



ANSA MCAL

# SUSTAINABLE VALUES

**SUSTAINABLE**  
BUSINESS MAGAZINE



**ANSA MCAL**  
GROUP OF COMPANIES



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# FAMILY BUSINESS, SUSTAINABLE VALUES

Sustainable Business Magazine speaks to Anthony N. Sabga III, Chief Executive Officer of ANSA McAL Group of Companies and Chairman of the Group's Beverage Sector, about recycling and reusing materials, supporting local excellence, and creating value for future generations.

By Liam Pritchett

**ANSA McAL Group of Companies** is an amalgamation of three longstanding companies in Trinidad and Tobago – the ANSA Group, Alstons and Mc Enamey. ANSA McAL Group is one of the Caribbean's largest conglomerates, comprising of seventy-three companies distributed across eight Caribbean territories. The Group has six thousand employees who operate in diverse sectors, from beverages to manufacturing, finance, construction, real estate, distribution, automotive, media, retail, and services.

"The ANSA McAL Group was founded by my grandfather, the late Dr. Anthony Sabga," explains Anthony N. Sabga III, Group Chief Executive Officer. "We are one of the most stable and progressive companies in the region, representing many world-renowned brands, including some of our own home-grown successes. We have a long history and have stood

the test of time. Our vision is underpinned by principles of value creation for shareholders, business partners, employees, customers, consumers, and looking after the environment in which we operate."

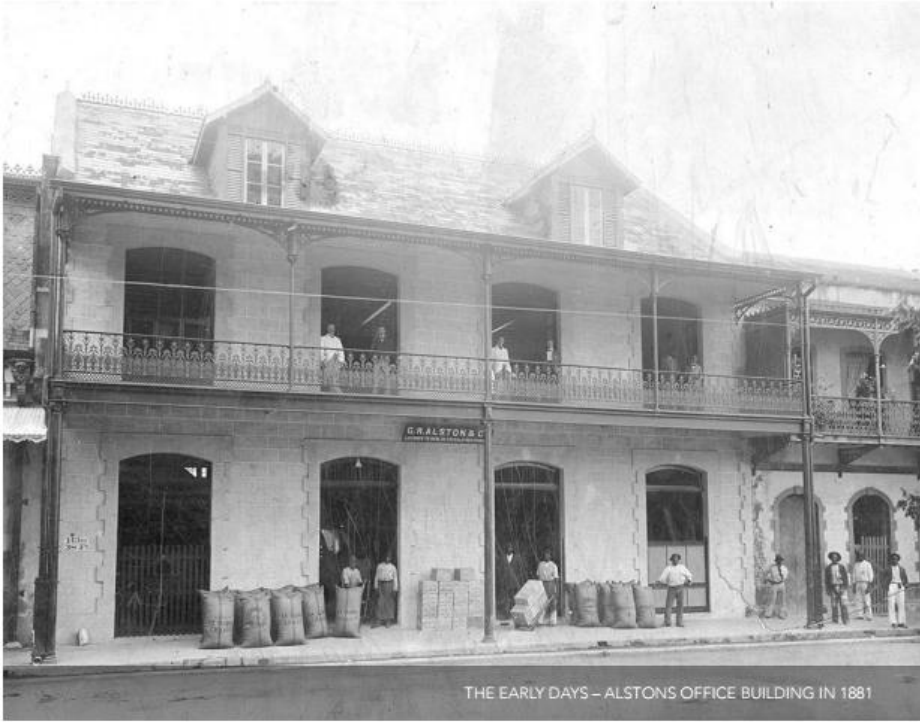
## SUSTAINABLE BREWING

One of the major sectors within the ANSA McAL Group is the Beverage Sector, which owns and operates breweries in Trinidad, ▶



ANTHONY N. SABGA III

Together, we are  
*Family*



THE EARLY DAYS – ALSTON'S OFFICE BUILDING IN 1881

Grenada, St Kitts, and Cape Canaveral, Florida. The breweries produce a wide range of alcoholic, low and non-alcoholic beverages, including Carib Beer, one of Trinidad and Tobago's best-known products, widely available across the Caribbean as well as in the export market in North America and Europe. "Our beverage sector is the leading independent brewer in the Caribbean," explains Mr. Sabga. "We have a global footprint, with a vision to be a strong challenger to other major brands. Carib exists to unleash Caribbean fun into everyday life, and our beverage business mantra plays off that while remaining ethically, socially, and environmentally responsible. With that is a strong history of market leadership and innovation, and the Group takes pride in its pioneering status. For

example, we have the first – and only – glass and plastic crate 'return and recycle' business model in the Caribbean. This is something that we are very proud of."

