

CASE STUDY

How Torani Applies Sustainability Strategies to Create Savings and Opportunities

A century-old company brought in Sensiba to measure and reduce its greenhouse gas emissions and plan for the future.

Challenge

Approaching its 100th anniversary, Torani—a San Francisco Bay Area beverage manufacturer and B Corp—sought to measure its greenhouse gas emissions and enhance its environmental practices as part of its commitment to fostering opportunities for its workforce and communities.

“We believe businesses should create opportunities for people to get ahead, and there’s a huge piece of that around environmental responsibility,” says Stacy Cooper Dent, Vice President of Purpose & Strategic Mobilization. “We want to create more opportunity in the world, and we see a complementing responsibility to think about the growing impact we have on the environment.”

The company has been working for years to reduce its water consumption, waste generation, and energy usage, but decided they needed help establishing effective GHG emissions measurement techniques and reduction goals. “We quickly realized this was not something we could do ourselves with a spreadsheet,” Dent says.



Overview

Torani is a flavor company with a deeply rooted heritage. Established in San Francisco’s North Beach neighborhood in 1925, Torani has enticed flavor adventurers with syrups and sauces, putting Italian soda on the map, and making the first flavored latte. Torani, a certified B Corp, is dedicated to helping the people, partners, and communities they touch thrive.

Services

- ◆ Greenhouse Gas Emissions Inventory
- ◆ Climate Transition Action Plan
- ◆ Sustainability Reporting

Solution

After connecting with the Sensiba sustainability team at a B Corp conference, Torani retained the firm to assess its environmental practices. Dent said Torani was impressed by Sensiba's experience with the wine industry, which has similar transportation and packaging challenges, and its ability to match the assessments' scope to Torani's capacity.

"They created a scope that felt reasonable and followed thoughtful steps," Dent says. "We completed our first GHG emissions inventory for 2023 in late 2024, followed by an expanded assessment for 2025 just a few months later. When we got to the second year's GHG inventory assessment, we had better data and created more effective systems and processes."

Sensiba helped Torani identify ways to reduce its operating costs and environmental impact, such as shifting some shipments of glass-bottle cases from trucks to rail and redesigning routes to reduce transportation miles.

"Working with our transportation department to get detailed information about every shipment's weight and miles helped us understand where we can make significant improvements," Dent says.

Result

Completing the GHG emissions inventory process, enhancing its data collection and analysis capabilities, and developing a proactive climate transition action plan helped Torani identify savings opportunities and create processes to generate sustainable improvements going forward.

In its first GHG inventory, for instance, Torani used estimates to measure criteria such as team member commuting patterns and home office energy use. By adding surveys to the subsequent inventory, the company gained more precise information, is better able to identify reduction opportunities and priorities, and engaged its entire team in this important work.

"We now understand where we can have the most impact," Dent says. "Before we were picking projects that sometimes involved a lot of work but maybe didn't have a large change on our actual footprint. Having better information is helpful, and we can make more effective decisions."

Dent says enhancements to its GHG emissions inventory and climate transition action planning processes also helped it improve the environmental score in its recent B Corp recertification.

Overall, she says the assessments and action planning went smoothly, thanks to the Sensiba team understanding its needs and capabilities.

"Sensiba was able to help us identify the right people to pull in at the right stages," she says. "They understood our industry, and did not ask us to set the bar excessively high in the beginning. Collecting this data was not part of anyone's regular job, and Sensiba helped us garner the resources, focus our efforts, and understand the value of continuous improvement."

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"You always think you'll have more time for environmental assessments, but your business gets bigger and more complex every year. The key is getting started, and finding a partner who can help you understand the process and identify priorities."

Stacy Cooper Dent

Vice President of Purpose & Strategic Mobilization, Torani

About Sensiba

Wherever you are in your sustainability journey, our team works alongside you to craft and implement a purpose-driven roadmap that ensures your investments make good business sense while showcasing your competitive advantages and results to all stakeholders.