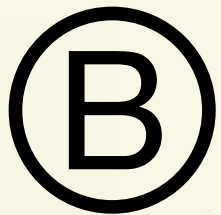


Certified



Corporation



THE  
UNCOMMON  
WINE OF ENGLAND

WELCOME	2	
A FEW WORDS FROM OUR FOUNDERS	3	→
OUR MISSION	4	→
THE HIGHS & LOWS OF 2024	5 - 7	→
THE LOWEST CARBON FOOTPRINT IN WINE	8 - 9	→
OUR PROCESS	10 - 17	→
WHAT'S NEXT?	18 - 20	→
END	21	→





# WELCOME TO OUR FIRST **IMPACT REPORT**

If you've cracked open one of our cans, you'll know we don't settle for doing things the usual way. In this report, we'll talk about the good stuff we did (big wins), the not-so-good stuff (big whines), and everything we're working on to lower our environmental impact.

So, with a little further ado, a few words from our founders...





## A FEW WORDS FROM OUR FOUNDERS...

We're Henry and Alex, Co-Founders of The Uncommon, and we've been doing this for seven years now. Seven years! Seven years of making English wine and pouring it from fancy cans for some fancy folk (even the Queen), and slowly but surely doing it better each time.

We started The Uncommon with one goal: **make beautiful English wine with the lowest possible impact.**

That simple ideal turned out to be quite the head turner to many, with what it turned up.

When we questioned why we stick to traditional packaging when **aluminium cans are lighter, endlessly recyclable, and keep our wine fresher?** That would be unheard of - wine simply shouldn't be in cans!

And when we asked why import so much wine from across the world when we now produce it right here? Obviously, that's unthinkable. English wine could never be as good, right?

Well, when you take regard for tradition (and naysayers) out of the equation, **locally made wine in cans makes a whole lot of Uncommon sense.** Ours now regularly win awards against the world's finest bottles.

This year, we picked through the numbers on our carbon footprint, and guess what? Our wine has over **50% lower emissions than the next-best canned wine in the UK** and a mind-boggling **86% less than bottled wine.\*** This is helping several large UK businesses on their path to Net Zero, as we move in the same direction ourselves.

We'll get into the details below, but in short: we have made steps at every stage of production to lighten our carbon load, and are putting plans in place to hit Net Zero in the near future (watch this space).

Thanks very much for joining us on the journey. We have a fair way to go and appreciate the company!

Henry & Alex





# OUR MISSION

To make beautiful English wine with  
the lowest impact possible

It all started with one question:  
Why do English wines look and act like everyone else?

This young industry had modern options, but everyone  
was stuck copying the French. Don't get us wrong,  
we love Champagne, but English wine shouldn't  
be its sequel.

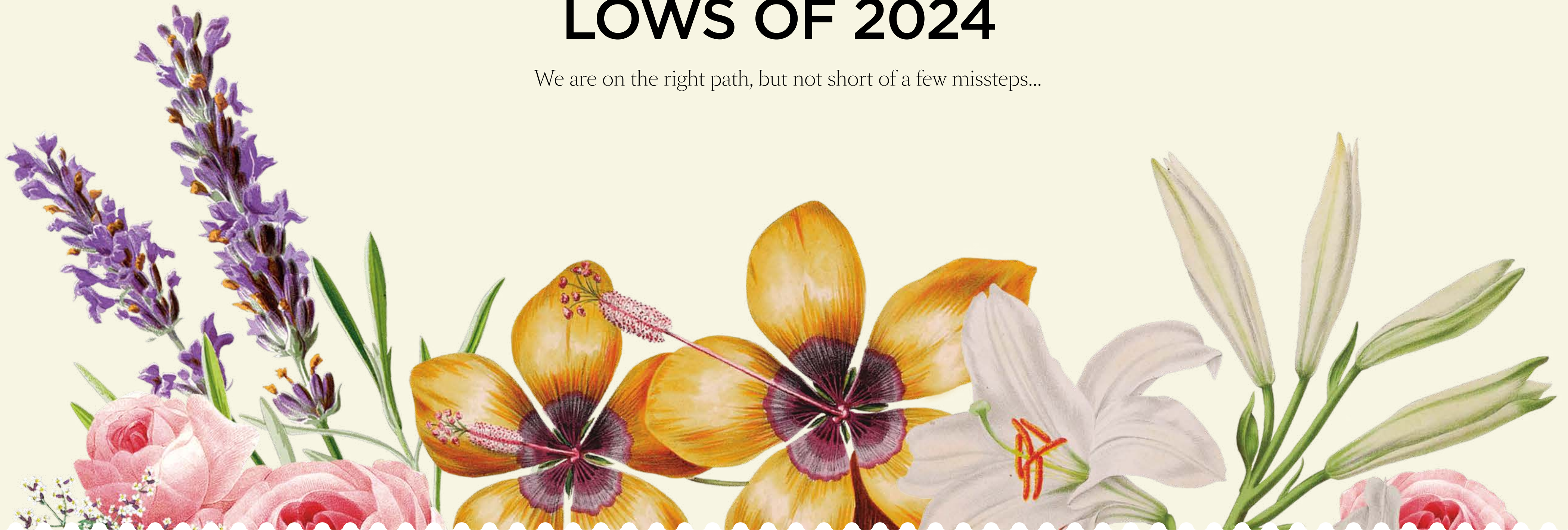
At The Uncommon, we've broken tradition for the better  
and sustainability is cultivated at our core. In 2018, we  
were the first winemaker to can wine in the UK. Since  
then it's been about constant improvement.





