



Consumer



CONSUMER



Harboe wants to be a preferred partner for its customers by being able to deliver sustainable and good products to consumers and customers while also providing good variety in the product range to suits every occasion.

Our products must provide energy, taste good, be refreshing and quench thirst. As part of a healthy

lifestyle, Harboe supports sporting and cultural events through sponsorships – especially in the local area.

We will achieve our goals by:

- ensuring high food safety and product quality.
- helping the consumer make a conscious choice about the product in relation to health, nutritional content and sustainability through

clear information.

- ensuring that our marketing is targeted at relevant consumer groups.
- developing healthier alternatives in the product categories.

Our efforts can be divided into three main areas:



Food safety and quality

The quality of our products must meet the expectations and requirements for food safety and quality from all stakeholders.

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Health

We work towards developing and launching new products with fewer calories or less alcohol while maintaining the good taste and high quality.

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Food waste

As part of a larger food waste campaign, we are introducing expanded information in our shelf life description for beer.

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Our policy for food safety and quality

At Harboe, we want to ensure that quality meets the demands and expectations of all our stakeholders through our food safety and quality policy. The company's culture is based on collaboration throughout the entire value chain. This means that we will:

- 1 secure the business through good customer relations
- 2 promote food safety and quality across our breweries
- 3 ensure the right level of competence and exchange of experience among employees throughout the organisation



Food safety and quality

It is our general policy that the quality of our products must meet the expectations and requirements for food safety and quality from all stakeholders.

Both of our breweries are certified according to IFS Food Standard version 7, both with the result Higher Level. Through our quality management systems, we influence our value chain through the

requirements we set for our suppliers to maintain food safety and comply with guidelines and legislation in the EU, just as we reduce the risk of food fraud.

We also influence our value chain through the procedures and instructions we have in all stages of our production. This ensures that we maintain a supply of good and honest products to other food producers as well as our customers and consumers.

Ensuring that we comply with the requirements of authorities, quality standards and customers requires constant effort. That is why we have our own laboratories in both our breweries, which carry out process and product control.



Both our companies are certified according to the IFS Food Standard version 7, both with the result Higher Level.



Our brewery in Dargun



Health

We are very aware of the global challenges related to health. The WHO describes the challenges surrounding obesity and related diseases such as cardiovascular disease, cancer and diabetes as well as alcohol abuse as a consequence of an overconsumption of food and drink.

In Denmark, partnerships are being worked on to solve problems such as obesity. Harboes Bryggeri A/S has become a partner in the Food Partnership for Health and Climate. The aim of this partnership is to become part of a national network where, together, we find solutions to the barriers and opportunities that exist in legislation. This is so that we can improve and develop healthier foods.

We continuously focus on reducing the calorie content of our drinks. We therefore work to develop and launch new products with fewer calories or less alcohol while maintaining the good taste and high quality. Through the reformulation of our soft drinks under the Harboe brand, we have saved our consumers 309 tonnes of sugar in a 12-month period.

In the 2021/22 financial year, we formalised a policy for responsible marketing. We are proud of all our products sold under several brands. They are made to be enjoyed in moderation, for any occasion and by consumers all over the world. We are committed to ensuring that our products are consumed responsibly and as intended. As a brewery, we are responsible for ensuring all consumers receive the right information.



Declaration of intent

We want to reduce the calorie content of our own soft drinks, calculated per 100 ml.



Our policy applies to all our brands.

Our policy for responsible marketing must show the way and not set limitations. Work must be done according to the following four principles:

- 1** We must always comply with the applicable legislation in the country where our products are sold
- 2** "Drink in moderation" must be clearly communicated to the consumer
- 3** We must ensure that our information is ethically correct and clear
- 4** We must ensure that our communication is never directed at children or young people



New favourite on the Danish market

In 2021, we introduced a new sugar-free soft drink variant in the Harboe range. The new variant with blueberry flavour and a blue colour has quickly become a new favourite on the Danish market. The increased focus on low-calorie products means that there is an increased demand for more varieties in this category.

0.0% alcohol

The sale of beer with no or little alcohol is increasing, and we are therefore working to be able to offer beer with 0.0% alcohol under different beer brands. We will introduce the first product under our German "Darguner" brand in the spring of 2022.

Organics

The EU's Ministers of Agriculture have adopted a new regulation on organic production that establishes the framework for how organic products must be produced, processed, imported, controlled and marketed in the EU's 27 member states. The rules in the new regulation on organics entered into force on 1 January 2022.

All our organic products are produced according to the rules in the new organics regulation.

Our organic products are labelled so that consumers have the opportunity to choose the organic alternatives. At the same time, they are

given assurance that these are products that meet the authorities' requirements – they are labelled with both the European logo and the Danish logo.

The new rules have led to the adaptation of our products in the EGO series, and we have developed a new variant with taste of rhubarb and apricot.

We have produced organic soft drinks under the EGO brand since 2016, and all products in this series also have a reduced sugar content.





Food waste

A small difference also has an impact on the environment

We are constantly working to optimise our packaging solutions. Efforts are being made to reduce material consumption or increase the proportion of recycled and recyclable material. In an optimisation project for plastic bottles, we will reduce material consumption per bottle.

It is estimated that 10% of all food waste is being created due to confusion about date labelling. More than half of us do not understand the difference between "use by" and "best before". A lot of people think that the two have the same meaning, and a lot of food ends up in the bin unnecessarily.

As part of a larger food waste campaign, we are introducing the extended information in our shelf life description on our beer under the Harboe brand: "best before, often good after".

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**CONSUMER****Results for 2021/2022**

- Introduced new soft drink variant without sugar in the Harboe range with blueberry flavour
- Increased level of information, including information for pregnant women, instructions to not drink and drive, as well as information about correct handling of packaging
- Stop food waste – label suitable products with "Best before, often good after"

Planned activities for 2022/2023

- Reduce material consumption in packaging
- Continued focus on the development of soft drinks with reduced sugar/calorie content and alcohol-free beer
- Reduction of calories in soft drinks, cf. the Food Partnership, of which Harboe is a partner
- Introduce more products in the water range