Co 10. Polak nie pił w styczniu alkoholu

alkohol dry january polska

Najlepszy kierowca według Maxa Verstappena

alkohol kierowca odpowiedzialność

Moderate is cool

World belongs to those who drink responsibly. Through the Enjoy Heineken Responsibly campaign, we have been proving to consumers for years that responsibility in drinking is nothing to be ashamed of and, on the contrary, is an attitude worth following.



Our activities in 2023

Enjoy Heineken Responsibly

The Żywiec Group has an active role to play in promoting responsible and moderate consumption.

We have committed to making moderate consumption an aspiration of the Heineken brand, and our ongoing commitment is to spend at least 10% of our marketing budget on responsible consumption campaigns to reach 1 billion unique consumers (globally) each year through digital media.

We partner with some of the world's most exciting sporting and music events and use the reach of our global sponsorships with UEFA, Formula 1 and Formula E to convey our message of responsible consumption to millions of consumers around the world.



Brew a Better World 2023

Żywiec Group Sustainable Development
Strategy Progress Report.



Grupa Żywiec Sp. z o. o. District Court in Bielsko-Biała,
VIII Commercial Division – National Court Register,
KRS number 0001043826, NIP: 553-000-72-19,
Share capital PLN 25,678,350.