# THE HIGHS & LOWS OF 2024

We are on the right path, but not short of a few missteps...







# THE BIG WINS

AT 0.43KG  
CO2 PER LITRE  
— OUR —  
CLIMATE FOOTPRINT  
IS —  
**86%**  
— LOWER THAN —  
BOTTLED WINE

SWITCHED TO  
— FULLY —  
**ORGANIC**  
  
• FERTILISER •

— SAVED —  
**200 MILES**  
IN TRANSPORT  
— BY —  
 **MOVING**  
— OUR —  
**CANNING LINE**

**MOVED**  
WINERY  
  
**10**  
MILES  
— FROM THE —  
VINEYARD

**REDUCED**  
WATER USAGE  
— IN THE —  
**WINERY**  
**BY 40%**  
— LAST YEAR —  


**100%**  
— OF —  
OUR TEAM  
**IS HAPPY**  
ACCORDING TO OUR  
— ANONYMOUS —  
**EMPLOYEE**  
— SURVEY —

  
**4**  
**TEAM**  
MEMBERS  
GRADUATED  
| **WSET** |  
WITH LEVEL  
2 DIPLOMAS  

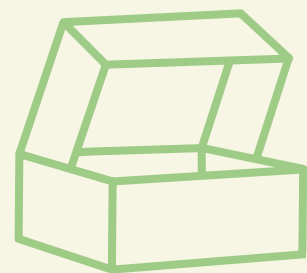

SUPPORTED  
— KENT —  
**WILDLIFE**  
**TRUST**  
WE HELPED BRING  
**BISON**  
  
• BACK TO KENT •

  
DONATED  
—  
**3000**  
—  
CANS TO  
**CHARITY**

**ALUMINIUM**  
**CANS**  
NOW HAVE AN  
**82%**  
**RECYCLING RATE**  
— IN THE UK —  
THE MOST RECYCLED  
PACKAGING IN THE  
**WORLD**



# THE BIG WHINES



**PLASTIC TAPE ON TRADE BOXES**  
MOVING CANNERS MEANS THIS IS A TEMPORARY MISSTEP, BUT WE'RE ON IT.



**POLYPROPYLENE LABELS**  
OURS ARE RECYCLABLE, BUT COUNCILS AREN'T ALL DOING IT YET.



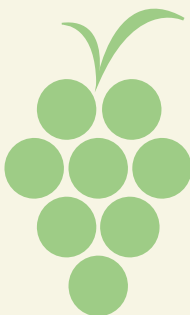
**NOT CARBON NEUTRAL YET**  
NEXT STEP ON THAT JOURNEY IS TO CALCULATE FULL SCOPE EMISSIONS.



