

BEATBOX



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&

 CarbonBetter



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BeatBox Beverages (BeatBox), headquartered in Austin, Texas, is the fastest-selling ready-to-drink (RTD) cocktail and wine brand in the United States (U.S.), with over 10 million BeatBoxes sold. The brand was founded and is led by friends Justin Fenchel, Aimy Steadman, and Brad Schultz, along with original co-founders Jason Schieck and Dan Singer. BeatBox was one of the early players in the RTD beverage space, launching its company in 2013 and raising one million dollars from Mark Cuban on Shark Tank in 2014. BeatBox is also the fastest-selling single-serve wine in the United States and the winner of the 2021 Brewbound Rising Stars award.

BeatBox has always differentiated itself in the market through a combination of brightly packaged boxes, delicious wine-based punch in classic flavors with a kick, and a community built around the brand and music. The company offers two product lines: 6% alcohol by volume (abv) and 11.1% abv, along with its ever-expanding lineup of flavors and variety packs.



“We were tired of big brands trying to remarket products to us as Millennials. We care because we are passionate about live music, great friends, and feeling connected across the globe. We are the change we have wanted to see in the alcohol industry, with everything from brand experience to product innovation to our responsible business model.”

Justin Fenchel, Co-founder and CEO

BeatBox's Sustainability Journey

“We make our business eco-friendly so our customers don’t have to worry about that.”

*Aimy Steadman,
Co-founder and COO*



As the brand continues to grow, BeatBox is expanding on its sustainability journey—reducing its environmental impacts is important to the founders and its community. Customers have started to demand more from the brands they consume, and BeatBox has been on a mission since day one to be the most sustainable and socially responsible alcohol brand in the industry.

BeatBox's sustainability journey began during product development, with careful consideration given to ingredient and packaging choices. In 2020, the company built upon its sustainability efforts by committing to becoming plastic-neutral through a partnership with rePurpose Global, funding the collection, processing, and reuse of as much ocean-bound plastic waste as possible and matching the volume of plastic used across its packaging and operations.¹ BeatBox also conducted a preliminary baseline of the carbon emissions associated with its operations.

Environmental Management

In 2021, BeatBox implemented an Environmental Management System (EMS) to track its environmental progress, actions, and compliance. Some core elements of the BeatBox EMS include environmental performance goals, establishing roles and responsibilities for environmental actions, setting programs and actions to meet environmental objectives, and improved data management procedures while ensuring employees' awareness of BeatBox's environmental objectives. The EMS has built-in evaluation and review processes to facilitate continuous improvement. The company has also implemented a formal Environmental Policy, committing to reduce its environmental impacts while leading change in its industry and pushing for innovation. The implementation of an EMS and Environmental Policy enables BeatBox to improve environmental performance and proactively assess its progress while ensuring all team members are aware of and committed to meeting the company's environmental goals.

In tandem with the implementation of its EMS, BeatBox has also ramped up its efforts to assess its carbon, water, and waste footprints. The company is fulfilling its commitment to disclose its environmental impacts publicly by publishing this first annual sustainability report, with 2021 operations reflected herein. This is an important step for BeatBox on its journey to being the change they want to see in the alcoholic beverage industry, by being open and transparent about its impacts.

BeatBox also promotes innovative approaches to environmental action among all team members, and has provided its team with resources to support its environmental goals.



Operational Footprint



Headquarters

BeatBox leases an office space in Austin, Texas which serves as a collaboration hub and meeting space. Energy and water usage at the office space are minimal and the space is typically only used a few days per month. BeatBox's day-to-day operations are primarily conducted virtually, when feasible.

Employees

BeatBox employees typically work remotely, cutting down on potential emissions associated with employee commutes. To help encourage environmental stewardship in employee home office spaces, BeatBox has incorporated remote working into its Environmental Policy and Green Office Policy. BeatBox has provided environmental resources for home offices to its remote workers, including guidance on reducing waste, water conservation, and energy efficiency.

Manufacturing

BeatBox uses a third-party manufacturer (co-packer) to produce and package BeatBox Beverages. In 2021, all BeatBox production was done by one co-packer. BeatBox collaborates with its co-packer to ensure energy efficiency and reduced water consumption are incorporated into its operations. The co-packing facility produces and packs products for multiple brands on multiple production lines. The co-packing facility treats its own process wastewater using an activated sludge aerobic treatment plant to treat water efficiently while reducing chemical usage and exceeding its target removal efficiency with an annual average efficiency of 94%. By treating process wastewater on-site, the co-packer reduces its demand on local systems and reduces its energy consumption by eliminating the need to transport the wastewater stream offsite. In 2021, the facility treated nearly 16 million gallons (gal) of water with approximately 2.5 million gallons attributed to BeatBox. The treated water is used on the co-packer's agricultural fields and gardens to reduce irrigation demands and water stress on the local aquifer, and the sludge is used as compost. The co-packer maintains plants, raises goats and sheep, and they are focused on preserving the local forest surrounding its facility, keeping measurements of its tree planting and preservation efforts across a 12-hectare area. Based on the count of trees and variety of native species located on its on-site forested area, the facility estimates nearly 4,000 tons of carbon dioxide (CO₂) are captured annually, which equates to approximately 67% of the carbon emissions from BeatBox's manufacturing at the facility.

BeatBox's co-packer has a dedicated sustainability team and programs for waste management, forest management, and efficient use of water and energy. The co-packer worked towards specific key performance indicators (KPIs) in 2021 to reduce solid urban waste to 8 grams (g) per liter (L) or less and to save water in the packing process, with a target of 2.2-2.4 L of water per L of product, and the co-packer collaboratively works with BeatBox to continually improve its operations. The co-packer is also committed to completing annual sustainability reports covering air, water, and waste impacts and has conducted a SEDEX Members Ethical Trade Audit (SMETA).² BeatBox is proud to work with a manufacturing partner that aligns closely with its values.



Products

BeatBox has two lines of beverages: Hard Punch with 11.1% abv and Zero Sugar with 6% abv. With seven flavors currently on the market, ranging from Blue Razzberry to Fresh Watermelon, BeatBox is continuing to innovate and bring new flavors to market. All flavors of BeatBox are low in sugar, gluten-free, non-carbonated, and packaged in resealable and recyclable packaging.





