



# Gold Member Butlers Chocolates

## Spotlight Target Area: Packaging

Within the packaging target area, Butlers has committed to taking a proactive approach to packaging through the implementation of a number of initiatives. The company has reached the set target across Butlers Chocolate Cafés to make 80% of its takeaway cups recyclable by the year 2022. As of 2020, 100% of Butlers Chocolates takeaway cups were certified recyclable, compared to a target of 40% for the year, demonstrating exemplary performance in this area. The company also completed another 2022 packaging target in 2020, to source 50% of the board used in printing boxes in-house from FSC/PEFC sources. Butlers achieved 100% of all the printed board from FSC sources, again exceeding their 2020 target. Overall, Butlers continues to perform strongly with exemplary performance demonstrated across six different targets and has now achieved Origin Green gold membership for two consecutive years.

## About

Butlers Chocolates is Ireland's largest family-owned chocolate producer and has been crafting chocolates in Dublin since 1932. Recent research has shown that Butlers Chocolates is Ireland's most preferred brand of luxury Irish chocolates. Butlers chocolatiers use sustainably sourced cocoa to create exceptional chocolate products including; premium chocolate assortments, gourmet solid and filled chocolate bars in various sizes, chocolate collections with alcohol, souvenir gifts and travel retail exclusives. Butlers Chocolates have won numerous Great Taste Awards, Irish Food Awards and Quality Irish Food Awards for excellence in taste and presentation. Butlers is also known and loved throughout Ireland and beyond for its eponymous retail concept - Butlers Chocolate Café, an innovative experience personifying the Butlers brand, in over 30 locations worldwide including South Asia and Dubai.

## Membership Tier 3

Minimum Origin Green Targets Required Annually = 6

## Origin Green Target Areas

Raw Material Sourcing	Supplier Certification	
	Primary Producer Sustainability Initiatives	
Manufacturing Processes	Packaging	
	Energy/Emissions	
	Water	
	Waste	
	Biodiversity	
Social Sustainability	Health & Nutrition	
	Employee Wellbeing	
	Community Engagement	
	Diversity & Inclusion	



Sustainability Programme  
GOLD MEMBER  
2021

"At Butlers, we are passionate about making the highest quality chocolates and serving the finest hot beverages to our valued customers. An integral part of our philosophy is our underlying commitment to all those with whom we engage - our customers, suppliers, staff and the local community. At all levels of our company, we endeavour to treat everyone with fairness and respect and to consider and protect the environment. The future is important to us and we are all going to play our part in nurturing and safeguarding it."

Mairead Sorensen, Chairman, Butlers Chocolates

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