

CRUMBS
BREWING



Our Crumby Impact Report 2024



Contents



3
Hello

5
Our Footprint &
Drivers

6
Current Good
Stuff

7
Future Good
Plans



Hello, loafly to meet you

We're Morgan & Elaine, founders of Crumbs Brewing. We started this business for three reasons.

We were fed up with corporate life and, to be brutally honest, the bullshit that large corporations spout on the subject of 'doing good' for our environment

We were shocked by the amount of waste our society produces, 'circularity' has to be a future solution otherwise we are just going to run out of resources or drown in our own rubbish

A real love for 'local' artisan products. We always admired small producers that got on and made great things in our local community, so we thought we'd have a crack at our own

We've loved the journey so far and slowly built the brand from a local side hustle to a nationally distributed beer.

We've gone from making beers using unsold loaves from our local bakery in Reigate, Surrey to rescuing the waste from other small artisan bakeries across the UK

Last year we were also extremely proud to become a certified B-Corp. A significant effort for a small business like ours but a really important one.

Not because we think we are in anyway 'better' than other brands out there but because we wanted to make the commitment to be better. Take the good things we already do, amplify them and also find new new ways to be even better.

Keeping it Simple

Now, we'll level with you . A high proportion of the Impact reports we've read are really quite dull. However well intentioned, they do get a bit lost in language that is alien to most regular people.

So, we are keeping ours super simple. It has three sections:

- Our FOOTPRINT and DRIVERS
- What we CURRENTLY do that's GOOD
- The GOOD stuff will we do in the FUTURE

We're also not going to (entirely) use this as a shameless marketing deck for our business. If you'd like to know more about our products, please visit www.crumbsbrewing.co.uk

If you'd like to give our crumby beers a try that would be amazing. After all, the more we sell, the more waste we save. You can enjoy yourself and feel virtuous at the same time

Certified



Corporation

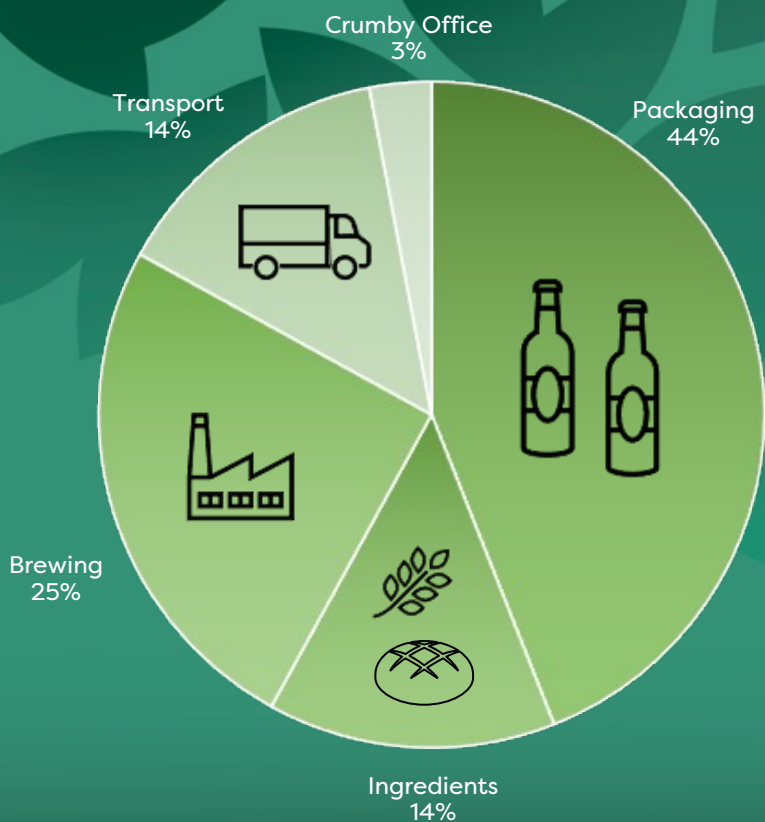


Confidential © Crumbs Drinks Ltd

Our Footprint & Drivers



Our Carbon Footprint (2023)



We have measured every element of our global warming potential (GWP) with the support of The University of Surrey using global best practice.

