VINTRE MØLLER

SUSTAINABILITY REPORT 2020

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About the Report

This report is the first report of its kind made for Vintre Møller Destilleri. Its purpose is to give a comprehensive overview of the sustainability activities of the company through the preceding years and list their goals for the future.

Sustainability Reporting as Social Responsibility

The report is a supplement to the financial report of the company, where Vintre Møller Destilleri's non-financial accounting is detailed. Although it is not legally required for smaller companies to publish on their social responsibility or sustainability efforts, Vintre Møller Destilleri sees it as a social responsibility in itself to do so.

THE HISTORY OF VINTRE MØLLER

Photo: An overview of Vintre Møller from the early 1900's

Vintre Møller is a settlement in Mid-Sealand, Denmark in Lejre Municipality. The town name, meaning 'winter mills', alludes to the historical activities that have been associated with the area.

The originally constructed mills were only used outside the agricultural season, where the water was used for agriculture or grazing areas. The area was a small craft and industrial center based on water energy where grain was processed for the surrounding farms and manors (Böcher, 1943).

Water played a pivotal role at Vintre Møller as the buildings are located along the watercourse Møllebækken, which runs down a slope, from which several springs with reasonably large water flow spring, named 'Sortekilderne' which translates to 'The Black Springs'. The springs have throughout history provided water for five watermills which supported various kinds of industry including a bakery and a brewery (ibid).

From Wool & Grain, Beer & Mineral Water to Gin & Whisky

Since the 14th century, there has been a recorded milling industry in the area. In1805, a 'miller' sold Vintre Møller for 694 'rigsdaler' at which time grain and wool were processed at the mill. In 1889 the mill burned down, and was taken over by Karl Johan in 1890 who proceeded to repair the mill and brew beer. At the turn of the 20th century, documents show that in the late 1800's Karl Johan produced around 100.000 bottles of beers yearly.

In 1911, Karl Johan's son, also named Karl Johan, took over the production, and with the mill repaired began producing electricity for the neighboring area which continued up until 1952. In 1930 the brewery expanded their production to include mineral water and in 1957 the brewing ceased while the mineral water was produced until 1987 when the factory closed permanently.

In 2018, Henrik Hammer took over the factory and in the spirit of its predecessors began the production of gin, vodka and whisky. *Vintre Møller Destilleri* anchors its activities in respect for the history of the area and in harmony with nature.

The historical mill at Vintre Møller has once again been restored. This was made possible with the help from LAG funds (EU) and is truly a symbol of the revival and continuation of Vintre Møller's 650-year-old history.

Photo: A look inside the newly renovated mill where the Vintre Møller Destilleri's whisky will rest

VINTRE MØLLER DESTILLERI

Before moving to Vintre Møller, Henrik Hammer produced award winning gin in England and Denmark under the names *Hammer & Son Ltd.* and *Frederiksberg Destilleri*. The products include *Geranium Premium London Dry Gin*, *Old English Gin*, *Frederiksberg distillery London Dry Gin* and *Sloe Gin*, to name a few.

Renovations are ongoing at the distillery, but Vintre Møller's very own vodka and gin have already been launched and their whisky production is well underway.

The ***Silver Forest Vodka*** *from February 2020* is distilled from wheat and given its uniqueness by diluting it exclusively with birch sap. The birch sap is tapped in the beginning of March from trees in a protected area in Ordrup forest, which is local to the distillery.

The base spirit for ***Geranium*** and ***Old English*** has been distilled at Langley distillery in Oldbury, England since 2009 and 2012 respectively. The gin is made according to a 350 year tradition on a 3000 liter, 100 year old copper pot still named 'Constance'. After distillation the gin is transported at high alcoholproof to Vintre Møller where water from their own artesian well is added.

Frederiksberg Destilleri is Hammer's urban distillery; utilizing a small pot still in the basement of Frederiksberg city hall to make their products.

