



Central Cervejas e Bebidas

Sustainability Report 2011

Brewing a Better Future



PART OF THE HEINEKEN COMPANY

Welcome to our Sustainability Report 2011

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Note: SCC-Sociedade Central de Cervejas e Bebidas or simply SCC refers to both Sociedade Central de Cervejas e Bebidas, S.A. and Sociedade da Água de Luso S.A.(SAL)

Company profile

Central de Cervejas e Bebidas in short

- **SAGRES** – Sustained leadership in the Portuguese market; around 20% of 2011 sales were in exports to the Portuguese Diaspora and to Portuguese-speaking countries; innovation – new product launch: Sagres Chocolate, a chocolate-flavoured stout, Sagres Mini Zero, a unique format, Sagres Mini Preta, Sagres 1L, Sagres Festa, a more refreshing and smooth beer and Sagres Puro Malte, an intensely-flavoured special beer
- **LUSO** – New image and vision under the slogan “Água de Luso, Gerações Saudáveis” – promoting healthy lifestyles; innovation with the launch of Luso de Fruta, the perfect blend of Água de Luso with natural fruit juice
- **HEINEKEN** – Music events’ sponsoring, namely “Heineken Made Out”; Heineken film on responsible drinking, “Sunrise” shown on Portuguese TV
- **SCC** – Vision “Together, we make the leading brands that people just love to drink”; Main focuses: Sustainability, Responsible Consumption and Community support; a Company proud of its origins and history, with strongly consolidated Portuguese brands and fully integrated in an International Group – HEINEKEN





To our Stakeholders

“Brewing a Better Future – Paving the way for the next generations.”

Following the development and kick-off of the Social Responsibility/Sustainability project, “Our Commitment” in 2006, reflecting SCC and SAL’s Stakeholders’ expectations, in 2011 we celebrate the first anniversary of the sustainability programme “Brewing a Better Future.”

SCC/SAL benefit from the skills and experience of the HEINEKEN Group ensuring, at all times, that their business is aligned with the Group’s sustainability and corporate social responsibility policies and procedures, as compiled in the programme “Brewing a Better Future 2010-2020”.

The HEINEKEN Group, to which SCC belongs, is a benchmark in the area of Sustainability in the drinks’ industry. As an added value for the business, it aims to build on its consolidation.

The issue of Corporate Social Responsibility differentiates us from other Portuguese market players. The positive advances achieved in each of these initiatives in 2011 are shown in the examples given throughout this report.

By actively listening to our Stakeholders, including our Employees, we use a differentiating approach when dealing with this subject, for this purpose also associating and disclosing our annual and public commitments.

The road to corporate responsibility is widely seen as a sustainable process, transversally applicable to SCC’s performance. It is our ambition to achieve and develop the best practices.

For SCC, the issue of sustainability, embodied in **“Produzindo um Futuro Melhor-Brewing a Better Future”**, aims to contribute to SCC and its brands’ reputation. By continuously improving our environmental and social impact, we strive to consolidate our market position as a socially responsible company.

Alberto da Ponte
General Manager
Vialonga, December 2011

About Brewing a Better Future

Brewing a Better Future was introduced in April 2010 and born out of close discussion with our stakeholders. It has provided the Company with a road map and reflects our integrated and long-term ambition to become an even greener business.

We focus on three strategic imperatives:

1. Continuously IMPROVE the environmental impact of our brands and business
2. EMPOWER our people and the communities in which we operate
3. Positively IMPACT the role of beer in society.



“

We have created 23 programme areas that by 2020 will bring our words 'Brewing a Better Future' to life with our people and our stakeholders and which cover our material impacts as well as our value-based approach to people and society.”

Brewing a Better Future – Sustainability Committee

In the scope of the Brewing a Better Future programme (BaBF) SCC set up a Sustainability Committee that meets, at least once every three months, to discuss its plans and actions in this area. In 2011, we started using Green Gauge Performance Indicators (GGPIs), which help the company's management to keep track of the Operating Companies (OpCos) ongoing developments in the Brewing a Better Future (BaBF) programme. Corporate responsibility reporting has become a fundamental

imperative for our business. If we want to be seen as a responsible business, SCC must be aligned with HEINEKEN's position in the area of sustainability.

Our business priorities

In a particularly difficult year like 2011, we engaged in Social Responsibility and Education activities aimed at supporting the community in a comprehensive and sustained way. We are strongly committed to preserving the environment, especially in our OpCos. Encouraging responsible consumption continues to be one of the Company's main

drivers. Listening and engaging our stakeholders, especially our employees, is of the utmost importance to us. Our brands and business' growth is our priority. But growth is only possible if we do not lose sight of the role which sustainability and social responsibility play in achieving these objectives.

From barley to bar we target improvements throughout the value chain



IMPROVE

Green Brewer



Sustainable Production, through the efficient use of water and energy, is one of our goals. We work on improving measuring systems and raising general awareness to reduce consumption levels at the brewing plant and water plant, warehousing facilities and offices, by making our buildings more sustainable. Our Carbon Footprint reduction, Renewable Energy Sources and Water Stewardship are also among our priorities.





