

2020 IMPACT REPORT TOWNSHEND





our approach to business

A foundation of transparency & operational consistency ensures we continue to make the best quality wine at the best value.

our mission statement

we make positive impact wine through innovation, sustainability & community.

At Townshend, we strive to make a positive impact on society and the environment. It would be easy for us to simply produce great wine and call it a day, but we think we have the opportunity and responsibility to be a force for good in the world. We recognize this work is never truly done.

our mission:
positive impact wine through sustainability, innovation & community

our values: best quality | best value | integrity | honesty
commitment | sustainability

innovation

- Packaging *cutting-edge leadership*
- Circularity
- Transportation & distribution

sustainability

- Wine-making process
- Water conservation
- Waste reduction
- Energy use

community

- Workers
- Engagement *hiring practices & involvement*
- Impact Giving

TRANSPARENCY

WINE-MAKING: best quality, best value

OPERATIONS

our impact

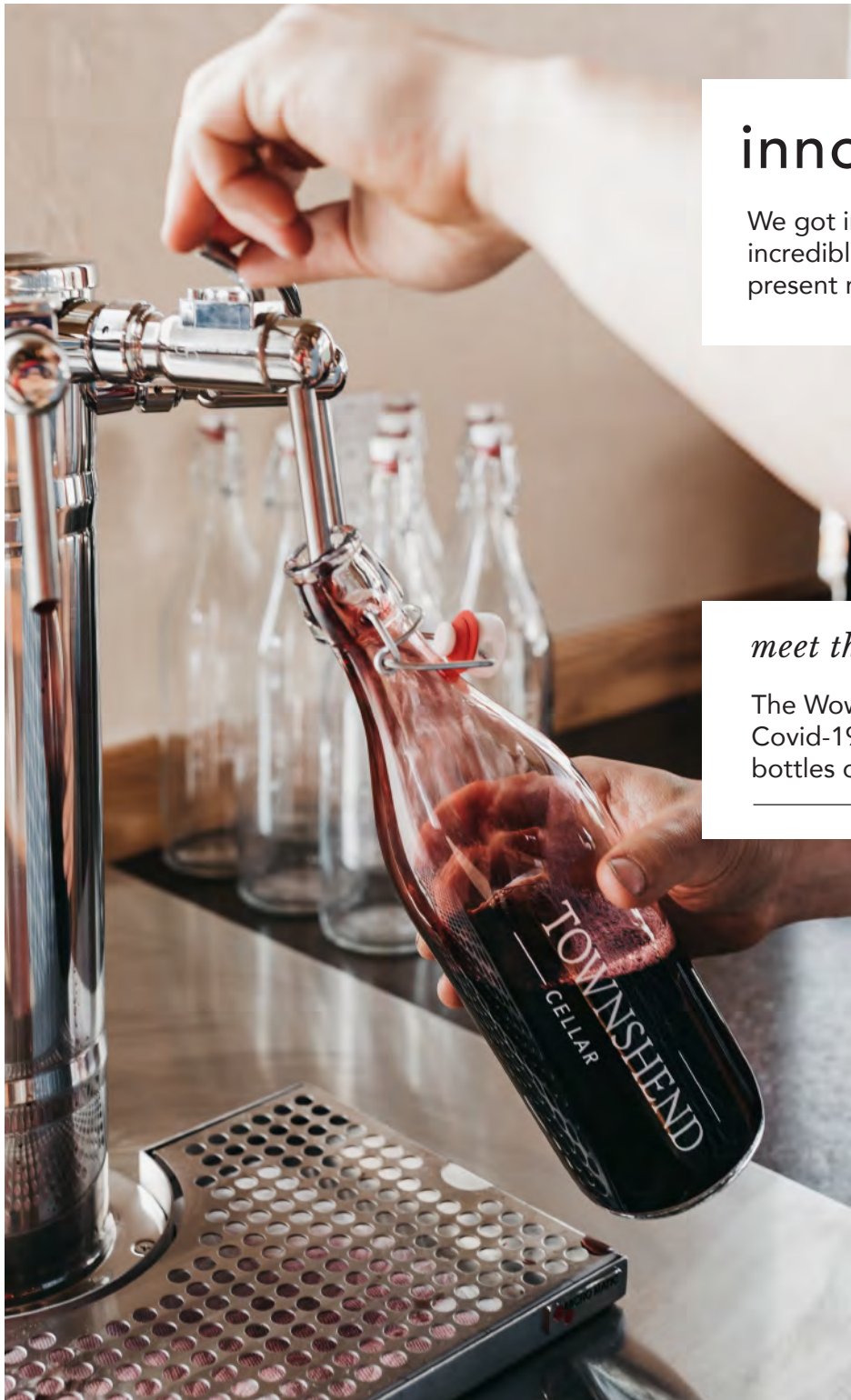
We have aligned our objectives as a business around the United Nations Sustainable Development Goals.

