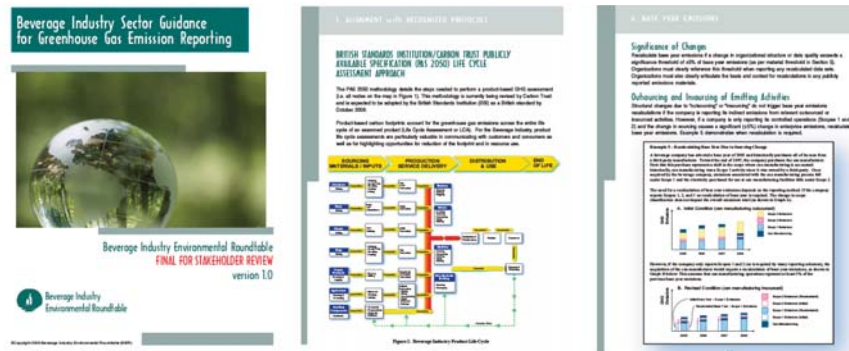


BIER Developing Sector Guidance for Greenhouse Gas Emissions Reporting

The *Beverage Industry Environmental Roundtable* (BIER) is developing a common methodology and guidance document for the beverage industry to account for and report their greenhouse gas (GHG) emissions. The *Beverage Industry Sector Guidance for Greenhouse Gas Emissions Reporting* represents a united approach to measuring and reporting GHG emissions and attempts to prevent unfavorable outcomes and confusion, such as competing or incompatible methodologies; accounting practices not aligned with emerging legislation; the inability of the industry to influence emerging regulation; and/or confusing and potentially misleading product carbon labels. By facilitating a united approach to measuring and reporting GHG emissions, BIER believes the industry as a whole is more likely to play a constructive role in both reducing GHG emissions and providing helpful progress reports to the consumer.

The sector guidance will ensure that reporting members achieve compliance with the two predominant protocols in the field - The Greenhouse Gas Protocol (written by the World Business Council for Sustainable Development [WBCSD] and World Resources Institute [WRI]), and the Publicly Available Specification 2050 (PAS 2050) (written by The Carbon Trust and UK Department for Environment, Food and Rural Affairs [DEFRA]).



The guidance does not attempt to modify or amend The GHG Protocol or PAS 2050, but rather to include clarifications and examples specific to the beverage industry. The guidance is focused on those areas which have the greatest impact on

beverage companies: agriculture, transportation, packaging, and refrigeration. In developing the Sector Guidance, BIER has also elaborated on the areas where beverage-specific guidance was needed most: recycling allocation, transportation logistics, maturation of distilled spirits, and cooling models. In addition, the document standardizes calculation steps, endorses source materials for industry average or default data and creates specific rules for base year establishment and adjustments.

Although this document is intended to accommodate full enterprise and beverage product carbon footprints (with the exception of dairy products), the sector guidance addresses only the beverage related operations.



The Beverage Industry Sector Guidance for Greenhouse Gas Emissions Reporting is expected to be finalized in December 2009.

For additional information: <http://www.bieroundtable.com> or email info@bieroundtable.com.

