



THE VERY BEST FOR PEOPLE, NATURE AND THE ENVIRONMENT

**Sustainability at
Haus Rabenhorst**

Preface

Ladies and Gentlemen,

Shaping the future while remaining true to our roots – this is the guiding principle that has driven the fortunes of Haus Rabenhorst for over 200 years. A sustainable approach to business forms the core of our corporate philosophy and underpins our daily actions. We do everything we can to guarantee continuity and work with foresight and responsibility for people and the environment.

Out of a deep connection to nature, we invest in the protection of our habitats every day. The responsible use of natural resources is a matter of course for us. The unique quality of our products is based on gentle production that preserves natural substances. When purchasing our raw materials, we make sure that they are grown sustainably, in harmony with nature and have matured sufficiently.

At our plant, we place great emphasis on energy-efficient manufacturing and low-emission processes. For our employees we are a reliable employer that offers them plenty of opportunities for development.

We maintain a trusting, reliable and fair business style with our contractual partners.

For 25 years, a sustainability programme, which is developed annually, has been anchored in our family-owned company. We use this programme to continuously scrutinise our environmental and social standards and develop specific targets. Our goals are guided by a total of four sustainability strategies: the ecological strategy, the social strategy, the sustainable purchasing strategy and the quality strategy. In the following, we would like to present these to you in detail using a selection of measures as an example.

Yours sincerely,



Klaus-Jürgen Philipp
Managing Director





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Responsibility for generations for a common future

Haus Rabenhorst looks back on a history of more than 200 years. Since our foundation, our corporate policy and internal organizational structure have been aimed at sustainable business practices.

We are a highly specialised supplier of fruit and vegetable juices and place great emphasis on quality and sustainable practices in the sourcing and processing of raw ingredients as well as in the production and packaging of our natural products. For our juices, we only use the best ingredients, as sustainably grown as possible, often in organic quality. Cultivating long-standing, personal relationships with our contract farmers enables us to purchase the desired high-quality raw materials and optimise their cultivation together. For this reason, we promote organic contract farming, support orchard associations and rely on long-term supply contracts with fruit growers from the region. Responsible business practices and the sustainable use of resources are a matter of course. For this purpose, we have developed our own sustainability programme, which forms the basis for the strategic goals and the measures derived from them, which we are continuously developing.

„We do everything we can to guarantee continuity. We work with foresight and responsibility for people and the environment. For generations, our customers, suppliers and employees have relied on our company. The protection of our environment and the responsible use of natural resources are a matter of course for us.“



Sustainability at Haus Rabenhorst: the very best for people, nature and the environment

For us, sustainable action means preserving and developing the future basis of life for people and nature through forward-looking and responsible corporate management.

A commitment by tradition

Sustainable business practices are a core value firmly anchored in our corporate philosophy. As a family business, we can look back on a long tradition. Accordingly our way of thinking and acting is geared to the long-term and across generations.

Our customers, suppliers and employees rely on us. Therefore, our goal is to harmonise our economic success with our responsibility towards the environment, nature, employees and society in the sense of value-oriented corporate management.

Our corporate values



quality



sustainability



credibility



community



experience by tradition



power of change



well-being

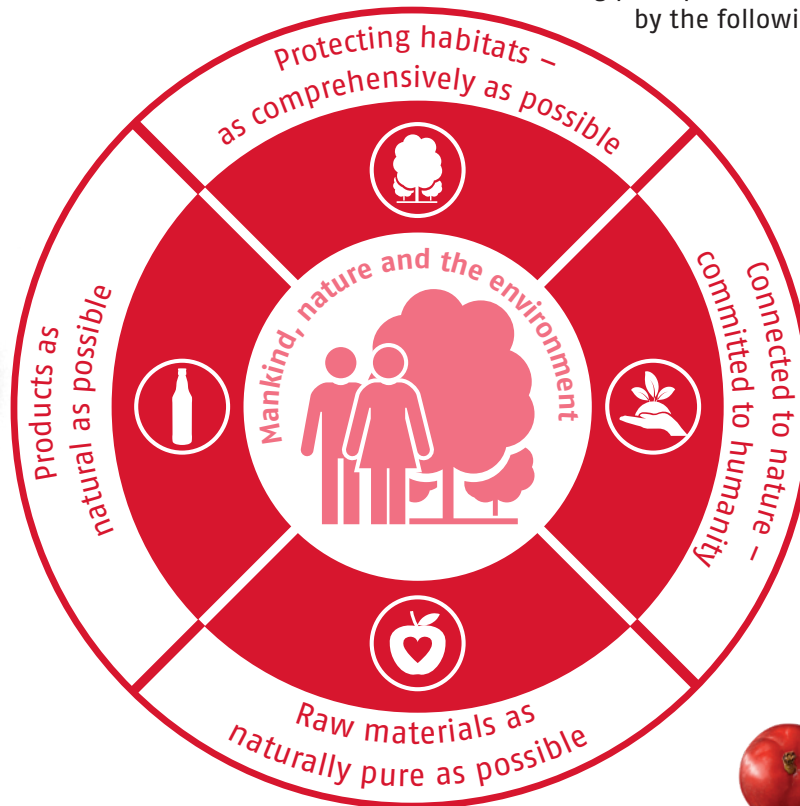
Close to nature and environmentally conscious – right from the start

