
MIJENTA®
TEQUILA
SUSTAINABILITY
REPORT 2023
OUR JOURNEY TO
NET-ZERO



OUR HOLISTIC APPROACH

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A SPOTLIGHT ON OUR GREEN INITIATIVES

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



Mi gente,

It is with a great sense of pride and deep sense of responsibility that I share this update with you.

For Mijenta, 2023 was another transformative year. As we have continued to grow, I am thrilled by and grateful for the reception to our brand. And I know from conversations I've had with consumers, partners and others across the industry – whether those have been in Mexico, Los Angeles, New York, London or Dubai – that beyond the amazing tequila, what resonates so strongly is the values of our brand.

When we launched Mijenta three years ago, we knew that we wanted to create a brand with a tequila that is rich, complex and additive-free – which we have, thanks to Ana María Romero's genius – but also a company with a purpose. Sustainability and giving back to local communities lie at the heart of who we are, and we're excited to do more as we continue to move forward.

We remain proud to be the first tequila producer to earn B Corp certification, a goal we were able to achieve because these values are embedded in every facet of our company. To that point, we have also partnered with Women's Earth Alliance to support the organization's Regenerative Agriculture & Health Accelerator in Mexico, which has now issued grants to six incredible, women-led organizations in Mexico. I am excited and energized by missions of these organizations, and I could not be more proud for Mijenta to help sustain their incredible work, which is outlined in greater detail in this report.

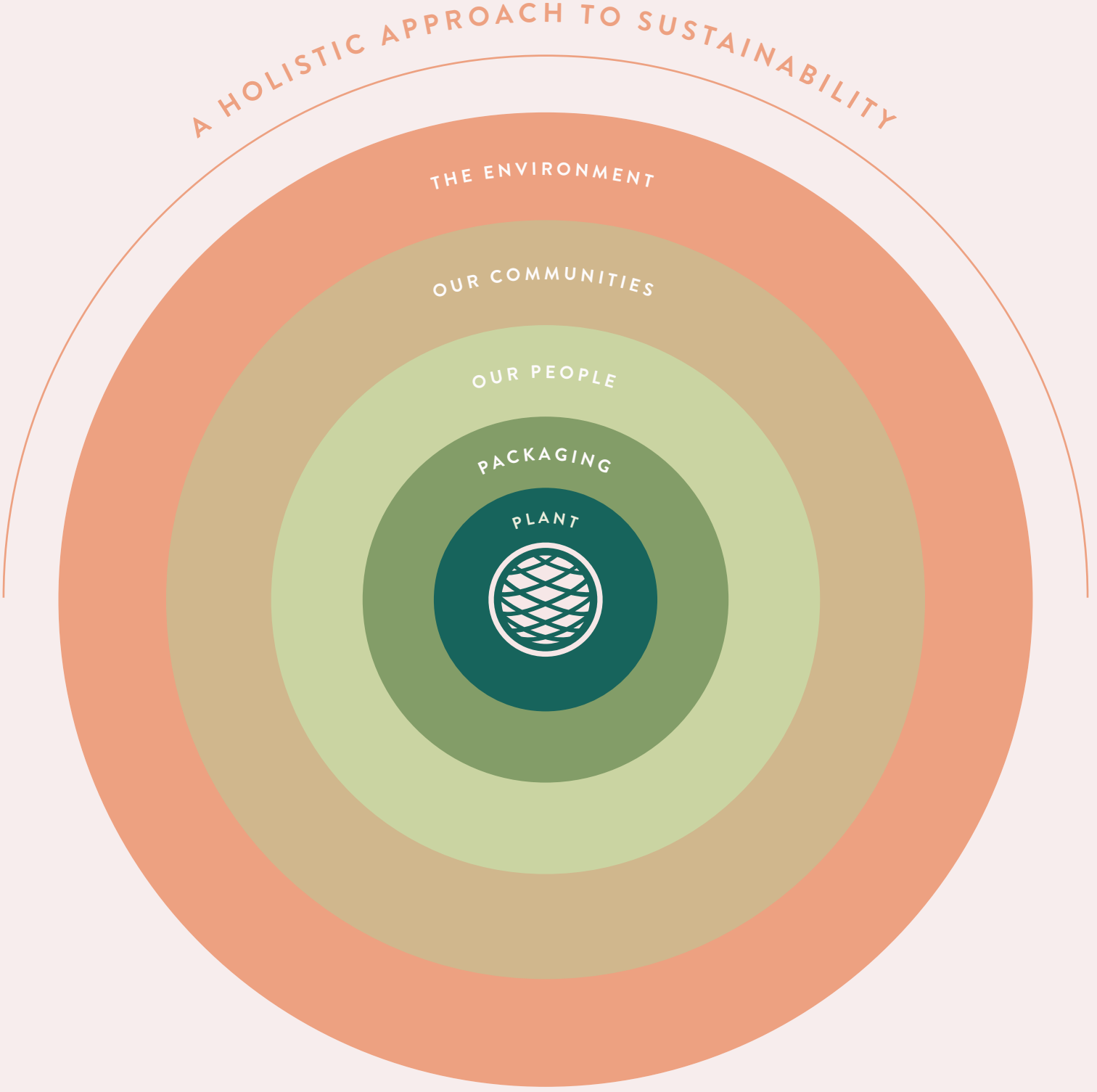
For those familiar with our brand, you know that we've always tried to push the envelope on sustainability. Earlier this year, we became one of the initial supporters of a state-of-the-art, Indiginous-led program to create biodiversity credits for protection of the jaguar habitat in Ecuador. Leveraging blockchain technology, I believe this project may offer a promising new model for generating, measuring and tracking these types of credits.