**CARBON CREDITS**  
ARE TRICKIER THAN WE THOUGHT, WE WANT TO OFFSET LOCALLY, BUT MORE RESEARCH IS NEEDED.



**REDUCING CHARITY DONATIONS**  
TO INVEST IN SUSTAINABILITY, SO B CORP SCORE MAY DROP, BUT IT'S FOR THE FUTURE.



**MORE SPRAYS IN THE VINEYARD**  
THIS YEAR DUE TO EXTRA WET WEATHER. LAST YEAR WE DIDN'T SPRAY AT ALL.





# THE BIGGEST WIN

## THE LOWEST CARBON FOOTPRINT IN WINE

We believe we have the lowest carbon footprint of  
any wine available in the UK, per ml produced.





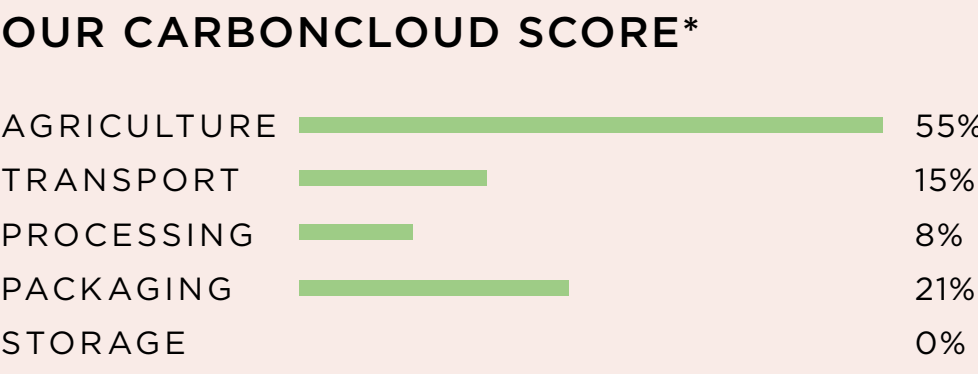
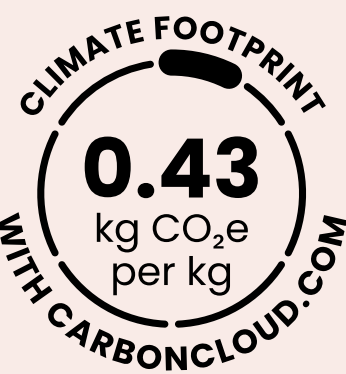
# OUR CLIMATE FOOTPRINT

Carbon footprints? A mix of art, science, and estimation. That’s why we partnered with **CarbonCloud** to measure the climate footprint of our wines. All backed by solid research, you can check their directory and see for yourself.

At **0.43kg CO2 per litre**, with most of our emissions come from agriculture and packaging—exactly where we’re focused.

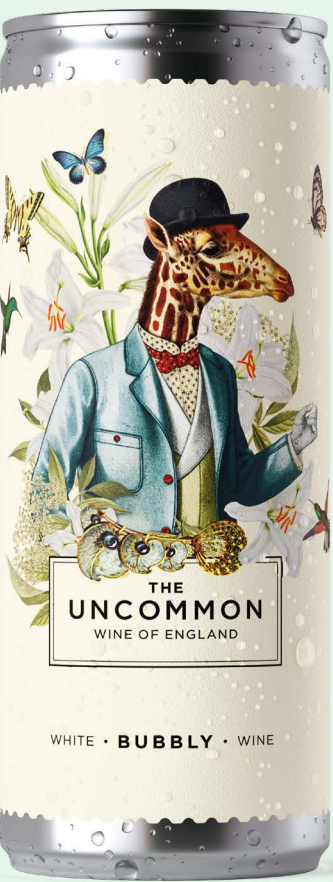
Our footprint? **Over 50% lower than the nearest canned wine**, and a massive **86% lower than bottled wine**.\*

Switching from glass bottles **cuts 2.72kg CO2 per litre**. That’s 2 tonnes of CO2 saved for every 1,000 bottles. A Net Zero no-brainer.