The ***Green Meadow Organic Vodka*** was released in August of 2020 as the first organic product. Henrik Hammer explains that the water from Vintre Møller's artesian well is an important factor in creating the flavor profile of the vodka. It was described by IWSC* as a "*Sleek, elegant, understated vodka with light florals on the nose and an earthy citrus quality. Yeasty bready character complimented by a wonderful rounded mouthfeel*". Additionally, it was awarded GOLD at 'The Vodka Masters' and received 92 points from IWSC.

For the **whisky**, barley is organically grown on site, and once harvested is malted, mashed, fermented and distilled. After distillation the whisky will be moved into oak barrels and left to age in the old water mill. The first batch of Vintre Møller whisky will be moved into their casks in the spring of 2021.

Vintre Møller Destilleri uses 30 liter copper pot stills to make distillates from the many botanicals, roots and herbs organically grown on the grounds for the gin and other products. The whisky will be distilled in a new 7 meter tall continuous still.

Owner, Henrik Hammer

The old barn at Vintre Møller Distilleri.. In there the whisky will be distilled and visitors to the distillery will be able to have tastings and other events.

*International Wine & Spirit Competition

SOCIAL RESPONSIBILITY

During the coronavirus pandemic of 2020

In the beginning of the virus outbreak, in the early spring of 2020, hand sanitizer became high in demand and production and import could not keep up with the sudden rise in demand. At Vintre Møller Destilleri they decided to use their knowledge of gin production and the properties of nature to make a hand sanitizer. They wanted to make a product specifically catered to restaurants and bars to give to their costumers. They also supply hand sanitizer to the school in the neighbouring town of Kirke Såby.

The sanitizer is made with natural oils from geranium and pink grapefruit, to keep hands clean and soft for a long time, while leaving a mild scent. As with all of Vintre Møller Destilleri's products, it is bottled with their own spring water, green power from Danish wind and by local labor.

A fixed amount of the income generated from sold hand sanitizer is donated to *The Wine & Spirit Education Trust*, often referred to as WSET. WSET is a global organisation that arranges courses and exams in the field of wine and spirits. People in the industry can apply for grants to attend their courses to increase their skills.

Vintre Møller Destilleri are the main sponsors of the 'Hjertestarter' in the local sports hall. A 'Hjertestarter' (meaning defibrillator), has been set up at the hall in case of an emergency.

Local is an important term at Vintre Møller Destilleri. They employ local labor and currently 60% of their employees are employed through the municipality's job center. Additionally they partake in job training programs with the job center aimed at locals with specific needs.

Responsible Business Practices and Compliance

It is important to note that social responsibility also covers Vintre Møller Destilleri's responsible business practices. Compliance with legislation and standards need to be met for their sustainability strategy to be successful.

In order to exercise sound and responsible business operations, investments are made in the ongoing development of the company and its framework, with a sharp focus on sales, earnings, optimization and risk management.

SUSTAINABILITY AND THE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations (UN) Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

On the 1st of January 2016, the UN and all its member states officially introduced the 2030 Agenda for Sustainable Development; a plan of action based on 17 Sustainable Development Goals (SDGs) to address the main global challenges of the coming 15 years (United Nations, 2016). Solving these complex challenges and reaching these SDGs requires a holistic, transformative approach, building on the principles of economic, social and environmental sustainability.

Adopting these goals gives Vintre Møller Destilleri the opportunity to join in the global efforts towards a sustainable future.

VINTRE MØLLER DESTILLERI AIMS TO BECOME CLIMATE POSITIVE BY 2023

Sustainability is at the heart of Vintre Møller Destilleri, just as it has been through the centuries. The emphasis is on utilizing natural resources for production and encouraging local collaboration, without sacrificing the quality of the final product. One of the sustainability goals of Vintre Møller Destilleri is of becoming climate positive by the year 2023.

The SDGs provide a framework for the sustainability strategy and this report will describe how they expect to reach them through their operations. Although Vintre Møller Destilleri's activities touch upon the majority of the SDGs, there are six that are of particular focus. Those SDGs and the specific targets are listed on the next page.