“Improving water and energy efficiency at our brewery are key elements to become a Green Brewer. In 2011, our focus on raising energy saving awareness, tighter control on consumption and energy savings led to historical results (13% steam consumption reduction).”

Carlos Miguel Correia
Engineering Manager

Green Brewer

Our aim is to integrate water and energy management solutions in order to optimize the use of these resources in our production process. With this, we are not only adding maximum value to our business, but we are also contributing for a more sustainable environment. CO₂ emission and waste reduction are also among our top concerns.

Environmental data on production units

SCC's average thermal energy consumption dropped from 58.9 MJ/ hl in 2010 to 51.9 MJ/ hl in 2011, meaning that the 58.4 MJ/ hl target has been achieved.

Most of the improvements were achieved at the Vialonga brewery. These resulted from an improved operational planning (using more efficient boilers in more brews), optimised control of evaporation rate at the brewhouse, completion of the surplus yeast drying process, improved pipeline insulation, TPM Focus Improvement teams and the implementation of a major Loss Awareness Programme (Ghostbusters). As a result of the various upgrades in the boilers and glass bottle washers undertaken by two TPM improvement teams at the Luso water plant, we obtained 10% savings in thermal energy consumption. With an average thermal energy performance of 51.9 MJ/ hl, Vialonga clearly outperformed Heineken Group's average of 82.5 MJ/ hl. However, due to the large amount of water produced, the average thermal energy consumption cannot be directly compared with the HEINEKEN Group's value which produces relatively more beer.



> Let's Go Ghost Busting!

In 2011, in the scope of the BaBF programme, SCC launched a Green Brewer initiative in Vialonga, called “Let's Go Ghost Busting”, alerting the company's employees to be more careful with unnecessary power and water consumption and steam leaks. But more important than this, its aim is to convert all employees into real “Ghost Busters”, prepared to identify and fight against energy waste and leaks.

We can all contribute individually and play an active role in protecting the environment! Our duty is not only to reduce the impact of our business activities, be it in terms of raw materials use, water, steam or electricity consumption, but also to extend this principle into our homes and everyday lives.

As a result of this initiative, power consumption at the plant and offices dropped, with a significant impact in environmental and financial terms. In global terms and in comparison to 2010, the drop in consumption per hectolitre was:

Steam: 13 %

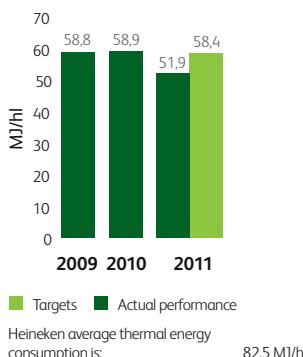
Water: 3.3%

Electricity: 2.1% (contradicting the previous years' rising trend!)

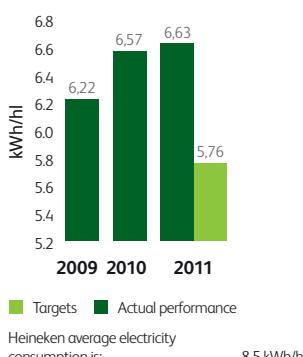
As predicted, one third of the drop in energy consumption resulted simply from small changes in people's habits. “Ghost Busters” does indeed deliver results!



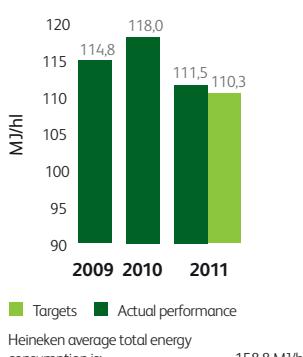
Specific thermal energy consumption MJ/hl beer + soft drink + water



Specific electricity consumption kWh/hl beer + soft drink + water



Specific total electricity consumption MJ/hl beer + soft drink + water



Electricity consumption at SCC went up from 6.57 kWh/hl in 2010, to 6.63 kWh/hl in 2011, meaning that the 5.76 kWh/hl target was not achieved. Some improvements were made at the Vialonga brewery. However, electricity consumption at the Luso water plant actually increased, despite the various measures implemented in 2011, which included several adjustments to the compressed air system undertaken by a TPM improvement team.

With an overall result of 6.63 kWh/hl, thermal energy performance is better than the HEINEKEN Group's average of 8.5 kWh/hl. However, due to the large amount of water produced, electricity consumption cannot be directly compared with the HEINEKEN Group's value which produces relatively more beer.

Total direct and indirect CO₂ emissions at SCC decreased from 5.8 kg CO₂/hl in 2010 to 4.1 kg CO₂/hl in 2011. However, the 3.6 kg CO₂/hl target was not achieved. This reduction is directly related to the decrease in thermal energy consumption, mostly achieved in the Vialonga brewery. With 4.1 kg CO₂/hl, the thermal energy performance is better than the HEINEKEN Group's average of 8.6 kg CO₂/hl. However, due to the large amount of water produced, total CO₂ emissions cannot be directly compared with the HEINEKEN Group's value which produces relatively more beer.