\*CarbonCloud Score, as of October 2024

0.43 KG  
CO2e PER KG



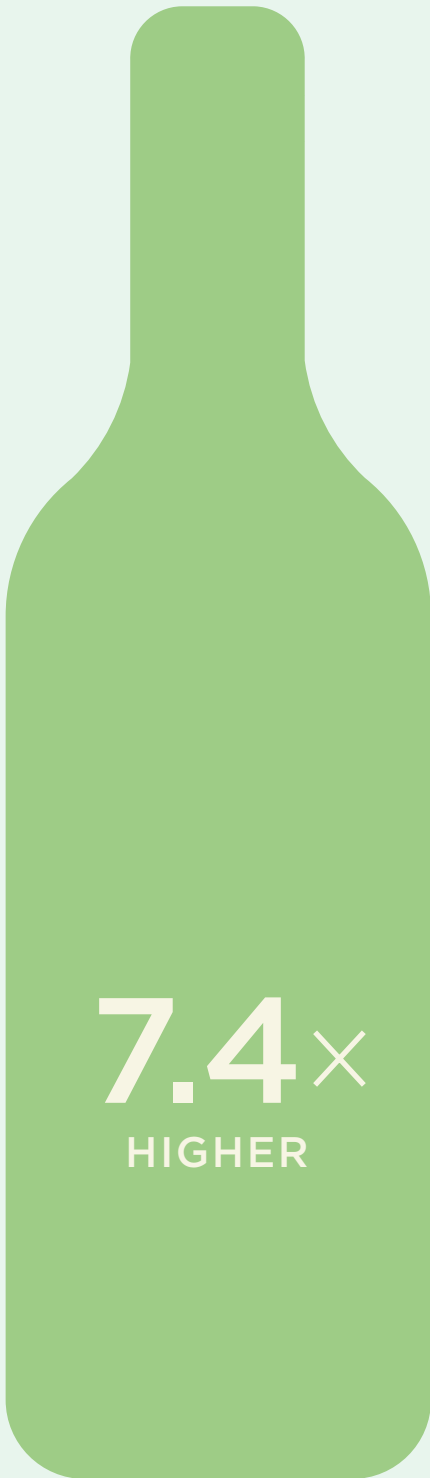
THE UNCOMMON  
WINE OF ENGLAND

1.11 KG  
CO2e PER KG



“SUSTAINABLE” CANNED  
WINE FROM EUROPE

3.15 KG  
CO2e PER KG



SCREW TOP  
WHITE WINE

\*The Food Footprint 100 Report, Foodsteps. Earth



# OUR PROCESS

## FROM VINE TO WINE

Through each step of production, we aimed to marry quality with sustainability. Here's where we landed...





# GROWING

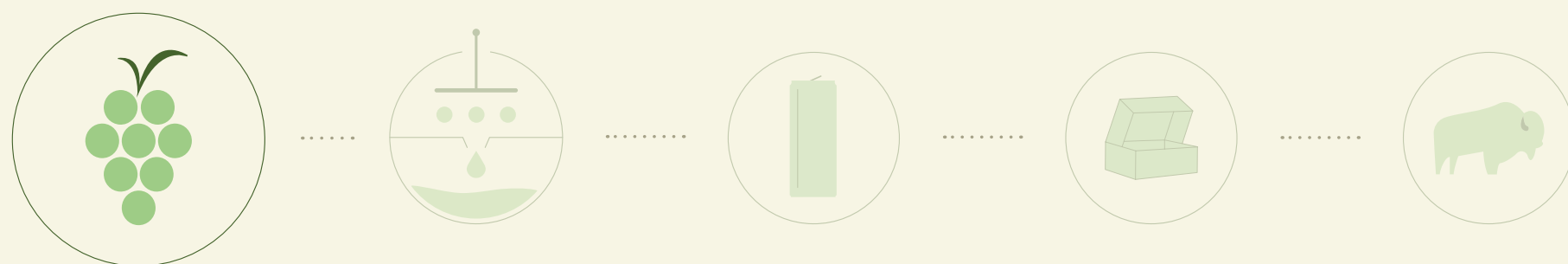
We grow and handpick our grapes in our vineyard on the North Kent Downs. The vineyard is Red Tractor assured and part of the Environmental Land Management scheme (ELMs). This means we're held to top-tier standards, in preserving the natural landscape, ensuring soil health and minimal pesticide use.