I'm extremely excited about the initiatives we'll be pursuing this coming year. Our primary focus for 2024 is to embark on a path toward net-zero emissions, a significant milestone in our ongoing journey to set new standards for environmental stewardship in our industry. We are excited to unveil more details during the year.

Salud!

Elise Som





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, Regen Network and others

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




MIJENTA®
TEQUILA REPOSADO
40% Vol.
MIJE
TEQUILA



THE WORLDS FIRST B-CORP TEQUILA

MADE WITH PURPOSE

Certified B Corporation

A WORLD FIRST

In August 2022, Mijenta became the first 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, environmental impact, 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 8,000 certified B Corps around the globe, so we are proudly in very exclusive company.

Certified B Corporation



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 to be a member of the Additive-Free Alliance founded by Tequila Matchmaker. Their intensive process to confirm Mijenta as additive-free included 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.



ECO-FRIENDLY PACKAGING

DRIVEN BY INNOVATION



AT THE HEART OF MIJENTA'S MISSION

For the labels we use agave waste (called the bagasse), which is dried and then mixed with 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.

FSC PEFC SUSTAINABLE FORESTRY INITIATIVE


MIJENTA®
TEQUILA BLANCO
TEQUILA


WORKING
TOWARDS
NET-ZERO
ClimatePartner



ClimatePartner

Certificate

Partner in climate action

Comparable to



... **6,198,794** km driven by car



... **2,146,237** wash cycles (60°C)



... the yearly CO2-capture of **6,198,794** km driven by car



... the production of **119,521** pairs of running shoes



... the production of **162,408** kg of beef



... the melting of **5,988** m² summerly ice in the Arctic



... **2,376** economy flights from London to New Yor



... the yearly carbon footprint of **285** 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.

CO 2-equivalents

1,994,716 kg

Previous Year 2021/22

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

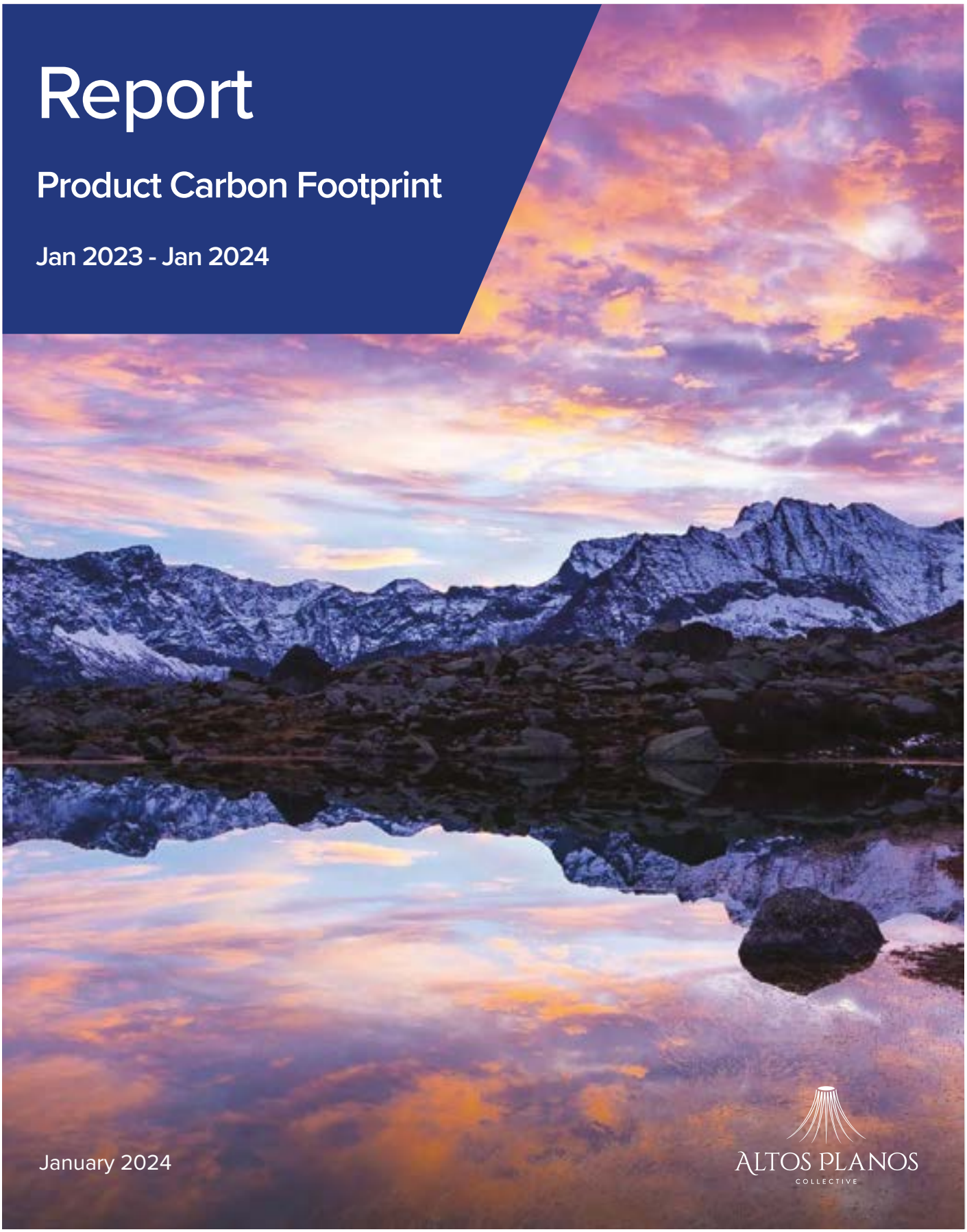
SEE FULL REPORT

ClimatePartner

Report

Product Carbon Footprint

Jan 2023 - Jan 2024



January 2024

ALTOS PLANOS
COLLECTIVE

Mijenta Tequila - Individual Product Life Cycles:

On behalf of **ALTOS PLANOS INC**, ClimatePartner has calculated the carbon emissions for the **Mijenta tequila Anejo, Blanco, Reposado** products, in line with the Greenhouse Gas Protocol Product Life Cycle Accounting and Reporting Standard (GHG Protocol).