The protection of the environment and the responsible use of natural resources are clearly the focus of our daily actions. True to our philosophy „The very best for you“, our employees explore the knowledge of the best of nature.

The high-class quality of our juices is characterised by the selection of raw materials, gentle processing, targeted product concepts tailored to a healthy diet, the naturalness of the products and the unique taste.

As early as 1969, we started assigning research contracts to the Institute for Organic Agricultural Science at the University of Kassel. In this way, organically controlled cultivation could be advanced in a trend-setting way, long before „organic“ was known in Germany.

Following an internal evaluation process, we have added further fields for sustainable action. Our goals and measures now focus on four guiding principles. An overview is provided by the following graphic.





Ecological mission statement: protect habitats – as comprehensively as possible



Healthy soils, pure water and clean air: for us, the protection of habitats is as essential to us as our connection to nature.

The idealistic and material protection of nature and the environment is the prerequisite for obtaining high-quality raw materials and to produce products of first-class Rabenhorst quality.

Only by acting in a holistic ecological way can we ensure the success and continued existence of our company and the future of all our environment.

A long tradition of environmental management

Since the 1970s, we have established an environmental management system that makes our operational processes as environmentally friendly as possible. Our employees work continuously to further reduce resource-usage, CO₂ emissions and waste. Within the framework of our annual sustainability programme, we set ourselves ambitious goals.

We review the measures derived from these targets quarterly with regard to their implementation status and success.



Successful environmental management – Our most important milestones

- 1969:** start of organic controlled contract farming
- since 1996:** periodic sustainability programme with defined environmental goals
- 2010:** winner of the environmental award of the state of Rhineland Palatinate
- since 2013:** alternative system for improving energy efficiency for small and medium-sized enterprises
- 2018:** establishment of several regional apple collection points for the promotion of meadow orchards



In harmony with nature and the environment

Particularly in the procurement of raw materials, we take care to keep supply chains as short as possible in order to avoid emissions and conserve resources. To this end, we work closely with contract growers, orchard associations and initiatives in the region. We support our cultivation partners by donating trees and equipping them with modern harvesting technology. In addition, we are committed to the preservation of regional orchards and work closely with nature conservation organisations such as NABU.

Orchard meadows ...

... are defined as plantations of tall fruit trees that are „scattered“ across the landscape, usually in meadows, pastures or along roadsides.

The ecological value of orchard meadows as a component of our cultural landscape is worthy of preservation and of great importance. However, despite numerous initiatives and broad idealistic and financial support, orchard meadows in Rhineland-Palatinate are still listed in the „critically endangered“ category of the Red List of endangered biotope types.

Environmental and climate protection at the sites

Environmental impacts arise at our company locations from the use of energy and the associated CO₂ emissions, from waste generated in production and logistics, and from the consumption of water. These factors are within our direct sphere of influence. Accordingly, the continuous improvement of production and logistics processes and an associated reduction of environmental impacts are part of our efforts to reduce our environmental impact in the immediate vicinity of the operating sites and are among the central aspects of our environmental management.



Promoting clean energy, reducing emissions and waste

As a matter of principle, in production, logistics, but also in everyday office life, we pay attention, among other things, to using energy as efficiently as possible, avoiding waste and using water sparingly.



At our production site in Unkel, we cover 100 % of our electricity requirements with certified green electricity.

In addition, with the help of new technologies and investments in modern facilities, we are consistently working on the resource-saving use of raw materials and the reduction of emissions.