Marketing

BeatBox's marketing includes travel to music festivals, trade shows, conferences, and local events. BeatBox strategically employs marketing resources in specific locations to be able to attend local events and conduct outreach with minimal travel requirements.

Distribution and Retail

BeatBox works with a network of third-party distributors to bring its products to markets across the U.S. In 2021, BeatBox expanded its retail distribution by 102%, with more than 23,000 stores across the U.S. now selling BeatBox. The company also sells cases of its Hard Punch and Zero Sugar product lines, including variety packs, directly to consumers through its online shop.



Environmental Impacts

→ UN Sustainable Development Goals

The United Nations (UN) has published seventeen Sustainable Development Goals (SDGs) as a call to action to meet the UN's 2030 Agenda for Sustainable Development goals. BeatBox's environmental efforts directly support the following SDGs:



Baseline

BeatBox strives for continuous improvement when it comes to reducing its environmental impacts. In 2020, the company quantified a preliminary carbon baseline and began to evaluate its water impacts. Through the implementation of its EMS and a desire to set measurable environmental impact reduction targets, BeatBox has worked to comprehensively quantify its 2021 impacts for carbon, water, and waste. As BeatBox continues to implement its EMS action plan and expand the scope of how it incorporates sustainability into every aspect of its operations, it stands committed to disclosing its impacts in a traceable manner.

Methods and Boundaries

Methods In preparation of this report, BeatBox has referenced the Sustainability Accounting Standards Board (SASB) standard for the Food & Beverage Sector, Alcoholic Beverages, issued October 2018. At this time, BeatBox has focused on the Energy Management, Water Management, Packaging Life Cycle Management, and Ingredient Sourcing sections of the SASB standard.

As a supplement to the accounting metrics and topics in the SASB standard, BeatBox has also evaluated climate impacts, including Scope 1 (direct), Scope 2 (grid, indirect), and Scope 3 (value chain and corporate travel, indirect) greenhouse gas (GHG) emissions. Note: BeatBox does not own or lease any combustion equipment, including natural gas combustion and fleet vehicles. As such, BeatBox's operations do not have any Scope 1 GHG emissions. Scope 2 emissions associated with purchased grid energy were quantified based on BeatBox's Austin Energy bills and emission factors from the U.S. Environmental Protection Agency's (EPA's) Emissions & Generation Resource Integrated Database (eGRID). Total GHG emissions are estimated in carbon dioxide equivalents (CO₂e). Scope 3 emissions were quantified using best available emission factors across emissions source categories.

As part of this report, BeatBox has identified high water-stressed ingredients according to SASB standards, in coordination with water stress levels based on the World Resources Institute's (WRI) Water Risk Atlas tool, Aqueduct. BeatBox sources ingredients globally and is working towards sourcing certain ingredients closer to its co-packer's facility. BeatBox does not produce any of its own ingredients.

Water management at BeatBox's collaboration hub in Austin, Texas follows SASB's definitions of total water withdrawn and total water consumed. As BeatBox leases its office space and is not billed directly for its water usage and discharge, volumes were estimated using representative data from the U.S. Energy Information Administration's (EIA) 2012 Commercial Buildings Energy Consumption Survey, which included water consumption in large buildings. BeatBox also worked with its co-packer to determine the water volumes withdrawn, discharged, and used in its product at the manufacturing facility.

Boundaries All data reflected in the water, climate & energy, and waste sections below are a result of direct and indirect consumption within the boundaries of the operational footprint of BeatBox as well as its value chain. BeatBox has estimated the intensity of emissions, energy consumption, and water use against produced quantities of BeatBox.

→ Partnerships

As part of its sustainability journey, BeatBox partners with the following organizations and companies to deliver on its sustainability goals while being an agent for change in the alcoholic beverage industry.



Production Rate

In 2021, BeatBox produced 15,279,912 units (500 milliliter (mL) cartons) of product with its co-packer, which equates to 7,639,956 L of BeatBox produced. Note: while the composition of BeatBox varies slightly across flavor profiles, emissions are estimated and production is tracked for all BeatBox production combined.

Water

BeatBox does not have its own meter for office water use at its collaboration hub in Austin, TX. Water usage at the office is minimal and limited to the kitchen sink and restroom. Based on data from the EIA combined with the leased square footage of the space, BeatBox estimates 11,461 gal of water consumed. BeatBox conservatively estimates that all water usage was also discharged as wastewater.

BeatBox's co-packer tracks water usage at its facility and measures its wastewater treatment volumes with multiple metering points. The facility has an on-site activated sludge aerobic wastewater treatment plant. The facility does not discharge any untreated water. The treated wastewater is utilized on premises for irrigating its gardens and agricultural fields. The facility has set goals to reduce water consumption for the products that they produce. Based on data provided by its co-packer, 2,236,189 gal of water (8,464,900 L) were utilized in BeatBox formulation in 2021. Total water supply for BeatBox production was 4,754,273 gal, with 2,518,083 gal discharged as wastewater to the facility's wastewater treatment plant. BeatBox's co-packer estimates 2.126 L of water used per L of product, which equates to 1.063 L of water per 500 mL carton of BeatBox.

For additional details on water consumption and discharge, refer to Appendix A-2.



Climate & Energy

BeatBox has calculated its GHG emissions based on a combination of operational data and representative emission factors. *For details on all estimated emissions and corresponding assumptions, please refer to Appendix A-1.*

BeatBox Emissions Summary

Scope	Activity	Emissions (Metric Tons (MT) of CO ₂ e)
Scope 1	N/A*	0
Scope 2	Electricity usage at the BeatBox Collaboration Hub	0.69
Scope 3	Corporate Travel - Flights	9.86
Scope 3	Corporate Travel - Vehicles	106.97
Scope 3	Distribution	1.55
Scope 3	Ingredient Sourcing	318.52
Scope 3	Ingredient Emissions	379.69
Scope 3	Co-Packer Production - Onsite Combustion of Fuels	5,712.25
Scope 3	Co-Packer Production - Electricity Consumption	276.93
Total	Total from All Scopes Combined	6,806.46

* BeatBox does not have any Scope 1 emissions. The company does not combust fuels across the operational footprint that it owns or controls, and it does not have any fleet vehicles.



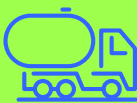
Scope 1

Direct emissions from operations



Scope 2

Indirect emissions from purchased energy



Scope 3

All other emissions from operations

Scope 1 Emissions

BeatBox does not own or operate any Scope 1 direct emissions sources.

