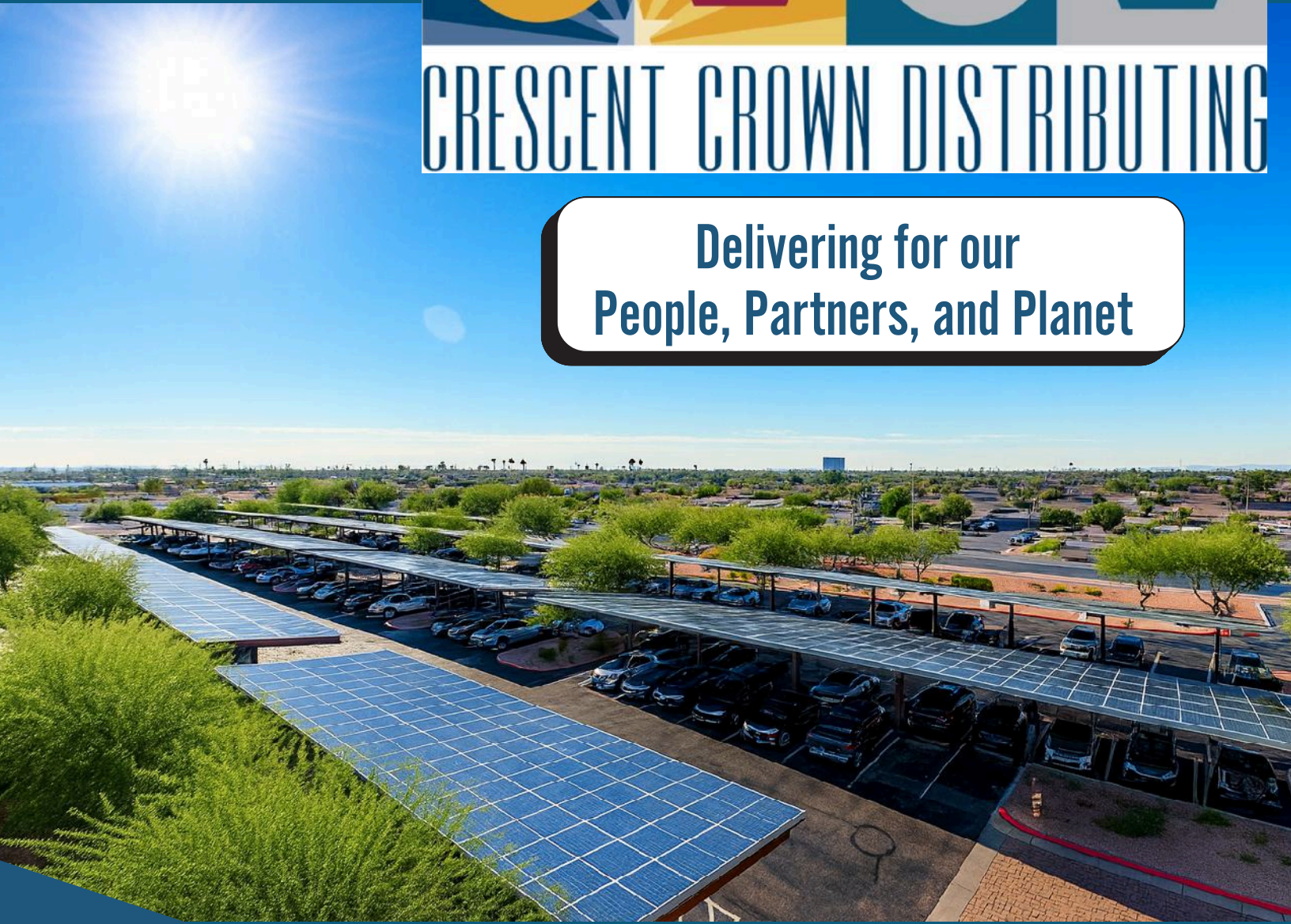




**CRESCENT CROWN DISTRIBUTING**

**Delivering for our  
People, Partners, and Planet**



**Sustainability  
Report 2025**

“Excellence isn’t just about what we deliver—it’s how responsibly we do it.”

— JAMES R. MOFFETT JR.

## SETTING THE STANDARD

Integrity, efficiency, and responsibility drive everything we do at Crescent Crown. Since 2001, we have built trusted partnerships with our suppliers, customers, employees, and communities by delivering exceptional value and creating a positive impact on the people we serve.