Water consumption at SCC decreased from 2.77 hl/hl in 2010 to 2.73 hl/hl in 2011. The target of 2.70 hl/hl was not achieved. Most improvements were achieved at the Vialonga brewery by TPM Focus improvement team pillar activities mainly in the packaging area (vacuum pumps with external cooling), which obtained very good results. Specific water consumption at the Luso water plant went up slightly in 2011, probably due to the decrease in production volume.

With 2.73 hl/hl, thermal energy performance is better than the HEINEKEN Group's average of 4.3 hl/hl. However, due to the large amount of water produced, the total water consumption cannot be directly compared with the HEINEKEN Group's value which produces relatively more beer.

Non-recycled industrial waste production at SCC decreased from 0.11 kg/hl in 2010 to 0.05 kg/hl in 2011, thus achieving the 0.25 kg/hl target.

Most improvements were achieved at the Vialonga brewery, following the recycling of construction and demolition debris, which started in April 2011.

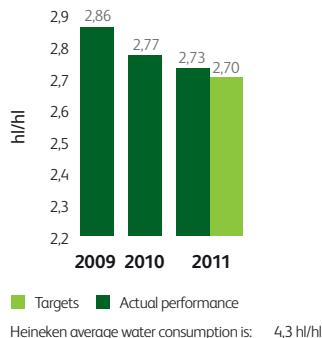
With 0.05 kg/hl, non-recycled industrial waste production is better than the HEINEKEN Group's average of 0.73 kg/hl.

The Luso water plant and the Vialonga brewery discharge their effluent organic load to surface water. In the case of Luso, waste water is only subject to pH correction, as bottled water production does not add much organic load to waste water. At the Vialonga brewery, the effluent from the brewery and malting activities is discharged to surface water after treatment on site. Effluent organic load slightly decreased in comparison to 2010 as a result of the improvements at the waste water treatment plant in Vialonga.

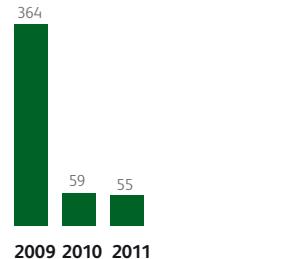
Biogas generated at the waste water treatment plant in Vialonga is sold to a third party, whereas steam produced by the third party is used as thermal energy at the brewery and malting plant in Vialonga. The remaining biogas is flared. The fuels shown in this diagram and table only show the ones used for logistics purposes, emergency generator and other installations like a water pump and malt roaster. At Luso, some thermal energy is produced with natural gas.

In 2011, Sociedade Central de Cervejas e Bebidas, S.A. did not receive any environmental and safety complaints, nor were there any environmental and safety-related accidents, nor did it have to pay any fines.

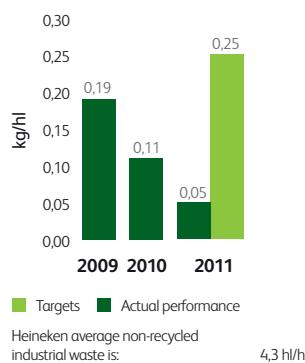
**Specific water consumption
hl water/hl beer + soft drink + water**



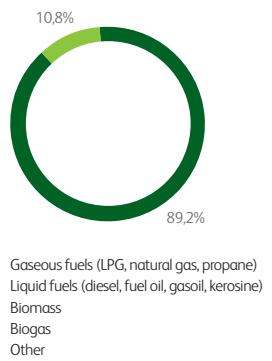
**Effluent organic load discharged to surface water
ton COD from beer + soft drink + water production**



**Specific non-recycled industrial waste production
kg/hl beer + soft drink + water**



**Types of fuel used
Calculation of MJ per type of fuel**



IMPROVE

Green Commerce

The focus on improving our environmental impact through our strategic initiative Green Commerce is one of the ways to reach our goals.

We have made a commitment to continually reduce our total carbon footprint. In the beer supply chain, the area which requires most improvements is the one which concerns beer's journey from brewery to consumer. We estimate that this is where our carbon footprint has the highest impact.





We will continue developing and implementing our sustainability policy! Thanks to our Green Coolers we are again not only contributing to the environment's improvement, but also helping our clients to reduce their energy consumption costs."

Carlos Barreiros

Purchasing Manager



Green Coolers

In 2011, Sociedade Central de Cervejas e Bebidas (SCC) continued investing in Green Coolers, which have a lower environmental impact and use less energy than the previously used cooling equipment. By the end of 2011, SCC had fully replaced its old fridges, with the acquisition of approximately 4 000 new ones. These are equipped with one or more green devices, such as hydrocarbon refrigerant, LED illumination and an energy management system, and are used wherever it is legally and technically possible. Around 2 million Euros were invested in these and they are mainly used by the Sagres beer brand range, Heineken and Água de Luso.

A specific study of this equipment shows that Kwh consumption drops from 10.25 to 6.36 Kwh, simply by changing from gas R134 to gas R290, entirely made of natural organic compounds. The main characteristics of this gas is not only its low environmental impact and improved energetic efficiency, but also the fact that it does not affect the ozone layer and is not toxic. The use of energy saving LED bulbs is one of the innovations in these Green Coolers.



