

# SUSTAINABILITY REPORT 2021



**TIRAKI**  
MARLBOROUGH NEW ZEALAND







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This year our progress has been on combining the strength of our values to create a better business. By aligning our supplier Code of Conduct and redefining our mission we have raised the bar in terms of our social and environmental impact.

We now have a clear understanding of what is most important to Tiraki as a business moving forward. This guides us on where to focus our work. Our priorities are:

- Our people, our communities
- Quality
- Circular business models

In 2021 we made further steps to improve our value reporting.

We also began to assess how we use resources and create value.

Our continuing aim is to become a global leader in the wine industry. The small, tightly focused Tiraki executive team is clear that part of our purpose is to drive sustainability strategies that are focused on our three priorities. Becoming BCorp certified will be a crucial next step on this journey.

Tyler Hammond  
Director





# WINE FOR GOOD





# OUR JOURNEY

Our brand purpose, mission and values reflect the company's vision for the future. We've redefined our vision to be the world's most loved adventure wine brand that is more than just a wine brand but also a force for good.

This speaks to our aspirations to be a global brand but also about creating an emotional connection with our customers, with our team and with all the people our brand touches.

Part of being a company for good is looking at how we can benefit everyone that our brand comes in contact with from suppliers to customers.

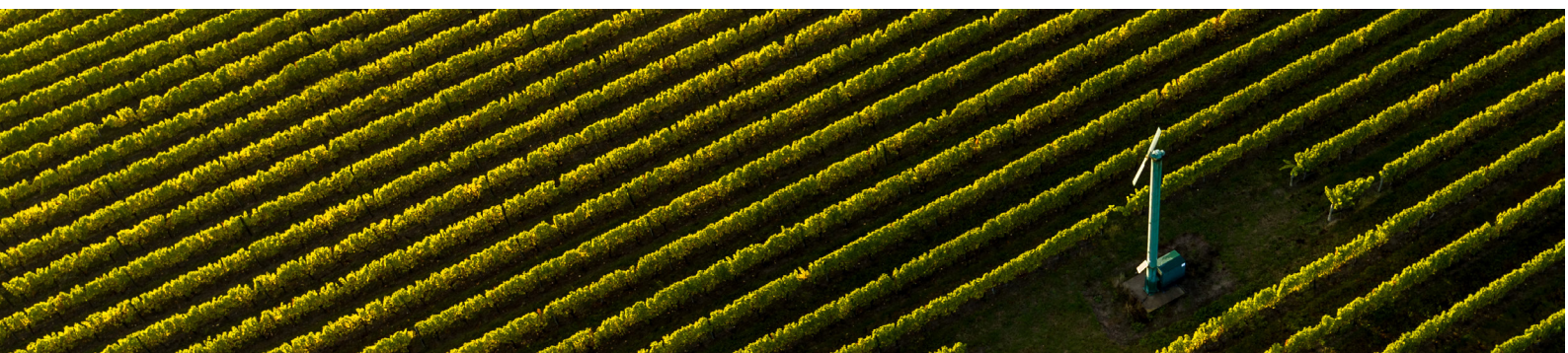
Our new brand purpose is to create wine with purpose. Again, we look at how we can achieve this at every touch point – customers, team, supply chain – and also how we can improve our physical environment because that also affects the wellbeing of the world. This purpose resonates with our heritage. Longfield farm has been in our family for 150 years and as kaitiaki we want to provide a product that continues to do good and look after our land for years to come. This sets us apart from other wine brands that focus on achievement.

We've also refined our values to Whanau, Kaitiakitanga, Quality, Adventure & Ata. Our values are what really resonate with our team. Quality is about doing the right thing even when it's hard. It also speaks to sustainability – looking for solutions to more-sustainable products and more-ethical supply chain practices.

Whanau really acknowledges the passion of our team. We love what we do. We love each other's company. This is also a value that guides our interactions with customers because you can really turn someone's day around by giving them a joyful customer experience.

Ata is about relationships. It is important to us that we are always open to diversity. We operate in a very diverse society and our team is quite diverse, so this value is about creating strong relationships. Within our team, with our suppliers and with our customers.

These values reflect what makes Tiraki special and a great place to work. Our vision, purpose and values all fit together to make up our why.





# COMMUNITY IMPACTS

Each year Tiraki donates >2% of our revenues to charity organisations. This is written in our constitution and is one of the ways we believe we can ensure our wine is made with purpose. Our charity selection criteria focuses on management and governance, people and motivations, evidence of success and communication and collaboration.

We are currently in talks with our tribe Ngāi Tahu to create a scholarship for Māori students who wish to study winemaking or viticulture to encourage more of our people to pursue a career in the wine industry. We look forward to this being available in 2023 for the beginning of the education year.

Tiraki donates wine to charity events and educational events that align with our values and support our local Marlborough community whilst also supporting some national events.