Scope 2 Emissions

BeatBox has quantified the indirect emissions associated with the consumption of electricity at the company's collaboration hub in Austin, TX using location-based emission factors from the EPA's eGRID database. The estimated emissions are more conservative than a market-based approach, which would have taken into account Austin Energy's residual grid mix of an estimated 46% renewables as compared to the Electric Reliability Council of Texas (ERCOT) regional mix, which includes an estimated 19.8% renewables.³ From the first billing period starting April 26, 2021, when the company's lease started, through December 31, 2021, BeatBox emitted an estimated 0.69 MT of CO₂e from electricity usage and has purchased a total of 1,744 kilowatt hours (kWh) from Austin Energy. BeatBox participates in Austin Energy's GreenChoice offering, a Green-e Energy certified program that allows the company to match 100% of its energy usage to renewables.⁴

Scope 3 Emissions

BeatBox has quantified Scope 3 emissions across its value chain, including corporate travel (flights and vehicles), product distribution, emissions from ingredient sourcing, emissions from ingredients, and production emissions from its co-packer's facility.

Production BeatBox's co-packer tracks fuel consumption data and electricity data. They are able to estimate the portion of fuel and electricity allocated for the production of BeatBox based on operational logs and production rates. BeatBox is produced using a low-heat pasteurization process that reduces the co-packer's fuel consumption. BeatBox estimates that its

co-packer's facility emits 5,712 MT of CO₂e from on-site combustion of diesel fuel and 277 MT of CO₂e associated with electricity consumption allocated to the production of BeatBox specifically. These emissions estimates exclude the co-packer's operations that are allocated to non-BeatBox related activities.

Corporate Travel BeatBox tracks its corporate travel associated with conference attendance, site visits, and sales and marketing activities. For air travel, flight distance is determined and EPA emission factors are applied. For vehicle emissions, BeatBox tracks all fuel purchases, which are utilized to estimate fuel consumption by applying average fuel prices and average miles per gallon. Emissions are estimated using EPA emission factors.

Ingredient Sourcing BeatBox sources ingredients globally for production of BeatBox at its co-packer's facility. BeatBox has estimated emissions associated with the manufacture and/or agriculture of its ingredients using representative Life Cycle Assessment (LCA) factors and purchase quantities. To estimate the emissions associated with the import of ingredients, BeatBox estimates the nautical miles of shipping routes and applies the EPA factor for maritime transport and also estimates trucking mileage and emissions.

Distribution BeatBox tracks distributor and distribution zip codes with annual data on the number of cases distributed between zip codes. The zip code data is used to determine the miles of transport and assumes all distribution is done by trucking. Emissions are estimated using EPA factors.

Energy

Energy consumption directly associated with the production of BeatBox includes electricity and combustion of diesel fuel. The co-packer utilized 532,886 kWh of electricity and 454,383 gal of diesel for the manufacture of BeatBox, totaling 20,306 gigajoules (GJ) of energy in 2021. This energy consumption is attributable to its co-packer, but BeatBox has pursued understanding the energy footprint of its product. In 2021, 0.0013 GJ per carton was consumed in manufacturing. At BeatBox's collaboration hub in Austin, TX, 1,744 kWh of electricity (6.28 GJ) was consumed in 2021.

Waste

BeatBox is committed to reducing waste and participating in the circular economy, including through the sourcing of Other Than Standard (OTS) Orange Wine.

BeatBox's partner manufacturing facility has a waste management program and actively monitors and seeks to reduce the generation of garbage and non-recyclable materials. To reduce waste impacts, the co-packer recycles or sells all pallets, resells barrels, and when they cannot sell or reuse a material, they donate pails to local farmers for animal feed storage.

To reduce waste in its office space and in the home offices of its remote employees, BeatBox has Home Office Environmental Resources and an Electronic Waste Policy. BeatBox has worked with its janitorial services to estimate waste and recycling volumes at the company's collaboration hub in Austin, TX.

To reduce its overall waste footprint, BeatBox has been actively fulfilling its commitment to plastic-neutral operations through a partnership with rePurpose Global.

2021 Water Intensity

1.063
L



2021 GHG Emissions Intensity

445.45
g CO₂e



2021 Energy Intensity for Production

0.0013
GJ



Packaging

BeatBox's TetraPak carton packaging has a carbon footprint of 34 g CO₂e per carton on average.⁵ These cartons are recyclable, with a recycling access percentage of 61% in the United States, based on data from the Carton Council.⁶ Based on 2019 data, the Carton Council estimates that 18% of all cartons are recycled by the consumer, with goals of increasing both the rate of access to recycling and the actual percentage recycled.⁷ Cartons are made up of several materials, including paperboard, plastic (polyethylene) and aluminum, which can pose challenges for recycling. To recycle cartons, they first must be sorted at a material receiving facility with a demand for offtakers. The materials are then sent to a separate facility where they are blended using a hydra-pulper to sort the paper from the plastic and aluminum.

The recycled paperboard is then pulped and used to make products including but not limited to building materials, linerboard, tissues, and paper towels.

BeatBox recognizes that there are challenges and trade-offs with any packaging choice. Cartons are lightweight and easy to stack for transport, which contributes to significantly reduced GHG emissions due to transportation. On the other hand, there are water and GHG emissions costs associated with the production of virgin paper for cartons,⁸ and paper can only be reliably recycled between six and seven times before losing structural integrity. BeatBox specifically selected TetraPak as its packaging partner for TetraPak's commitment to sustainability while also meeting BeatBox's structural requirements for distribution, the ability to reseal the package, and its beverage quality requirements for shelf-stable storage. BeatBox is pushing for innovations in the packaging space, including the incorporation of recycled content into TetraPaks. Further research is needed to determine the maximum amount of recycled content that can be utilized while meeting the structural integrity requirements of TetraPak.

BeatBox is actively collaborating with other brands in product development to champion sustainability improvements for all carton containers and increase both recycling access and recyclability of the cartons. BeatBox has formed the Carton Recycling Action Group through partnership with the Naturally Network, a national organization in the U.S. that is an agent of change for conscious consumer packaged goods (CPG) companies. The Carton Recycling Action Group is actively working to improve recycling access and provide education to facilitate increased recycling of cartons.