> Heineken hosted the most sustainable festival ever held in Portugal

In 2011, Sociedade Central de Cervejas e Bebidas hosted, through its brand Heineken, the most sustainable festival ever held in the country, called "Heineken® MADE.OUT". The event was held in three locations – Lisbon, Alcobaça and Portimão.

The concept "MADE.OUT" (standing for Music and Dance Events Outdoor) was successfully introduced in Portugal in 2010. Thanks to its success, it was repeated. Innovation, technology, social and environmental awareness are key elements in its approach. But in 2011, Portugal's team wanted to make it even more sustainable.

Because of the dance floor, which generated energy as people danced on it, LED lighting and the use of eco-furniture the festival had a very low CO₂ emission profile. Several measures were also implemented to reduce noise pollution, recycle materials and compensate CO₂ emissions through the organisation CarbonoZero, whose goal was to receive a neutral carbon stamp.

The event's advertising also focused on sustainability. Low-emission vehicles, recycled paper printed with vegetable ink, 'Green' flyers and digital ticketing were the chosen advertising media. The approach worked; the event attracted 16 000 people. Moreover, the festival was awarded the highest environmental stamp of approval in Portugal – the 100R certificate: a certificate which is awarded to businesses that are committed to recycling as much waste as possible by edp5D, a sustainability programme designed by the Portuguese National Power Company.



Packaging

Respect and protection of the Environment are an intrinsic part of SCC's DNA and brands.

The PET (polyethylene terephthalate) packages' ecodesign, retractable sleeve removal, retractable film thickness reduction and sleeves' paint removal, combined with the Certified Product Brand licence awarded in 2000, making Água de Luso the first and only water brand in the world to receive this award, and the protection of Luso's water path perimeter clearly show Água de Luso's commitment to sustainable development.

Continuously striving to improve, in 2011 the design of all PET package references was again altered, leading to a 1.5g weight reduction per package.

The introduction of a new glass bottle family, as a result of the SMART project developed in 2011, will allow us to cut down, in 2012, 5 763 tons of glass per year, corresponding to a reduction of 1 864 tons/year in CO₂ emissions produced by glass suppliers.



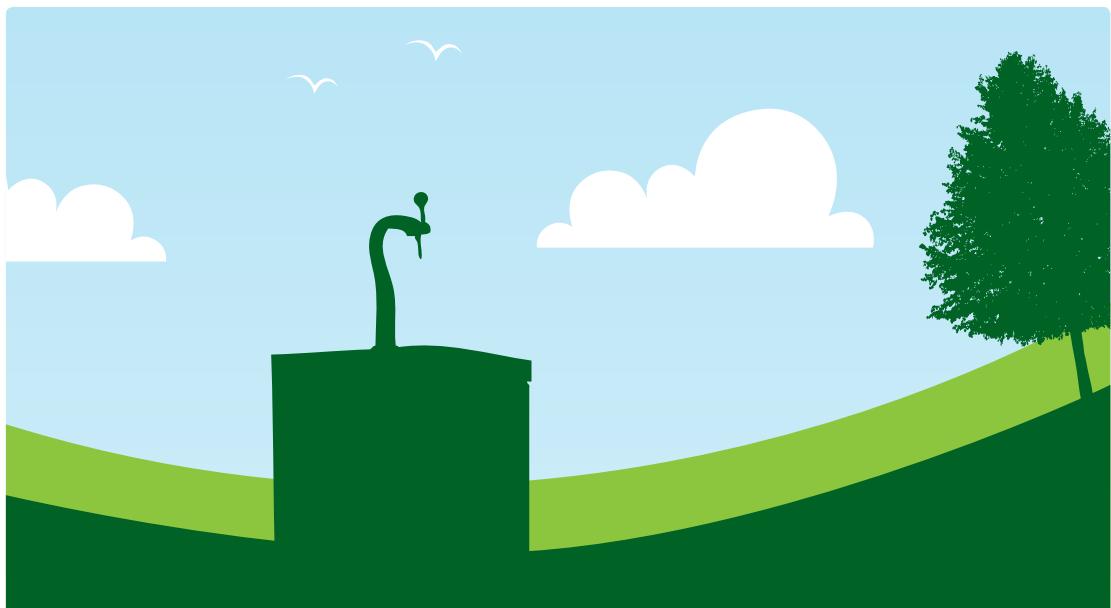
Green Distribution

In 2011 we started measuring the carbon footprint of our Primary Distribution and by the end of the year we moved on to CO₂ measurement in Secondary Distribution. We strive to embed sustainable practices across distribution and improve carbon efficiency.

Carbon Footprint

One of the HEINEKEN Group's strategic objectives focuses on the evaluation of the environmental impact of its products, namely its carbon footprint, using the CFBM-Carbon Footprint Baseline Model, currently being implemented in Portugal. The aim of calculating the products' footprint is to identify opportunities for reducing CO₂ emissions across the entire value chain and define carbon criteria in decision-making processes, namely with regards to innovation, packaging, refrigeration and distribution.

In relation to Green Distribution (Logistics, Wholesale, Transport and Commerce) it is extremely important to obtain accurate data, so the impact of our distribution decisions in our daily roles can be adequately evaluated and illustrated.



