

Redbull loses it's wings according to new Grocery Eco Index

For the first time, analysts have calculated the carbon footprint of the UK's shopping trolleys and ranked the leading grocery brands in order of their impact on the environment. The researchers worked alongside the University of Nottingham to devise a scoring system, which evaluated each product on a wide range of eco-factors, including packaging and energy needs.

The survey found that the greenest grocery item on the supermarket shelves is Persil laundry products, followed closely by PG Tips tea, Finish dishwasher tablets, Volvic water and Kellogg's Special K breakfast cereal. A box of Quality Street sweets, with its compostable packaging, also makes an appearance in the green top 10.

The EnvirUP Green Index Report uses 48 questions to cover all areas of environmental sustainability and the overall score was linked to an A to G grade, similar to the energy performance of domestic appliances such as fridge-freezers.

The biggest 'eco-villain' was found to be Haribo sweets, which scored a lowly 72 points out of the possible 590. Persil was crowned the greenest supermarket product with 385 points, achieving a grade C. Other brands that propped up the green table in the bottom five included Muller yoghurts, Cathedral City cheese and Young's chilled fish. No brands were judged to be green enough to achieve the top A and B grades overall.

The team worked with the Environmental Technology Centre at the University of Nottingham to ensure the survey questions and scoring methodology were correct, fair and balanced. Researchers assessed the top 100 brands on their use of resources, packaging materials and the green credentials of their manufacturers, as well as such criteria as food miles and fairtrade ingredients.

EnvirUP found the big brands performed particularly badly on packaging, with over 60 percent of products scoring grades E to G with Pringles crisps performing the worst. The survey revealed that some manufacturers had no accessible policy for reducing carbon emissions.

The greenest soft drink was found to be Volvic, whilst Pepsi ranked higher in the eco-league than Coca Cola because of proactive green policies. Redbull loses its wings at number 91 because it simply does not have any environmental policies and initiatives beyond recycling the can leaving a question on the usefulness of their wings.

EnvirUP founder Assim Ishaque said the survey took 18 months to complete and was devised to help consumers make greener buying decisions. He explained: "Many brands have caught on to the 'green' trend, some have clearly missed the demand for greener products and some are just confusing. We aim for a million people to read our review, providing some pressure on brands to quickly improve their environmental performance".

"So we developed the EnvirUP Green Index as the first review of the widely accepted Top 100 list of consumer goods, such as washing products, snacks, drinks and other everyday items. We took all the leading brands and put them through our objective assessment methodology, and we have presented the results in an easy-to-understand format for the consumer."

Top 10 of EnvirUP Green Index

1. Persil Laundry
2. PG Tips
3. Finish
4. Volvic
5. Kellogg's Special K
6. Surf
7. Ribena
8. Quality Street
9. Ariel
10. Evian

Bottom 10 Green Index

91. Red Bull
92. Clover Spreads
93. Richmond Sausages
94. John West Canned Fish
95. Warbutons
96. Young's Chilled Fish
97. Cathedral City
98. Muller Corner
99. Muller Light
100. Haribo Gums & Jellies

Further information on the project is available at www.envirUP.com.

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About the Green Index

The green index assessed Britain's top 100 biggest brands, based on UK sales as calculated by A. C. Nielson (The Grocer 2009) looking at how sustainable the products, packaging and company were. The project gives consumers an insight into 'how green' different products are in comparison to each other.

The project analysed the British brands thoroughly using a lengthy examination of individual products produced by each company with over 48 environmentally based questions. These brands have been ranked the 'top 100' by sales in the UK and therefore are the most popular and widely used products; this makes them the largest and consequently the most influential companies.

The methodology is unique, with a robust approach, being independently checked and reviewed by Nottingham University's Environment and Technology Centre. Informed decisions were made based on publicly available information, such as on company or brand websites, or on the packaging itself. The data was then analysed extensively and the results made available within our easy to understand 'green index'.

About EnvirUP the environment consultancy

EnvirUP, short for the Environment and Utilities People are a dynamic and client focused Environmental Consultancy based in Nottingham, England.

EnvirUP was set up in 2002 with its mission statement being 'Environmental Innovators, we Define, Measure and Manage organisational Environmental impact with customer Focus, Drive for Results and Passion.'

EnvirUP has developed a critical level of market knowledge that allows them to focus on providing their clients with the best possible service at all times. Their clients include National Government, Local Government, Non Government Organisations, Property Managers and Local companies.

EnvirUP services include procurement services, energy and utilities management, waste management, renewable energy development support and environmental auditing.

For more details visit www.envirUP.com

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