We align our corporate responsibility efforts with our business needs and our partners' priorities to ensure sustainable operations, enhance efficiency, reduce our environmental footprint, and strengthen our relationships.

This report showcases our sustainability progress—from increasing warehouse energy efficiency to optimizing deliveries, cutting waste, and recycling more effectively. These initiatives lower costs, reduce risks, and reinforce our leadership in the industry.

Together with our employees, partners, and customers, we are building a resilient future for all.

# OUR MISSION

Crescent Crown will always perform as a nationally recognized leader, establishing the standards by which all others are measured. We hold ourselves accountable to these standards with the utmost integrity, pride, professionalism, and enthusiasm as we strive as a team and individual to be the best distributor in the market.

## OUR VALUES



### THE EMPLOYEE

Passionate and hard-working employees with winning attitudes.



### MAXIMIZE THE POWER OF THE PORTFOLIO

Distribution of more than 150 brands of the world's finest beverages.



### EFFICIENCY IN ALL WE DO

Constantly improving processes and ongoing training and support for all staff and customers.



### TOOLS AND TECHNOLOGY

Utilizing advanced tools for precise ordering and shipment tracking supported by a reliable truck fleet.



### FOCUS ON THE CUSTOMER / MAKE SERVICE AN ADVANTAGE FOR US

Strong relationships and assistance for our customers in building the beer category.



### HAVE FUN & CELEBRATE!

Enthusiasm for our great business wherever we go. We're in the beer business – what could be more fun?



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# ENERGY EFFICIENCY

The impact of the beverages we carry begins with our supplier-partners' operations. However, once they arrive at our facilities, we take every possible measure to mitigate their impact and preserve their quality. This is no small task, considering that we operate three climate-controlled facilities in humid Louisiana and two massive climate-controlled facilities in the desert heat of Arizona.

Delivering perishable products requires maintaining precise temperatures, a highly energy-intensive process given the extreme climates in which we operate. With rising energy costs and increasingly severe weather, we have prioritized energy efficiency to ensure we continue delivering the highest-quality products while minimizing waste. To address this challenge, we assembled cross-functional teams and engaged consultants to improve the energy efficiency of our facilities.

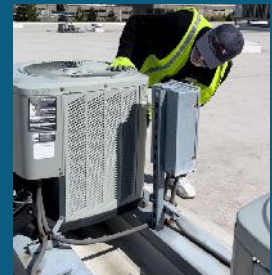
Through proactive sustainable investments, we have reduced our energy consumption and emissions, enhanced operational resilience, lowered operating costs, and ensured reliability while minimizing the impact of our partners' products.

## EFFICIENT LIGHTING AND SMART CONTROLS

Years ago, we converted all lighting to LEDs, significantly reducing energy use. In Arizona alone, this reduced our annual electricity consumption by 689,529 kWh, saving over \$72,000 each year. Smart controls amplified our savings. Motion and daylight sensors ensure our lights are on only when needed, reducing waste, extending fixture life, and creating a brighter, safer work environment.

## OPTIMIZING HVAC PERFORMANCE

Maintaining precise temperatures across more than one million square feet of climate-controlled warehouse space is critical to product quality and represents our largest energy expense. By adding energy control measures and treatments to our HVAC systems, we achieved over 20% efficiency gains, reduced annual energy costs by more than \$150,000, and extended the life of our equipment.



## HARNESSING RENEWABLE ENERGY

Operating refrigerated warehouses in the desert brings major energy challenges. In 2010, we found ourselves among the top 10 energy users in Phoenix, which prompted us to install a solar system at our Surprise warehouse, resulting in an annual net-negative energy bill of \$54,000 in 2011. So we added a solar system to our Mesa warehouse in 2012, immediately offsetting the majority of our Arizona energy use, delivering meaningful reductions in consumption and utility costs for more than a decade.



In 2021, we added more solar power to our Arizona operations, with solar carports generating additional renewable energy while providing much-needed shade for employees' vehicles.

Given that Phoenix now experiences over 110 days a year with temperatures exceeding 100°F, these solar investments have proven more valuable than ever.

And we're not done.

This year we invested over \$14M in expansions and improvements to our New Orleans facility, adding 98,000 square feet of temperature-controlled warehouse space, an additional 10,500 square feet of loading area, with a new roof, and solar power. The solar system provided green energy credits that reduced the costs of the new roof while reducing our energy consumption and bills.