SDGs TARGETS IN FOCUS

13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

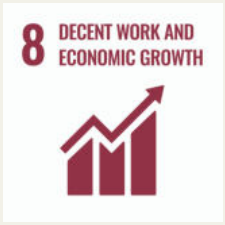
13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

7.1 By 2030, ensure universal access to affordable, reliable and modern energy services

7.2 By 2030, increase substantially the share of renewable energy in the global energy mix



8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

12.2 By 2030, achieve the sustainable management and efficient use of natural resources

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements

15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species

15.9 By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts

PRODUCT LIFE CYCLE

The below table shows the life cycle of the Vintre Møller products today. To achieve the goal of climate positivity by 2023, the focus of the sustainability strategy is shown for each stage of the production.

		Gin and Vodka	Whisky	Sustainability Focus
Indirect emissions	Upstream	High proof distillate Bottle procurement Other raw materials Transportation	Barrel Procurement Bottle procurement Other materials Transportation	Responsible procurement practices Minimize emissions through partnerships
Direct Emissions	On Site	Roots, berries and botanicles (grown and harvested) Distillation Dilution of distillate **Bottling Labelling Packaging**	Barley (grown and harvested) Malting Mashing & Fermenting Distillation Barreling **After barrel aging**	Reduce energy consumption Reduce water waste and ensure high quality Employee safety and wellbeing Compliance to standards of organic agriculture Increase biodiversity Circular economy, zero waste
Indirect emissions	Downstream	Distribution Consumption End of Life Treatment	Distribution Consumption End of Life Treatment	Encourage retailers and costumers to support sustainable production Encourage recycling of glass bottles

RESPONSIBLE PROCUREMENT

The Bottles

Glass manufacturing puts demands on local fresh water and can emit water pollution and air pollution, potentially affecting local communities. It is therefore very important for Vintre Møller Destilleri to source their bottles responsibly, using a manufacturer that holds sustainability in high regard.

Glass is the only packaging material that is 100% recyclable forever, and undergoes no alteration in its physicochemical performance. When a bottle is recycled, a new bottle can be produced with no loss of quality.

Vintre Møller Destilleri prioritizes the use of local suppliers, craftsmen, materials and consumables.

Vintre Møller Destilleri's bottle producer, *Saverglass*, has been a part of UN Global Compact since 2016. They act to reduce their carbon footprint, water and energy use.

As example of their commitment, the share of recovered rainwater out of total consumption at the *Feuquières* plant has increased from 15% 12 years ago to more than 60% today. They have reduced nitrogen oxide emissions by 40 to 50%. By choosing Saverglass as their supplier, Vintre Møller Destilleri reduces their own carbon footprint as a large part of the emissions related to the final product is in making the physical bottle (Saverglass, 2019).

Targets for the 2023 Goal

- **Eliminate plastic and PVC from all packaging**
- **Find an alternative to glass bottles**

Bag-in-Box Gin

As of yet there are no suitable alternatives to the glass bottles. Vintre Møller has come out with a new way to package their products, namely in a Bag-in-Box. This product is aimed at bar and restaurant industry to reduce the carbon footprint of the packaging.

With the Bag-in-Box gin, they save 100% glass, 90% CO2 and 85% plastic and cardboard. Vintre Møller Destilleri offers bars and restaurants the product at a 30% reduced price, thus competing with pouring brands as well as giving them an incentive to buy more sustainable products. A win-win.

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ORGANIC CERTIFIED

Vintre Møller Destilleri is a certified organic company. The organic production management system is a holistic approach to agriculture which promotes and enhances agroecosystem health, including biodiversity, biological cycles and soil biological activity.

Regenerative Agriculture

A method Vintre Møller Destilleri has adopted to further increase the health of their soils and thus supporting the principles of organic agriculture is 'regenerative agriculture'.