Ingredient Sourcing

The Ingredient Sourcing section within the SASB standard for the Food & Beverage Sector, Alcoholic Beverages has been used to evaluate the impacts of Beatbox's ingredients. As part of this standard, identifying each ingredient, the percentage of beverage ingredients sourced from regions with high or extremely high baseline water stress per WRI's Aqueduct tool, and the distance from the manufacturing facility have been taken into account.⁹ *For additional details on water stress estimates and a comprehensive list of ingredients that were sourced in 2021, please refer to Appendix B-1.*



Flavor

BeatBox has some beet-based flavors, which they source from Europe in low water stress areas. To produce the beet-derived flavor ingredient, beets are sourced from European Union-based suppliers and are harvested mechanically, cleaned, and then processed into sugar. The beet sugar is then processed into a beet-derived flavor. With the exception of water used to grow and wash the beets, no water is used in the production of this flavor ingredient.



OTS Orange Wine Base

BeatBox sources OTS Orange Wine from Florida. Florida is the largest grower of oranges, with the US Department of Agriculture (USDA) projecting 44.5 million boxes of oranges to be produced in 2021-2022.¹⁰ OTS Orange Wine is made from orange peels, a byproduct of orange juice production, which are then fermented and distilled into a flavor-neutral wine base used in BeatBox. Utilizing OTS Orange Wine demonstrates BeatBox's commitment to the circular economy as the peels from orange juice production are utilized rather than being diverted as a waste stream. BeatBox has partnered with an OTS Orange Wine distiller that is committed to minimizing its impact on the environment, and impacts associated with transport are also reduced by choosing a distiller in Florida, where oranges and orange juice are produced in high volume. Florida is considered a low-medium water stress region.



Sugar

BeatBox sources sugar from North America. The company actively works to source sugar as close to its co-packer's facility as possible to reduce the carbon emissions associated with the transport of sugar to the facility. Sugar is a key ingredient for BeatBox, and one of its primary sources of sugar comes from a high water stress region. While purchasing regionally produced sugar is beneficial to reducing the carbon footprint associated with transport emissions, BeatBox will continue to assess the balance of its ingredient selections based on environmental factors, including water and carbon, as well as socioeconomic impacts.

Goals & Improvements

Supply Chain Improvements

Through implementation of its EMS, BeatBox has taken steps to ensure its suppliers are aligned with its Environmental Policy. BeatBox works with suppliers to ensure each signs BeatBox's supplier screening material on a biennial basis and conducts annual reviews to ensure all screenings are up to date. BeatBox seeks to work with suppliers that align with its values.

BeatBox is also currently evaluating sourcing ingredients as close to its co-packer as feasible to reduce the impacts of ingredient transport.

Manufacturing Improvements

BeatBox is working to support its co-packer in implementing clean energy projects at its facility. The facility has goals of adapting their boiler system to burn natural gas and also redirecting excess heat from the boilers to a turbine system to generate electric power. The switch to natural gas from diesel fuel is anticipated to reduce the energy and emissions intensity of production.

The facility has also set goals to reduce its water impacts and save water in the packing process. It is currently evaluating opportunities to install a filtration system to replenish the aquifer.

Future of the Brand

BeatBox focuses on utilizing the best ingredients to ensure the highest quality and most enjoyable taste in every carton while also honoring the company's commitment to the environment and reducing its impacts. This means transparency with its sustainability efforts across the company's full operations and value chain—from its collaboration hub in Austin, TX, to their co-packer's operations, through to its consumers and everything in between. In 2022, BeatBox is excited to bring new flavors to market, including mango, and to continue to build on its explosive growth in the RTD market. Through its EMS and sustainability reporting efforts, BeatBox will continue on its journey of continuous improvement of environmental performance—setting itself up to truly be a sustainability leader in the alcoholic beverage industry.



→ Footnotes

- 1 <https://repurpose.global/>
- 2 https://www.sedex.com/our-services/smeta-audit/?gclid=Cj0KCQiAjJOQBhCkARIsAEKMtO0L4deGHkVqauPAVTDYSIr7Q-9I-eFnPChiEdp5stIGp0jaeILuT4aAvx_EALw_wcB
- 3 <https://austinenergy.com/ae/about/environment/renewable-power-generation>
- 4 <https://austinenergy.com/ae/green-power/greenchoice/greenchoice-renewable-energy>
- 5 <https://www.tetrapak.com/en-us/sustainability/planet/environmental-impact/a-value-chain-approach/carton-co2e-footprint>
- 6 <https://www.recyclecartons.com/about/>
- 7 *Per calls with recycling facilities that accept cartons, the cartons will be incinerated if they have not been cleaned properly prior to receipt by the material recovery facility.*
- 8 Tomberlin, K., Venditti, R., and Yao, Y. (2020). "Life cycle carbon footprint analysis of pulp and paper grades in the United States using production-line-based data and integration," BioRes. 15(2), 3899-3914.
<https://bioresources.cnr.ncsu.edu/resources/life-cycle-carbon-footprint-analysis-of-pulp-and-paper-grades-in-the-united-states-using-production-line-based-data-and-integration/>
- 9 <https://www.wri.org/aqueduct>

Appendices

A. Supplemental Calculations

1. Carbon Emissions, Scope 1, 2, 3

a. 2021 Emissions Summary

Scope	Activity	Emissions (Metric Tons of CO ₂ e)
Scope 1	N/A*	0
Scope 2	Electricity usage at the BeatBox Collaboration Hub	0.69
Scope 3	Corporate Travel - Flights	9.86
Scope 3	Corporate Travel - Vehicles	106.97
Scope 3	Distribution	1.55
Scope 3	Ingredient Sourcing	318.52
Scope 3	Ingredient Emissions	379.69
Scope 3	Co-Packer Production - Onsite Combustion of Fuels	5712.25
Scope 3	Co-Packer Production - Electricity Consumption	276.93
Total	Total from All Scopes Combined	6806.46

* BeatBox does not have any Scope 1 emissions. The company does not combust fuels across the operational footprint that it owns or controls, and it does not have any fleet vehicles.