Engaging Employees



Brewing a Better Future must be a part of the way we think and act in our business. This requires our employees' full support, as they are the ones who will ultimately deliver our commitments and goals. The implementation of the Code of Business Conduct, our employees' training programmes and their health and safety are three of the top priorities enshrined in Brewing a Better Future.





All our employees and the people we work with are aware of how important it is for SCC/SAL to have a safe and healthy work environment.”

Manuel Galvão
Technical Manager

Health and Safety

In 2011, the number of accidents to company personnel and the number of lost days associated with these accidents increased in relation to 2010, while the number of accidents to contractor personnel remained unchanged. Production workforce decreased by 5% between 2010 and 2011. Overall, this led to an increase in both accident frequency and accident severity.

Unfortunately, on March 2011 one fatal accident occurred to a company employee at the production unit in Vialonga. Whilst operating a depalletiser, the individual entered the machine without stopping it or assuring its physical blockage, ignoring the applicable safety regulations.

The machine's elevator, which was in the upper position, came down and fatally hit the operator. The machine's safety devices were in the process of being upgraded following a similar incident in the Madrid brewery. An extensive plan was launched in WER to assess and reinforce safety in this type of machines. This programme included audits by an external party (TUV) and the elaboration of an exhaustive plan with immediate enforcement actions. Different awareness actions were also carried out at the Vialonga site, again reinforcing the importance of the company employees' safety.



> “Family Conversations”

The Corporate Relations/HR of Sociedade Central de Cervejas e Bebidas (SCC) and EPIS- Empresários pela Inclusão Social (a social inclusion association supported by the President of Portugal) promoted the issue of responsible consumption among all SCC employees and respective families, in an initiative called “Family Conversations”. This event was held at the Vialonga Brewery Auditorium and was open to all SCC's employees. Its aim was to reinforce SCC's active concern and commitment to this important issue, whilst Engaging Employees in the programme Cool@Work.

The ultimate aim of this action is to raise employees' general awareness, explain and inform them about responsible consumption so that they may talk about it knowingly, namely within their family circles.

This event was attended by around 400 people (70% Brewery site employees).

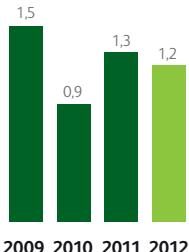
One hundred and fourteen of the employees who attended this session answered an evaluation questionnaire and rated this initiative with a 4.3 on a scale of 5.

This very successful and engaging action reinforced our colleagues' alertness to this important issue, which is part of the Brewing a Better Future programme.



EMPOWER – Engaging employees

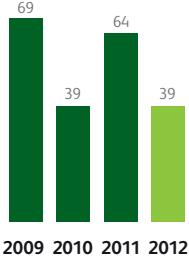
Accident frequency
cases/100 FTE for all sites



■ Targets ■ Actual

Heineken average value for accident frequency in 2011: 1.3 cases / 100 FTE

Accident severity
lost calendar days/100 FTE for all sites



■ Targets ■ Actual

Heineken average value for accident severity in 2011: 40 lost calendar days/100 FTE

Accidents, incidents and contractor safety

	2009	2010	2011
<i>Own employees safety</i>			
Total accidents	10	6	8
Serious accidents	9	6	8
Minor accidents	1	0	0
Incidents	36	34	50
<i>Contractor safety</i>			
Contractor fatal accidents	1	0	0
Contractor total accidents	9	2	2
Contractor incidents	22	8	5

Accident frequency increased from 0.9 cases/100 FTE in 2010 to 1.3 cases/100 FTE in 2011. The number of accidents increased in Vialonga, and dropped to zero in Luso.

Despite the occupational safety developments in 2011, there were more serious accidents than expected in Vialonga. Additional actions to improve safety awareness among employees were carried out. Embedding this result with the TPM Safety Pillar activities at both production units is a key issue.

In Luso, occupational safety was mainly focused on 3 issues: personal behaviour, housekeeping & 5S, and machinery safety. By achieving zero accidents in 2011, these occupational safety activities seemed effective. Accident frequency is the same as the HEINEKEN Group's average of 1.3 cases/100 FTE for 2011.

Accident severity increased from 39 lost days/100 FTE in 2010 to 64 lost days/100 FTE in 2011. The number of lost days significantly increased at the production unit in Vialonga, but decreased to zero at the production unit in Luso. This trend resulted from a serious accident at the Vialonga site. An employee had a relapse from a previous accident, which led to 213 lost days out of a total of 399 lost days. Without this relapse, SCC's accident severity in 2011 would have been 30 lost days/100 FTE instead of 64 lost days/100 FTE. Accident severity is higher than the HEINEKEN Group's average of 40 lost days/100 FTE for 2011.

The number of serious accidents and incidents to company personnel increased when compared to 2010. No minor accidents occurred to company personnel in 2011.

The number of contractor accidents remained unaltered when compared to 2010. Incidents to contractor personnel have dropped since 2009. Although contractor accidents fall outside the reported KPI's, contractor safety is very important for HEINEKEN. No fatal accidents to contractor personnel happened in 2011.