According to Rodale (1983) the goal of regenerative farming systems is to increase soil quality and biodiversity in farmland while producing nourishing farm products profitably. One of the main principles, is of abandoning tillage, or actively rebuilding soil communities following a tillage event.

What this means for Vintre Møller Destilleri is that after harvesting their barley, they do not make intermediate crops, but return the remains of the main crop (barley) into the ground in a natural way, thus returning carbon and nitrogen to the soil. This method reduces their emissions of CO2 as well as saving other resources that would be needed to make intermediate crops.

Stats-kontrolleret økologisk

In 1987, Denmark became the first country in the world to have an ecology law passed in parliament and following this, a state control system was established. In 1990, the Ø mark (seen aove) was created. The label is a control mark that guarantees that organic goods are state-controlled.

Each year, Vintre Møller must report their production to the Danish Agency for Agriculture via the joint report (Fællesskema). This is done as part of the state-control and is a prerequisite for maintaining the authorization.

Objectives

- **Contribute to protection of the environment and the climate**
- **To maintain the long-term fertility of soils**
- **Contribute to a high level of biodiversity**
- **Substantially contribute to a non-toxic environment**
- **Encourage the preservation of rare and native breeds in danger of extinction**
- **Encourage short distribution channels and local production in the various areas of the Union**

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BIODIVERSITY

A Partnership with Copenhagen Zoo to preserve the European Fire-bellied Toad

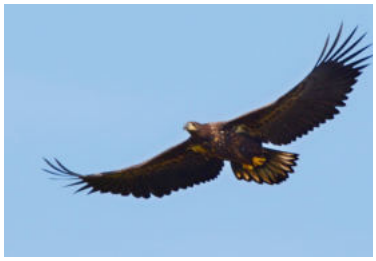
In collaboration with Copenhagen ZOO, Vintre Møller Destilleri will build a habitat for fire-bellied toads on the grounds in the form of a 700 square meter pond. The project was expected to be completed in 2020, but due to the coronavirus pandemic was put to a halt. The plan is to welcome the toads to their new habitat in the spring of 2021.

Copenhagen ZOO is involved in projects aimed at increasing the number of fire-bellied toads in Denmark. The species are bred in the ZOO's breeding center with a plan to release them into the wild. The habitats are imitated with candles, reeds, duck food, hiding places in the water and on the land, to imitate nature as much as possible. The amphibians will be cared for until they are strong enough to be exposed to the Danish nature at Vintre Møller (ZOO, n.d.).

The fire-bellied toad used to be widespread, but today only about 2000 of these amphibians are found in all of Denmark and they are therefor protected under the EU Habitats Directive. The fire-bellied toad must not be captured, killed or disturbed, and its habitats must not be damaged or destroyed. In addition, special areas need to be created to preserve it in all EU countries (ibid).

Bees and Other Pollinators

In May of 2020, with help from their neighbor, Søren, Vintre Møller Destilleri has established two new hives. They were established from Søren's own colony and will play a crucial part in crop pollination along with all the other species in the area; flies, moths, wasps, beetles, birds, bats and other small animals.



The sea eagle, looks to thrive in the neighbouring Ordrup forest.

The forest next to Vintre Møller Distilleri was unfortunately cut down leaving the owls that called it home without one. The two boxes shown above were made in April 2020 in the hopes that the owls would return. Luckily, they did, and have even welcomed owlets to their new home.

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ENERGY

In 2020, Vintre Møller Destilleri became the proud holders of an energy attribute certificate (RECS certificate) from *OK Vindmøller*. This guarantees that the equivalent of their energy use is produced by Danish windmills.

Wind Energy

The burning of fossil fuels, with contributions from both Danish and foreign sources, is every year the reason why approx. 3,750 people die a premature death in Denmark. Wind turbines are a great benefit for the environment and thus the climate. The energy is natural and renewable (Energinet).

