



**R. JELÍNEK**

ORIGINAL CZECH DISTILLERY

**WE THINK ABOUT  
OUR FUTURE!  
2023 - 2027**



# COMPANY VISION

In compliance with the company policy of sustainable development, our company vision is to strengthen R. JELÍNEK brands on the domestic as well as global market and make sure the brand will be perceived as a major representative of slivovitz and fruit distillates all over the world.

Sustainable development, social responsibility and care for landscape are integral parts of our business.

We care for our future!

Pavel Dvořáček  
Chairman of the board  
RUDOLF JELÍNEK a.s.







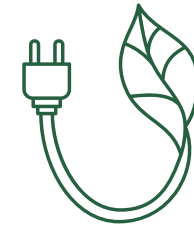
## Our orchards

We see our fruit orchards not only as a source of raw materials, but also as an important landscape-forming element and a significant environmental tool.



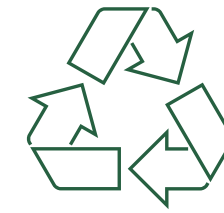
## Organic production

Natural outcome of our environmentally-friendly farming are organic apricots, cherries and plums that are produced in the part of our orchards within the organic farming system.



## Energy

Revitalization, development and innovation in our production and the use of electrical energy from renewable sources are fundamental building blocks for the sustainable future of our company.



## Waste management

We ensure the take-back of packaging that we market through companies EKO-KOM and NATUR-PACK.



## Our suppliers and products

Permanent sustainability is one of the criteria when choosing our suppliers and purchasing input materials. We prefer Czech suppliers as part of reducing carbon footprint.



## OUR ORCHARDS

### “Orchards as remedy for landscape”

In 2003 we followed the orchardist tradition of our predecessors and began to make use of ideal conditions in the Vizovice area for growing plum trees.

The area of our orchards is extended every year. By planting trees we help to mitigate the effects of current climate changes.



# How do orchards help?



## TREES IMPROVE THE QUALITY OF AIR

One full-grown tree produces approximately 1 000 l of oxygen a day and evaporates 100 l of water. It absorbs 24 mil. m<sup>3</sup> CO<sub>2</sub> and greenhouse gases during its life.

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## TREES MITIGATE THE EFFECTS OF DROUGHT AND LOSS OF SURFACE AND GROUNDWATER

Trees are more effective in mitigating the effects of climatic changes than many other methods. They cast shadow and retain water. Therefore, temperature measured under trees during the day can be lower by up to 3° C than in the surroundings, on the other hand during the night by 3° C higher.

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## TREES SLOW DOWN SOIL EROSION

Trees increase soil cohesion with their root system. Soil becomes more resistant to the effect of running water. Trees act as stabilizing elements in the landscape, they are natural windbreakers and they can prevent floods for instance. Moreover, we maintain a grassy sod in our orchards.

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## ORCHARDS CO-CREATE WILDLIFE CORRIDORS AND TERRITORIAL ELEMENTS OF ECOLOGICAL STABILITY OF THE LANDSCAPE

A tree creates the environment for the life of other plant and animal species bound to it. Individual trees in the agricultural landscape serve as shelters for birds and insects. We place nesting boxes in our orchards and we install perches for birds of prey in the young planting areas. In addition to fruit trees we maintain also groves and tree alleys as a part of ecological stability.





WE ARE THE BIGGEST  
PRODUCER OF PLUMS  
IN THE CZECH REPUBLIC

R. JELÍNEK



# CIRCULARITY OF INPUT RAW MATERIAL



Our input raw material, fresh fruit, is entirely processable.

The disposal of stillages, residual product of the production of fruit distillates, is carried out in the biogas station:

- Separated stones after drying are sold as fuel. .
- The remaining material is further sent to the bioreactor in the biogas plant. The result of subsequent fermentation is biogas.
- Other remaining material is so-called digestate, which is material very well used as a fertilizer.