## PROMOTING BIODIVERSITY

Grape farming is a monoculture, so we've **planted wildflowers** and **cover crops** between our vines, along with placing nearby **beehives**. The result? A thriving meadow, better soil health and boosted biodiversity, including finding a rare orchid appear in the mix.

## ORGANIC FERTILISER

Our new organic fertiliser nourishes the entire soil ecosystem, improving long-term vine health and reducing the need for chemicals.



Red Tractor certifies that our vineyard meets high standards in ethical, sustainable and traceable farming practices



# MAKING

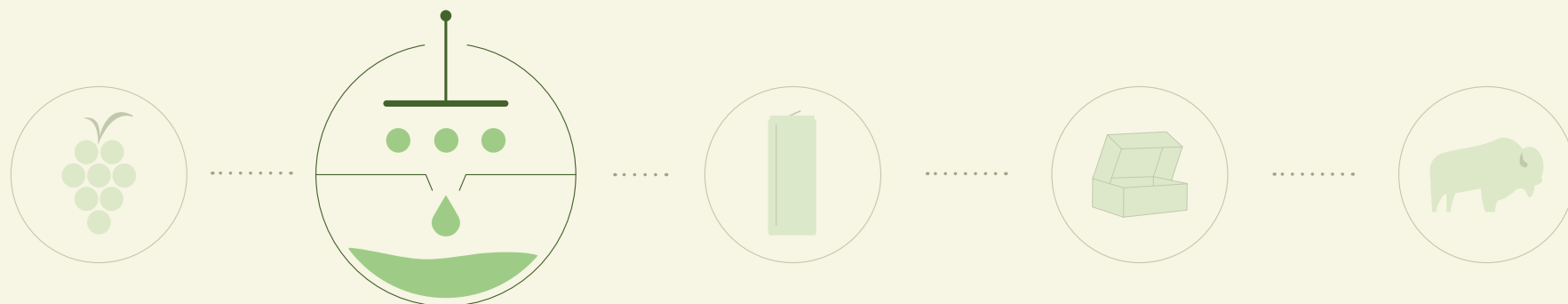
This year, we moved our winemaking just 10 miles down the road, cutting transport. Our winery was one of the first to be **SWGB accredited**, runs on renewable energy (from solar panels on the roof), and cuts waste.

## REDUCING WATER USAGE AT HAREVST BY 40% LAST YEAR

How? By using pressure washers, reducing the amount of picking crates used (which take more water to wash), recycling water used and by installing sloping floors!

## RECYCLING GRAPE WASTE

How? By sending grape marc (the skins, pulp, seeds, and stems left after pressing) to a local farmer for composting. We are constantly on the lookout for other ways to reuse grape marc.



## SUSTAINABLE WINES OF GREAT BRITAIN (SWGB)

A badge of honour. From eco-friendly vineyard management to cutting waste, it's a golden seal of approval for sustainable winemaking.



# THE CAN

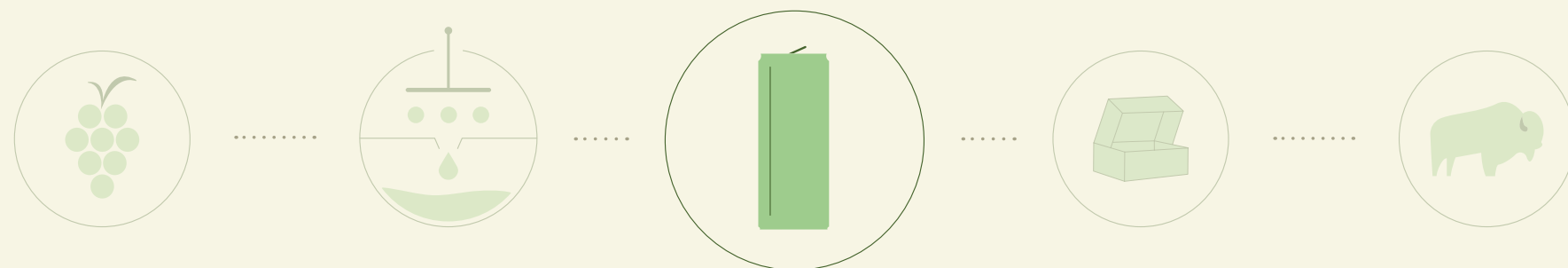
## LIGHT AS A FEATHER, ENDLESSLY RECYCLABLE

Cans have been calculated to have a carbon footprint an enormous **86% lower than glass**. This is even more important when you consider that the use of **glass bottles accounts for up to 58% of a winemaker's entire carbon footprint**.\*

Our can is made from 85% recycled aluminium. According to Alupro, the can is now the most recycled food packaging in the UK. Cans are also lighter to transport - weighing just **3% of a traditional sparkling wine bottle** per ml, unfilled – and need less additional packaging to protect them in transport vs glass. The single-serve format means less wine waste too.