Addressing the share of renewable energy in the global energy mix

By purchasing energy from wind, Vintre Møller not only support their own operations and ensure that their energy use is supplemented by energy created by wind, but support the further building of windmills in Denmark. More windmills will benefit everyone as wind energy makes up an increasing amount of the total energy produced. The need for power plants that burn biomass and fossil fuels will in the future decline and Denmark will become solely reliant on green, renewable energy.

As a step towards their 2023 goal, in 2021, Vintre Møller will install solar panels that can produce enough energy to power their production.

Solar Power

Although the production at Vinter Møller already is reliant on renewable energy, the future plans are to invest in technologies that will further their sustainability agenda. Solar energy, like wind energy, is a renewable energy source and at Vintre Møller they believe that the benefits of relying on their own solar energy outweigh the ones of purchasing wind energy. The amount of energy produced will vary by seasons, giving more during the summer months.

The solar panels installed would produce the equivalent of 80.640 DKK worth of electricity annually (price calculated pr. 1,5kr./kWh).

The estimated return on investment for the project is approximately 6.82 years. The investment will generate both long-term savings as well as a relatively quick payback, by greatly reducing Vintre Møller's current electricity costs. Furthermore, it will reduce the risks involved in network failure and power outages.

ENERGY SAVINGS

Although electricity use in 2019 and 2020 is relatively steady, there is a 5% increase between years. The target for 2021 is to reduce electricity use by 10% compared to 2020.

To achieve this target of 10% reduction, all of the light sources at Vintre Møller were switched to LEDs in 2020. LED lifetime is between 20.000 and 60.000 hours and although the initial costs of installing LED lighting is relatively high, the technology will pay back over time.

In addition to savings in energy and expenses, LED lights do not contain harmful chemicals such as mercury, meaning switching to LEDs reduces the risk of exposure of those chemicals at the end of life or due to accidents.

LED lights also tend to be more robust than other light sources further reducing safety risks. The below table shows the lights that were switched to LED's and their consequent savings. Calculations are compared to 8 hour use per day.

Light source:	Incandescent	Halogen	Fluorescent
Lifetime (average)	1000 hours	2000 hours	10.000-20.000 hours
Number of sources	15	3	16
Watt	60	1000	40
Yearly energy cost (2,25 kr./kWh)	6.045 DKK	20.148 DKK	4.304 DKK
Energy savings by switching to LED	Up to 90 %	Up to 90%	30-40%

A 50.000 hour LED light bulb used 8 hours a day will last approximately 17 years

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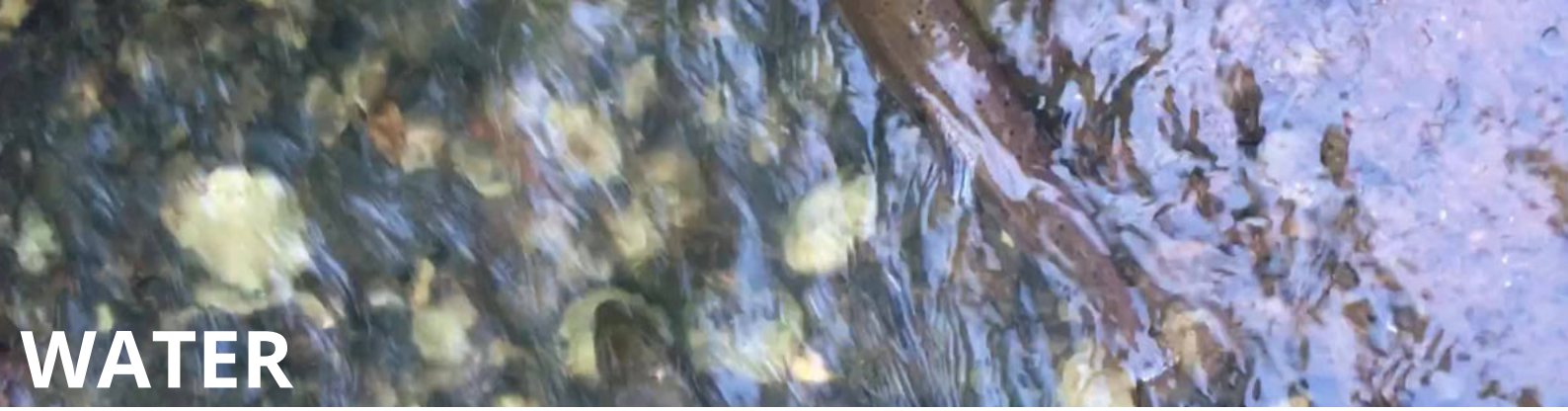