The study's boundary follows a “cradle-to-customer plus waste” approach. Here, emissions were taken into account according to the following lifecycle stages: Extraction and pre-processing of raw materials and packaging, production, supply of the product up to the customer’s factory gates as well as any relevant disposal emissions for the product and its packaging.

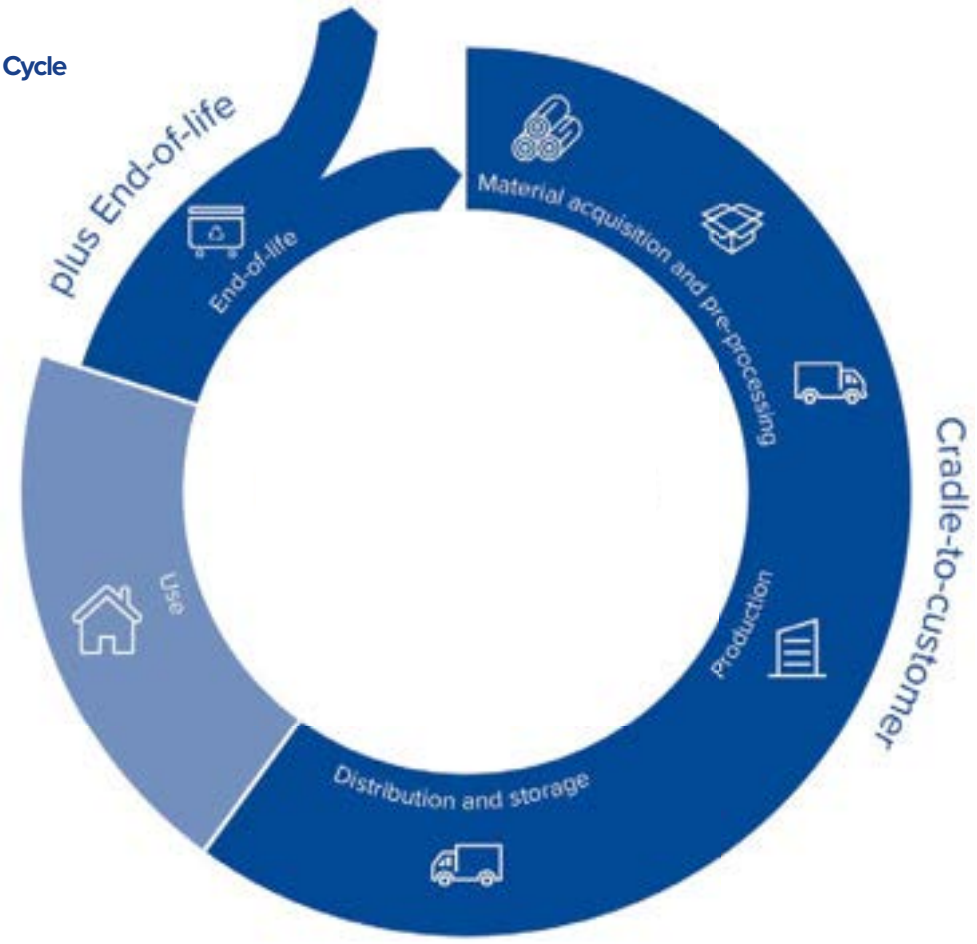
In this approach, the calculation focuses on the processes that can be monitored by the producer. The emissions from the service life or 'use' stage cannot generally be controlled and are subject to assumptions and estimates in the application. As such, they were not taken into account throughout the calculation.

Where possible, primary data was used. Where this was not possible, secondary data was gathered from recognised sources. The underlying emission factors are derived from international databases, such as ecoinvent or GEMIS. All greenhouse gases were taken into account for the calculation and are represented in carbon dioxide equivalents (CO_2e) for improved legibility and comparability.

Emissions that could not be directly attributed to the product but were required for production, such as employee commuting or business travel, were also included in the calculation as “general emissions”.

