Our Vision
Sound environmental, social and economic practices woven into everyday business decisions at Wrigley – it’s second nature in everything we do.

Our Definition
Sustainability at Wrigley means driving business performance while advancing the well being of people and the planet, now and for future generations.
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Sustainability: Our Strategic Focus

To be successful, we are focusing on four areas that we believe provide the most opportunity for Wrigley to make a difference:

1. Operations
Conserving resources and improving the environmental profile of our facilities

2. Packaging Innovation & Sourcing
Creating consumer-friendly, sustainable packaging solutions

3. Product Innovation & Sourcing
Designing eco-friendly products and selecting sustainable ingredients and suppliers

4. Culture & Community
Supporting our communities through philanthropy and volunteerism and advancing environmental initiatives around the world

Our Sustainability efforts are supported by our Company-wide Values of Trust, Dignity and Respect – visit wrigley.com to learn more.
To our valued consumers, business partners and associates,

At Wrigley, we have always cared deeply about our people, our business and the world in which we live and work. To us, sustainability is not a new “program”… sustainability is simply the continuation of our values-driven culture and the “Wrigley Way” of doing business. More than 100 years ago, our founder, William Wrigley Jr., stressed that shared success – with customers, suppliers, associates and the communities where we live and work – was vital to building a business that would last for generations.

Over the years, we have held ourselves to high standards of quality, efficiency, conservation, safety and community outreach. Today, more than ever sustainability is one of our leading priorities, and we have committed our people, our resources, and our innovative energy to improving our environmental profile and advancing the well-being of our associates and our neighbors around the world.

To that end, we are proud to introduce our first Sustainability Overview. Here, we disclose a range of metrics, identifying where we have succeeded in providing value to society, the environment and the economy, and where we plan to improve in the future.

I encourage you to learn more about our approach to sustainability, and let us know what you think. By partnering with our consumers, retail customers and suppliers, we will build a future where business growth and sustainable business practices create a better world for our people and our planet now and for generations to come.

Respectfully,

Dushan Petrovich
President

"We respect the past, but we always do what is right for the future.’ It means we nurture and preserve the strong values of trust, dignity, and respect that have made us who we are today, while we continuously set our sights on the future and make decisions that will benefit generations of Wrigley associates and consumers. To me, that perspective lies at the heart of sustainability… making decisions today that will ensure a vibrant, safe and healthy planet tomorrow.” — Bill Wrigley Jr., Chairman
Wm. Wrigley Jr. Company is a recognized leader in the confectionery category and the world’s largest manufacturer of chewing gum. Founded in 1891, we sell our world-famous brands in more than 180 countries and operate 25 manufacturing sites in 15 countries. Three of our brands – Juicy Fruit®, Wrigley’s Spearmint®, and Altoids® – have heritages stretching back more than a century. Other well-loved brands include Orbit®, Extra®, Starburst®, Doublemint®, Skittles®, Freedent®, Airwaves®, Life Savers®, Eclipse®, and Winterfresh®.

Wrigley is headquartered in Chicago, Illinois, and operates as a subsidiary of Mars, Incorporated, a private, family-owned company founded in 1911. Mars, Incorporated is one of the world’s largest food companies, generating global revenues of $30 billion annually and producing some of the world’s leading brands in six segments that include Chocolate, Drinks, Food, Petcare, Symbioscience and Wrigley’s gum and confections business.
1. **Operations**

**Conserving Resources and Improving the Environmental Profile of Our Facilities**

We know that if we operate responsibly, reducing our use of energy, water and waste, and practice more thoughtful behaviors – we can achieve our business objectives and create a business that will endure for generations. We are committed to:

- Reducing energy, greenhouse gases, water consumption, and waste
- Identifying more efficient transportation options
- Leveraging high performance design to create new facilities and update existing facilities/processes
- Ensuring sustainable practices among external manufacturing partners

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**Guangzhou Factory: Reduced Energy Consumption**

The Wrigley manufacturing facility in Guangzhou, China, reduced energy consumption by improving the efficiency of its chiller, hot water tank and compressed air system. Energy consumption was reduced by 10% by reusing the heat from the condenser to make hot water and installing new sensors, as well as promoting regular maintenance, temperature adjustments and associate training.
Australia Office: Green Energy  Wrigley Australia’s Epping office is now using 100% green energy, sourced from the Lake Bonney Wind Farm in South Australia. Switching to wind power in our Australian office reduced Wrigley’s annual footprint by approximately 111 tonnes of CO₂ emissions, the equivalent of taking 53 cars off our roads for a year. Wind farms like Lake Bonney do not emit greenhouse gases in the generation of electricity, making wind energy a highly desirable form of renewable energy.