WATER

The Current State of Affairs

The United Nations indicate that 1.8 billion humans will live in areas suffering from water scarcity in 2025. Water usage has been increasing at a rate twice as high as population increases (FAO, 2017) and although bodies of water cover 70% of the Earth's surface, a relatively microscopic 2.5% of that water is estimated to be fresh. Of those 2,5% freshwater resources, 68% remain sealed away in ice sheets and glaciers (Shiklomanov, 1993).

The Artesian Well

The well at Vintre Møller Destilleri is 10 meters deep and taps into water that is trapped in between confining layers underground. The natural pressure that exists under these conditions allows the water to flow freely up through the well, ready for consumption. Vintre Møller Destilleri shares water from their well with the neighboring households who wish to have access to it.

The artesian well gives 50.000 liters of the purest water every day

Water and Organic Agriculture

Water as mentioned previously, plays a vital role at Vintre Møller Destilleri, both in their agricultural practices as well as distillation processes. When it comes to clean water supply, agriculture has been strongly linked to both immense water usage and deteriorating water quality.

Given that synthetic pesticides are all but eliminated in organic agriculture, water pollution is greatly reduced. Additionally, organic agriculture generally contain more soil organic matter, thus providing better water holding capabilities and positively contributing to SDG 6.

Water and Distillation

During distillation, water is used as a cooling agent. When hot vapors get to a part in the still, named 'the condenser', they meet cool copper coils or tubes. The condenser is cooled by the water that enters the condenser from the bottom and picks up heat from the hot distilled vapors entering the top of the condenser. The water takes that excess heat and exits the top of the condenser leaving the now cooled vapors in liquid form; a new make spirit.

The heat that is transferred to the water during distillation will be used to heat up the facilities by a water-to-air heat pump. This will reduce the water and energy waste at Vintre Møller Destilleri even further.

6 CLEAN WATER AND SANITATION

CARBON FOOTPRINT

In order for Vintre Møller Destilleri to claim climate positivity in 2023, they need to account for their carbon emissions in a transparent and accurate way. This report takes the first steps towards this goal by identifying the risk categories that represent the largest emissions.

Given that a large part of Vintre Møller Destilleri's production is imported from other distilleries in Europe, indirect emissions from up- and downstream activities (Scope 3) make up the largest part of CO2 emissions at Vintre Møller Destilleri.

The Greenhouse Gas (GHG) protocol for measuring the emissions of greenhouse gas emissions was used as an accounting standard as well as to assess risk categories and prioritize data collection.

Risk Categories: Purchased Goods and Services and Transportation

To be able to accurately account for the emissions related to the category of *Purchased Goods and Services*, Scope 1 (direct) emissions from Vintre Møller Destilleri's largest suppliers are needed. These emissions account for the on site emissions during the production, distillation and packaging of the purchased high proof distillate and glass bottles.

By transporting the distillate undiluted and in large quantities, Vintre Møller Destilleri saves approximately 18,7 ton CO2 emissions yearly* by saving the weight of the transportation of water as well as packaging.

Downstream transportation and distribution is the distribution of the final product from the distillery to the retailers. The supplier of these services in Denmark is UPS. UPS offers CO2 compensation for the emissions relating to the transportation. The picture below shows the GHG protocol categories.

The carbon footprint from business travel has decreased by 90% in the last 2 years. Vintre Møller employs five people, three of which are local. This saves around 4500 kg CO2 a year compared to them commuting from Copenhagen. The two other employees live in the city and carpool every day, saving a further 50% yearly CO2 emissions.