"What this means is all the glass and all of the plastic that we put into the market is actually reused, and when it can't be reused, it is recycled in our home-grown facilities and plants," says Mr. Sabga. "By reusing bottles and crates, we reduce the consumption of raw material and the energy used to produce them. So the end result is a significantly reduced carbon footprint. This has an economic benefit, in addition to the environmentally positive impact."

#### WASTE NOT, WANT NOT

Carib Brewery's sister company, Carib Glassworks Ltd, is the largest glass bottle producer and recycler in the Caribbean, producing bottles not only for Carib Brewery but also for other regional and international customers. "We also sell glass packaging products to the food manufacturing sector," says Mr. Sabga. "You name it, anything that is manufactured in glass packaging in the Caribbean comes from us. And because glass is infinitely recyclable, we collect as much of that glass as we possibly can to put it back through the recycling process."

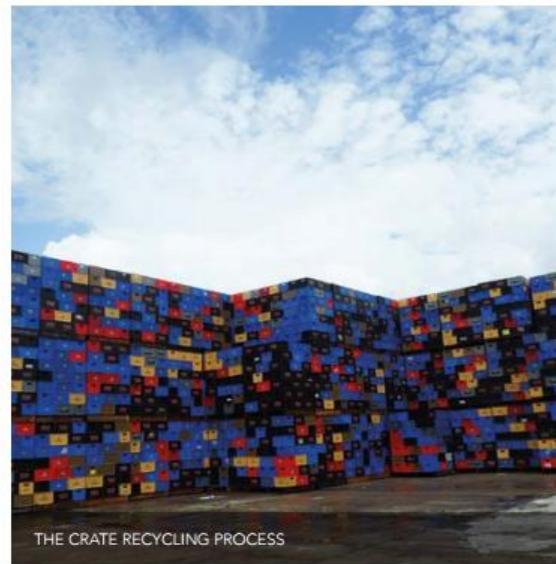
"We also have focused efforts on encouraging consumers to return used bottles," says Mr. Sabga. "We have a 'Save the Earth' campaign which educates people about the benefits of redeeming empty bottles for a refund."



THE LATE DR. ANTHONY N. SABGA



UNLEASHING CARIBBEAN FUN



THE CRATE RECYCLING PROCESS



WE HAVE THE FIRST - AND ONLY- GLASS AND PLASTIC CRATE 'RETURN AND RECYCLE' BUSINESS MODEL IN THE CARIBBEAN. THIS IS SOMETHING THAT WE ARE VERY PROUD OF."

Around Trinidad, as well as some of the other Caribbean countries, we have hundreds of recycling bins that collect all this glass to bring it back in. The glass is then crushed and reused. Crushed glass is called cullet, and we aim to collect over 2,500 metric tonnes of cullet in 2020."



Another ANSA McAL-owned company, ANSA Polymer, manufactures plastic crates, film, and other plastic products. "The plastic production is also part of that recycling model," says Mr. Sabga. "We have a sorting machine that sorts crates and puts them through the sanitization process. And



once again, if the crate is not suitable to be refilled, it is sent to the manufacturing plant to be reground and recycled. This reduces both costs and plastic pollution, and our ultimate objective is to have a fleet of crates in circulation made from 100 percent recycled materials."

"Brewing also produces quite a bit of spent grain," adds Mr. Sabga. "If not disposed of properly, spent grain can impact waterways. Across all our breweries, we sell or give away this spent grain to farmers as a low-cost additive to supplement animal feed. This spent grain has a high protein content, so it can reduce feed purchases by somewhere in excess of 30 percent. A couple of years ago, we also entered a partnership with a non-profit organization ▶



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“WE HAVE A ‘SAVE THE EARTH’ CAMPAIGN WHICH EDUCATES PEOPLE ABOUT THE BENEFITS OF REDEEMING EMPTY BOTTLES FOR A REFUND.”

here in Trinidad, where they really wanted to rehabilitate a local quarry. We provided about 100 tons of spent grain and used it as organic material to help facilitate reforestation. That was something that we were very proud of.”

**CSR AND THE COMMUNITY**

At 140 years old, ANSA McAL operates in almost every Caribbean region, and the Group has a longstanding commitment to addressing social needs of communities through the ANSA McAL Foundation. “The Caribbean is a susceptible region given the climatic and economic conditions, so we really take pride in our very diverse CSR activity,” says Mr. Sabga. “We engage in it all, from environmental and beach clean-ups to our signature Anthony N. Sabga Caribbean Awards for Excellence. This awards program has been running

since 2005 and seeks to identify exemplary people who are involved in activities in the region in order to highlight and support them with an endowment that helps them go further with their activities.”