Biesheim, France Factory: Water Transportation  Historically, Wrigley has used trucks to transport overseas containers from our factory in Biesheim to the major European ports of Antwerp and Rotterdam. By switching to Rhine River barges, we reduced our carbon footprint and reduced costs. The CO₂ emissions involved in the “green” mode of river barge transportation are between 2 to 4 times lower than those of trucks, according to ADEME (Agency for Environment and Energy Management). Since 2007, 86% of the overseas containers shipped from Biesheim have been carried on river barges, resulting in a reduction of 133 CO₂ tonnes for 3,860 tonnes carried.
Global Innovation Center: LEED Certification

In January 2009, our Chicago-based Global Innovation Center (GIC) earned Gold LEED certification. LEED, which stands for Leadership in Energy and Environmental Design, is a third-party accreditation system and nationally accepted benchmark for green buildings and is presented to those that demonstrate the highest level of environmentally sound criteria.

When the GIC opened on Goose Island in north Chicago in 2005, it already met many of the LEED requirements, but by addressing new systems and processes, the GIC has reduced water use by 40 percent annually over the last two years and reduced its energy use by 10 percent over the past year.
Reduce, Recycle & Rethink

At Wrigley, we are optimizing packaging by minimizing the negative effects to the world’s resources. Our mantra is reduce, recycle and rethink. By reducing, we are making strides to limit material usage wherever possible. Recycling involves fostering awareness and action of package and product recycling. And rethinking is all about working with suppliers and partners to develop new material technologies and sourcing solutions.
In 2008, Wrigley introduced the Orbit Big-Pak™ to maximize material efficiency. The new package reduced the use of packaging materials per piece by 27 percent.

Bottle Packs The bottle pack is a hallmark example of sustainable packaging introduced at Wrigley. First launched in the China marketplace in 2003, the bottle proved to be both more durable and more sustainable. Compared to blister packages, it uses about 20 percent less packaging materials in weight per piece of gum. The bottle is recyclable, and last year, the bottle was re-engineered to become even lighter. We decreased the amount of plastic used by 50 percent and the overall bottle weight by more than 25 percent, while maintaining the integrity of the package. In Europe and Asia, popular gum products are also available in refill bags, allowing consumers to refill and reuse their original bottle packaging.

Recyclability All Wrigley products are packaged in recyclable trays and shipped to the retailer via recyclable shipping cases. In addition, the recyclable shipping cases contain post consumer recycled content.
Product Quality At Wrigley we take quality very seriously to ensure that our products are meeting consumers’ needs on every occasion around the world. Wrigley’s Quality Management Systems are built on international guidelines outlined by the Codex Alimentarius Commission and the International Standards Organization. Our strict manufacturing requirements are derived from ISO 22000, 18000, 14000 and 10011 and customized to ensure that quality is built into every aspect of our operation.

3.
Product Innovation & Sourcing
Designing eco-friendly products and selecting sustainable ingredients and suppliers

We hold ourselves and our suppliers accountable to the highest standards of business ethics, and guarantee quality products for our consumers worldwide. We are committed to:

- Developing products based on consumers’ expectations and evolving priorities and needs around sustainability
- Selecting sustainable ingredients and suppliers
- Designing eco-friendly products that minimize environmental impact

chewing Extra® sugar-free gum reduced intake of an afternoon snack by 40 calories

number of countries where the local dental association supports the recommendation of Wrigley sugar-free chewing gums

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Supplier Code of Conduct

Because we believe it is our responsibility to conduct business in a manner that is consistent with the highest standards of business ethics, we hold our suppliers to the same standards. Our Supplier Code of Conduct sets forth Wrigley’s requirements in the areas of Child Labor, Compensation, Fair and Equal Treatment, Freedom of Association, Health and Safety, Voluntary Employment, Working Hours and Environment.