Our solar investments have provided significant returns, reduced our energy consumption, lowered costs, and decreased our reliance on the electrical grid, while delivering on our commitments and aligning with our values.

# RENEWABLE ENERGY

Cooling and powering large, temperature-controlled warehouses in extreme climates demands innovative solutions to be efficient. Over the past decade, we have addressed these challenges at Crescent Crown by investing in renewable energy and energy-efficient infrastructure across our operations. What began as a response to mitigate higher energy consumption and costs in 2010 has grown into a sustainable strategy that ensures our reliability, lowers operating costs, and reduces our environmental footprint.

## ARIZONA

Our Arizona facilities have led the way in beer distribution renewable energy adoption since 2011, with approximately 8,000 solar panels supplying over 90% of our electricity needs, providing more than \$300,000 in annual utility credits, and helping us avoid over 1,100 metric tons of CO<sub>2</sub> emissions each year—significantly reducing the carbon footprint of the products we deliver in Arizona.



## LOUISIANA

In autumn 2025, our expanded New Orleans facility switched on 1,880 rooftop solar panels generating roughly 861,000 kWh per year, supplying 37% of our electricity needs and saving about \$61,000 annually. This clean-energy boost helps counter a 15% rise in energy costs and supports the demands of our larger operation. The system prevents an estimated 332 metric tons of CO<sub>2</sub> emissions each year—the equivalent of removing 72 cars from the road.



# ENERGY EFFICIENCY

## WAREHOUSE MATERIAL HANDLING EQUIPMENT

Crescent Crown's transition to all-electric material handling equipment has created a healthier, safer environment for employees while achieving long-term financial benefits through lower maintenance and avoided fuel costs.



The team carefully manages operations to maximize the productivity of electric MHE while minimizing energy demand and downtime, reducing greenhouse gas emissions and enhancing working conditions.

## THE IMPACT

Our investments in solar and energy-efficiency measures create a ripple effect of positive impact for our operations, partners, and the environment. These projects have strengthened operations, lowered costs, and significantly reduced our environmental footprint. Across all operations, energy-efficiency upgrades saved an additional 7 million+ kWh, delivering a combined 11.9 million kWh of avoided or offset energy use each year.

- 19%+ improvement in facility energy efficiency
- \$510,000 in annual energy cost savings and \$19 million over the lifetime of our solar systems
- 4,632 metric tons of CO<sub>2</sub> avoided annually, equivalent to removing over 1,000 cars from the road
- Strengthened resilience, reducing exposure to grid disruptions, extreme weather, and energy-market volatility

## ARIZONA

Up to 90% of our Arizona operations are powered by solar, supported by 1.6 MW of rooftop capacity in Surprise and over 1.2 MW of rooftop and carport solar in Mesa, generating nearly 4 million kWh annually. Combined with energy-efficiency measures, Arizona operations save 6.18 million kWh, avoiding 2,398 metric tons of CO<sub>2</sub>—equal to removing 522 cars from the road.

## LOUISIANA

Through energy-efficiency upgrades and solar, Louisiana operations save 5.76 million kWh, avoiding 2,234 metric tons of CO<sub>2</sub>, equivalent to planting 102,600 trees annually.



The annual impact of our energy efficiency work is = to planting more than 212,000 trees.



The annual impact of our energy efficiency work = removing 1,000 cars from the road



The impact of our energy efficiency projects reduces 4,632 metric tons of CO<sub>2</sub> annually

These improvements enhance our resilience, reduce exposure to utility price volatility and extreme weather, strengthen operational reliability, and reduce the carbon footprint of every product we deliver—supporting the environmental goals of our suppliers and retail partners.

# FUEL & FLEET EFFICIENCY

As the last-mile delivery partner for hundreds of suppliers delivering to thousands of retailers, our fleet is one of the most visible parts of our business. We invest heavily in technology and process improvements that reduce emissions, increase fuel efficiency, and streamline every delivery. With nearly 200 routes running daily and more than 1,600 deliveries across Arizona and Louisiana, even small improvements generate significant environmental and operational impact.

## INTELLIGENT ROUTING AND LOGISTICS

Crescent Crown leverages integrated technology to enable real-time, data-driven operational decisions, streamline processes, and enhance productivity—delivering exceptional customer service while achieving measurable reductions in fuel use, carbon emissions, and energy consumption. Our complex logistics network combines sales data, supplier information, and delivery schedules to plan the most efficient route for every truck, every day.