b. 2021 Production

	Quantity (Case)		Quantity (Units - 500 mL cartons)	
	SOLD	PRODUCED	SOLD	PRODUCED
January	26,640	0	319,680	0
February	28,560	42,824	342,720	513,888
March	79,560	67,303	954,720	807,636
April	76,464	78,721	917,568	944,652
May	94,075	127,397	1,128,900	1,528,764
June	77,799	99,619	933,588	1,195,428
July	98,040	152,145	1,176,480	1,825,740
August	83,040	111,716	996,480	1,340,592
September	89,328	173,310	1,071,936	2,079,720
October	74,640	113,296	895,680	1,359,552
November	68,265	234,508	819,180	2,814,096
December	87,834	72,487	1,054,008	869,844
Total				15,279,912
Total L				7,639,956

c. Scope 2 – Office Emissions

Energy Billing Period		Energy Consumption			Location-Based Scope 2 Emissions					Renewables
Start Date	End Date	Total Consumption (kWh)	Total Consumption (MWh)	Total Consumption GJ	kg CO ₂	kg CH ₄	kg N ₂ O	kg of CO ₂ e	Metric Tons of CO ₂ e	Percent of Energy Matched to Renewables through GreenChoice
4/26/2021	5/17/2021	63	0.063	0.2268	25	0.002	0.0003	25	0.02	100%
5/17/2021	6/16/2021	266	0.266	0.9576	105	0.01	0.001	105	0.11	100%
6/16/2021	7/16/2021	266	0.266	0.9576	105	0.01	0.001	105	0.11	100%
7/16/2021	8/15/2021	331	0.331	1.1916	130	0.01	0.001	131	0.13	100%
8/16/2021	9/16/2021	336	0.336	1.2096	132	0.01	0.001	133	0.13	100%
9/16/2021	10/15/2021	207	0.207	0.7452	82	0.01	0.001	82	0.08	100%
10/15/2021	11/13/2021	118	0.118	0.4248	46	0.00	0.000	47	0.05	100%
11/13/2021	12/15/2021	63	0.063	0.2268	25	0.00	0.000	25	0.02	100%
12/15/2021	12/31/2021	94	0.094	0.3375	37	0.00	0.000	37	0.04	100%
Total		1,744	1.744	6.2775	687	0.045	0.007	690	0.69	

1 BeatBox's electric provider is Austin Energy, a City of Austin utility. As of August 2021, Austin Energy's generation mix was at 46% renewable energy, including solar and wind.

<https://austinenenergy.com/ae/about/environment/renewable-power-generation>

<https://austinenenergy.com/ae/about/company-profile/electric-system/power-plants>

2 For the unit conversion between, kWh and GJ: 0.0036 GJ / kWh

3 The location-based emission factor for the regional ERCOT grid was determined from EPA's eGRID database. The 2019 data was issued on 2/23/2021. Tab SRL19 was utilized for eGRID subregion data.

<https://www.epa.gov/egrid/download-data>

4 The annual eGRID subregion total emission rate outputs for GHGs are as follows, in kg/MWh:

394.013 CO₂ 0.026 CH₄
0.004 N₂O 395.713 CO₂e

The grid mix accounted for in the eGRID emission factors for ERCOT includes:

80.20% Non-renewables
19.80% Renewables

5 There are 1,000 kWh in a MWh.

6 There are 1,000 kg in a metric ton.

7 BeatBox participates in Austin Energy's GreenChoice offering, a Green-e Energy Certified program that allows it to match 100% of its energy usage to renewables.

<https://austinenenergy.com/ae/green-power/greenchoice/greenchoice-renewable-energy>

8 Note: the December energy consumption was pro-rated to only account for the energy consumed in 2021. The billing period went through 1/18/2022.

d. Scope 3 – Flight Emissions

2021 Flight Data			GHG Emissions in kg				GHG emissions in metric tonnes			
Month	Haul Classification	Passenger Miles	CO ₂	CH ₄	N ₂ O	CO ₂ e	CO ₂	CH ₄	N ₂ O	CO ₂ e
Jan	Short	0	0	0	0	0	0	0	0	0
Jan	Medium	0	0	0	0	0	0	0	0	0
Jan	Long	0	0	0	0	0	0	0	0	0
Feb	Short	0	0	0	0	0	0	0	0	0
Feb	Medium	0	0	0	0	0	0	0	0	0
Feb	Long	0	0	0	0	0	0	0	0	0
Mar	Short	0	0	0	0	0	0	0	0	0
Mar	Medium	0	0	0	0	0	0	0	0	0
Mar	Long	0	0	0	0	0	0	0	0	0
Apr	Short	0	0	0	0	0	0	0	0	0
Apr	Medium	0	0	0	0	0	0	0	0	0
Apr	Long	0	0	0	0	0	0	0	0	0
May	Short	0	0	0	0	0	0	0	0	0
May	Medium	0	0	0	0	0	0	0	0	0
May	Long	0	0	0	0	0	0	0	0	0
Jun	Short	760	156.56	0.005396	0.00494	158.16702	0.15656	0.000005396	0.00000494	0.15816702
Jun	Medium	3344	438.064	0.0020064	0.0140448	442.2995104	0.438064	0.0000020064	0.0000140448	0.4422995104
Jun	Long	0	0	0	0	0	0	0	0	0
Jul	Short	0	0	0	0	0	0	0	0	0
Jul	Medium	0	0	0	0	0	0	0	0	0
Jul	Long	0	0	0	0	0	0	0	0	0
Aug	Short	0	0	0	0	0	0	0	0	0
Aug	Medium	0	0	0	0	0	0	0	0	0
Aug	Long	0	0	0	0	0	0	0	0	0
Sept	Short	380	78.28	0.002698	0.00247	79.08351	0.07828	0.000002698	0.00000247	0.07908351
Sept	Medium	11896	1558.376	0.0071376	0.0499632	1573.443474	1.558376	0.0000071376	0.0000499632	1.573443474
Sept	Long	0	0	0	0	0	0	0	0	0
Oct	Short	0	0	0	0	0	0	0	0	0
Oct	Medium	7061	924.991	0.0042366	0.0296562	933.9344626	0.924991	0.0000042366	0.0000296562	0.9339344626
Oct	Long	0	0	0	0	0	0	0	0	0
Nov	Short	0	0	0	0	0	0	0	0	0
Nov	Medium	3008	394.048	0.0018048	0.0126336	397.8579328	0.394048	0.0000018048	0.0000126336	0.3978579328
Nov	Long	7312	1177.232	0.0043872	0.0372912	1188.454458	1.177232	0.0000043872	0.0000372912	1.188454458
Dec	Short	647	133.282	0.0045937	0.0042055	134.6500815	0.133282	0.0000045937	0.0000042055	0.1346500815
Dec	Medium	23807	4904.242	0.1690297	0.1547455	4954.581902	4.904242	0.0001690297	0.0001547455	4.954581902
Dec	Long	0	0	0	0	0	0	0	0	0
Totals			9765.08	0.201	0.310	9862.47	9.77	0.000201	0.00031	9.86