Figure

Product Life Cycle



Carbon emissions: Mijenta Tequila Anejo / Blanco / Reposado

Total result for: beverage 1 pc. cradle-to-customer plus end-of-life



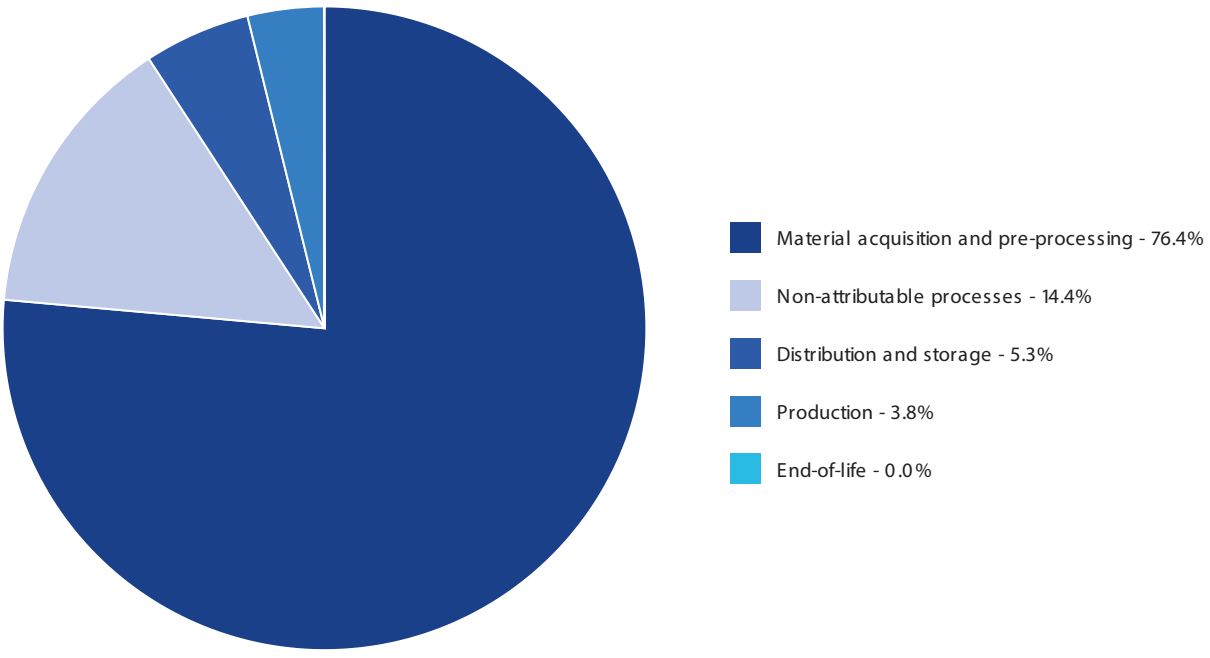
1 Bottle = 5.63 kg CO_2

Table

Emission sources	kg CO_2	%
Material acquisition and pre-processing	**4.30**	**76.4**
Raw materials	2.40	42.6
Inbound logistics	1.24	22.1
Packaging	0.66	11.7
Production	**0.22**	**3.8**
Electricity	0.21	3.7
Heating	0.01	0.1
Distribution and storage	**0.30**	**5.3**
Outbound logistics	0.30	5.3
End-of-life	**0.00**	**0.0**
End-of-life	0.00	0.0
Non-attributable processes	**0.81**	**14.4**
General emissions	0.81	14.4
Overall results	**5.63**	**100.0**

Figure

Breakdown according to lifecycle stages



EMPOWERING WOMEN LEADERS

Since September 2022, Mijenta has partnered with Women's Earth Alliance to support WEA's initiatives in Mexico focused on uplifting women's leadership, entrepreneurship, and environmental impact within the agricultural sector. With Mijenta's support, WEA's work in Mexico has grown substantially. WEA has launched its regenerative agriculture and health work with six WEA Program Leads—which are women-led, Mexico-based organizations operating throughout the country. These include:

Cooperativa Las Cañadas, Bosque de Niebla: An agroecological cooperative that hosts courses and apprentice programs to enable community members to learn about and adopt sustainable and regenerative agriculture practices. Since 1994, Las Cañadas has conserved 260 hectares of cloud forest—one of the world's most biodiverse and threatened ecosystems— and implemented a range of agroecological food systems and ecotechnologies to support cooperative members in living sustainably on the land.

Sirenas de Mexico: A collective formed of several organizations bolstering gender equity while working to protect Mexico's precious oceans. COBI (Communidad y Biodiversidad) is an organization dedicated to promoting marine biodiversity and establishing sustainable fisheries, with Sirenas de Natividad and Centro Comunitario de Investigación y Monitoreo Submarino (CECIMS), the three organizations identified women leaders working together to map and connect with Mexican women who are in the ocean conservation and fishing sector, to practice citizen science, monitor biodiversity, ensure the safety of women in the industry and ultimately protect Mexico's oceans.

Mujeres de La Tierra, Mujeres de La Periferia: A collective of Indigenous women working to ensure food sovereignty, defend their territories, and eradicate violence against women through economic autonomy, networks of support, and knowledge-sharing. The members of Mujeres de la Tierra steward and care for the land by embracing traditional agroecological practices while revitalizing and promoting Indigenous foodways based on blue corn, cactus, beans, and squash.

wea
WOMEN'S EARTH ALLIANCE





26

EMPOWERING WOMEN LEADERS

Organización de Mujeres Ayuujk Poj Kaa: The organization works with their Indigenous communities of the Sierra Mixe in Oaxaca to protect traditional lifeways, promote traditional agriculture, protect biodiversity, and steward healthy ecosystems. They aim to support vulnerable women socially, politically, and economically through research, education, and diverse agroecological programs. All while protecting and teaching the next generations their ancestral knowledge, language, cultural health practices, ethnobotanical epistemologies, and bio-cultural knowledge of medicinal plants.

Afrocaracolas: An anti-racist collective working in Afro-Mexican communities in Costa Chica and Acapulco. Their work is focused on political participation, economic autonomy, Afro-centric communication, antiracist narratives, reproductive and gender rights, environmental justice, and defense of territory.

Unión de Pueblos de Morelos (UPM): A social and solidarity-building economic initiative in the state of Morelos. Members of UPM organize with producers from various rural and farming communities to help them improve crop production through agroecology, achieve food sovereignty, and boost their local economies – all while ensuring the participation of women farmers and producers leads to their autonomy and economic empowerment. Through their initiative, Bazar Campo-Ciudad, UPM has created a mutually beneficial network through which consumers in the city of Cuernavaca and its surrounding areas are able to buy fresh, local products while ensuring fair pay and access to markets for farm workers.

"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.

