

# IMPACT REPORT 2024

Certified



Corporation

This company meets high standards of social and environmental impact.

# CALEÑO®

TROPICAL NON-ALCOHOLIC SPIRITS

# ABOUT US

Caleño is a range of non-alcoholic tropical spirits and pre-mixed cocktail cans inspired by the flavours and vibes of Colombia. Born out of our founder's frustration with tap water on her alcohol-free nights out, Ellie Webb began her mission to create the most tropical and fun-filled drinks to enjoy when, well, you're not drinking.

After traveling 5,000 miles across Colombia to soak up the vibrant flavours and joyful vibes of her family's homeland, she returned home to bottle it all up.

Two deliciously tropical spirits and three ready to party cocktail cans later, we're continuing to bring nothing but good vibes however and whenever you choose not to drink. Say no to FOMO and Hola to a tropical non-alcoholic fiesta with Caleño!





# HOLA, I'M ELLIE

Since launching Caleño in 2019, we've been on a mission to bring joy to 'not drinking'. Life at Caleño is more than just dancing & tropical pineapples, our mission is to make Caleño the most joyful place to work, squeezing the most out of every single policy, and introduce new ones that put our people first.

We've been building solid foundations for ethical growth, minimising our impact on the planet, and creating a culture where everyone feels valued. In 2021 we began our B Corp journey, as we wanted to be a part of community of brands leading the way in ensuring business growth decisions look after people and planet, equally to profit.

We achieved B corp certification in May 2023, and it stands as one of our proudest moments for the brand. It was a long rigorous process that scrutinised our entire operations and provided a framework that made us look hard at where we could improve our impact on people and planet. We're committed to continuous improvement and are always striving to do better.

We will share the impact we've made so far, covering our highlights, from people, planet, key policies, progress and most importantly, what's next in our ambition towards using business a force for good.



# MISSION

TO BRING JOY  
TO NOT  
DRINKING



# PURPOSE

TO HELP  
PEOPLE  
SQUEEZE MORE  
OUT OF LIFE



# 2023 HIGHLIGHTS



**LAUNCHING TWO NON-ALCOHOLIC PRE-MIXED COCKTAIL CANS**



**LAUNCHING OUR DARK & SPICY NATIONWIDE IN ASDA**



**LAUNCHING NATIONWIDE INTO TOTAL WINES IN THE USA**



**LAUNCHING INTO REVOLUTION BARS NATIONWIDE**



**REACHING MORE THAN 1 BILLION THROUGH PAID SOCIAL & PR**



**70+ DAYS OF GUERRILLA SAMPLING WITH SHAKIRA**



**TWO DAY TEAM RESIDENTIAL IN HEREFORDSHIRE**



**POPPED UP FOR A WEEK LONG RESIDENCY AT BETWEEN THE BRIDGES**



In May 2023, we were proud to achieve a B Corp verified score of 84.5. A business must earn a score of 80 points out of 200, on the B Impact Assessment, which examines how sustainably a business is run, focusing on 5 key areas; **Workers, Community, Governance, Environment, and Customers.**



# WORKERS

At Caleño we believe in creating a truly joyful place to work. We've listened to every member of the Caleño familia and have implemented policies and perks that matter to them, whether that be empowering them through career development and upskilling or ensuring they take time out for their well-being. This process has led to a healthy, happy team!

These changes have resulted in an 85% employee engagement and satisfaction score (compared to an industry average of 71%).



**85%**  
EMPLOYEE  
ENGAGEMENT &  
SATISFACTION  
SCORE



# RESIDENTIALS

**Fun is a massive part of working at Caleño and as a remote first business, we know how important it is to get our team together, in real life. So, we introduced quarterly team residentials. Two days, away from our desks, connecting and spending time together. Think delicious food, planned social activities like salsa classes and cocktail making and lots of tropical mojitos, of course.**





# HANGOVER DAY

**We love that our team keeps busy with their passions outside of work and maintaining a healthy work/life balance is essential in the world of challenger brands.**

**So, alongside our 28 day holiday allowance and our flexible remote working policy, we added in a Hangover Day, which is an extra day to have to yourself, anytime at the drop of a hat, no questions asked.**

**Whether it's spent bingeing on a favourite TV show or recovering from jet lag, getting on top of life admin or just having a lie in. Introducing a Hangover Day showed our team that their personal lives were just as important to us as their work lives.**

# LEARNING & DEVELOPMENT

**We learnt that meaningful development plans really mattered to our team. Therefore, we launched our learning & Development programme that was tailored specifically to each individual, and reviewed quarterly.**

**As part of this, each employee is assigned a mentor from the leadership team, a fantastic way to pass on knowledge. They also receive written guidance for career development with clearly defined achievable goals quarterly, and every member of our team undertook external tests to help identify their strengths, development areas and what energises them.**

**The impact of this is a high performing motivated team, who feel they are valued, and feel confident they are growing and learning in areas of the business they are passionate about, paving the way for future career paths.**





# ENHANCED PARENTAL LEAVE

**Parental leave was at the top of the list when we asked our team which policy mattered most to them. So, we decided to give primary caregivers 12 to 18 weeks of fully paid leave and secondary caregivers 4 weeks of fully paid leave.**

# HEALTH & WELLNESS

**We want to play a role in ensuring the team stay on top of their own personal health and wellness, supporting them with the right tools and team challenges to promote happiness and collaboration. Whether this has been learning Salsa together, or a team steps challenge. We also have a dedicated health & Safety committee, and offer full private healthcare, which extends to partners and family, free mental health counselling, cycle to work scheme & Calm app subscription.**

# COMMUNITY

Our community extends beyond our Caleño familia. We are committed to responsible procurement, both socially and environmentally, and giving back to our community. We introduced several initiatives that helped us make purchasing decisions for all materials, products and services with our planet and community at the front of mind.

