



Our Sustainability Principles

TO US SUSTAINABILITY IS MORE THAN JUST THE ENVIRONMENT. OUR BUSINESS IS DRIVEN BY OUR 3 P'S - **PRODUCT, PLACE AND PURPOSE**. OUR SUSTAINABILITY IS A FACTOR OF ALL THREE.

WE ARE A SMALL BRAND AND, ALTHOUGH WE HAVE BIG AMBITIONS, WE DON'T CLAIM TO BE SAVING THE WORLD. THIS SUSTAINABILITY POLICY AIMS TO ARTICULATE SOME OF THE THINGS WE AS A TEAM VALUE AND WILL CONTINUE REVIEW, REFINE AND HOLD TRUE AS WE GROW.

1

We Make Waste Wonderful

At the heart of our business is the desire to re-use things that would otherwise be considered waste and turn it into new products of high quality and that people love. Our **PURPOSE** creates great **PRODUCTS**.

It is our mission to 'Make Waste Wonderful'. At present we focus on taking the number one offender in food waste, bread, and turn it into beer. In the future it could be any number of things, food and non-food related. We commit to putting this circular, sustainability driven purpose at the heart of everything we do. Not only in the products we make but also in our wider business processes and the waste we ourselves create.

2

We Value our **PLACE**

We started as a local brand by creating a new, interesting, and tasty drink for our community in partnership with our local bakery. As we grow and inevitably strive for world domination, we don't want to lose sight of that.

We will go global by staying local. We commit to supporting the local communities in which we work, both our home 'hub' in Surrey and the network of national brewers and bakers that we will work with. We will be an active and visible member of those business and consumer communities through our activity and our charity partners. Encouraging greater sustainability by shopping and supporting local.

3

We seek out **PURPOSEFUL** Partnerships

Simply put, we only want to work with organisations and people that have as much interest in doing what is right for sustainability as we do. That includes those we source materials from, those that help us make our product, those that sell or market it for us or the charities we support with our sales. They don't have to be world leaders in their field, they just need to be aware of and be actively trying to operate in a way that is in line with our principles.

Most of our own carbon footprint is also tied to our partners (be that the brewery or our distributors) so it makes sense that they are aligned with our direction. We will support our partners in improving their processes where we can. We will actively assess all our business partnerships against the key elements of this policy and choose our relationships accordingly.

4

We recognise even the smallest things make a difference

Without stealing the marketing line from a well-known UK retailer, we are proud that whatever positive things we do, however small they are they will make a difference. We don't have the resources or polished eco credentials of some of our competitors, but we don't think that matters.

We will take decisions in line with our principles and, although they might not solve the whole problem in one go, the fact we are taking any step at all and keep moving forward is something that we will be proud of.

5

We will work towards carbon negative

Our absolute goal is to be truly carbon negative for the emissions we can directly control (scopes 1 and 2) **AND** the emissions of our partners (scope 3) in as fast a time frame as possible. That said, we know that 95% of our carbon footprint will sit in scope 3 and is harder for us to influence. Therefore, we will aim to be carbon neutral by 2030 (using meaningful and measurable off setting as necessary) **AND** reduce our actual carbon footprint (including scope 3) every year until we ultimately achieve the 'real' zero.