- **Route Optimization Software:** Advanced telematics and routing technology allow us to optimize the millions of miles our trucks travel annually. The system calculates the most efficient routes, minimizing miles driven, conserving fuel, and reducing greenhouse gas (GHG) emissions. Real-time monitoring of fuel consumption, driver behavior, and vehicle diagnostics ensures measurable progress toward our sustainability goals.
- **Maximizing Capacity Utilization:** Environmental impact begins before trucks leave the warehouse. Our logistics software and experienced operations team maximize trailer loads, strategically group routes, and optimize delivery schedules. Fuller trailers mean fewer trips, lower diesel consumption, and a smaller carbon footprint per case delivered.

## DRIVING EFFICIENCY ON THE ROAD

Beyond route optimization, we equip our drivers with the tools, training, and policies needed to operate as safely and efficiently as possible:

- **No-Idle Policies:** An idling truck burns a gallon of fuel per hour. Our no-idle policy requires drivers to turn off engines during stops, reducing unnecessary fuel waste and emissions while lowering operating costs.
- **Speed Limiters:** Many of our fleet vehicles are equipped with built-in speed limiters to maintain the most fuel-efficient speeds. This technology promotes safety, conserves fuel, and reduces wear and tear across the fleet.



## COMMITTED TO INNOVATION

We consistently evaluate and test innovations to advance delivery fuel efficiency. Recent initiatives include testing cool roof coatings for trailers and transitioning segments of our fleet to compressed natural gas (CNG) vehicles. While these initiatives provided valuable insights, none have yet delivered the long-term ROI or environmental benefits needed to justify large-scale adoption in our unique operating environments. Emerging technologies, such as electric fleets, are continually assessed to determine whether they can meet the demands of our delivery routes, fleet size, and operational loads.



## OUR IMPACT

These investments in fleet and delivery optimization are delivering measurable results. By intelligently managing the annual delivery of 40 million cases, we reduce the number of trucks on the road, cut fuel consumption, and lower GHG emissions. These efforts strengthen operational performance while protecting the communities where we live and work—ensuring that every case we deliver reflects our commitment to responsibility, efficiency, and sustainability.

# WASTE & RECYCLING

At Crescent Crown, reducing waste is a priority because it benefits both the environment and our bottom line. We take a comprehensive, continuous-improvement approach to minimizing landfill contributions. Through robust recycling programs, we conserve resources, lower operational costs, and manage materials responsibly—because what’s good for the environment is good for business.

Our recycling programs reach across our operations, helping us divert as much waste as possible. We recycle glass, aluminum, paper, cardboard, and plastic—including out-of-code products—to reduce landfill impact and recover useful materials.

## DRAFT FOCUSED

We prioritize draft because it delivers terrific quality while elevating the on-premise experience and reduces waste and emissions. And, there’s nothing better than a cold, fresh draft beer at your favorite bar or restaurant.

Draft beer dramatically cuts emissions and waste—as much as 96%—by replacing tens of thousands of single-use containers with reusable steel kegs that last up to 30 years.



## RECYCLING & WASTE DIVERSION



### Glass

We send empty glass bottles to be recycled, conserving raw materials and reducing energy use. Our process ensures that our-of-code glass is recycled rather than ending up in landfills.



### Plastic Bottles

Plastic bottles are separated and recycled. By diverting this material from landfill, we reduce greenhouse gas emissions, conserve resources, and support the development of new recycled products.



### Aluminum Cans

Empty cans are sent to local recycling facilities, where they are melted and reformed into new aluminum products saving significant energy compared with producing new aluminum.



### Office Paper

To reduce raw material use and costs, we prioritize paperless administrative systems whenever possible. All paper waste is collected for recycling, helping to conserve forests and reduce landfill contributions.



### Cardboard Recycling

We have a good deal of cardboard and utilize balers to compress the used cardboard for efficient collection and recycling. Each ton of cardboard we recycle recycled saves 17 trees, 7,000 gallons of water, and 3 cubic yards of landfill space, while also lowering disposal fees.



### Pallet Management

Wooden pallets are repaired, reused, or recycled into new pallets or mulch. Plastic pallets are reused extensively and recycled into new products. By maximizing the lifecycle of every pallet, Crescent Crown reduces waste and improves supply chain efficiency.