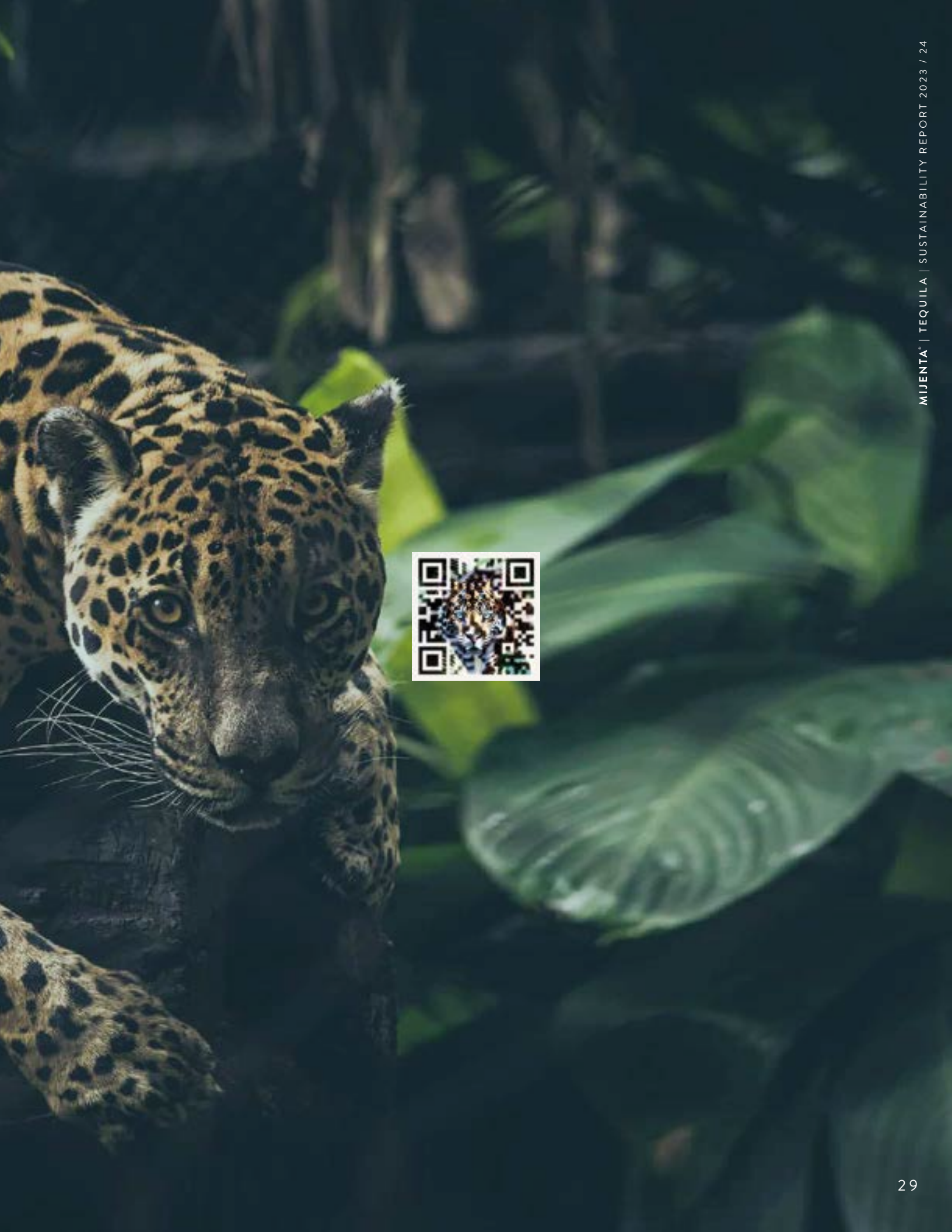


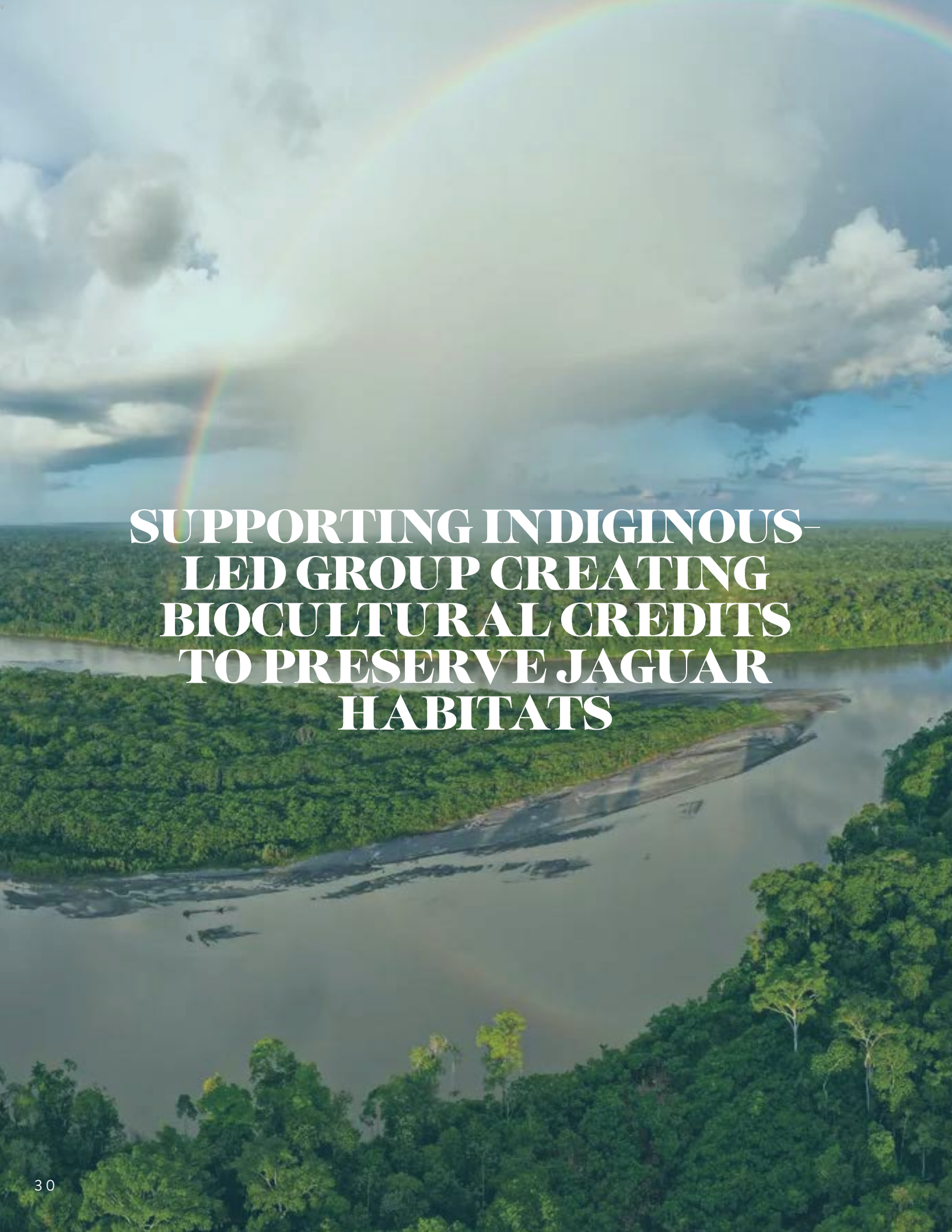
wea
WOMEN'S EARTH ALLIANCE



SUPPORTING FIRST-OF-ITS KIND JAGUAR PROTECTION MODEL

REGEN
NETWORK





SUPPORTING INDIGINOUS-LED GROUP CREATING BIOCULTURAL CREDITS TO PRESERVE JAGUAR HABITATS

PROTECTING THE FOREST ECOSYSTEM

Ancestral Stewardship in Sharamentsa, Ecuador

In early 2024, Altos Planos became one of the initial supporters of an initiative by Fundacion Pachamama, Sharamentsa Achuar leaders and Regen Network Development to create a first of its kind model to protect ancestral lands, a way of life, and the local jaguar habitat. Leveraging state-of-the-art monitoring processes and blockchain technology, the "Biocultural Jaguar Credits" aim at the outset to protect 10,000 hectares of critical jaguar habitat in the intact Ecuadorian jungle.

This pilot conservation program aims to create and demonstrate a new ecologic-economic model that both safeguards the Earth's biosphere and enhances human wellbeing. Jaguars are important to the environment as an "umbrella species" – meaning a species whose protection indirectly also protects other species in the habitat – but are also a classified as an endangered species.

The Achuar Sharamentsa community's vision for their territory emphasizes sustainable and responsible practices, from land use to hunting and fishing. Furthermore, a robust monitoring and reporting plan and program supports the process for validating the credit issuance. In collaboration with Fundacion Pachamama and other experts, the plan includes local monitoring of land changes; satellite monitoring to help identify changes in land-use; and smartphone deployment to community members to capture images of land-use changes, among other processes designed to track and verify forest health. The jaguar population will be monitored by cameras placed throughout the local habitat.

Elise Som, Co-Founder and Director of Sustainability for Altos Planos said, "Since we launched in September 2020, Altos Planos has taken a holistic approach to sustainability and prioritized innovation around responsible business practices. We are extremely excited to support this project, which we hope will help to introduce a new standard for Indigenous-led environmental protection programs and transparent, verifiable and meaningful credit issuance."

FUNDACIÓN PACHAMAMA