Concrete measures include the gradual conversion of lighting to modern LED technology and, where appropriate, with motion detectors, the renewal of supply lines and the progressive insulation of old pipe systems.

We also replaced old equipment with more efficient and modern machinery and facilities with high efficiencies at numerous production sites, including the installation of a new compound plant for cold rooms, the renewal of water treatment plants and the replacement of monopumps.

The heating energy demand at the Unkel site comes 99% from natural gas. Through the renewal the heating pipe and through heat recovery systems integrated into the process and the heating of rooms with waste heat from the plant, we are continuously optimising gas consumption. Comprehensive building renovations and maintenance work, including window, door and roof renovations, provide better insulation and reduce the demand for heating energy.

By regularly conducting investigations in the noise-exposed areas of bottling and fruit juice technology, we are working to consistently avoid and reduce noise emissions.





For this purpose, noise protection tunnels were installed at the glass filling plant in 2018 and 2019. Every employee in production also has the option of having individual hearing protection made. Further noise-reducing measures are planned and will be successively implemented according to a project plan.

We pursue the continuous avoidance and reduction of waste and the increase of the recycling rate by means of a consistent programme for waste reduction, strict waste separation and recycling of valuable materials.



For example, press residues (pomace), which are produced in the pressing process, are sold to the food, pharmaceutical and cosmetics industries. By optimising the delivery and processing strategy, we were able to reduce the proportion of frozen raw materials and increase the processing of fresh goods. On the other hand, consistent demand planning avoids overproduction. In addition, the increased processing in 2-shift operation in the wine press and bottling plants resulted in further energy savings and resource conservation.

Our annual employee training courses on energy consumption and waste separation strengthen our employees' responsible approach to the environment.



Eco-friendly packaging

It is very important to us to use eco-friendly packaging materials efficiently to avoid waste and to operate cost-efficiently.

In production and logistics, we are going to implement further measures to reduce and avoid waste. At the Unkel site, for example, the declining wrapping foils, which are used to fix the ready-for-sale goods on pallets, will be collected separately. At the interfaces between production and logistics as well as between logistics and the customer, it is planned to examine the savings potential of plastic film in company transport. In order to further increase the recycling rate, the returns processing and the resale of faultless goods were optimised, which reduced the volume of waste and disposal costs, while the resale rate of faultless goods increased.



For labels and cardboard packaging we use paper from FSC-certified forests and recycled material and material from controlled sources. The labels are made from food-safe materials (ink, varnish, film), and thus comply with the applicable legal requirements. Only vegan label adhesive is used.

We do not use PET bottles. Almost all juices are bottled at our production site in ecologically advantageous glass bottles. These have excellent packaging properties, as they protect the juice from external influences without affecting the smell or taste of the juice. We pursue a differentiated disposable and reusable bottle concept, which is necessary due to the different distribution channels and the individual sales situation at the retailers and requires a precise, situational consideration.



Whether the decision is in favour of one-way or reusable bottles depends on the central storage system of the distribution channels and the transport routes.

As a contribution to reducing waste, we are making a decisive contribution to waste reduction with the large 750 ml bottles in the reusable system. Even with non-returnable bottles, the recycling rate in Germany is over 85 % (glass containers).





Social mission statement: connected to nature – committed to humanity

It is our concern to work with foresight and responsibility for people and the environment. This includes our suppliers, customers, partners and employees.

Long-term supplier relationships

Suppliers are important partners with whom we strive for fair and cooperative business relationships. Close cooperation and a constructive dialogue form the basis for the procurement of goods and raw materials that have been produced under socially acceptable and environmentally friendly conditions. Therefore, we pursue long-term supplier relationships in order to be able to guarantee the high quality standards – whether with fruit growers from the region or processors from all over the world. The business relationships with our suppliers are characterised by trust, honesty and commitment. In the world-wide procurement of raw materials the following sustainability aspects are of particular importance to us: respect for human rights, adherence to social standards, and environmental and climate protection.

Responsibility for the region

The growth of our company creates regional jobs: Local craft businesses and service providers benefit from continuous investments.

In 2020, the company's own press house processed over 4,000 tonnes of apples into apple juice. We prefer apples from the region and work closely with contract growers, orchard associations and initiatives. The partnership that we maintain with our regional suppliers includes a long-term co-operation perspective with purchase guarantees.



This means that even in very good harvest years, every apple is purchased at the agreed price. Further measures range from tree donations to equipment with modern harvesting technology. The establishment of collection points for regional apples promotes orchards, which preserves the cultural landscape and at the same time the cohesion of the region is strengthened.