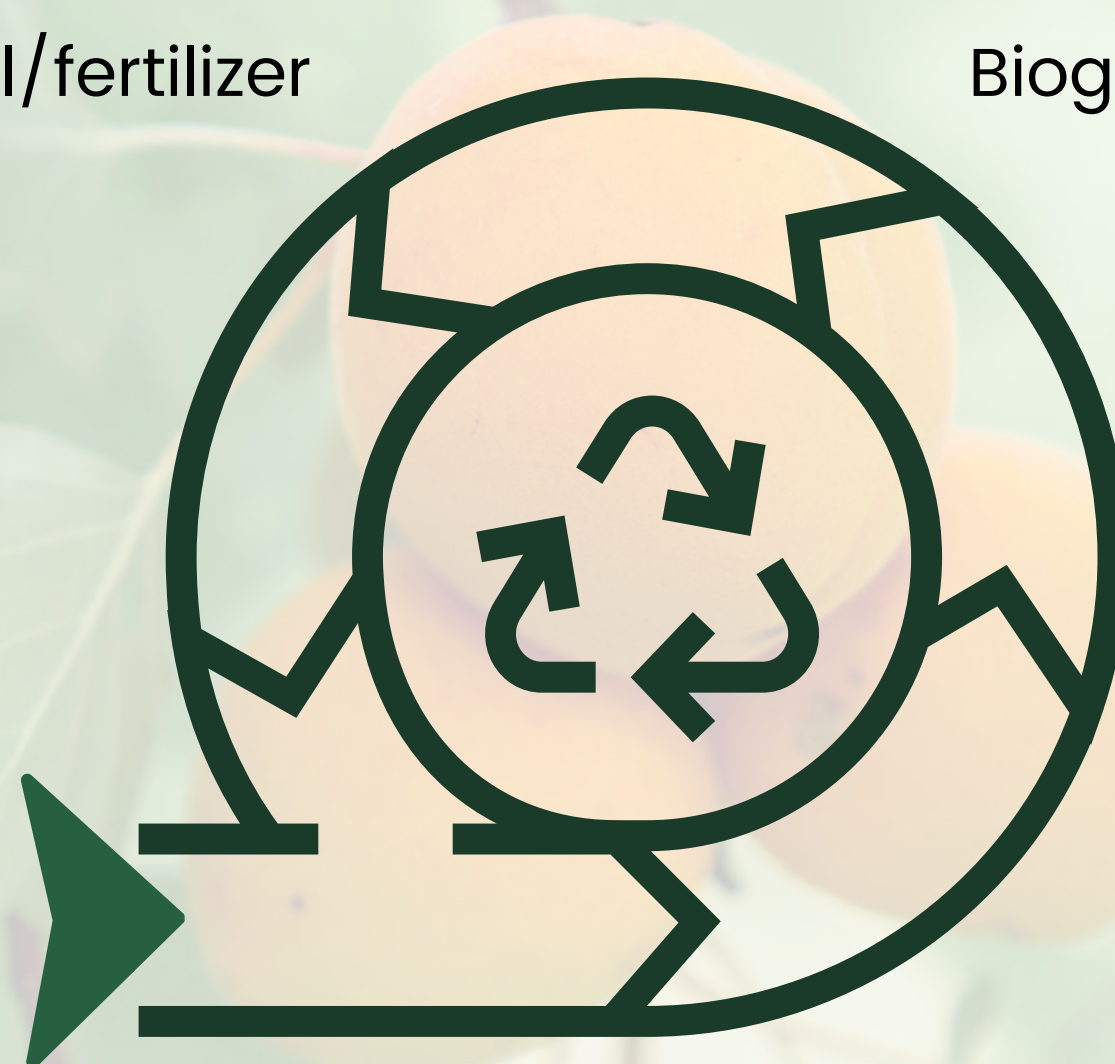
Biogas/fuel/fertilizer

Biogas station

Stillages

Fresh  
fruit

Fermentation/Distillation





# WE FARM IN THE SYSTEM OF ORGANIC AND INTEGRATED AGRICULTURE

The aim of organic farming is to increase biodiversity and to decrease environmental burden, e.g. by not using chemical products.

As part of integrated agriculture, agronomic interventions are carried out based on signalization and justified necessity only.