SCC/SAL volunteering

In August, following the involvement and collaboration of various employees, we published the Volunteering Guide. It seeks to engage and involve SCC and SAL's employees in volunteer community work, in alignment with the values and principles of the company's Corporate Social Responsibility strategy.

Two types of volunteering actions were defined in the company – Business Volunteering (in teams and on-job supporting causes chosen by the company) and Individual Volunteering (supporting individual causes chosen by the employee, the company acting as facilitator and dissemination instrument).

Two realities were considered, Luso and Vialonga, and regulations were implemented with the aim of bringing out the best in the supported cause.

This year 17 Volunteers from SCC/SAL (13 from Vialonga, 3 from Luso and 1 from the Algarve) participated in the mega initiative organised by Fundação EDP "Parte de Nós" (A Part of Us), the aim of which was to carry out improvement works in 12 Portuguese hospitals across the country. 1 500 volunteers lent their support to this initiative.



SCC/SAL Cares



We must consider our business as being a part of society and not separated from it. If we are not socially responsible in the communities where we operate, then we cannot be seen as a sustainable company. We must identify opportunities where we can contribute with things other than funds, namely our networks or skills, engaging ourselves and other partners in the empowerment of our people and the communities in which we operate.





Growth and sustainability are not in conflict. BaBF strategic initiative 'SCC/SAL Cares' is all about genuinely caring and raising awareness of important causes that have a global or local positive impact."

Nuno Pinto de Magalhães

Head of Corporate Relations

Corporate Social Investment

Throughout 2011, we supported our neighbouring communities, collaborating in relevant social, cultural and educational projects by providing solutions that helped mitigate the growing number of problems originated by the current difficult economic situation. Hence, corporate social investment (money, products, expertise...) in 2011 totalled € 366.570.

Local Sourcing

Local raw material sourcing totalled 22 990.00 tonnes (41%) for all our OpCos, while 33 181.00 tonnes were sourced within HEINEKEN's own region. By investing in locally grown raw materials, we are contributing to the environmental, economic and social development of the local communities.

Central de Cervejas e Bebidas supports the Vialonga Orchestra (Orquestra Geração)

In the scope of its Corporate Social Responsibility policy, more specifically

in terms of its support to the local community, Sociedade Central de Cervejas e Bebidas has been working on an educational project since 2006 with the Vialonga Schools' Group. Based on a sustained contact with music, it aims to improve social integration of students from the different schools in the Vialonga area, helping to fight against social exclusion and early school leaving, promoting team work, discipline and self-esteem, while also engaging the children's families. In 2007, this project, which started with a small group of violin students (around 30), expanded into an orchestra.

Orquestra de Vialonga has performed at events held at the Gulbenkian Foundation, Centro Cultural de Belém, ISCTE, Aula Magna of the Lisbon University, to name but a few. The sound of its instruments has been heard across Museums, Exhibitions, Education Fairs and in the media (radio and TV) which bring it into our homes. The Vialonga community is touched and proud of these young musicians, encouraging them as they gradually build their self-esteem, giving rise to Life Time Projects. Many of them say that Music is their future.

With the support of the Education Ministry, Sociedade Central de Cervejas e Bebidas and the Calouste Gulbenkian Foundation, the orchestra, which now has around 160 young musicians, has given various concerts.

SCC has helped the orchestra by offering it various music instruments, namely 40 violins and respective rests, 1 portable keyboard, 2 transverse flutes, 1 bassoon, 3 trombones, 1 bombardon, 2 clarinets and 2 double bass.

> Água de Luso and LIDL team up to support Cáritas Portuguesa

Água de Luso and LIDL have teamed up to support Cáritas Portuguesa in a nationwide solidarity campaign, which will be held between 8 December 2011 and 31 January 2012. The aim of this campaign is to provide financial relief to the Portuguese population in greater need, through this highly regarded Social Welfare institution.

To support this initiative all LIDL clients, who purchase 1.5 litre and 5 litre bottles of Água de Luso, will be contributing with 2 cents per litre to Cáritas Portuguesa.

This partnership, under the slogan "Solidarity Generations", also sponsored by Rádio Comercial and Rádio M80, is yet another initiative included in the two brands' extensive social responsibility policy, this time focused on helping Cáritas Portuguesa. The funds raised in this campaign will go directly to those in greater need.

At this particularly difficult time for all the Portuguese and in the scope of the brands' social responsibility policy, companies and respective brands should play a decisive role in helping the impoverished, supporting credible institutions that work so hard to build a better world. With this campaign we hope to be able to support and help Cáritas in this honourable mission.

Responsible Consumption



Building and sharing the best practices in the market by promoting responsible consumption actions and leading a proactive agenda that addresses SCC's concerns for abusive drinking. Moderate beer consumption can be part of a healthy life style, bringing people together in conviviality moments.





As a leading brewer, SCC actively promotes the enjoyment of beer in moderation and discourages the abuse of alcohol.”