For the Middle Rhine region, for example, several orchard collection points have been set up. Here farmers and orchard associations, as well as private individuals, can hand in their apples to us in return for payment or in direct exchange for juice. Fair prices are a matter of course: The payout price for orchard fruit is significantly higher than the average payout price of cideries in Germany.

We maintain a special relationship with the citizens at the company headquarters in Unkel. Since 2015 we have been awarding the Rabenhorst Prize to students and their teachers from the local secondary school for special projects and ideas that make a positive contribution to the community in the region through creative engagement.

In addition, we support cultural and sporting life in the immediate neighbourhood: for example, the „Sport in Unkel“ development association has been supported since 2018 with a five-figure sum of money for the new construction of the sports grounds. The Protestant parish in Anhausen received a similar donation for the renovation of the church roof. The PASCH children's home also receives regular donations and, like all other local associations, and institutions, is gladly supplied with donations of juice for specific occasions.



Employee satisfaction has a high priority

Satisfied, healthy and well-trained employees are a key factor to the sustainable economic success and thus the continued existence of our company. We benefit from above-average motivated employees who remain loyal to our company. Some employees can look back on 40 years or even longer with the company.

Haus Rabenhorst trains young adults. We attach particular importance to good training. After passing the final examination we offer to take them on as permanent employees for an indefinite period of time. Flat hierarchies, co-determination, fair wages with voluntary social benefits and profit-sharing and last but not least a secure job ensure a predictable livelihood. Daily actions are guided by appreciative guidelines for cooperation, which our employees have developed themselves.

Individual development measures, further training, flexible working time models or even remote working also contribute to the professional satisfaction of each individual.

„We are a family business that maintains a good community. Since our founding, we have experienced how much strength can come from community. This is based on two qualities that are as simple as they are effective: respect and tolerance.“



We place great emphasis on equality: attractive management positions in the company are filled equally at all levels. Our appreciation of our employees is also demonstrated by the many employee incentives we offer, such as Christmas parties and summer festivals. In addition, we offer our employees a job bike, which can of course also be used privately – many have already opted for an e-bike.

Our factory outlet opens weekly on the company premises with a large selection of juices, nutritional supplements and attractive offers at favourable prices. The factory outlet offers a collection system for the returnable bottles, which find their way directly to the adjoining production facility.



Purchasing mission statement – raw materials as natural as possible

We have extraordinarily high quality standards. The prerequisites for this are natural and unpolluted raw materials and a strict quality policy.

Long-term cooperation for premium quality

Regional commitment and long-term cooperation with our suppliers based on partnership create the necessary trust and reliability for deliveries of qualitatively impeccable raw materials that make up the first-class quality of our juices. We recognised this early on. 1969, our company has been promoting organic contract farming in the Middle Rhine region, often using regional and organic raw materials. Through the establishment of further regional fruit collection points, we are consistently increasing the proportion of regionally produced fruit juice.

The start of the collection points in 2018 was very successful, with well over 1,000 tonnes of apples collected and has been steadily driven forward ever since. This active commitment to a common cause creates reliability and trust, and is an important investment in the relationship with our growers and thus in the supply of top-quality raw produce.

Fruits of many years of collaboration

Since 2015, we have been working together with the Müller family business on the basis of a long-term cultivation and supply contract for organic aronia berries. On an area of approx. 10 hectares, aronia berries of the best organic quality are grown exclusively for our company. After harvesting, they are processed in the company's own wine press to produce premium aronia juice.



Extraordinary quality standards

Our juices stand for premium quality and unique, unadulterated taste – the result of decades of experience. For over 100 years, we have been processing only the best raw materials with the greatest care and effort into unique products. These efforts pay off: Every year we receive awards for the quality of our juices. For example, we have been achieving great results in the international quality test of the DLG (German Agricultural Society) for years for selected fruit juices.

We have already been awarded the Federal Honour Prize several times for special product quality. This is the highest award which can be awarded to German food producers, and is awarded by the Federal Ministry of Food and Agriculture (BMEL).