**100%**  
**PASS RATE**

on formal supplier screenings for compliance with all local laws and regulations, and good governance as well as abiding to our strict supplier code of conduct





# FEMALE EMPOWERMENT

As a female founded company, empowering women is something we feel strongly about, and so our founder Ellie advocates female entrepreneurship via her podcast and speaker events, and 1-2-1 mentorship. We're also a member of the 'Buy Women Build' initiative, which encourages consumers to purchase from female founded businesses.

75%+

OF THE CALEÑO  
TEAM IDENTIFY  
AS FEMALE

ELLIE WEBB

IS ONE OF THE  
ONLY SOLO  
FEMALE FOUNDERS  
IN THE NO/LOW  
CATEGORY



# INCLUSIVITY

**Our diversity and inclusion committee help us encourage a diverse and inclusive work environment. One of the main initiatives we put in place was that the whole company undertook online training, so we all play our part in creating an inclusive work culture.**

**This extends to our hiring practices, and ensuring there's no unconscious bias, and that our job postings are inclusive in their language and requirements.**

# ENVIRONMENT

We have a responsibility to our planet, so every business decision is evaluated based on the impact it has on the environment. We are continuously striving to reduce our carbon footprint. Here are just some of the things we've implemented to date:

**1.** 100% RECYCLABLE SPIRIT BOTTLES & OUTER PACKAGING

**3.** CREATING A TEAM 'THRIFT' CHANNEL ON SLACK TO TRADE OR GIVE AWAY UNWANTED ITEMS

**2.** ENSURING ALL OF OUR CARDBOARD AND LABELS ARE FOREST STEWARDSHIP COUNCIL (FSC) CERTIFIED

**4.** IMPLEMENTING A ZERO WASTE POLICY IN OUR WAREHOUSE

# PRIORITISING QUALITY & TASTE

**WE SOURCE  
INGREDIENTS FROM  
THE PLACES THEY  
GROW BEST**

**WE USE STEAM  
DISTILLATION FOR  
BETTER TASTE**

**WE'RE CONSISTENTLY  
HIGHLY AWARDED FOR  
TASTE & QUALITY**

**WE AVOID ARTIFICIAL  
FLAVOURS & SUGARS**







# REDUCING OUR EMISSIONS

**We now monitor the scope 1 and 2 GHG emission we use as a company, and are committed to offsetting these. In 2023, we offset 100% of these emissions through planting more trees.**

**Having a remote-first team keeps our emissions lower than the average business. For our co-working office space, 30% of the energy used was produced from low impact renewable sources, and conservation and efficiency improvements led to 14% energy savings.**

# CUSTOMERS

Our customers are at the core of everything we do. We listen to our customers, and learn from them so we can continue to exceed their expectations and deliver to them an outstanding customer service.

WE'RE PROUD TO  
HAVE A TRUST PILOT  
SCORE OF

4.7 / 5

We involved our consumers in the entire process of our new product development in 2023, from gathering their preference on flavours through social media, to setting up several focus groups. We love speaking to our consumers and getting to know them better. Working with them enables us to deliver exciting new products that we know they'll love.



# LOOKING AHEAD

WE HAVE SET GOALS THAT WILL TAKE US IN 2024 WITH THE ULTIMATE AIM OF RECERTIFYING TO ACHIEVE A B CORP SCORE OF 87.5

EMPOWER LATAM  
PAID INTERN  
PROGRAM EVERY 6  
MONTHS

INCREASE OUR  
TRUSTPILOT  
SCORE TO 4.8 / 5

MEASURE SCOPE 3  
EMISSIONS & SET TARGETS  
& CREATE STRATEGIES TO  
REDUCE OUR CARBON  
FOOTPRINT FURTHER

REDUCE PACKAGING BY  
20% WITH AN AIM TO  
REDUCE OVERALL  
CARBON FOOTPRINT

COMMIT TO  
CONTINUE  
RESPONSIBLE  
SOURCING

STRIKE TO ACHIEVE  
A EMPLOYEE  
ENGAGEMENT  
SCORE OF 90%+



# THANK YOU

**Thank you so much for taking the time to read our first ever Impact report.**

**We're excited to have you on this journey with us, supporting us in making our business a force for good. We're extremely proud of all we've achieved in just a few short years, and we're excited to continue with the progress we've made. By committing ourselves to more sustainable goals as we grow, our aim is to improve on our B Corp score at our next recertification.**

*Ellie & Team Caleño*