Wellness and the Benefits of Chewing Gum™

Health professionals and consumers are paying more attention than ever to chewing gum because research shows the benefits of chewing gum extend beyond breath freshening and great taste. Well-established research has shown that chewing sugar-free gum provides oral health benefits such as helping to fight cavities, strengthening teeth and reducing harmful plaque acids. Emerging science also has shown the potential benefits in diet and weight management, stress relief and focus, concentration and alertness.
Culture & Community
Supporting our communities through philanthropy, volunteerism and advancing environmental initiatives around the world

The Wrigley Company has a rich history of “doing well, by doing right,” a principle that is at the heart of what sustainability is all about. We are committed to:

- Equipping and empowering Wrigley associates to integrate sustainable practices into everyday life
- Continuing to support our communities through philanthropy, volunteerism and positive economic impact of a healthy business
- Working with key environmental partners to advance conservation and responsibility
- Furthering education and promoting responsible use and disposal of our products

Supporting Associates
Sustainability is all about valuing resources, and at Wrigley, our people are our most valuable resource of all. Wrigley has a long tradition of career opportunities, access to education, fair wages and superior work conditions.

Supporting Community
As an employer, our offices and factories around the world make an important economic contribution to local communities through job creation, educational and training programs, tax contributions and community programs. Wrigley partners with business, governmental and non-governmental organizations around the world to address issues like environmental awareness, responsible gum disposal, and health and wellness.

Wrigley contributes to local economies and communities in more than 182 countries

182

young people impacted through Wrigley’s partnership with the International Youth Foundation

15,000

grants made by the Wrigley Foundation since its founding in 1987

$44 million

$44 million
Partners in Philanthropy Whether it is providing disaster relief through the Red Cross, supporting the United Way in the U.S. and Canada, building Wrigley Hope Schools in China, or providing leadership skills to tomorrow’s leaders through our “Youth Goes Future” (Jugend denkt Zukunft) program in Germany, Wrigley reaches out to people and organizations in need in every community we serve. We support these programs not only with financial resources, but with the care and compassion of our associates around the world.
$2.5 million

pledged to Wrigley’s Y.E.S. program

**International Youth Foundation (IYF)** One significant grant is funding the outstanding work of the International Youth Foundation, which supports at-risk youth around the world. In 2008, the Wrigley Company Foundation pledged $2.5 million to Wrigley Youth. Empowerment. Success. (Y.E.S.). The program helps prepare disadvantaged youth for success in school and at work by cultivating critical life skills including communication, adaptability, and problem-solving. Through this program, we are positively impacting more than 15,000 young people in India, the Philippines, Poland, Russia and Spain.

**Wrigley Associate Volunteer Effort** Wrigley associates have a passion for service and are provided opportunities throughout the year to exhibit their generous spirit through the WAVE Program – Wrigley Associate Volunteer Effort. At the country and regional levels, Wrigley’s local businesses and associates have demonstrated passion for helping shape sustainable communities over the years. Just a few examples include: pitching in to help build a country getaway camp for inner-city youth in the UK, forming a team to walk 100 kilometers to raise money for Oxfam in Australia, and cleaning up on Chicago River Day in the U.S.
**Partners in Environmental Conservation** While we work to reduce the environmental impact of our operations and products, we also feel a commitment to educate and build awareness for environmental and conservation programs around the world. By partnering with premier organizations, we combine our resources to promote responsible behavior and advance important environmental causes.

**Conservation International** In 2008, the Wrigley Company Foundation pledged a $2.5 million grant to Conservation International (CI) in support of environmental education and awareness. One of the first outcomes of this grant is CI’s first global multi-media campaign, known as “Lost There, Felt Here.” The high-impact campaign was designed to raise general awareness around the issue of climate change and the fact that deforestation accounts for nearly 20 percent of yearly carbon emissions. The Public Service Announcements, an interactive website, and a global media push urged viewers to protect our forests.