## CARBON NEUTRAL CANNING

This year, we moved our canning operation, **shaving 200 miles of transport**. The new facility runs on **100% renewable energy**, with solar power covering a third of it.



\*[www.winebusiness.com/news/article/293579](http://www.winebusiness.com/news/article/293579)





# PACKAGING & DELIVERY

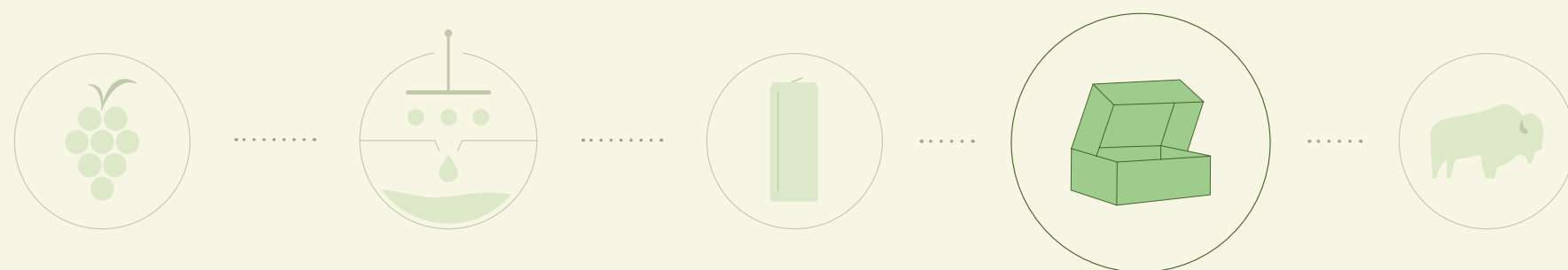
## SINGLE-USE MATERIALS: ROOM FOR IMPROVEMENT

We love our cans and FSC-certified cardboard (100% recyclable), but there's still work to do. Right now, our trade boxes are sealed with plastic tape (paper tape coming in the New Year), and our polypropylene labels, though recyclable, aren't universally recycled by councils.

We tested alternatives, but they either peeled when wet or dulled our designs (and our labels are a huge factor in convincing people to move away from bottles). We'll keep searching for better options.

## DELIVERY

All overseas orders are shipped by boat, not air, and our London courier fleet is now fully electric.



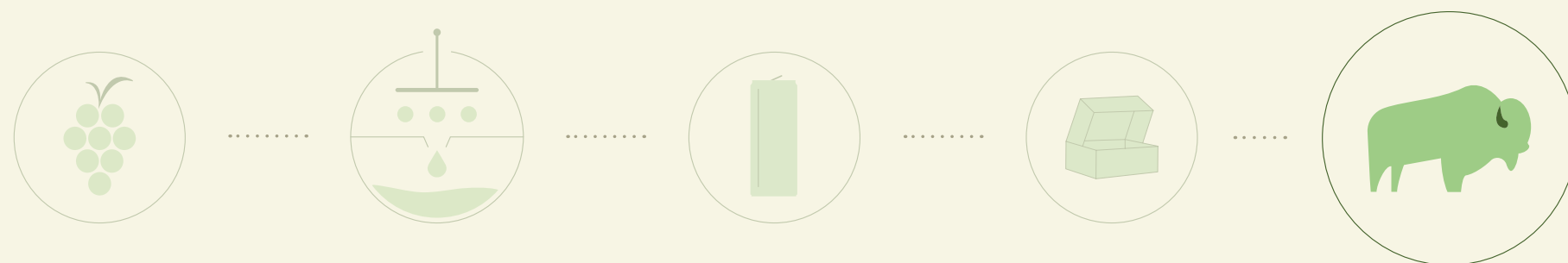


# CONSERVATION

## BACKING BISON

Since 2022, we've teamed up with **Kent Wildlife Trust**, offering time, wine, and funds to their wilding projects near our vineyards.