e. Scope 3 – Vehicle Emissions

2021 Vehicle Data				GHG Emissions in kg				GHG emissions in metric tonnes			
Month	Fuel Costs	US Average \$/gallon	Vehicle Miles Travelled	CO ₂	CH ₄	N ₂ O	CO ₂ e	CO ₂	CH ₄	N ₂ O	CO ₂ e
Jan	2,549.26	2.33	24,029	8,193.89	0.22	0.19	8,256.59	8.19	0.00022	0.00019	8.26
Feb	2,520.76	2.50	22,174	7,561.27	0.20	0.18	7,619.12	7.56	0.00020	0.00018	7.62
Mar	3,698.53	2.81	28,956	9,874.15	0.26	0.23	9,949.70	9.87	0.00026	0.00023	9.95
Apr	2,899.29	2.86	22,318	7,610.38	0.20	0.18	7,668.61	7.61	0.00020	0.00018	7.67
May	2,759.76	2.99	20,340	6,935.92	0.18	0.16	6,988.99	6.94	0.00018	0.00016	6.99
Jun	2,719.63	3.06	19,527	6,658.83	0.18	0.16	6,709.78	6.66	0.00018	0.00016	6.71
Jul	3,377.43	3.14	23,694	8,079.55	0.21	0.19	8,141.37	8.08	0.00021	0.00019	8.14
Aug	4,149.02	3.16	28,904	9,856.22	0.26	0.23	9,931.63	9.86	0.00026	0.00023	9.93
Sept	3,992.26	3.18	27,663	9,433.05	0.25	0.22	9,505.22	9.43	0.00025	0.00022	9.51
Oct	4,159.32	3.29	27,805	9,481.38	0.25	0.22	9,553.92	9.48	0.00025	0.00022	9.55
Nov	2,347.25	3.40	15,210	5,186.77	0.14	0.12	5,226.45	5.19	0.00014	0.00012	5.23
Dec	7,618.70	3.31	50,684	17,283.18	0.46	0.41	17,415.42	17.28	0.00046	0.00041	17.42
Totals			106,154.61	106,154.608	2.802	2.490	106,966.800	106.155	0.003	0.002	106.967

1 Average national fuel prices by month based on data from EIA:
https://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=pets&s=emm_epmr_pte_nus_dpg&f=m

2 22 miles/gallon for the average passenger car in the US:
<https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle>

3 There are 1,000 g in a kg.

4 There are 1,000 kg in a metric ton.

5 EPA 100 yr. Global Warming Potentials are used to quantify total CO₂e

Pollutant	CH ₄	N ₂ O
100-yr GWP	25	298

Source: https://www.epa.gov/sites/default/files/2021-04/documents/emission-factors_apr2021.pdf

6 Emission Factors are based on EPA's GHG Emission Factors Hub (April 2021)
 Table 10, Scope 3 Category 6: Business Travel and Category 7: Employee Commuting

Passenger Car

CO ₂ Factor (kg/ vehicle-mile)	CH ₄ Factor (kg/ vehicle-mile) <i>converted from g/passenger-mile</i>	N ₂ O Factor (kg/ vehicle-mile) <i>converted from g/passenger-mile</i>
0.341	0.000009	0.000008

Source: https://www.epa.gov/sites/default/files/2021-04/documents/emission-factors_apr2021.pdf
 All vehicle travel is assumed to be in passenger cars.

f. Scope 3 – Distribution Emissions

The truck ton-miles for BeatBox's distribution footprint are determined via the distance between the warehouse and endpoint zip codes and the number of cases distributed.

Truck Ton-Miles	7,285.76
Emissions	
Pollutant	Truck
CO ₂ (kg)	1,537.29
CH ₄ (kg)	1.46E-02
N ₂ O (kg)	3.57E-02
CO ₂ e (kg)	1,548.30
CO ₂ e (Metric Tons)	1.55

1 A case of BeatBox weighs 12 lbs

2 Distribution emission factors published by EPA in April 2021 in Table 8
https://www.epa.gov/sites/default/files/2021-04/documents/emission-factors_apr2021.pdf

Truck	Emission Factors
0.211	kg CO ₂ / ton-mile
0.002	g CH ₄ / ton-mile
0.0049	g NO ₂ / ton-mile

3 There are 1,000 g in a kg.

4 There are 1,000 kg in a metric ton.

5 There are 2,000 lbs in a short ton.

6 To calculate the total CO₂ equivalency (CO₂e), the following global warming potentials (GWP) were used per 40 CFR 98 Subpart A.
 25 CH₄ 298 N₂O

g. Scope 3 – Ingredient Sourcing Emissions

Category	Name of Ingredient/Input	Location / Region of Origin	Port to Port Nautical Miles	Distance by Truck (km)	Quantity Purchased in 2021 (kg)	Ship Ton-Miles	Truck Ton-Miles
Beverage Ingredients	Flavor A	Europe	6192	698	518,880	4,075,626	248,072
Beverage Ingredients	Sugar	North America		484	510,804		169,338
Beverage Ingredients	OTS Orange Wine*	Florida	1146	698	56,881	82,690	27,195
Beverage Ingredients	Flavor B	North America		2,803	30,371		58,309
Beverage Ingredients	Citric Acid	Multiple	15101	698	40,320	772,365	19,277
Beverage Ingredients	Sucralose	Multiple	15101	698	716	13,716	342
Packaging	Paperboard	North America		287	183,456		36,064
Packaging	Polyethylene	North America		287	65,520		12,880
Packaging	Aluminum	North America		287	13,104		2,576
					Total	4,944,397	574,052

* Orange Pulp & Rinds

Emissions			
Pollutant	Ship	Truck	Total
CO ₂ (kg)	177,998.27	121,124.99	299,123.26
CH ₄ (kg)	57.35	1.15	58.50
N ₂ O (kg)	57.35	2.81	60.17
CO ₂ e (kg)	196,523.94	121,991.92	318,515.86
CO ₂ e (Metric tons)	196.52	121.99	318.52

- Distances are estimated based on representative ingredient sourcing locations.
- Conversion between miles and km: [0.621371 miles / km](#)
- Conversion between miles and nautical miles: [1.15078 miles / nautical mile](#)
- Conversion between kg and tons: [907.185 kg / ton](#)
- Distance by sea between ports determined using: <http://ports.com/>
- There are 1,000 g in a kg.
- There are 1,000 kg in a metric ton.
- Distribution emission factors published by EPA in April 2021 in Table 8 https://www.epa.gov/sites/production/files/2021-04/documents/emission-factors_apr2021.pdf

Truck	Emission Factors
0.211	kg CO ₂ / ton-mile
0.002	g CH ₄ / ton-mile
0.0049	g NO ₂ / ton-mile
- To calculate the total CO₂ equivalency (CO₂e), the following global warming potentials (GWP) were used per 40 CFR 98 Subpart A.