Johanna Tulfer

Sagres Beer Marketing Manager

Sagres offered free transportation to the Lisbon 2011 Popular Saints' Festivities

On 12 June 2011, SAGRES beer, leader in the Portuguese market, offered free transportation to the Lisbon population and anyone else who was interested, to travel around the Lisbon popular festivities, in a unique initiative ever held in Portugal. “Santa Boleia” (Holy Ride) was available between 6pm and 4am. The bus, which travelled between Alcântara, Cais do Sodré and Santa Apolónia, passing through the most traditional neighbourhoods, was decorated with the image of a SAGRES beer bottle. SAGRES’ bus, “Santa Boleia”, offered onboard entertainment and Portuguese popular music, ensuring that the party spirit was not lost even for just one moment. This is another action included in the scope of the brand’s social responsibility policy, reflecting its concern with the issue of safe driving and its consumers’ well-being and safety, promoting the latter’s individual and social responsibility.

Cool@Work

The Responsible Alcohol Consumption Policy was published and communicated to all employees.

SCC aims to increase its employees’ awareness to the added responsibility which it represents for them to be a part of the alcoholic beverages industry, as is the case of beer. In fact, all members of our staff are the company’s ambassadors. To this end, SCC holds periodic actions for its employees, focusing on responsible drinking. Its welcome policy for new top management employees and all new marketeers also includes awareness activities promoted by the Corporate Relations. The latter focus on the company’s responsibility in this area, strategy and policy of alcoholic beverage consumption and the company’s Corporate Social Responsibility. On an internal level, too, and in the scope of responsible drinking and safety in the workplace, the implementation of HEINEKEN’s programme, Cool@Work continues, with employees being trained and informed on issues related with this topic.

Micro Website on Responsible Consumption

A Micro Website on Responsible Consumption, integrated in SCC’s Corporate Site – <http://www.centralcervejas.pt>, has been available, since 2011.

This website aims to inform SCC’s external and internal stakeholders about our position in the issue of Responsible Consumption of alcoholic beverages. Its contents are aligned with international and national best practices.



> Drinking and driving

SCC has developed and collaborated in various actions/campaigns intended to alert drivers to drive responsibly and to the risks of drinking alcoholic beverages.

Sagres Zero (non alcoholic beer) offered free alcohol testing at the Motorcycle concentrations in Faro (south of Portugal) and also in Góis (centre of Portugal), challenging Motards, attending the Faro and Góis Motorcycle Concentrations, to have a free test of the alcohol level in their blood. This initiative reinforces Sagres Zero’s focus on accident prevention and safe driving.

During these two events Sagres Zero beer, leader in its segment, emphasised its message “Drink Sagres Zero if you are driving”, in this voluntary activity which was held at places specifically indicated at the venues. Anyone who was interested in having an alcohol test could do it for free using an innovative breathalyser. Around 3 000 alcohol tests were performed at the two motor cyclist concentrations.

The aim of these initiatives, organised by Sagres beer in the scope of the brand’s Social Responsibility policy, is to encourage consumers to adopt responsible drinking and safe driving habits.



Partnership for Progress



Our role is to involve stakeholders in long term partnerships focused on responsible consumption, and engage the community to work together to achieve a common goal, sharing responsibilities, resources, skills and benefits.

Partnerships for progress build bridges and connections, build trust and credibility, build SCC's reputation.





To work together with the industry and government, laying down the basis and commitments for fighting alcohol misuse, is fundamental.”

Susana Lebre

Corporate Relations Manager

Partnership on Responsible Consumption

As a part of the HEINEKEN Group and as a member of the Portuguese Brewers Association (APCV), SCC is perfectly aligned with the measures for fighting against irresponsible drinking habits. The good practices so far implemented in this area, have granted SCC a leading position in the market, namely thanks to the messages introduced in its packaging materials.

Safe driving is one of our top concerns as shown in our Case Study on Responsible Consumption, involving the partnership with the Motards Associations of Faro and Góis. To promote safe driving, motorcyclists were offered free alcohol testing and non-alcoholic beer Sagres Zero.

In 2011, through Sagres Zero, we also kept our partnership with ACP (Automóvel Clube de Portugal – Portuguese Road Assistance Club) and PRP (Prevenção Rodoviária

Portuguesa – Portuguese Road Prevention) with the aim of consolidating the Company's position with regards to responsible drinking and safe driving. One of the main focuses of this venture is road accident prevention, alerting drivers to the intrinsic risks of drinking and driving, whilst promoting our non-alcoholic beer. It is SCC's intention to continue implementing initiatives that contribute to the population's increased awareness and information in this area. As an example of our concern, in 2011 we launched a new 25cl Sagres Zero reference, the Sagres Mini Zero, which had ACP and PRP's endorsement on its label and packaging as well as the message "You can drink freely".

Fundação Luso helps recuperate the Water Path in Mata do Buçaco

Fundação Luso signed a protocol with Fundação Mata do Buçaco, granting its support to the recuperation and improvement of the Water Path in Mata do Buçaco, in other words, the source of Água de Luso.

This initiative is part of the programme that involves the recuperation, rehabilitation, revival, care, operation and conservation of the natural and built heritage in the national Mata do Buçaco. Fundação Luso donated 50 000 € to this foundation.