In fact, we helped bring **wild bison back to the UK for the first time in 6,000 years**. These mighty creatures even made the news (and **Leo DiCaprio** tweeted about it!). As eco-engineers, they're already transforming pine forests into vibrant, climate-resilient woodlands.





## THE UNCOMMON TEAM

We are a core team of 7 Uncommoners. A delightfully satisfied team according to our recent anonymous employee survey.

Without even having an office ping pong table, the whole team were satisfied in their day to day role and 100% agree that they can bring their whole selves to work.

Our survey highlighted a need for improvement in personal learning and development, with 75% of respondents feeling neutral about having access to the training resources needed for their jobs. This year, four team members completed their WSET Level 2 diploma in wine education. Next year, we'll focus on identifying skill gaps and offering personalised learning plans, along with workshops on unconscious bias and allyship.





## OUR UNCOMMON CUSTOMERS

This bubbly bunch is our top priority. If they're happy, we're happy.

4.6/5

OCADO RATING FOR  
OUR BUBBLY ROSÉ

90%

CUSTOMERS WOULD  
RECOMMEND THIS PRODUCT



### CUSTOMER QUOTES

“

*“Delicious and dry - This English sparkling wine is great, dry and flavoursome. I hadn't had wine in a can before and now I'm converted, you don't need to open a whole bottle to get a good glass of wine. I'll be buying it again.”*

*“Gerald takes on the French - My wife and I took a case to France this summer and introduced 'Gerald' to some of her French relatives. Le verdict - 'c'était vraiment bon.'”*





# WHAT'S NEXT?

We've got big plans ahead. We can't wait for you to join us.





## OUR GOAL FOR NEXT YEAR

We're aiming to **go beyond carbon neutral** and become a real force for good. Step one? Figuring out exactly where we stand. Over the next three years, we'll expand our emissions measurements to cover scope 1, 2, and 3.

Once we've got the full picture, we'll set new targets, craft a **Climate Transition Plan**, and get Board approval. Meanwhile, we'll keep finding ways to farm regeneratively, we'll ditch the plastic tape, and improve our score for training from 'neutral' to 'satisfied' in the next annual employee survey.

.....

We believe that real climate action starts at home. Cleaning up our own emissions is where we'll make real, lasting change, for today and the future.

By focusing on **Net Zero**, we're tackling the root issue, our emissions, and ensuring our business is as green as it gets. Once we hit that goal, we'll be in an even stronger position to help the wider world.





## RECERTIFY AS B CORP

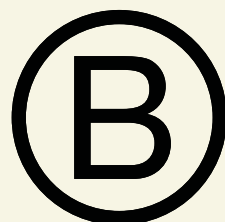
In 2021, we joined a global community of businesses doing good, not just making profit.

B Corp digs into **everything**, from governance to the environment. Our score? A **solid 107.6 out of 200**, well above the 80 needed and over 100 is considered **'Outstanding'** (better than any grades we got in school!).

We're up for recertification this year (it happens every 3 years). While we're always improving, focusing on reducing our environmental impact rather than charitable donations could mean a **slightly lower score**. But hey, we're about **progress**, not point-chasing!

(Still likely better than our school report cards.)

Certified



This company meets high standards of social and environmental impact.

Corporation

## OUR UN-ORDINARY IMPACT SCORE

● 107.6 OVERALL B IMPACT SCORE (OUR SCORE)

● 80 QUALIFIES FOR B CORP CERTIFICATION

● 50.9 MEDIAN SCORE FOR ORDINARY BUSINESSES

107.6





THE  
**UNCOMMON**  
WINE OF ENGLAND

# THANK YOU

FOR JOINING OUR JOURNEY

If you have any comments on this report or ideas to share with us, we would love to hear from you.

Please email [gerald@the-uncommon.uk](mailto:gerald@the-uncommon.uk)



VISIT WEBSITE

VISIT INSTAGRAM