REGEN NETWORK



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.






FOREST PROTECTION

Cujubim, Brazil

This REDD+ project is located in the State of Rondônia, Brazil. The project's 72,843 hectares area acts as a guardian of the rich biodiversity of the region, also serving as an ecological corridor between the local conservation areas. The aim is to improve the quality of life, offering social empowerment by training farmers in sustainable farming practices and forest management. The project is focused on several important biodiversity conservation goals, including the maintenance of forest coverage and the protection of several wildlife species.

This initiative has been recognized by the Food and Agricultural Organization of the United Nations as being an exemplary case of sustainable forest management in Latin America and the Caribbean (2010) and is certified by the Forest Stewardship Council (FSC), as a world reference in sustainable timber production. By preventing unplanned deforestation, about 7,457,910 tonnes of CO2 emissions will be avoided during the project lifetime (30 years).

PROJECT STANDARD
Verified Carbon Standard (VCS)

TECHNOLOGY
Forest protection

ESTIMATED ANNUAL EMISSION REDUCTIONS
248,598 t CO2

VERIFIED BY
Earthood Services Private Limited

VALIDATED BY
Rainforest Alliance

CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

ClimatePartner



Cujubim


Ovalle







CLEAN WIND ENERGY

Ovalle, Chile

The municipality of Ovalle is located about three hundred kilometres north of the capital Santiago de Chile, in the Chilean region of Coquimbo. Here, two wind farms called “El Pacifico” and “La Cebada” with a total of 57 wind turbines and an installed capacity of 109.6 MW supply electricity from renewable energy sources. The wind turbines began operating in July 2014 and now generate an average of 290 GWh of clean electricity per year, which is fed into the central electricity grid (SIC).

As a result, the two wind farms make a valuable contribution to climate action: since this amount of electricity would have otherwise been produced with the help of fossil fuels, the climate project saves around 197,420 tonnes of CO2 per year – and contributes to the energy transition in Chile by expanding the renewable energy sector. In addition, it also promotes sustainable development in the region by creating long-term jobs in Ovalle.