The basis for this is a strict quality policy, which we follow from the receipt of raw materials to processing, packaging, storage and transport. The demands we place on all our suppliers. Before the raw materials and semi-finished products are processed into juices, they pass through a strict incoming goods inspection. The hand-picked fruits are checked for important properties such as ripeness, aroma and flavour. Before the raw materials and semi-finished products are processed into juices, they pass through a strict incoming goods inspection. The hand-picked fruits are checked for important properties such as ripeness, colour and taste. The fructose and acid contents are also precisely determined. In addition, strict, risk-oriented laboratory tests are carried out to exclude undesirable contamination and inputs. For this purpose, we work together with renowned partners.

The requirements that the raw materials have to meet are based on our quality criteria, which often exceed the legal requirements. This also applies in particular to the raw materials that we receive from conventional cultivation.

Here are two examples: The legal limit for patulin, a mould toxin, is 50 micrograms per kilogram. The internal, self-imposed limit value, on the other hand, is 10 micrograms per kilogram. The legal limit value for radioactivity is also very clearly above the self-imposed limit value at 600 becquerel that we set for our raw materials.



„Our internal quality standards exceed the legal requirements in many legal regulations.“





Production mission statement – the products are as natural as possible

Our product brands Rabenhorst and Rotbäckchen stand for a broad range of high-quality juices and food supplements, which are produced under the highest quality and safety standards.

In addition to the quality and safety of our products, the continuous and innovative further development of our product portfolio and production processes in terms of sustainability, as well as a transparent and credible communication policy, are the focus of our actions.

Uncompromising product quality

The core competence of our Rabenhorst product brand lies in the production of pure direct juices from first pressing, also called mother juices. These mother juices contain only the original fruit components of the processed fruit. Due to the gentle processing, a large number of natural ingredients are preserved. They are also characterised by a high proportion of natural turbidity substances. All mother juices are vegan. Rabenhorst juices are not clarified with gelatine, fish bladders or egg white. If it is technologically indispensable to remove the turbidity substances, this is done by mechanical separation.

Our Rotbäckchen juices are also made from direct juices with great care, for which we use only the very best ingredients. The high-quality nutritional supplements are based on natural ingredients that are supplemented with valuable vitamins and minerals. Our Rotbäckchen products can supplement a balanced and varied diet. Important nutrients are sensibly combined and dosed. The fruit juices contained are made without concentrates, but exclusively from high-quality direct juices. No gelatine or other animal substances are used for clarification.

With our juices, we specifically address conscious consumers who appreciate quality. Our company attaches great importance to producing direct



juices. As a result, the taste of juices and food supplements can vary from production to production due to differences in raw materials and harvesting. However, this is a testament to the naturalness of the processed fruits. Comparable with eating two apples – they also taste differently sour or sweet depending on the variety and the year of harvest. So every product – just like an apple – is full of flavour, valuable ingredients and is truly unique.

Our direct juice production

For us, the highest product quality begins with the selection of first-class raw materials in the form of fruits, juices, fruit pulp and purees etc.

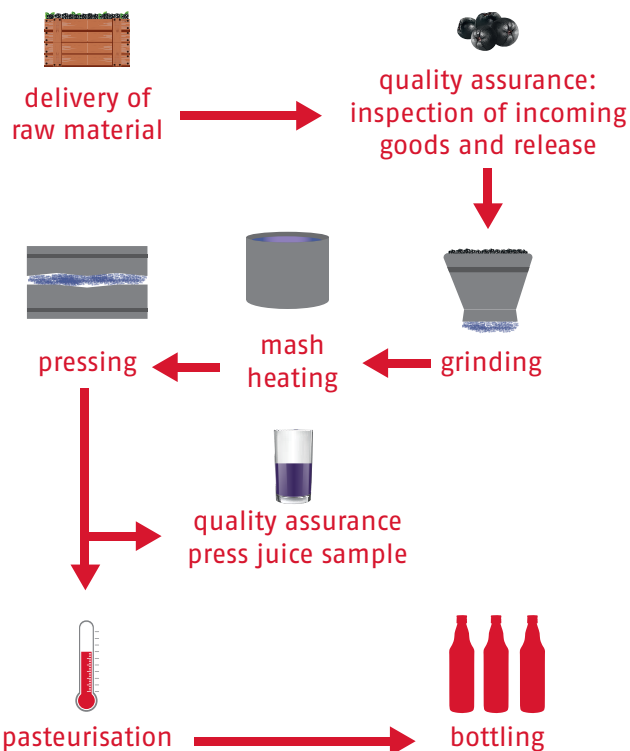
In our in-house press house, the fruits are carefully checked for direct juice production by the quality assurance department as part of the so-called incoming goods inspection.

