



# González Byass: Adopting a full-bodied approach to the circular economy

González Byass has a long-standing commitment to protect the land it works for many generations to come. By supporting a circular product portfolio and zero-waste approach, the SAP Responsible Design and Production solution is helping the wine producer and its suppliers adopt the circular economy by using sustainable materials and recyclable packaging.

González Byass is adopting a full-bodied approach to the circular economy to safeguard a tradition of caring for the planet.



Featured Partner



## Centralizing data to help reduce environmental impact

### Before: Challenges and opportunities

- Reduce the use of plastics and label ink, recover waste generated, produce compost and fuel from organic waste, and recycle paper, cardboard, glass, and plastic waste
- Design products sustainably and comply with evolving regulations in the European Union and beyond in one centralized solution
- Extend its leadership in packaging and circularity to its broad range of suppliers

### Why SAP and Minsait

- Accessed enterprise and third-party system data and combined it with information on global regulations to calculate obligations in key markets
- Calculated and reported on extended producer responsibility (EPR) fees, plastic taxes, and diverse corporate commitments
- Gave strategic decision-makers deeper insights via a lifecycle view into costs and environmental impacts of design choices

### After: Value-driven results

- Centralized ERP data allowing quick access to product declaration information across its countries of operation, making report generation more efficient
- Calculated and managed material measurements impacting environmental fees, taxes, and sustainability KPIs
- Improved supplier material visibility for packaging and auxiliary materials

“SAP Responsible Design and Production provides the **insights we need to monitor, measure, and act on plastic data**, so we can make informed decisions around eliminating waste and regenerating natural systems.”

Elizabet Braza Valle, SAP Supply Chain and Finance Head  
 Gonzalez Byass S.A.

**100%**

of paper, cardboard, glass,  
and plastic waste recycled

**99%**

recovery of waste  
generated

Featured Partner

**minsait**

**González Byass**  
 Jerez, Spain  
[www.gonzalezbyass/](http://www.gonzalezbyass/)

**Industry**  
 Consumer Products

**Products and services**  
 The world's largest sherry producer, grounded in Albariza soil, family values, and sustainable practices across its operations, vineyard, winery, and supply chain.

**Employees**  
 >900

**Revenue**  
 ≈300M euro

**Featured solutions**  
 SAP Responsible Design and Production