

Our vision to “Provide happiness through beverages” applies not only to our customers and consumers, but also to our partners, suppliers and other stakeholders. PhoenixBev’s CSR programme supports the aspirations set the SDGs by preserving and enhancing the well-being of community members.



Social capital inputs

- Good relationships with team members, customers, partners and suppliers
- Constructive engagements with regulators and NGOs
- Positive relationships with the unions
- Transparent and open engagement with investors and funders

Capital outcomes in 2022

- Expansion of PhoenixEarth as our sustainability hub
- Effective supply chain management to ensure uninterrupted supply of key inputs despite global disruptions

- Team members’ morale affected by challenging economic conditions
- Meetings with NGOs could not be held for sanitary reasons (Covid-19)

Preserving and sustaining value

- Ongoing monitoring of customer satisfaction and partnership engagement
- MUR 620 000 distributed to stakeholders

SDG targets

- Raise awareness on plastic pollution throughout Mauritius
- Raise awareness on responsible consumption of sugar and alcoholic beverages
- Partner with NGOs to have more impactful campaigns



PhoenixBev’s key stakeholders, their primary concerns and how we address these are discussed in the stakeholder engagement section on page 30. More information on how we manage our relationships with three key stakeholder groups is shown below.

Keeping our **customers** and **consumers** satisfied

- Our diverse portfolio of international and own-brand products provide options for all tastes and are available in a range of convenient packaging sizes.
- Our operations emphasise quality assurance and adhere to international quality and safety management standards.
- The Customer Response Unit monitors customer satisfaction assessed at customer visits and targeted customer surveys, and investigates any complaints.

We are proud **partners** of some of the world’s leading beverage brands, including The Coca-Cola Company, Diageo, Schweppes International and Les Grands Chais de France.

- We carefully choose partner brands for product fit with our current portfolio, with the potential to create demand in our markets and their role in helping PhoenixBev to provide a total beverage solution.
- We also assess potential partners’ brand reputation, quality standards and the sustainability of their value chain.
- Business partners provide input and external benchmarking for our operating processes and quality control, as well as sharing of global best practices in the international beverages industry.

Effective **supply chain** management is essential to ensure consistent quality and reliable supply.

- We select suppliers that operate sustainably and ethically to ensure that they align with our values and to mitigate against reputational damage.
- Supplier selection and evaluation criteria include product quality, conformance to specifications, price and total cost of ownership, brand, country of origin, delivery time and environmental responsibility.
- We conduct annual formal supplier assessments and strategic suppliers are regularly audited by a multi-disciplinary team of key personnel from the relevant departments. Suppliers of certain key inputs are accredited by our key international partners.
- We buy locally where we can, but this is only possible for products available in Mauritius that meet the quality and other criteria required by our standards and the protocols of our partner brands. Other inputs are imported from all over the world.

