

First choice food and drink group



“ We are proud to see our corporate responsibility work expanding into every corner of our business and influencing the day-to-day decisions that we make.

Based around three key pillars – climate change and the environment; fair partner and good employer; and health and wellbeing – we recognise that a dedication to corporate responsibility has a vital role to play in any successful, long-term business.

The commitments made as part of our corporate responsibility activity go beyond simple targets or checklists and have become an integral part of the way we work – shaping the ethos of our business both internally and in the way we partner with customers, suppliers and global industry peers.

Our Code of Conduct (see page 14), for example, is ingrained in the culture of our business – providing a vital guide for daily operations and offering clarity on areas including supplier relationships, business ethics, competition rules and employment practices.

Each year we seek to build on these solid foundations – trialling new initiatives, expanding successful ones and looking for new ways to bring about positive change.

The past twelve months have been no different and this report provides an insight into some of the ways in which we are seeking to fulfil our obligations under each of the three corporate responsibility pillars. We hope you find it informative.

”

A handwritten signature in black ink, appearing to read "Ken Critchley".

Ken Critchley, Managing Director

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The year in review



As a first choice food and drink group, corporate responsibility is a fundamental part of our business planning and strategy for growth.

We know that the decisions we make now can have an impact on the future prosperity of our customers, employees, suppliers, their associated communities and the wider environment. We also acknowledge the need for companies like Princes to help bring about positive change.

During the past twelve months this commitment has seen us introduce a number of new initiatives under our three pillars of corporate responsibility.

For example, as part of our 'climate change and the environment' pillar, we have made significant progress on responsible and sustainable sourcing – particularly in the area of seafood sustainability.

This has included extending our tuna action plan, as part of which, we are now aiming to purchase all of our Princes and Vier Diamanten brand tuna from pole and line or FAD-free sources by the end of 2014 as well as supporting ongoing by-catch mitigation efforts (see page eight).

Princes will continue to champion new partnerships both within our own supply chain and through our role as one of the founders of the International Seafood Sustainability Foundation (ISSF) – an organisation that brings together scientists, suppliers and conservation bodies including the WWF – to help achieve this target and secure a long-term sustainable future for global fish stocks.



Establishing long-term partnerships with suppliers, customers and the wider industry is also a key element of our 'fair partner and good employer' pillar (see page 13). New initiatives in this area have included a scheme to help our technical team provide additional support to suppliers as well as extra training for existing employees and an extended graduate recruitment programme.

While many of these initiatives focus on supporting and developing our own teams, our 'health and wellbeing' pillar governs our products, their nutritional values and how we market them – ensuring that we enable consumers to make informed choices about the products they buy.

Our ongoing commitment to removing artificial colours and flavours, for

example, this year saw Princes become the first brand to launch canned strawberries that use natural alternatives (see page 17).

We are also proud to support a number of organisations that contribute to the wellbeing of our consumers – from Cancer Research UK to the Great Run Series.

All of these initiatives help to support our position as a responsible corporate citizen but we recognise that there is always more to be done. During the coming year, we will continue to place corporate responsibility at the heart of our business – striving for growth by reducing our environmental impact and building stable, fair and transparent partnerships.

Shaping our strategy

Our corporate responsibility work is managed by a dedicated Corporate Responsibility Committee.

This inclusive committee gathers representatives from across the business to monitor progress against targets and review objectives. Members of the committee also agree strategy to improve performance against our pillars of corporate responsibility – setting up dedicated project teams to manage key areas such as sustainability and energy efficiency.

Climate change and the environment



Princes' role as both a manufacturer and an importer has always been an asset – putting us in a unique position to advise and support our customers.

When it comes to reducing our impact on climate change and the environment, we have dedicated initiatives across both sides of our business – continually evolving the way we operate and actively encouraging our suppliers to do the same.

Activities range from establishing supplier partnerships on sustainable sourcing to increasing recycling across our manufacturing sites and reducing the use of packaging materials where possible.