Today, the ANSA McAL Foundation has an asset base of more than US\$2 million, thanks largely to contributions from ANSA

McAL Group. “The Foundation is now self-financing, and able to undertake in perpetuity the significant commitment of the Awards for Excellence program,” explains Mr. Sabga. “Our Laureates come from as far north as Jamaica and as far south as Guyana, and they have worked in every area of regional endeavour, from genetics to computer science, legal and environmental activism, filmmaking and the arts, as well as medicine. We have awarded persons in literacy, environmental conservation, and poverty reduction. All these people have made and continue to make an invaluable and immeasurable contribution to every area of Caribbean life.”





RECYCLING OF GLASS AT CARIB GLASSWORKS LIMITED



GLASS RECYCLING BIN LOCATED IN TOBAGO



CARIB GLASSWORKS EMPLOYEE ASSISTING IN INTERNATIONAL COASTAL CLEAN-UP CAMPAIGN

ANSA McAL also provides substantial financial support to communities following natural disasters like floods and hurricanes. "In 2017, many of our Caribbean neighbours were ravaged by hurricanes and as part of the relief efforts we donated 100 percent of profits generated from an organized, star-studded, charity cricket event," says Mr. Sabga. "We really have a keen dedication to CSR, and we stand substantially behind that. We also have quite a discipline around reinvesting into the communities in which we operate, and we take that seriously."

### EMISSIONS AND RENEWABLES

Carbon Dioxide (CO<sub>2</sub>) is an inevitable by-product of the beverage brewing process, but it is also a major raw ingredient. "There's an obvious synergy if a system of CO<sub>2</sub> recovery and reuse is implemented," says Mr. Sabga. "The recovery of CO<sub>2</sub> from our fermenters and beer vessels is a significant opportunity to reduce how much CO<sub>2</sub> we purchase and how much we are releasing into the atmosphere. It is both an environmental and financial consideration. We have already put this in place at our Trinidad and St Kitts breweries, and we have a goal for

all of our Caribbean breweries to maximize CO<sub>2</sub> recovery by the year 2022, and to be self-sufficient in CO<sub>2</sub> by 2025."

"Water and energy conservation are also important for us," says Mr. Sabga. "We are consciously and critically trying to raise the bar on the reduction of water, electricity, fuel, and CO<sub>2</sub> usage. The model includes proper performance indicator management and oversight, which we closely monitor for performance against targets. We continually undertake root-cause analysis on variances and revising targets accordingly, as well as implementing metering, measurement, and analysis of usage. The Group does this at our four breweries as well as fifteen manufacturing facilities in the Caribbean, producing paint, blocks, plastics, glass, and various other products."

### SUSTAINABLE FUTURE

"The future of sustainable alternatives in our brewing process is high on the agenda for all our Carib Breweries," says Mr. Sabga. "It is also a growing agenda for all of our other manufacturing facilities. By 2024, we expect to supplement most of our electricity needs with the use of solar energy, and to reduce our emissions by over 50 percent.

Many of the raw materials we currently use are imported, so we also have an objective to reduce this dependency by partial and/or total local and regional substitution. For example, using raw materials like cassava to supplement imported corn syrup. This will help create a positive agricultural impact on local farming, create additional employment, and lower our carbon footprint"

"Recently, we were invited to contribute a submission on Sustainability in Family Business for the IMD business school in Lausanne, Switzerland," says Mr. Sabga. "I was profoundly impressed by the sustainability that is taking place on a worldwide level, as well as how many family-controlled businesses, much like ours, were actually involved in this and how advanced they were. Families don't just exist to create and generate profit and return; families are looking to pass something on in a meaningful way to future generations."

"As we work to further develop our business, I am attempting to drive a higher priority and a greater focus on the embedding of sustainability in our business strategy and planning," says Mr. Sabga. "This is an interesting new area for us and a steep learning curve, but we will achieve this through the development and implementation of a group-wide sustainability framework, aligned to the UN's Sustainable Development Goals (SDG's). In the first instance, this will cover 2020-2023. We will continue to reduce operating costs through materials, energy, and waste reduction, and continue identifying and reducing previously unseen risks in the global supply chain. Our goal is to promote a profitable business for our shareholders that generates value for our customers, and continues to promote regional, national, and international sustainable development." □



PRESENTATION OF AWARDS TO THE 2019 LAUREATES AT THE ANTHONY N. SABGA CARIBBEAN AWARDS OF EXCELLENCE





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