By supporting this programme, we are contributing to the recuperation, rehabilitation, revival, care, operation and conservation of the natural and built heritage in the national Mata do Buçaco, especially of the Water Path which is the source of Água de Luso. This is part of the work which Fundação Luso has been undertaking to preserve Luso's hydric resources and natural heritage.



> May, Heart Month plays at the National Championship – A Goal for the Heart

ZON, SCC and the Portuguese Professional Football Team joined to support the Portuguese Cardiology Foundation (FPC) in the commemoration of May, Heart Month, through the campaign *Heart Rehabilitation is the Therapy for Broken Hearts*.

In this action called "A Goal for the Heart", ZON and Sagres beer offered to the Portuguese Cardiology Foundation 100 € for every goal scored during the 28th football season. The funds raised by the shared sponsorship of ZON and Sagres to the Portuguese Professional Football Team (Liga ZON Sagres) will be used in future campaigns organised by the Portuguese Cardiology Foundation to promote cardiovascular health care .

The social role played by football and its capacity to disseminate and promote information and messages, help raise the population's awareness to the need to exercise and remind them that prevention is the priority.

Enabling our journey

Brewing a Better Future is a comprehensive, integrated strategy for creating a more sustainable company and future. Stakeholders, suppliers included, are a vital part of this journey.

Supplier Code

We view our Supplier Code as a critical enabler for our journey Produzindo um Futuro Melhor – “Brewing a Better Future”. Given that much of our impact is not within our direct sight, our new Supplier Code sets out the expectations we have of our suppliers in terms of integrity, human rights and the environment.

The Code sums up the most relevant principles which not only contribute to integrity and trust in business relationships with our Suppliers, but are also the fundamental basis of a sustainable business. In 2011, 98% of our Suppliers signed and confirmed their compliance with these commitments by actively supporting and respecting our values and principles in their own business practices.

SCC's Reputation

An important platform for stakeholder engagement and dialogue is HEINEKEN's Reputation Research. Implemented in 2010, this survey is carried out among a wide range of our stakeholders: employees,

customers, governmental and political stakeholders, media, NGOs and trade associations. The study is a combination of individual phone interviews and an online survey, and focuses on seven key dimensions, one of which is 'responsible and sustainable'.

The 2011 Reputation Research results show a continued and positive overall reputation of HEINEKEN. Its Stakeholders have a high level of trust in the company and perceive HEINEKEN as a passionate company with a strong brewing heritage, committed to a long-term relationship and delivering its promises.

In the 2011 Reputation Research, SCC was perceived by its stakeholders as a highly-performing company, capitalising on a solid base and achieving its goals through innovation. Stakeholders praise SCC's ability to **innovate on its products** and to build value on its **strong brands**, closely linked with the **Portuguese identity**. It is widely seen as a **trusted partner** as well as an active member of the community, leading the sector's CSR.



Furthermore and as the leader in the Portuguese beer market, SCC values its relationships and is keen on continuously learning from its Stakeholders' feedback. By listening to our Stakeholders' suggestions and opinions we are able to identify and define priorities in areas which require improvements.

To improve our response to the ongoing changes, we were challenged by our Stakeholders to become more involved and engaged with customers.

Our Stakeholders also came back with suggestions for improvements, namely for more communication on corporate responsibility, especially with regards to youth drinking.

In response to our Stakeholders' expectations, SCC capitalises on high-quality products, strong brand equity, and great relationships, thus building a stronger corporate reputation.



Positive Story of Beer, under the slogan “Let’s Talk about Beer”

In alignment with the HEINEKEN Group, one of SCC's major challenges for 2011 was the promotion of the Beer category, for this purpose organising two events to spread the “Positive Story of Beer” among its internal and external Stakeholders.

Our aim was to highlight the importance of the brewing sector and its contribution to the Portuguese economy, as well to enhance the image of beer, its innovation potential, health benefits and responsible drinking, among others. Beer's important economic and social role and its role as a symbol of conviviality and friendship were also strongly emphasised.

These events were organised so that our internal and external Stakeholders, who we appointed as ambassadors of the beer category, could learn all about beer in a dynamic and fun / light way.

To promote these two events, we organised several workshops, providing information about beer

in its different dimensions. Our target audiences were internal and external Stakeholders, such as Marketing, Sales, Wholesalers and Technical Assistance.

On 21 May and 15 October, two events were organised by SCC's Corporate Relations at Museu do Oriente in Lisbon and at the Casino da Figueira da Foz in Figueira da Foz.

“Let’s Talk about Beer” was the topic which was discussed in its various dimensions. Several employees from Sales, Marketing, Customer Marketing, Technical Assistance, Distribution Network and Pre-Sales Logistics were appointed as Ambassadors of the Beer Category. Six hundred people, organised into groups, participated in these two events which were divided into the following eight modules: Heritage and Tradition; Economic Contribution; Beer and Nutrition; Innovation/Progress; Ingredients and Naturalness; Responsible Drinking/Sustainability; Socialising and the Art of Pouring and lastly Gastronomy. Participants in the Gastronomy module prepared their own lunch “in loco”, most of which cooked with Beer.



Central Cervejas e Bebidas



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Please see the SCC
Sustainability Report 2011 at
www.centralcervejasbebidas.pt

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PREMIUM BEER

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