25	CH ₄	298	N ₂ O
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h. Scope 3 – Ingredient Emissions

Product	Quantity / Volume	Unit of Measure	LCA Factor	Unit of Measure	LCA Factor Converted	Unit of Measure	Emissions (Metric Tons CO ₂ e)
Flavor A	552,000	Liters	0.6	GJ / ton sugar beets	54.73	g CO ₂ e / kg	28.40
	518,880	kg					
Sugar	510,804	kg	0.63	kg CO ₂ e / ton sugar	630.00	g CO ₂ e / kg	321.81
OTS Orange Wine	57,456	Liters	1.6	lbs CO ₂ / gal orange juice	182.51	g CO ₂ / kg	10.38
	56,881	kg					
Flavor B	30,371	kg	0.00047	kg CO ₂ / 500mL drink	0.94	g CO ₂ / kg	0.03
Citric Acid	40,320	kg	0.41	kg CO ₂ / kg citric acid	410.00	g CO ₂ / kg	16.53
Sucralose	716	kg	3.551	kg CO ₂ e / kg sucralose	3551.00	g CO ₂ e / kg	2.54
Total	1,157,972	kg					379.69

1 Density of Wine: 0.99 kg / L
<https://www.aqua-calc.com/page/density-table/substance/alcoholic-blank-beverage-coma-and-blank-wine-coma-and-blank-table-coma-and-blank-red-coma-and-blank-merlot>

2 Density of Flavor: 0.94 kg / L
<https://www.aqua-calc.com/page/density-table/substance/alcoholic-blank-beverage-coma-and-blank-distilled-coma-and-blank-rum-coma-and-blank-80-blank-proof>

3 Density of Orange Juice: 3.98 kg / US gal
<https://www.aqua-calc.com/page/density-table/substance/beverages-coma-and-blank-orange-blank-juice-blank-drink>

4 Conversion: GJ to kWh
 277.78 kWh / GJ

5 The LCA Factor for Flavor A was taken from:
https://www.researchgate.net/publication/254843733_Duurzaamheid_van_biobased_producten_energiegebruik_en_broeikasgasemissie_van_producten_met_suikers_als_grondstof

6 Netherlands 2020 GHG intensity of electricity:
 328.4 g CO₂e / kWh

7 The LCA Factor for Sugar was taken from:
<https://www.sciencedirect.com/science/article/abs/pii/S0959652615013414?via%3Dihub>

8 Conversion: kilograms to grams
 1000 g / kg

9 Conversion: metric tons to kilograms
 1000 kg / metric ton

10 Conversion: pounds to grams
 454 g / lbs

11 Conversion: kilograms to milliliters
 1000 mL / kg

12 The LCA Factor for Orange Wine was taken from an approximate factor from orange juice:
<http://centmapress.ilb.uni-bonn.de/ojs/index.php/proceedings/article/view/1007>

13 The LCA Factor for Flavor B was taken from:
https://www.nestle-watersna.com/sites/g/files/pydnoa606/files/asset-library/documents/nwna_lca_report_020410.pdf

14 The LCA Factor for Citric Acid was taken from:
https://www.scientificbulletin.upb.ro/rev_docs_arhiva/full9067.pdf

15 The LCA Factor for Sucralose was taken from an approximate factor from sorbitol:
https://www.researchgate.net/publication/335839935_Environmental_Impacts_Evaluation_of_Sorbitol_Production_from_Glucose



i. Scope 3 – Co-Packer Diesel Combustion

Month	2021 L of Diesel for BeatBox Production	2021 Gal of Diesel	Total MMBtu of Diesel	kg CO ₂	kg CH ₄	kg N ₂ O	kg of CO ₂ e	Metric Tons of CO ₂ e
Jan	24,690	6,523.04	900	66,577	2,700.538	540.1077	295,043	295.04
Feb	21,177	5,595.08	772	57,106	2,316.365	463.2729	253,071	253.07
Mar	21,750	5,746.30	793	58,649	2,378.967	475.7933	259,910	259.91
Apr	21,152	5,588.25	771	57,036	2,313.534	462.7068	252,761	252.76
May	28,379	7,497.81	1,035	76,526	3,104.095	620.8190	339,133	339.13
Jun	28,657	7,571.19	1,045	77,275	3,134.473	626.8945	342,452	342.45
Jul	43,277	11,433.81	1,578	116,699	4,733.597	946.7194	517,161	517.16
Aug	103,866	27,441.40	3,787	280,080	11,360.739	2,272.1478	1,241,199	1241.20
Sept	76,259	20,147.58	2,780	205,636	8,341.098	1,668.2195	911,293	911.29
Oct	42,536	11,238.03	1,551	114,701	4,652.544	930.5087	508,306	508.31
Nov	36,720	9,701.55	1,339	99,019	4,016.443	803.2885	438,810	438.81
Dec	29,549	7,806.91	1,077	79,681	3,232.061	646.4122	353,113	353.11
Total	454,383	126,290.95	17,428	1,288,986	52,284.452	10,456.8904	5,712,251	5,712.25

1 BeatBox's manufacturing partner estimates the portion of its fuel consumption attributed to BeatBox production is: **15.78 %**

2 The heat content of diesel fuel (distillate fuel oil no. 2) and emission factors are derived from EPA's GHG Emissions factor hub: https://www.epa.gov/sites/default/files/2021-04/documents/emission-factors_apr2021.pdf

3 Heat content of diesel fuel: **0.138 MMBtu / gallon**

4 The emission factor for emissions of CO₂ from the combustion of diesel fuel: **73.95 kg CO₂ / MMBtu**

5 The emission factor for emissions of CH₄ from the combustion of diesel fuel: **3 kg CO₂ / MMBtu**

6 The emission factor for emissions of N₂O from the combustion of diesel fuel: **0.6 kg N₂O / MMBtu**

7 To calculate the total CO₂ equivalency (CO₂e), the following global warming potentials (GWP) were used per 40 CFR 98 Subpart A.