Progress against our targets

Target	Status
Reduce primary energy used per case at our UK manufacturing sites by 15% by 2020 (measured from a baseline of 2007 usage).	<i>On target – we have reduced electricity and gas usage across our manufacturing sites by 10% since 2007.</i>
Reduce total amount of mains water used throughout manufacturing operations (measured by case produced and from baseline of 2007 usage).	<i>Ongoing – since 2007 we have reduced mains water usage by 0.7%.</i>
Zero food and packaging waste to landfill by 2020.	<i>On target – 69% of our waste is now recycled.</i>
Increase recycled material within our PET soft drinks bottles to 25% by 2015.	<i>On target – 18.6% of the PET used in our soft drinks bottles was recycled.</i>
Continuously review manufacturing processes to reduce road miles (measured against 2009 baseline).	<i>Ongoing – road miles have been reduced since 2009 (see case study on page ten).</i>

“ The new approach has already reduced landfill waste from 50 tonnes to just 3 tonnes annually. ”

Case study: Improvements and investment at Bradford

A number of improvements have been implemented at our Bradford site in the last twelve months to reduce waste and introduce improved working practices.

In November 2010 the site began outsourcing its waste management system in order to reduce waste and increase the recycling of raw materials. The new approach has already reduced landfill waste leaving the site from 50 tonnes to just 3 tonnes annually and the goal is to reduce this further in the next 12 months, so no waste goes to landfill.

The engineering workshop and stores have been extended and refurbished to create a larger and improved working environment – offering a cleaner, brighter and a safer working environment for staff. Automated Guided Vehicles (AGVs) have also been introduced to move packaging materials and pallets around the site, improving reliability and safety on site (see page 15).

A project is underway to further expand on-site warehousing facilities at our Bradford site. Expected to be completed in the next 24 months, the project will reduce the need to store product in off-site warehouses – not only increasing efficiency, but also minimising road miles (see page ten for more information on our commitment to reducing road miles across the business).



The Environment

It's important for us all to know that the food we eat is from sustainable sources. That's why we only supply food and drink products that meet our strict standards.

Case study: Princes tuna action plan

As part of our ongoing commitment to sourcing sustainable seafood, all Princes tuna is dolphin friendly and fully traceable back to individual boats to ensure that it meets our strict standards (see opposite).

The majority of the tuna that we buy is skipjack, which is widely considered to have sustainable stock levels.

We only source tuna that is caught by the pole and line and purse seine net fishing methods and Princes is one of the companies that is working to reduce the by-catch associated with tuna fishing. By-catch is the non-target species that can be landed unintentionally alongside tuna.

The use of fish aggregation devices, usually referred to as FADs, can contribute towards by-catch. These floating objects, often made from bamboo and other natural materials, are used by fishermen in open ocean waters to attract shoals of tuna.

During the past year, we have extended our tuna action plan and we are now aiming to purchase all of our Princes brand tuna from pole and line or FAD-free sources by the end of 2014.

To achieve this target we are engaging with our suppliers to increase the availability and supply of tuna caught using the purse seine net method without the use of FADs.

We also support research initiatives aimed at reducing the by-catch associated with FADs. For example, we are actively supporting a project being led by the International Seafood Sustainability Foundation (ISSF) to develop fishing methods and gear technology that minimise the catch of non-target species.

Additional Princes tuna initiatives as part of our tuna sustainability action plan include:

- Public support for the creation of a marine reserve – an area of ocean where fishing is banned to help create a safe haven for marine life – in the Pacific Commons (an area of the Western and Central Pacific Ocean).
- Development of a range of Princes-branded pole and line tuna, which was made available to customers in June 2011.
- Financial support of a feasibility study for the creation of a marine reserve around lagoons off the coast of Mauritius.



The International Seafood Sustainability Foundation (ISSF)



Princes is one of the founders of the ISSF.

The ISSF is a partnership between scientists, suppliers and the globally recognised conservation body WWF. It undertakes science-based initiatives for the long-term conservation and sustainable use of tuna stocks.

Details about the steps taken to date by the ISSF are available on its website at www.issf-foundation.org.