# WASTE & RECYCLING

Efficiency guides every part of our operations, including how we manage waste. By treating every material as something to be reused or recycled, we cut waste, lower costs, and operate more responsibly. At Crescent Crown, reducing waste is good for the environment and good for our bottom line.



## TURNING WASTE INTO A RESOURCE

Plastic stretch wrap—largely invisible to consumers but essential for stabilizing pallets—moves through our warehouses every day. In many distributorships, this material goes straight into the dumpster and ultimately into landfills. Yet for us, stretch wrap has become one of our most valuable recyclables.

What began as a targeted Arizona pilot has grown into one of our most effective and profitable sustainability initiatives. In 2024, we established a clear baseline by consistently capturing and baling shrink wrap across our warehouses. In 2025, we built on that progress—boosting average bale counts by 20%. Each bale sold reduces landfill waste, recaptures value, and avoids emissions through material recovery.

Whenever feasible, our drivers also collect used wrap from retailers during deliveries. This simple step lowers retailers' disposal costs, increases our recycling volume, and strengthens shared environmental stewardship.

As we continue refining the program—expanding retail collection, improving capture rates, and sharing best practices across markets—we show how operational improvements can generate outsized sustainability impact. Our progress demonstrates what's possible when we treat everyday materials not as waste, but as resources with real purpose.

## OUR IMPACT



The annual impact of our recycling efforts is equivalent to planting 102,600 trees.



The annual impact of our recycling efforts = removing 490 cars from the road

Our dedication to recycling and waste reduction delivers clear, measurable results. These programs lower operational costs through reduced hauling fees and revenue from recycled materials. More importantly, they conserve resources, reduce landfill contributions, and reduce the environmental impact of our entire supply chain.

# PEOPLE & COMMUNITIES

At Crescent Crown, we believe that our success is driven by our people. We are committed to fostering a supportive, inclusive, and engaging workplace while making a positive and lasting impact in the neighborhoods where we live and work.

## INVESTING IN OUR PEOPLE

Our 1,700 employees are the heart of Crescent Crown, and we are dedicated to providing them with the resources and opportunities they need to thrive.

- **Workforce Development:** We offer ongoing training, professional development programs, and clear career-growth initiatives to help our team members build long-term, rewarding careers. By investing in our people, we are building a highly skilled, motivated, and high-performing workforce.
- **Inclusion and Engagement:** We actively cultivate a culture of belonging through programs designed to empower employees, reinforce our shared values, and ensure every voice is heard. Our efforts have been recognized with designations such as “Great Place to Work” and “Top Workplace,” which reflect our commitment to retaining top talent and fostering high morale.

## STRENGTHENING OUR COMMUNITIES

As a family-owned business, community stewardship is a core part of our identity. We aim to be a reliable partner that our customers and neighbors can count on, especially in times of need.

- **Charitable Initiatives:** We are proud to support a wide range of community-focused efforts, including partnerships with local food banks, educational drives, and health-focused events. Our commitment is to respond to the pressing needs of our communities and make a tangible difference.
- **Disaster Response:** We are committed to supporting our employees when adversity strikes. Our Employee Disaster Relief Fund has distributed nearly 1 million dollars to help employees recover from natural disasters, major personal losses, and other qualifying emergencies.

## OUR IMPACT

Our focus on people and communities strengthens our organization from the inside out. By creating a great place to work, we attract and retain talented individuals who are passionate about what they do. Through our community engagement, we build goodwill, strengthen local partnerships, and contribute to a more resilient and prosperous future for everyone. This dual commitment is fundamental to our identity as a responsible corporate citizen.



# RESPONSIBLE DRINKING

As a leading beverage distributor, our commitment to the community includes a steadfast dedication to promoting responsible alcohol consumption. We believe that responsibly enjoying our products goes hand-in-hand with ensuring community safety and well-being. This principle guides our marketing practices, our partnerships, and our portfolio strategy.



## PROMOTING SAFETY AND EDUCATION

We are committed to being part of the solution to prevent alcohol misuse. Our efforts are focused on clear, impactful initiatives that promote responsible choices.

- **Community Education:** We actively support and promote programs designed to educate consumers on responsible consumption. This includes clear messaging that encourages drinking only in moderation and strictly for those of legal drinking age.
- **Preventing Underage Drinking and Drunk Driving:** We collaborate with community partners, law enforcement, and public health organizations to lead impactful prevention programs. Through these partnerships, we work to reduce instances of underage drinking and drunk driving, contributing to safer roads and healthier communities.