**Picton Dawn Chorus**  
*Restoring our native birdlife together.*

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1 April 2022

Tyler Hammond, Director  
Tiraki Wines  
Marlborough  
New Zealand

Dear Tyler,

Thank you so much for your very generous donation of \$1,000 to Picton Dawn Chorus. Your contribution means a lot to our small organisation and is greatly appreciated. I know that Tiraki is just as dedicated to our environment, our animals and our birdlife, as we are at PDC.

Again, thank you very much for supporting our efforts, and we wish everyone at Tiraki all the best!

Kind regards,

Bryn Evans, Chair





Picton Dawn Chorus

whakahou ngātahi tō tātau  
manu taketake

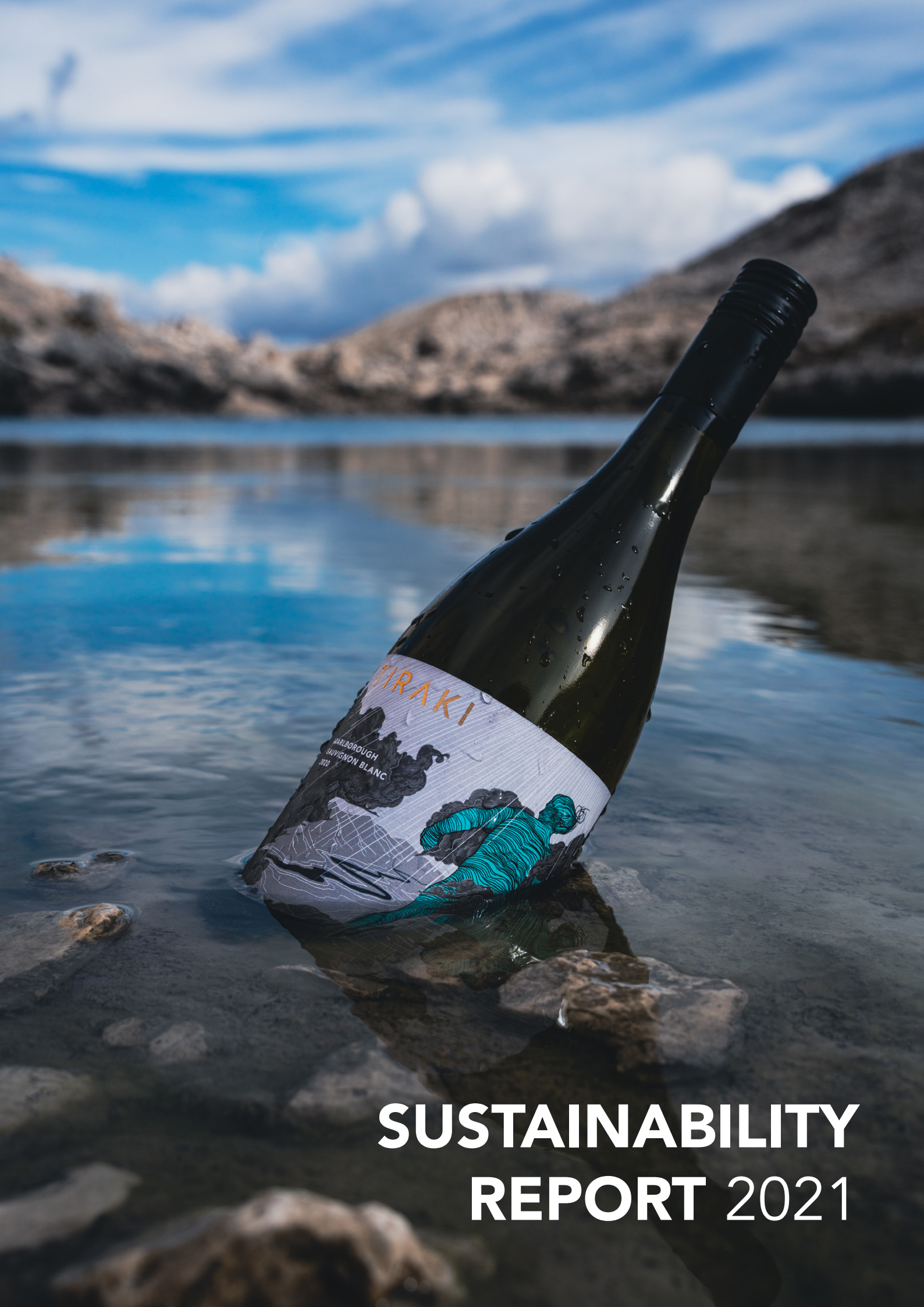


# SUPPLIER RELATIONSHIPS

Tiraki is proud to have a local purchasing commitment to source at least 50% of costs from local and independent suppliers. Our suppliers are all screened for their ESG credentials to ensure that they align with Tiraki values. We are proud to have the same suppliers working with us since we started our business as we place a strong emphasis on great working relationships with transparency and communication at the forefront of these relationships.







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