In 2023 our total GWP was **266 tonnes** of CO₂ eq.

97% of our emissions are scope 3 (from 3rd party sources) as we partner with other businesses to brew and distribute our beer.

Working with our partners to reduce our emissions is clearly the biggest opportunity area for our business

The value of waste

We replace 25% of the malt usually used for brewing with crumbed bread that would otherwise go to waste. This alone reduces our GWP by **4.2 tonnes** of CO₂ eq every year (over 10% of the carbon footprint of our product ingredients overall)





Our business drivers

Since creating our business we've come to realise our success is driven by our 3P's.

OUR PURPOSE, OUR PLACE and OUR PRODUCT. It's the 'sweet spot' of these 3P's that drives our uniqueness and our appeal to potential drinkers

The power of PLACE

- Using a well-respected artisan local bakers
- Links you to a place and the growth of 'support local'

"I feel good discovering and supporting a local artisan business"

The power of PURPOSE

- A compelling food waste message
- One of the biggest drivers of climate change
- Differentiated & interesting to non beer drinkers

"I feel good buying things that enable me to do my bit for our environment"

The power of PRODUCT

- The bread has meaning, quality is key
- Great tasting
- Accessible, purposely non challenging brews

"What a unique beer, and a great story. I'll tell others about that"

Current Good Stuff



Waste Saved

By the end of 2023 we have **rescued over 52,000 loaves** from being wasted.

That has avoided over **21 tonnes of CO2 eq emissions** since we started brewing

The amount of waste we save has grown on average 20% every year we've been brewing



Stacked, the bread we've saved would be 1.8x the height of EVEREST!



Donations Made

Every year we have given at least **1% of our turnover to charity**

Our primary charity partner is now **FOODCYCLE** who support those in need with meals cooked from food that would otherwise be wasted

B-Corp Certified

We were extremely proud to be certified as a B-Corp this year

Our overall score of 80.3 measures our impact across our governance, our community and the environment

We achieved such a high score without being assessed for how we treat our workers (as at the time we used contract resource and were led by working directors). As we build a team our score will increase significantly.

Certified



Corporation



Deliveries Electrified



With the support of LOCASE funding we have been able to shift all our direct delivery activity to our electric van

This switch will already save us **3.3 tonnes** of CO2 eq emissions every year

Future Good Plans



Can Can can

Packaging is the biggest element of our carbon footprint. During 2024 we will transition our range to ONLY produce cans

Accounting for materials and transportation a cans carbon footprint is **HALF** of the equivalent bottle

This will reduce our annual carbon footprint by **39 tonnes** of CO2 eq.



352 g CO2e



167 g CO2e



Brewing Energy



Although we don't directly control the energy used in the brewing of our beer it is the second most significant element of our carbon footprint.

We will encourage our brewing partners to explore more sustainable energy sources including the **purchase of renewable electricity** and the **use of solar and heat pumps** in the facilities we use

More bakers, more waste

We will continue to expand our operations to rescue more waste from more bakers across the UK.

We will support those bakers by giving them a fair price for their waste and also giving them the opportunity for a new income stream – selling beer made from their unsold bread in their local area



Employment Opportunities



We will grow our business by recruiting permanent employees and reducing our reliance on contract support.

We will be proactive about offering job opportunities to underrepresented communities in our society and always pay a fair living wage

This will also further strengthen our B-Corp assessment score

CRUMBS
BREWING



THANK YOU

For reading!

Any questions please get in contact

hello@crumbsbrewing.co.uk

+44 7801045864

www.crumbsbrewing.co.uk