The Marine Stewardship Council (MSC)



The MSC runs a globally recognised certification programme for sustainable seafood. The majority of our Princes brand oil-rich fish products are sourced from MSC-certified fisheries – a partnership we hope will help raise awareness of the need for sustainable sourcing.

For more information on the MSC visit www.msc.org.

Case study: Sustainable fishing – commitments and principles

Our Wild Caught Sustainable Seafood statement sets out a series of principles and standards relating to seafood sustainability. Our procurement process considers whether the fish stocks we source are certified, endangered, managed and clearly traceable. Only when we are satisfied that a fishery meets our procurement criteria will we assign it supplier status.

The following principles summarise our approach to seafood sustainability:

Stock status

Effective management frameworks are required to ensure that the long-term health of fisheries and their wider ecosystems are not damaged by excessive fishing. We therefore support all efforts to strengthen regional fishery management.

Through our support for the ISSF, we will encourage Regional Fisheries Management Organisations (RFMOs) to implement management measures that are consistent with the recommendations of their scientific bodies. In the event that an RFMO does not adopt sufficient management measures for the protection of an over-exploited stock, Princes will fully comply with any subsequent ISSF resolutions aimed at reducing fishing pressure on the stock, such as not sourcing from the fisheries concerned.

We will also only source fish from vessels licensed by countries that adhere to a fishery management framework that is consistent with the United Nations Food and Agriculture Organisation's Code of Conduct for Responsible Fisheries and the United Nations Convention on the Law of the Sea. Information about the Code of Conduct is at www.fao.org/fishery/ccrf/en. For trans-boundary stocks such as tuna, that means participating in the relevant RFMO.

In addition, we specify that all Princes suppliers, at minimum, are compliant with relevant national or regional management framework regulations and restrictions designed to protect the future of the seafood we source.

Support for Marine Protection Areas and Marine Reserves

We support the principle of using scientifically-based protective closed ocean areas, including no-take marine reserves, to accomplish clear conservation objectives for fish populations and the ecosystems upon which they depend.

We will not source fish from ocean areas that are designated as Marine Protection Areas (MPAs) by RFMOs and we support efforts to conduct further scientific research into the impact that closed areas and marine reserves may have on fish stock and ecosystem status.

No IUU fish

Our specifications stipulate no illegal, unregulated and unreported (IUU) catch of fish and we therefore do not trade with any companies or vessels on RFMO IUU lists, consistent with ISSF resolution 09-01: IUU Fishing.

Details about this resolution and other ISSF conservation measures can be found at www.iss-foundation.org/conservation-measures.

Princes supports EU regulations introduced in 2010, which require that all fishery products (including processed products) entering the European Union are certified by the flag state as having been caught legally.

Red-list species

Princes does not, and will not, trade in any species assessed as endangered or critically endangered on the International Union for Conservation of Nature (IUCN) Red List of Threatened Species.

Certification

Princes recognises the contribution that certification programmes can make towards improving the sustainability standards of fisheries around the world but accept that their scope and influence needs to be improved through stronger support across the supply chain.

Princes' experience in this area goes back around twenty years when we first committed to supporting the Earth Island Institute monitoring programme. This ongoing participation in a scheme aimed at eliminating any impact on dolphins as a result of tuna fishing means that our products continue to carry the 'Dolphin Friendly' logo.

Where applicable, we actively encourage the fisheries that supply Princes to undergo sustainability certification. Princes is the first major UK canned fish brand to engage with the MSC and a growing number of our products are from MSC-certified fisheries.

By-catch mitigation

Princes acknowledges that all fishing methods result in some level of by-catch and we therefore support the need to develop and implement ways of mitigating the impact of commercial fishing on non-target species.

Long-line, and drift net fishing methods are not permitted in our specifications and we will not trade with companies or vessels that have not banned the practice known as shark finning.

Princes recognises concerns over fish aggregation devices (FADs) and supports the need to minimise the by-catch associated with their use. We also support measures that seek to reduce operational waste, discards, and abandoned or lost fishing gear. We strongly support the ISSF, which is currently conducting important by-catch reduction research involving testing new technologies and techniques onboard a working tuna vessel. See www.iss-foundation.org/bycatch for more information.