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*The average distance method is used with the conversion factor of 60g CO2 pr. kilometer travelled

CIRCULAR ECONOMY

The circular economy is an integral part of the sustainability agenda and can contribute to several different SDGs. At Vintre Møller circular economy touches upon everything from biodiversity, local collaborations to waste management.

The 3 principles of the circular economy

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

Ellen Macarthur Foundation (n.d.)

Waste management

Waste disposal at Vintre Møller is in accordance with the municipality´s regulations. Lejre municipality has 12 categories for sorting waste:

- Plastic
- Organic Waste
- Residual Waste
- Metal
- Batteries
- Paper and Carton
- Small electronics
- Glass and bottles
- Garden Waste
- Bulky waste
- Cardboard
- Dangerous waste

Recycling

Recycling is an integral part of the operations at Vintre Møller Destilleri. They recycle as much as possible, from their packaging materials to replanting seeds and corn from their own production for next year's harvest.

Since sustainable consumption and production aims at "doing more and better with less," net welfare gains from economic activities can increase by reducing resource use, degradation and pollution along the whole life cycle, while increasing quality of life. There also needs to be a significant focus on operating on supply chain, involving everyone from producer to final consumer.

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CIRCULAR ECONOMY

Collaborations

Birthes Minde (an organic pig farm) and Friis-Holm Chocolade (local chocolate maker) are two of the partners in the cluster whith whom Vintre Møller Destilleri has had successful circular economy collaborations with this year.

Vintre Møller Destilleri is a part of the social cluster named "En del af Herlslev" translated to "A Part of Herselv". It is a production collaboration in the area between entrepreneurial companies with a focus on creating a healthy and dynamic society in balance. It allows its partners to better utilize each other's resources, such as residual products, knowledge, labor and networks, all with consideration for the environment and sustainability.

Organic sloe berries are picked from Birthes Minde, which are then used to make Vintre Møller destilleri's Sloe Gin. They also harvest birch sap to use in their *Silver Forest Vodka*. Once the berries have been macerated, they are brought back to the farm as feed for the pigs, much to their delight. The grain from the whisky production will also be given to the animals as feed after fermentation.

A residual product of chocolate making are the shells of the cocoa beans. These shells are packed with flavor and are ideal for making a liqueur. Friis-Holm, in return, gets sloe gin to use in his filled chocolates as well as Absinthe, Whiskey and Spiced Rum, all made by Vintre Møller Destilleri.

The figure shows the collaboration between Vintre Møller Destilleri, Birthes Minde and Friis-Holm Chocolade

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SUSTAINABLE TOURISM

The World Tourism Organization defines sustainable tourism as "*tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*" (UNWTO, 2005).

The Danish Spirits Industry and Tourism

A trend analysis made by Danish Industries (Dansk Erhverv) and VSOD's (Wine and Spirit Organisation, Denmark) highlights that the growth in the Danish spirit industry can not be measured in isolation, but has a positive effect on adjacent industries such as tourism as well. This, they argue, is especially due to the fact that a large part of small distilleries are found in the rural areas. They state that it is a societal benefit that the distilleries help attract tourists (VSOD, 2017).

Visit Denmark (VD), the Official Tourism Organisation of Denmark, registers an increased demand for Danish food products from the tourists coming here. The tourists increasingly search for locally produced and authentic food experiences during their vacation. VD notes that tourists do not only visit the distilleries to buy and taste their products, but also to be invited into the engine room to witness the production take place.

VD therefore claims that distilleries and other producers, both big and small in Denmark play an important role in creating growth in international tourism and boosting the local economy (ibid).

"Our entire compound from the mill, the barn, the distillery, the tappery, the spring, the office in the old brewery and the many own organic crops will form the framework for a special experience for visitors."

Owner, Henrik Hammer

Vintre Møller Destilleri's goal is to enter into more local partnerships that further the circular economy agenda and sustainable tourism.

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