# PHOTOVOLTAIC POWER PLANT

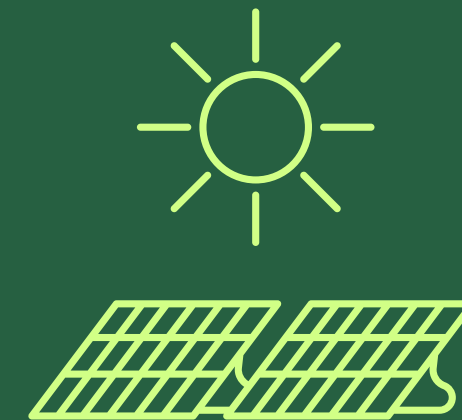
In 2021 we installed 333 solar panels with battery storage of the capacity of 62 kWh on the building of the bottling plant.

Estimated annual electricity production is 110 MWh.





# OUR ENERGETIC COMMITMENT



The current share of electricity produced from renewable sources by us is 16 %.

Within the next 5 years, we are planning to quadruple the number of solar panels.



# ENERGY

By replacing the original boiler room in production with a new gas boiler, we will save 18 % of the consumed power.

By this replacement, we also achieved a 56% reduction in NOx emissions.





WE REDUCED ENERGY CONSUMPTION  
BY 35% BY REVITALIZING AND THERMAL  
INSULATION OF THE EGALIZATION  
PRODUCTION BUILDINGS