Full-chain traceability

We ensure that the seafood we buy has not been caught in contravention of any of these principles by requiring suppliers to have full records of origin and species information and processes for traceability purposes.

Climate Change

We acknowledge the need for businesses to act now to reduce the impact of climate change and protect natural resources for future generations. During the past twelve months we have introduced a number of new initiatives that will reduce road miles, cut unnecessary packaging, increase recycling and improve energy efficiency across our operations.

Case study: Reducing road miles

Last year Princes introduced a new target under our Climate Change and the Environment pillar – to continuously review our operations and reduce road miles wherever possible (measured against a 2009 base line).

The introduction of this new commitment has already had a clear impact on the way we operate day-to-day.

Video conferencing facilities are now installed at all of our sites – significantly reducing road and air miles associated with internal meetings across our UK and international sites. We have also actively encouraged many of our suppliers to switch to video conferencing. As a global business working with more than 370 suppliers across more than 40 countries, the potential to reduce road and air miles is significant.

During the past year, we have also embraced new ways to transport our finished products across the UK – using a river barge since March 2011 to take product from the Liverpool docks to Irlam, where they are then transported a short distance by road to our distributor's warehousing facilities.

Utilising waterways in this manner reduces affected port to warehouse road journeys by 50% and could effectively eliminate a further 500,000 road miles each year.

During the coming year we have a programme of activity to further reduce road miles. This includes improved on-site warehousing at our Eden Valley and Bradford soft drinks manufacturing sites as well as a move towards 'source-centric logistics' where we actively seek warehousing closer to port for our imported products.



Energy efficiency

Our energy saving committee continues to introduce new initiatives and share best practice to reduce energy usage across our sites.

Energy-saving initiatives introduced during the past year include:

- Capital investment in new production lines at our Bradford sites to consolidate existing facilities and improve energy efficiency.
- The installation of a new state-of-the-art air compressor at our Manchester juice production facility. The compressor is expected to cut energy usage by 500,000kWh annually.
- A major refurbishment of our Liverpool head office including the introduction of automatic light sensors to determine light levels and switch off powered lights when the amount of daylight is sufficient.
- The launch of a project to install a new steam condensate return at our

Bradford soft drinks factory, which is expected to significantly reduce energy and chemical usage at the site.

- The launch of a new integrated management system – giving us the capability to set goals for environmental management such as energy efficiency and measure our performance against them to ensure continual improvement across the business.
- Capital investment to build a new on-site warehouse at our Eden Valley bottling site. The warehouse will minimise road miles associated with our bottled water production.
- Ongoing audits. All of our manufacturing sites undergo an annual energy audit to ensure that internal efficiency targets are being met.

Packaging

- A major lightweighting project for our Aqua Pura natural mineral water is underway. The project is expected to reduce PET usage by 98 tonnes each year.
- We are continuing to review palletisation of our products to maximise efficiency of pallet configurations and reduce road miles.
- We have reviewed the shrinkwrap film used at our Chichester food production site – lightweighting it where possible to reduce packaging weight.
- Following the successful lightweighting of our 1.5 litre double-concentrated squash bottles, we are now targeting weight reductions on smaller pack sizes, which is expected to save 54 tonnes of PET per year.
- We strive to use corrugated material for outer packaging that is manufactured from the maximum possible recycled content. An estimated 80% of the corrugated board that we use is made from recycled material. All the board we use can also be recycled again after use.
- Polyethylene films used in packaging for our products are recyclable.
- We have an ongoing review process for primary and secondary packaging to ensure that unnecessary packaging is removed wherever possible.
- 100% of the paperboard used for our ambient juice cartons is made using natural resources from Forest Stewardship Council-approved sources.
- We have completed a second phase of lightweighting for our 75g sandwich pastes jars – saving 480 tonnes of glass per year.