25 CH₄ 298 N₂O

8 There are 1,000 kg in a metric ton.

9 There are 3.785 liters in a gallon.

j. Scope 3 – Co-Packer Electricity

Month	Total Consumption (kWh) Facility Wide	Total Consumption (kWh) for BeatBox production	Total BeatBox Consumption (MWh)	Metric Tons of CO ₂ e
Jan	281,899	44,484	44.5	21.97
Feb	285,449	45,044	45.0	22.25
Mar	371,262	58,585	58.6	28.94
Apr	361,980	57,120	57.1	28.22
May	335,840	52,996	53.0	26.18
Jun	471,615	74,421	74.4	36.76
Jul	471,363	74,381	74.4	36.74
Aug	455,801	71,925	71.9	35.53
Sept	517,365	81,640	81.6	40.33
Oct	472,051	74,490	74.5	36.80
Nov	452,260	71,367	71.4	35.26
Dec	413,831	65,303	65.3	32.26
Total	3,552,574	532,886	560.6	276.93

1 BeatBox's manufacturing partner estimates the portion of its fuel consumption attributed to BeatBox production is: **15.78 %**

2 The location-based emission factor from the confidential location of BeatBox's co-packer reflects a national average of all power plants operating and delivering electricity in that country.

3 The annual location-based total emission rate output for GHGs is: **0.494 metric ton CO₂e / MWh**

4 There are 1,000 kWh in a MWh.

5 There are 1,000 kg in a metric ton.

2. Water Footprint:

a. Water Summary

Location	Withdrawals (gal)	Discharges (gal)	Consumption in Product (gal)
Beatbox Office (Austin, TX)	11,461	11,461	N/A
Product Manufacturing (3rd party, estimated based on production rate and metered data)	4,754,273	2,518,084	2,236,190

b. Water Use Estimate - Office Sq Ft

BeatBox office space (sq ft)	EIA Factor (gal/sq ft/yr)	Estimated Water Usage (gal/yr)
785	14.6	11,461

¹ EIA Factor Source:
<https://www.eia.gov/consumption/commercial/reports/2012/water/>

c. Water – Co-Packer

2021	M3 of packaged water	M3 water supplied	Residual water for TWP
Jan	2,967	6,660	3,693
Feb	3,295	7,413	4,118
Mar	4,092	10,147	6,055
Apr	4,622	9,428	4,806
May	4,010	7,693	3,683
Jun	5,207	11,976	6,769
Jul	5,377	10,614	5,237
Aug	4,481	11,097	6,616
Sept	5,283	10,492	5,209
Oct	4,724	8,959	4,235
Nov	4,868	9,905	5,037
Dec	4,731	9,694	4,963
Total	53,657	114,078	60,421

BeatBox Production	
8,464.90	m3
8,464,900.00	liters
2,236,189.56	gallons

¹ Percentage of water consumption allocated to BeatBox by the Co-Packer: [15.78%](#)

² Unit Conversions:
[0.264172](#) US Gallons / liter
[1000](#) liter / m3

³ Water use metrics for BeatBox:
[2.126](#) Water use (L) / L of Product
[1.063](#) Water use (L) / 500 mL carton

3. Waste:

a. Waste – Office

BeatBox has coordinated with housekeeping to track solid waste and recycling volumes from its collaboration hub in Austin, TX.

Based on 9 weeks of representative data, [BeatBox disposes of 1 bag of trash and 1 bag of recycling per week.](#)

The weight disposed as trash has an estimated average weight of: [6 lbs / week](#)

The recycling has an average weight of: [8 lbs / week](#)

For 2021, BeatBox estimates its 2021 annual office waste totals as follows:

[329 lbs of trash](#)

[393 lbs of recycling](#)

[0.16 tons of trash](#)

[0.20 tons of recycling](#)

b. Waste – Manufacturing & Distribution

Waste Item	Dimensions	Weight	Unit of Measure	Source	Quantity as Waste	Unit of Measure	% Recycled	Weight as Solid Waste (tons)	Weight as Recycling (tons)
Cardboard Box	8" x 10" x 8"	0.61	lb	Source	1,273,326	boxes (based on produced cases)	96.5%	13.59	374.77
Plastic Wrap	*			Source			0		
Pallets	48" x 40" x 6"	48	lb	Source	***				
Tetrapak	2.25" x 2.5" x 6"	13	g	**	15,279,912	Tetras (based on production rate)	18%	179.55	39.41

* Estimate based on stack size on a given pallet

** Based on composition of Tetra and supplier data

*** N/A - BeatBox's partner facility in Mexico sells its pallets for reuse.

¹ Recycling rate of carboard in the USA per 2018 EPA Data: [96.5 %](#)

<https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/containers-and-packaging-product-specific-data>

² Conversion of tons to kg: [907.185 kg / ton](#)

³ Recycling rate of Tetra sourced from Carton Council
<https://www.recyclecartons.com/about/>

B. Ingredient Sourcing (Water Stress)

1. Water Stress of Ingredient Sourcing

Category	Name of Ingredient/Input	Location / Region	Is there water stress?	Water Stress Rating per WRI
Beverage Ingredients	Flavor A	Europe	Low	0-1
Beverage Ingredients	Sugar	North America	High	3-4
Beverage Ingredients	OTS Orange Wine	Florida	Low-Medium	1-2
Beverage Ingredients	Flavor B	North America	Low	0-1
Beverage Ingredients	Citric Acid	Multiple	Medium	2-3
Beverage Ingredients	Sucralose	Multiple	Medium	2-3
Packaging	Paperboard	North America	High	3-4
Packaging	Polyethylene	North America	High	3-4
Packaging	Aluminum	North America	High	3-4
POS Displays	Corrugated	North America	Low-Medium	1-2
POS Displays	PVC	North America	Low-Medium	1-2

* Orange Pulp & Rinds

¹ Water stress is determined utilizing the World Resources Institute (WRI) Aqueduct tool and representative ingredient source locations:
<https://www.wri.org/aqueduct>