**Promoting Responsible Disposal** For decades, Wrigley has partnered with non-government organizations around the world to educate consumers about the proper disposal of gum litter. Wrigley has been a charter member of “Keep America Beautiful” since 1953, and is affiliated with Britain’s EnCam’s organization, which is responsible for the “Keep Britain Tidy” campaign; with An Taisce, a leading environmental organization in Ireland; and with “Keep Australia Beautiful,” a program focusing on environmental education in schools and communities in New South Wales. In addition, since the 1930s, Wrigley has included anti-litter logos on its products to encourage responsible disposal. In more recent years, this messaging has been reinforced through consumer education campaigns, including those sponsored by Wrigley through the Gum Litter Task Force in Ireland, Chewing Gum Action Group in the United Kingdom and the Say Ni Hao to the World program in China.
“Life and business are rather simple after all – to make a success of either, you’ve got to hang onto the knack of putting yourself in the other person’s place.”
William Wrigley Jr., circa 1891

Diversity & Inclusion The Wrigley team is a diverse group of more than 18,000 multicultural associates working worldwide. Diversity is the uniqueness that each individual brings to our workforce. Through participation in associations like HACE (Hispanic Alliance for Career Enhancement) and the National Black MBA Association (NBMBAA), we’ve expanded our external recruiting network. We also provide leadership development programs in the areas of high performance, coaching, and mentoring, to emphasize the importance of treating everyone with trust, dignity and respect.

Global Occupational Health and Safety Programs
Factories and offices throughout Wrigley are not only committed to safety, but associate health and well being. Through programs like the “Steppin’ for Health Challenge” at the Yorkville factory and the “Walk at Work Challenge” at the Toronto factory, hundreds of associates participated in preventative care programs and walked for health, learning that walking and regular exercise has cardiovascular and weight-loss benefits.

Wrigley Provides A Safe and Productive Workplace
Part of our corporate culture is conducting our business in a responsible fashion. We have built environmental, safety and health considerations into all of our operations, with policies, standards and certifications, and metrics.

We work hard to drive a sustainable world and safe operations, to enhance quality of life for our associates and our communities. To learn more about our policies, visit our Safety & Health Policy.
5. What’s Next for Sustainability at Wrigley?

“We recognize that our long-term success as a company is inextricably linked to the long-term sustainability of our global marketplace. And we know that sustainability is vital to building trust with our consumers, our customers, our suppliers and our associates. That’s why we’ve made sustainability a corporate priority. Our focus on sustainability is paramount to building our business.

We’re proud of the progress we’ve made in reducing our energy and water use, eliminating excess packaging waste, and in being a good neighbor and corporate citizen. But, we know there is more to do, and we’re committed to making a difference by doing business the “Wrigley Way.” We are working to take our efforts to the next level, build on our programs and embed sustainability in everything we do.

In each of our four strategic areas of focus, we have identified next steps to ensure we constantly raise the bar. By making these sustainable business practices second nature, we will continue to pass along a business that respects the Earth, contributes to local communities and provides a great workplace for its people.”

— Julia Tuthill Mulligan, Managing Director of Global Sustainability

Operations:
- Further reduce energy, water and waste consumption by 12% by 2012 (versus 2008) across our manufacturing operations.
- Increase recycled waste to 60% by 2012.
- Complete Social Responsibility compliance and auditing at all factories by 2012.
- Implement long term renewable energy strategy.

Packaging:
- Further reduce packaging materials by 10 percent per selling unit by 2012 (versus 2008).
- Increase use of recycled content materials in packaging.
- Increase amount of packaging available for recycling.

Product:
- Use product lifecycle assessment to influence long term sustainability strategies for 2012 and beyond.
- Focus on completion of sustainability assessment of all ingredients and suppliers.
- Initiate new product formulations leveraging a more eco friendly design to reduce environmental impact.

Culture & Community:
- Make sustainability second nature in everything we do.
- Continue to advance education on responsible use and disposal of our products.
- Work with key environmental partners to advance conservation and responsibility.
- Further support communities where we do business through philanthropy and volunteerism.
The ADA Council on Scientific Affairs acceptance of Orbit and Extra is based on its finding that the physical action of chewing Orbit or Extra sugar-free gum for 20 minutes after eating stimulates saliva flow, which helps to prevent cavities by reducing plaque acids and strengthening teeth.

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Globe Symbol, Orbit, Extra, Orbit Balance, Juicy Fruit, Wrigley’s Spearmint, Altoids, Starburst, Doublemint, Skittles, Freedent, Airwaves, Life Savers, Eclipse, Winterfresh, Orbit White, Big E Pak, Doublemint Twins, O Design, Big Pak, Big-E-Pak, Curiously Strong Mints, Benefits of Chewing and all affiliated designs are trademarks of the Wm. Wrigley Jr. Company or its subsidiaries.