PROJECT STANDARD
Gold Standard VER (GS VER)

TECHNOLOGY
Wind energy

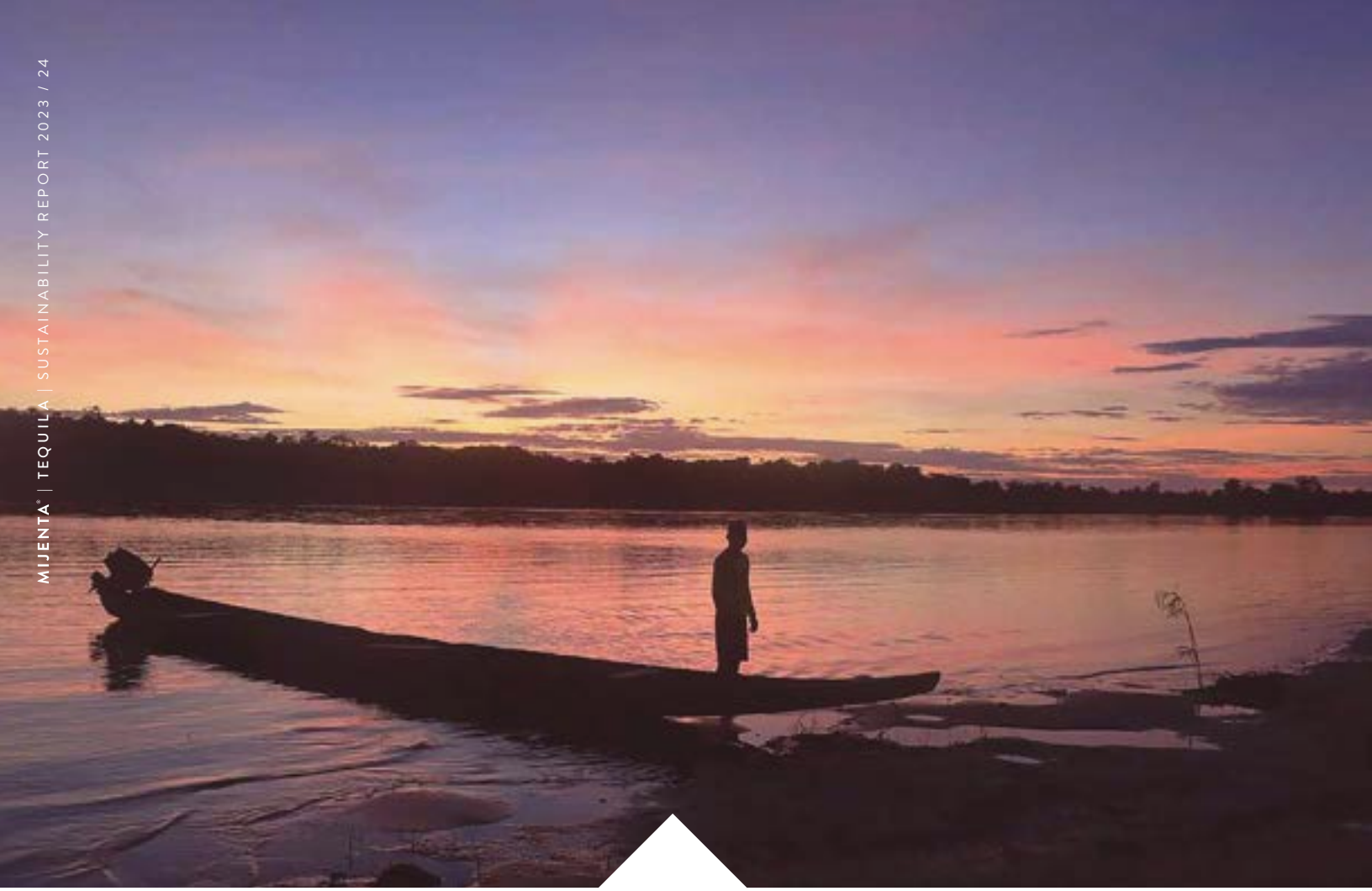
ESTIMATED ANNUAL EMISSION REDUCTIONS
197,424 t CO2

VERIFIED BY
Earthood Services Private Limited

VALIDATED BY
Instituto Colombiano de Normas Técnicas y Certificación – ICONTEC

ClimatePartner

CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)