## EXPANDING CONSUMER CHOICE

A key part of our strategy is to empower consumers with a wide range of choices that fit their lifestyles. Recognizing the growing demand for different options, we have strategically expanded our portfolio of no- and low-alcohol beverages. By offering high-quality alternatives, we provide consumers with the ability to make choices that are right for them, without sacrificing the social experience.



## OUR IMPACT

Our dedication to responsible consumption is a fundamental aspect of our role as a trusted partner. By promoting education, supporting prevention programs, and diversifying our product offerings, we help foster a culture of responsibility. These efforts strengthen community safety, build trust with our customers and partners, and ensure that our products are enjoyed in a safe and positive manner.

# STRONG PARTNERSHIPS

At Crescent Crown, our commitment to sustainability and responsibility is realized through the partnerships we forge with our suppliers, retailers, and communities. We understand that true progress requires long-term stewardship and collaboration in every market where we sell, market, and deliver beverages. Our ambition is to be the most trusted, respected, and high-performing beverage distributor in America—not just for the brands we carry, but for the communities we serve.



## BUILDING STRONG, RESPONSIBLE PARTNERSHIPS

Being a beverage distributor means more to us than delivering products—it means supporting our industry, customers, and neighborhoods through responsible business decisions and meaningful investments.

- **Supplier and Retailer Support:** As brand builders for our suppliers, we align our corporate responsibility efforts with both business needs and the evolving expectations of our partners. We actively help our suppliers and retailers reach their sustainability and corporate social responsibility (CSR) goals, ensuring our shared success is rooted in measurable positive societal impact.
- **Community Stewardship:** As a family-owned business, we lead by example in responding to pressing community needs and natural disasters—whether it’s raising funds after hurricanes, partnering with local food banks, or supporting educational initiatives. Our neighbors and customers know they can count on us to show up and make a difference.
- **Environmental Responsibility:** We’ve spent years sharpening how we run our operations to reduce our environmental impact. Smarter routing, more energy-efficient facilities, electric material-handling equipment, stronger recycling and waste-recovery programs, and growing investments in renewable power all add up to a smaller carbon footprint. It’s a practical approach that cuts costs while shrinking our operational impact.

## OUR IMPACT

By prioritizing our employees, investing in efficiency, and focusing on exceptional service, we amplify our positive impact. Our partnerships with suppliers, customers, and community organizations enable us to:

- Build a high-performing workforce recognized as a “Great Place to Work” and “Top Workplace”
- Strengthen community goodwill and local resilience through charitable giving and disaster response
- Create lasting value for all stakeholders by delivering results that matter to our business, partners, and the world at large

At Crescent Crown, integrity, efficiency, and responsibility have always set the standard for how we do business. Our continuous improvement journey is centered on being a responsible partner—leading through innovation, supporting our people and communities, and building a brighter, more sustainable future for all.

# CONCLUSION

At Crescent Crown, integrity, efficiency, and responsibility remain the anchor of our business. Our growth to being many of our suppliers most trusted and high-performing distributor is rooted in our understanding that strong companies create strong communities. Delivering measurable value to suppliers, customers, employees, and the markets we serve requires disciplined operations and a long sustainable vision.

We have delivered strong results by investing in solutions that are grounded in data and built to last. Solar installations in Arizona and New Orleans now generate clean, reliable energy for our facilities. HVAC upgrades, LED conversions, and other energy-efficiency improvements cut waste and lower operating costs. Smarter routing, no-idle policies, and strong capacity planning reduce fuel use and emissions across our fleet. Robust recycling and material-recovery programs keep tons of cardboard, stretch wrap, and other materials out of landfills and back into the supply chain.

Our commitment extends way beyond environmental performance. We invest in our employees' safety, growth, and well-being, and we support consumers and communities through responsible alcohol practices and targeted assistance when disasters strike. As a family-owned business, we view operational excellence and community support as a responsibility, not an option.

Our work continues. We will keep testing new technologies, refining our systems, and holding ourselves accountable to facts, results, and continuous improvement. Sustainability strengthens our business, protects our ability to serve partners and customers, and builds resilience for the years ahead. By aligning our strategy with the well-being of our people and our planet, we're building a company that can meet today's demands and the challenges still to come.

## Sustainability Is Good Business

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