Fig 1a: Waste diverted from landfill in 2009/2010

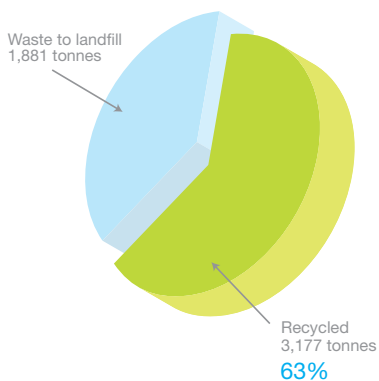


Fig 1b: Waste diverted from landfill in 2010/2011

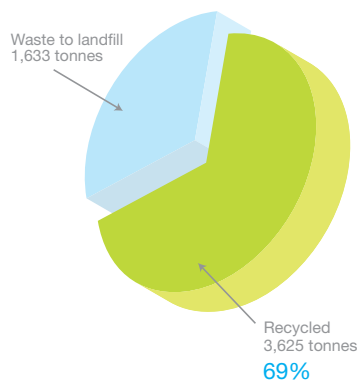


Fig 2: CO₂ equivalents produced in the operations of our UK manufacturing sites by case (excluding joint venture sites)

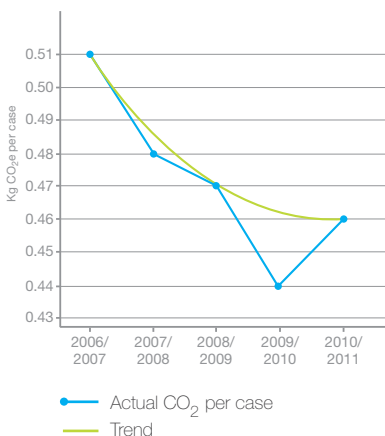
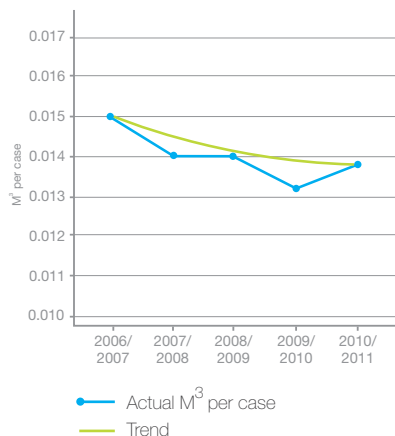


Fig 3: Cubic metres of mains water used per case of production (excluding joint venture sites)



Waste

- The introduction of state-of-the-art sensors at our Manchester facility last year reduced water usage and provided significant waste reduction. These units are now being rolled out to our Cardiff production site.
- A new fat separator has been installed at our oils bottling site in Belvedere. The new equipment filters waste water to remove 80-85% of all oil residues, which can then be reused as bio-fuel.

Fair partner and good employer



Princes has been in business for more than 130 years thanks to our long-term relationships with suppliers, customers, employees and consumers.

We believe in being a fair partner and working with our suppliers to ensure good working practices throughout the supply chain and that a fair price is paid for the products that we buy.

We provide training and support for our employees and implement a universal Code of Conduct that all our employees must adhere to in order to create a working environment based on respect, integrity and diligence.



Fair Partner

At Princes we believe in working closely with our suppliers and customers. We act transparently to ensure that our strict standards are met throughout the supply chain and that our customers pay a fair price for our products.

Long-term supplier partnerships

A commitment to long-term supply partnerships runs throughout our business.

Each partnership is based on openness, honesty and collaboration and we actively look for suppliers who can grow and evolve alongside our business. This gives suppliers the security to invest in their own businesses, while ensuring that Princes receives the highest quality products and reliable supplies at a fair price.

As part of this commitment to partnership working, we often encourage and support our suppliers to undergo additional certification, whether for Health and Safety, sustainability or technical compliance.

We also participate in SEDEX, a database that contains ethical information relating to working practices and the supply chain. This gives us an overview of how our suppliers are meeting required standards and supplements our own auditing processes.



Good Employer

With more than 3,300 employees globally, we believe in supporting and rewarding our people to help them reach their potential.