Only after all relevant checks have been completed and the results are within the internally defined target ranges, the raw material is processed further.



Berries, cherries and also stone fruit are first chopped or ground after the inspection of incoming goods. The result is the so-called fruit mash. This is followed by pressing with the modern pressing technology, so that the best possible preservation of the valuable ingredients is possible. In our own press, the single-press method is used, which means that the fruits are pressed only once. During bottling, a special pasteurisation process is used to prevent fermentation of the juice at the lowest possible temperature. The heat effect on and the oxygen input into the product are kept as low as possible with the special filling technique. Immediately after heating, the juice bottle is actively cooled down to room temperature, so that the ingredients are preserved as far as possible. As a packaging material, we mainly use amber glass, which has excellent properties. It protects the juices and food supplements with the nutrients they contain from UV light during transport and time on the shelf. Many vitamins, especially those of the vitamin B complex, are sensitive to UV light. Without the effective light protection of the amber glass bottle, these vitamins break down more quickly. The smell and taste are not affected either.

Aronia berries pressing



Highest standards of product safety and hygiene

From the receipt of the raw materials to the pressing of the fruit and the bottling of the juices in glass bottles to the delivery of the products, strict controls are continuously carried out. This applies to raw materials, semi-finished and finished products as well as to packaging materials. Strict hygiene requirements apply in our production and during transport it must be ensured that the goods are not damaged and remain clearly identifiable.

Our company is audited once a year according to an internationally recognised standard by an independent certification body once a year. The focus here is on food safety and the quality of processes and products. In 2021, the certification is to be further expanded. In addition, we carry out risk analyses in accordance with the HACCP concept (HACCP = Hazard Analysis and Critical Control Points), which is required by law for food-producing companies. This involves checking the entire production process, from raw materials to use by the end consumer, for health hazards.

Furthermore, we have an information system, which stores important process data, production and measurement results. This allows individual production steps to be precisely controlled and traced in retrospect. Possible sources of error can thus be identified. At the same time, the batch traceability of the products and the individual raw materials is ensured.

Ensuring the high quality and safety standards of our products across all stages of the product life cycle, contributes significantly to the trust of consumers and business partners in our brands and our products. The internal thresholds for measuring product quality and safety often go beyond legislator. The same applies, for example, to minimum fruit content in nectars, for example, which we set significantly higher than prescribed by law (e.g. 75 % for elderberry nectar instead of the prescribed 50 %).



Unrestricted transparency and credibility

For us, the responsibility for uncompromising product quality does not end with the production and distribution of flawless and safe products. In particular, it also includes transparent and comprehensive product communication, which is aimed not only at consumers, but also at trade partners and professional nutritionists, pharmacies, doctors, midwives and their associations.

„What we promise, we keep. What we say, we mean. What we implement, we stand by.“

It is very important to us to inform consumers transparently and comprehensibly, even for laypersons, about our products, their ingredients and nutritional values. In this way we make an important contribution to a conscious diet and thus to the well-being of consumers. With our labelling policy, we ensure that consumers can make informed and self-determined decisions. We provide comprehensive information on various channels about the nutritional values and ingredients of our products and do so far beyond the legal requirements.

The labelling of food products with regard to ingredients, nutritional values and health-related information in Europe is regulated by the legislator by means of strict food legislation.

The central instrument is the Food Information Directive (LMIV), which includes numerous and detailed specifications, for example on the minimum font size for better readability or on nutrition labelling.

We also strictly and fully follow the applicable case law for the use of the health claims found on numerous products of the Rabenhorst and Rotbäckchen product brands. The EU Regulation 1924/2006 on nutrition and health claims (the so-called Health Claims Regulation) for foods defines the uniform requirements throughout Europe.



Comprehensive consumer service

Customer satisfaction is our highest priority. That is why every complaint is taken very seriously. The focus is on a prompt and careful as well as comprehensive review. We offer our customers a direct line to the company via various channels.

If you have any questions about the high-quality juices, you can contact them by e-mail using the contact form on the website or by calling the consumer telephone number. The numerous brochures, the websites of the two product brands Rabenhorst and Rotbäckchen as well as the company and the social media channels offer a lot of interesting information about conscious nutrition as well as about quality, the ingredients of the products, their production and labelling and the raw materials.

In addition, we provide a glimpse behind the scenes by allowing interested consumers access to the press and production facilities in Unkel during regular factory tours.

Contact

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<https://haus-rabenhorst.com>





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