We believe that in order to build a more equitable and prosperous world for all we need to develop strategies that address many social needs throughout the world.

The Sustainable Development Goals provide a framework for understanding the needs and challenges we collectively face to achieve a more sustainable world for all.

to learn more, visit:
www.un.org/sustainabledevelopment





innovation

We got into business to make great wine at incredible value. To keep this vision alive, while meeting the present needs of society, we must continue to innovate.



packaging

Glass bottles are one of the largest aspects of our environmental footprint. We are committed to discovering methods of reducing this impact, from production to disposal, of our own packaging in the coming years. As a preliminary step, we introduced wine in large format kegs as an option for restaurants / bars and for consumers, the Wowler (aka: wine growler).

meet the **WOWLER**

The Wowler is our refillable way to drink wine and reduce packaging waste. Despite Covid-19 taking a toll on our in-person experiences, consumers filled their Wowlers bottles over three times on average over the course of 2020.

equipment investment

We have focused on equipment upgrades and improvements that have reduced the inputs needed to operate them. For example, we now use steam during the barrel cleaning process which cuts the water use in half. Additionally, we have invested in a used Cross Flow Filtration system which allow us to filter our wine in one pass, saving hundreds of gallons of water that would be used for cleaning and eliminating paper filters that end up in the landfill.



Over a 10% reduction in annual water use at our main production facility over 2019 usage



sustainability



tracking

The first step to reducing our impact on the environment is to make sure we track what our impact is. We are now tracking all of our water use, Scope 1 and 2 Emissions and our waste produced. We use this tracking method to better understand our current impact and begin setting goals to reduce resource use and GHG emissions.

solar

We installed a 10.8kWh solar array on our Green Bluff tasting room in August of 2019. This system will produce approximately 1/3 of the electricity needed to operate the building. We have also purchased Renewable Energy Credits and Carbon Offsets to ensure that our wine is made with the cleanest energy available.

Offsets purchased through 3Degrees. *to learn more, visit:* www.3degreesinc.com

measuring our impact

2020

total water use (*gallons*) 318,000*

** For water use specific to winemaking, this equates to approximately 3 gallons of water used to make 1 gallon of wine.*

Scope 1 Emissions (MT CO₂e) 31 *decrease from 2019: -7%*

Scope 2 Emissions (MT CO₂e) 24 *decrease from 2019: -24%*

% Scope 1 & 2 Emissions Offset 100%

Waste diversion rate 85%
(*tons diverted / tons generated*)

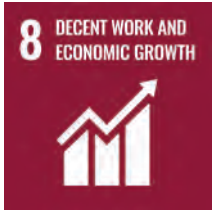


TOWNSHEND



community

To make a significant impact in our support for the community, we have defined three major areas of focus: Workers, Local Engagement & Impact Giving.



local engagement

To demonstrate our commitment to community involvement, we have a written preference for sourcing locally, and from businesses that demonstrate social and environmental engagement. We provide paid time to volunteer for our employees, because we believe they should have the opportunity to engage in their communities outside of work.

In 2020 we gave **2% of total revenue to local non-profits that align with our mission.** We did this through direct giving of funds as well as donations of wine, volunteer work, and use of equipment.

Our total giving for 2020 was over \$45,000. We gave our main support to organizations such as The Lands Council, Terrain, Evergreen East, The Carl Maxey Center, Big Table Spokane and Feast World Kitchen.

healthier planet = healthier everyone

We are proud to to support **The Lands Council** and be the main sponsor of as well as volunteer time for their **SpoCanopy Project** aimed to increase the urban tree canopy throughout Spokane.



**FOR THE
PLANET.**

— MEMBER —

impact giving

local partnerships & donations

1% for the Planet

We are the first Washington winery to become a member of 1% for the Planet! Our membership is a commitment to donate at least 1% of our annual revenue to approved organizations. 2020 will be our first complete year of being members of 1% for the Planet.

their mission

“The intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful source in solving the world’s problems.”

– *Yvon Chouinard, founder*



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thank you.

For more information on our impact report & sustainability efforts, please contact us at:
info@townshendcellar.com

Townshend Cellar is incorporated in Washington State as a Social Purpose Corporation and is wholly owned by Brendon Townshend.

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