We invest in the training and development of employees to ensure they are able to maximise their potential. We also have a Code of Conduct for all employees to ensure they work with integrity, respect and diligence.

Princes Code of Conduct

Our Code of Conduct sets out the principles that employees are expected to adhere to in conducting the company's business.

It is a guide for daily operations across the business, ensuring that employees follow relevant laws, systems and internal company rules and work with integrity.

The Code, which is translated into four different languages, is available in a credit card size format for all employees.

The basic principles of our Code of Conduct are:

1. Respect human rights and do not discriminate on any basis or engage in any form of harassment.
2. Maintain a high regard for environmental considerations when conducting business operations and comply with all treaties, laws and regulations concerning the environment.
3. Promote fair business practices and comply with trade rules, regulations and internal corporate rules and policies.
4. Comply with the rules and regulations of international trade.
5. Protect and properly use confidential and proprietary information, protect the rights of the Company and respect the rights of others.
6. Do not engage in insider dealing/trading.
7. Avoid conflicts of interest with the Company and maintain a distinction between corporate and private business.
8. Record and report accounting and financial information timely and accurately.
9. Maintain proper legal and ethical standards with respect to gifts and entertainment.
10. Resolutely oppose any organisation, group or individual engaged in unlawful activities and do not provide money or other types of economic benefits to them.
11. Promptly report to, or consult with, the Departmental Manager, Secretary to the Compliance Committee or External Legal Counsel for Compliance upon discovering or committing any violations of this Code of Conduct.

Our commitment to being an employer of choice includes:

- An ongoing focus on training for managers across our manufacturing and commercial functions. During the past two years, we have supported more than 274 managers in completing Institute of Leadership and Management (ILM) qualifications. As a nationally recognised qualification, it offers employees a chance to learn new skills and build their management experience.
- The introduction of an IT skills training programme – 193 employees at our Liverpool head office attended skills improvement courses between January and April 2011.
- Introducing new opportunities to develop and progress for many employees. During the past year, around 90 Princes employees have undertaken dedicated training in business improvement techniques.
- The expansion of our graduate trainee programme. As part of the programme, graduate recruits spend up to 27 months rotating between the business' key commercial functions of sales, marketing and buying. As well as on-the-job experience, they are provided with dedicated training courses to help them develop core business skills including time management, running meetings, presentation skills, communicating with influence and negotiating skills. A number of graduate trainees completed the scheme in 2010 and took on full-time roles within the business. We are working with local universities and advertising nationally to recruit additional trainees in 2011.
- Ongoing investment in our offices and manufacturing sites to create a better working environment. A major refurbishment of our Liverpool head office was completed in January 2011 including a full refurbishment for both office and communal spaces, new meeting, conferencing and training facilities and the introduction of new break-out areas and refreshment kitchens as well as air-conditioning and energy-saving sensor-activated lighting (see page eleven). We worked closely with our refurbishment contractors to develop an environment that complements the way in which our teams work. We are proud of the workplace that has been created for our employees.

Case study: Health and Safety



A focus on Health and Safety remains at the heart of what we do.

We are on target to reduce total reportable accidents by 25% by 2015 (measured from a baseline of 2007). In fact, total reportable accidents have already been reduced by 24% since 2007.

As part of this commitment to Health and Safety, we recently introduced new Automated Guided Vehicles (AGVs) at our Bradford manufacturing site. The vehicles, which reduce the need for fork lift trucks in pedestrianised areas of the site, are fitted with sensors that automatically stop the vehicle if it is about to collide with an object.

In the past twelve months we have also invested in a new integrated

management system in order to improve our control, assurance and accountability systems for Health and Safety as well as reducing risk and incidents.

The system gives us the capability to set goals and measure our Health and Safety performance against them to ensure continual improvement across the business.

Health and Safety will remain a key focus for us in the coming year and, as part of our ongoing focus on training and support, a programme is underway to help our HSE (Health, Safety and Environmental) managers secure a diploma from the National Examination Board in Occupational Health and Safety (NEBOSH) or an equivalent qualification.