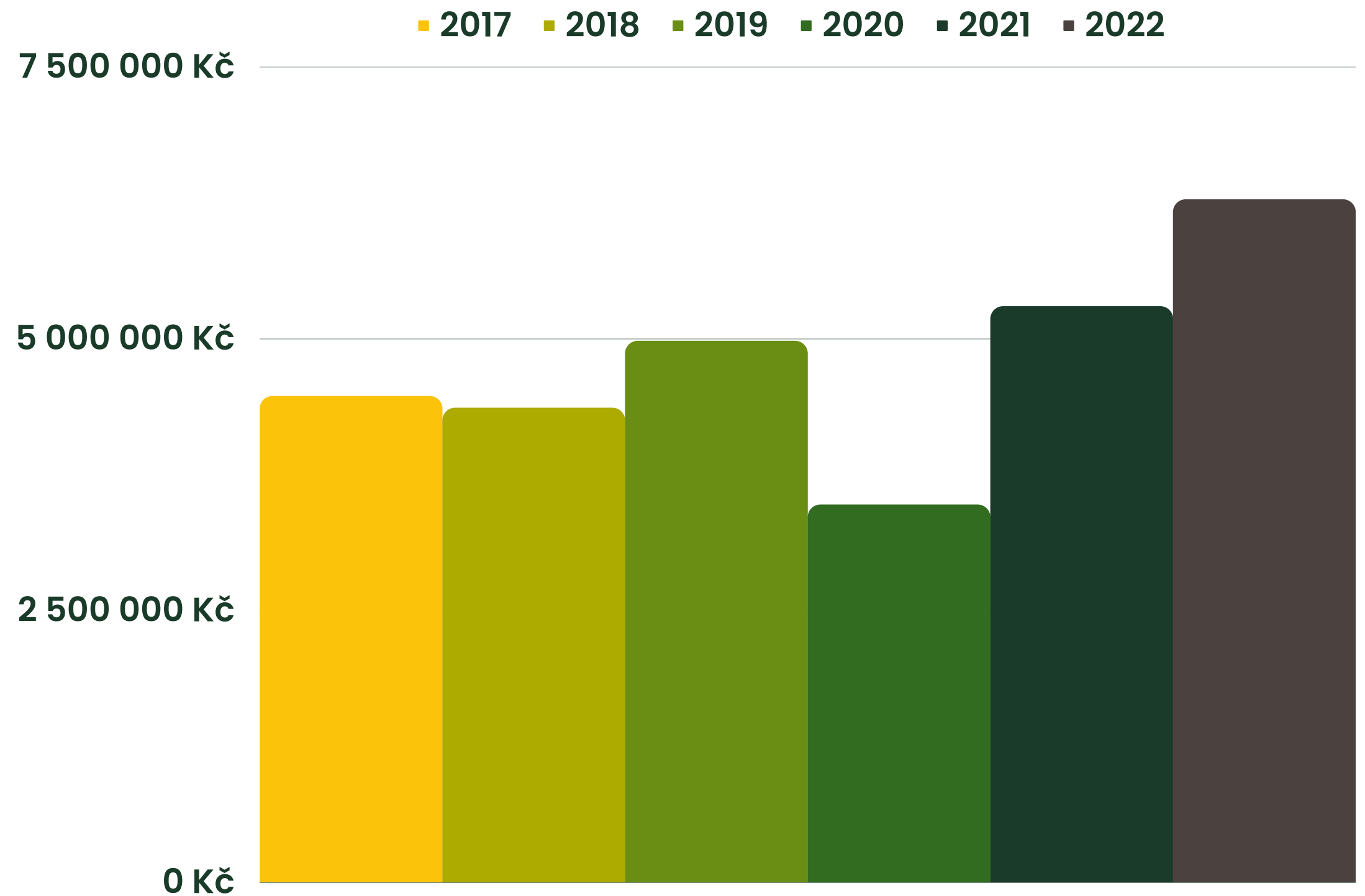


# DEVELOPMENT OF EKO-KOM FEES



On average, our company annually pays for the collection and recycling of packaging:

- 4.8 million CZK in the Czech Republic (EKO-KOM, a.s.)
- 1.5 million CZK in the Slovak Republic (NATUR-PACK, a.s.)







# SUSTAINABLE PURCHASING



The share of recycled glass from our bottle suppliers is in the range of 45% - 56%. The use of shards helps our suppliers to save electric energy.

**95%**

Czech  
suppliers  
of glass

**100%**

Czech  
suppliers  
of paper  
packaging





# OUR CARTON AND LABEL SUPPLIERS HAVE FSC\* CERTIFICATION

THEIR MATERIALS COME FROM FORESTRY FRIENDLY TO  
NATURE AND LOCAL PEOPLE.

\* FSC – Forest Stewardship Council. This international non-profit organization promotes environmentally-friendly, socially beneficial and economically viable forestry.



TO TRANSPORT OUR  
PRODUCTS WE USE  
THE COMPLEX LOGISTIC  
GREEN 3PL SERVICE OF



Its objective is not only to meet customer's requirements for complex logistic operations, but to do so with the utmost respect to the environment as well.





# Our sustainability goals within the next 5 years

## Orchards

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- Expanding the area of our fruit orchards by 15 % and increasing the share of orchards in which we farm in the organic farming system.
- Agrophotovoltaics.



## Energy and operation

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- Expansion of the photovoltaic power plant and battery storage.
- Maximum use of waste heat from the compressor station and hot water from cooling units in the production.
- Energy use of stillages in biogas stations.
- Gradual replacement of outdated light sources and windows and reduction of the energy performance of operation.
- Completion of the exchange of heat and technological steam sources.







**R. JELÍNEK**

We think about our future!

[www.rjelinek.cz](http://www.rjelinek.cz)



# Na čem zapracovat?

## BIO PRODUKCE

- Zahájeny kroky v certifikaci BIO výrobku (zatím Elixír z květu černého bezu)
- Pojmenujme, u čeho je možné nahrazovat dodávky těmi BIO – postupně nahrazovat Seznam BIO dodavatelů plodin a bylin, nárůst podílu v čase a podíl na celkovém objemu (opět porovnání před 10 lety a nyní)

## OBALY

- Umístíme logo FSC na jednotlivé kartony
- Změníme materiál směrem k ekologičtějšímu (včetně jednobarevného potisku)
- Specifikovat sortiment a změnit balení na více ekologická
- Odstraníme visačky u Vizovických slivovic, do budoucna i skládačky na whisky
- \* Zvážit zrušení etiket s hliníkovou vrstvou – alukety
- \* Zvážit nahrazení dlouhých hliníkových uzávěrů za krátké
- \* Zvážit zrušení plechovek na kosherky

## ODPADOVÉ HOSPODÁŘSTVÍ

- \* Zlepšit systém třídění odpadu na pracovištích i pro návštěvníky
- \* Zelené festivaly

## VODA

- \* Využití a spotřeba vody
- \* Návrhy na využití odpadních vod (postřik v sadech?)

## MARKETING

- \* Interní komunikace vytvořené prezentace a její sdílení
- \* Předklad prezentace do ENG
- \* Vytvoření samostatné kapitoly "Udržitelnost" v rámci [www.rjelinek.cz](http://www.rjelinek.cz)
- \* Využití v rámci PR aktivit