FOREST PROTECTION

Mataven, Colombia

PROJECT STANDARD
Verified Carbon Standard (VCS) CCBS

TECHNOLOGY
Forest protection

ESTIMATED ANNUAL EMISSION REDUCTIONS
3,622,352 t CO2

VERIFIED BY
EPIC Sustainability Services Private Ltd

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

WIND ENERGY
Northeast, Brazil

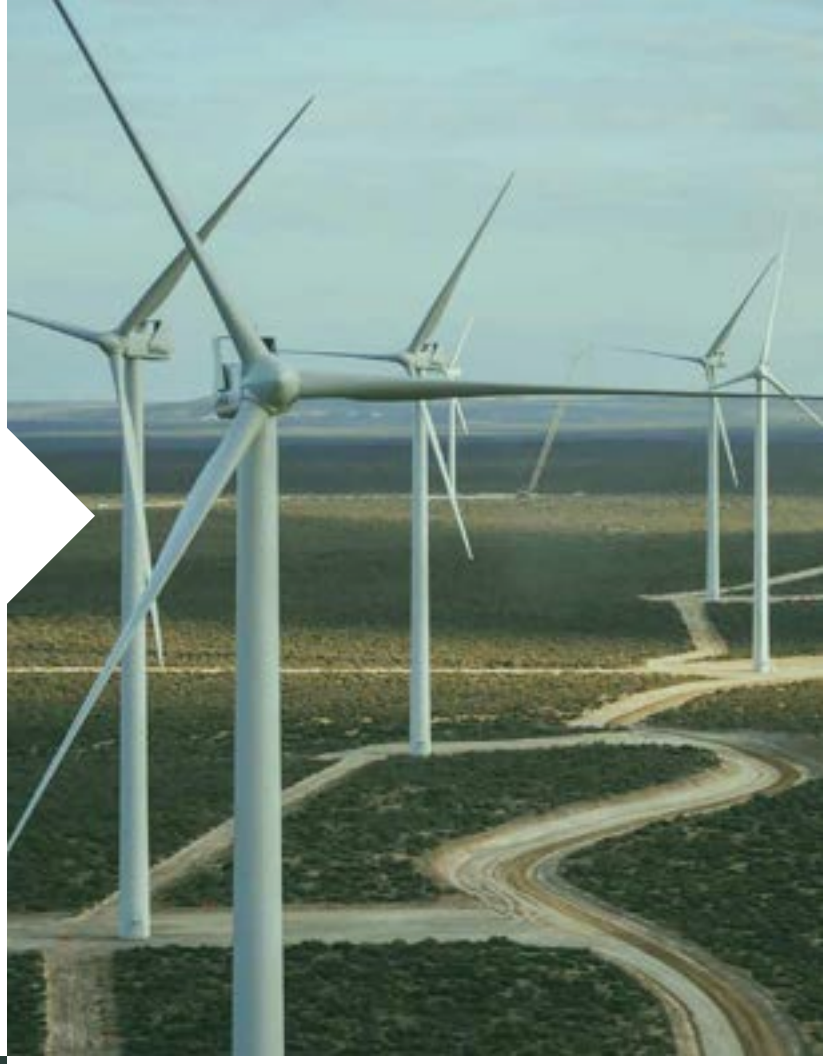
PROJECT STANDARD
Verified Carbon Standard (VCS)

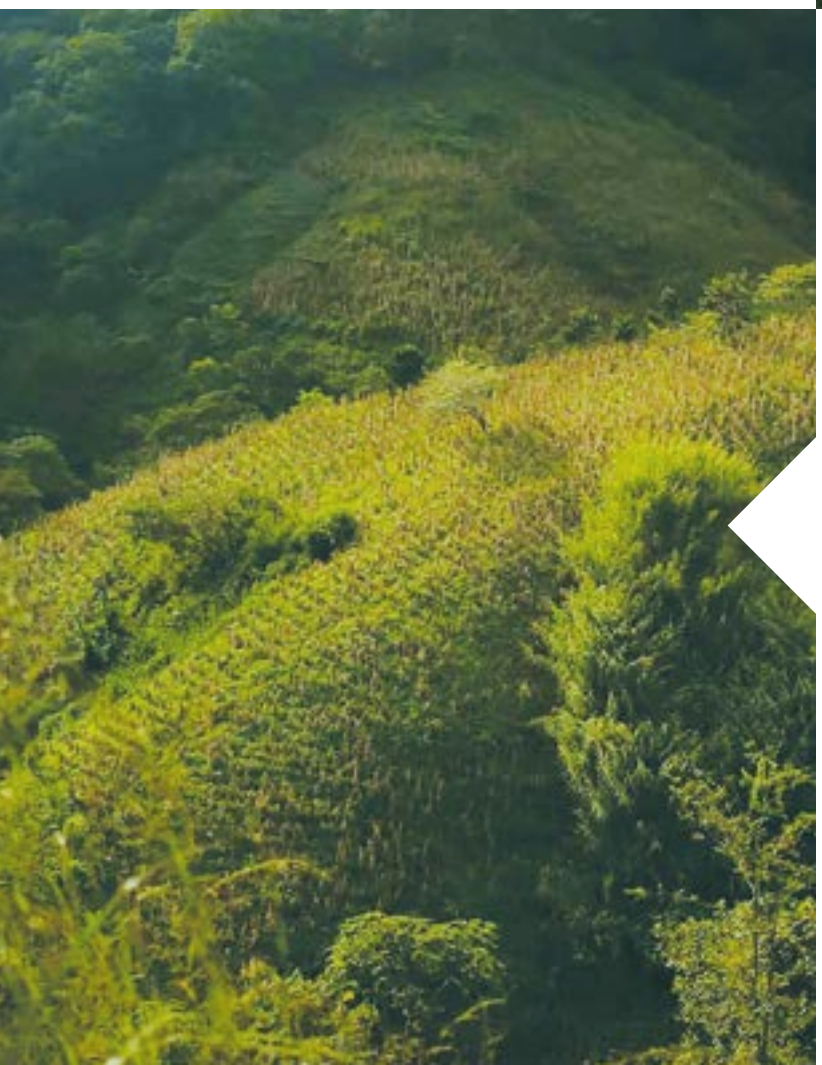
TECHNOLOGY
Wind energy

ESTIMATED ANNUAL EMISSION REDUCTIONS
652,150 t CO2

VERIFIED BY
RINA Services S.p.A. (RINA)

VALIDATED BY
Earthood Services Private Limited





Forest protection
Chiapas, Mexico

PROJECT STANDARD
Plan Vivo

TECHNOLOGY
Forest protection

ESTIMATED ANNUAL EMISSION REDUCTIONS
30,000 t CO2

VERIFIED BY
Rainforest Alliance

UNEARTH THE SPIRIT





LOOKING AHEAD TO 2024

Our goals for 2024 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 five core areas to help achieve these objectives:

- Making progress on our Net Zero journey
- 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!



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