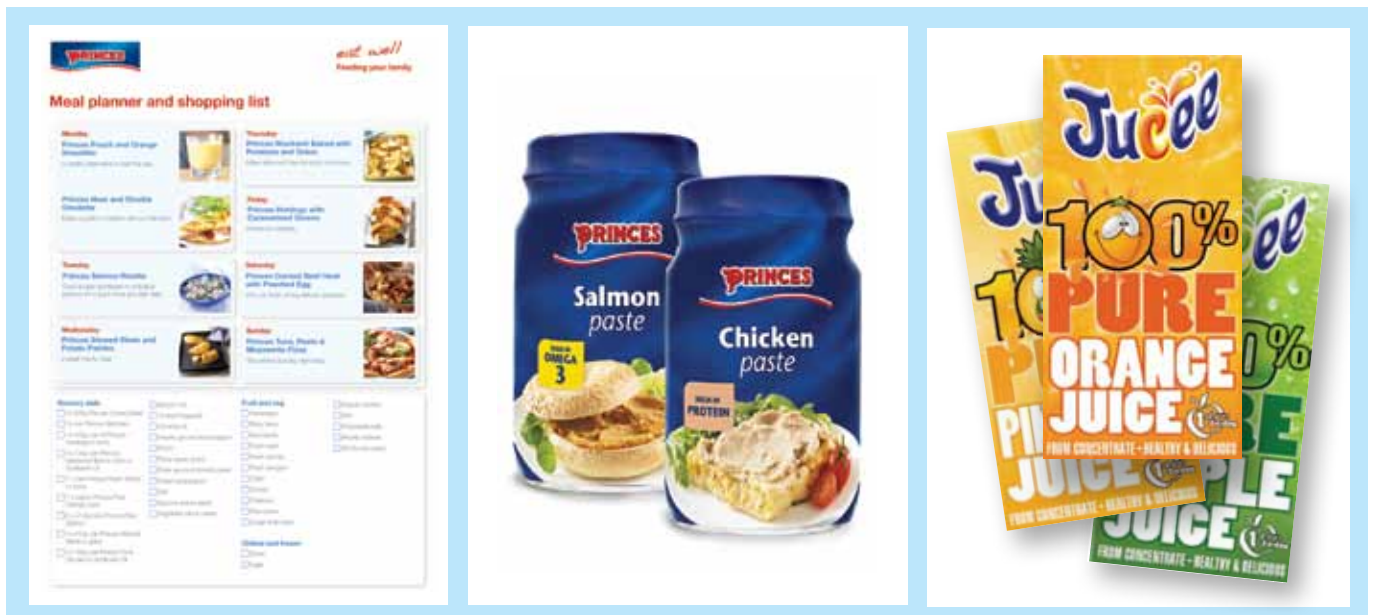
Health and wellbeing

Our business is committed to providing high quality food and drink products that deliver on convenience, taste and value for money.

Our range, which includes products such as fish, meat, vegetables, fruit, pasta, water and fruit juice, helps to contribute to a healthy balanced diet.

In the last year we have helped consumers to make healthier choices by reformulating existing products, investing in new product development and educating consumers about the health benefits of the Princes products they buy.

This year we've continued our commitment to supporting healthier lifestyle choices through our ongoing partnerships with events such as Race for Life and the Great Run Series. We've also supported a number of local and national charities through fundraising and product donations.



We are constantly investing in the development of our products to improve their health properties without sacrificing on flavour or quality. For example, we have eliminated hydrogenated vegetable oils (HVOs) from all products. We have also launched a number of new products to help consumers achieve a healthy balanced diet.

New products and initiatives include:

- Continued work to review and reduce the salt content of our canned meat and fish products.
- A review into the recipes for our Princes pastes products, which included adding new messaging on the packaging to inform consumers that the meat pastes are a good source of protein and fish pastes are a good source of omega 3.
- The launch of a new range of lunchbox-sized apple, orange and pineapple pure juices under our Juicee brand. The handy 200ml cartons are 100% pure fruit juice, giving parents a tasty and convenient way to ensure their children get one of their five a day.
- We've teamed up with parenting website Made for Mums to provide advice to parents on feeding their family a balanced diet.
- We've launched a new consumer website www.princes.co.uk, which provides consumers with a selection of healthy recipes, information on omega 3 and a downloadable weekly meal planner as well as nutritional information on all the products within the Princes branded range.

Case study: Removing artificial colours and flavours

Princes is committed to reducing the use of artificial colours and flavours in our food and drink products.

Last year we reported that work had been completed to ensure that all our soft drinks use only natural alternatives. In 2011 Princes became the first major UK brand to launch a no artificial flavours, no artificial colours (NAF NAC) canned strawberries product.

The new product was developed to meet the needs of consumers who are increasingly looking for natural products that are both healthy and nutritious. It brings our canned strawberries in line with our branded soft drinks range, which are all free from artificial colours and flavours.



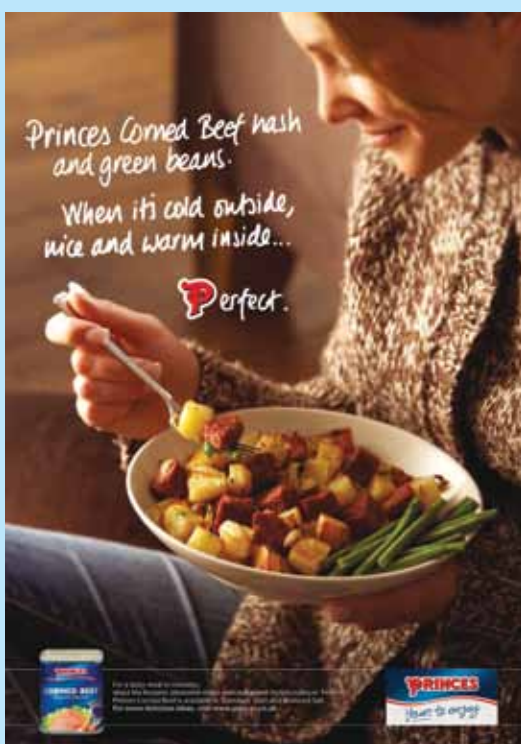
Wellbeing

Millions of people across Europe enjoy our products as part of a balanced diet. As a responsible brand owner we believe in helping consumers adopt a healthier lifestyle by informing them about the contents of our products and how they can fit them into their daily lives.

We also support organisations that encourage people to adopt a more active lifestyle through ongoing partnerships.

Marketing responsibly

We are committed to marketing our products responsibly and strictly comply with the Advertising Standards Authority guidelines of practice in all our activity.



Nutritional information

We believe in being totally transparent about the food and drink products that we produce, giving consumers the information they need to make an informed choice about their purchases. All our products contain clear and concise nutritional information on-pack and where possible we go beyond legislative guidelines, giving additional information such as Food Standards Agency advice on the recommended consumption of fish.

Charitable donations

Every year Princes donates product to a variety of regional, national and international charitable causes. These range from events and fundraisers to supporting victims of natural disasters such as the Japanese earthquake in March 2011.

Case study: Promoting healthy lifestyles



Princes continues to support initiatives that encourage people to take part in fitness activities and adopt a more active lifestyle.

We have partnerships with a number of organisations that give people the opportunity to take part in sports for example.

Cancer Research UK

During 2010 our natural mineral water brand Aqua Pura supported Cancer Research UK by supplying water and event support to Race for Life and Shine events.

In 2011 we have continued this partnership selling promotional Aqua Pura bottles in retail stores with a 10p donation made to Cancer Research UK for each bottle code entered online by consumers.

Close to a 750,000 bottles were also handed out to participants at over 250 Race for Life events across the UK as women of all ages walked, jogged or ran 5k to raise funds to help beat cancer.

Great Run Series

Our Aqua Pura brand continues to be the official bottled water brand for the Great Run events. Bottles of Aqua Pura are handed out to participants, providing essential hydration during their race.

Great Swim Series

We have supported the Great Swim for the third year running, providing Aqua Pura bottles to participants at all UK events.



Corporate Responsibility Report



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