

Mindful Chef

Sustainability Report

2022

What we will cover




Mindful Chef



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Our 2022 highlights



164,167

litres of rubbish
collected at our
Big Clean up

Saving British soils with our...
Regenerative
*Mindful
Chef*
Farming Program



Recertified as a B Corp with
an 'Outstanding' score of

107.3

putting us in the top
3% of food & beverage
B Corps globally

Donated
25+

tonnes of food as
part of the Reverse
Advent Calendar



Go NHS.

300,000

discounted meals
to NHS workers

We delivered
1.5 million
low carbon
meals

CARBON
Low
IMPACT

Reduced
our carbon
footprint by

4%

89%
of our packaging is
now recyclable



Felix | THE
FELIX
PROJECT
GOOD FOOD FOR GOOD CAUSES

An amazing
160,000+
meals donated to the
The Felix Project



15,000,000
meals milestone

donating school meals
to children in poverty
since 2017

Founder's note

This last year has been a strange one. Whilst we have gone on to achieve some incredible feats at Mindful Chef there have also been many moments when we have faced real challenges. It doesn't seem that a month goes by without some sort of global issue impacting the day to day running of the business. In difficult circumstances the team have done an amazing job and leaned into tough decisions to deliver on our mission not only of making healthy eating easy but also using Mindful Chef as a force for good.

2022 was our B Corp recertification year. As your business grows, the assessment evolves and recertification gets harder each time. We managed to increase our score by an incredible 33% and are now rated 'outstanding' joining the top 3% of food B Corps globally. The score reaffirms and supports our

commitment to pursuing purpose, and not just profit, across a number of areas considering environmental, social and economic issues. We couldn't be more proud of the team in achieving this result.

Where we saw our biggest increase on the B Corp assessment was in the environment section. We knew when we started Mindful Chef that recipe boxes were a great way of reducing an individual's food waste. This year we went even further by launching initiatives like our low carbon range which educates and informs customers on which recipes have the lowest carbon footprint. Mindful Chef was the first recipe box in the world to put carbon labelling on the menu and we now have businesses looking to replicate our methodology to help inform their customers on the impact of their products. Thanks to brilliant projects like this one we more than doubled

our score in the environment section alone.

Our community has always sat at the heart of Mindful Chef and despite the challenges faced this year that remains true. We surpassed 15 million meals donated to school children living in poverty through our partner One Feeds Two. We delivered more than 300,000 discounted meals to support our NHS customers. We continue to build our community events each year with our MC Clean Up collecting over 160,000L of rubbish in 2022. It's incredible the impact one community can have when you bring people together as a force for good.

As you read on you will find out in more detail all of the great things the team get up to at Mindful Chef. As ever we would like to thank all of our customers for their support. Without

you we wouldn't have the fantastic community we do or be able to achieve all of these amazing things. Thank you.

Myles & Giles



Building a regenerative business

Beyond sustainability

Since starting Mindful Chef our goal was always to create a sustainable business: one that seeks to reduce its impact on the world, gives back what it takes and generally does less harm. However, we've realised that just focusing on sustainability alone won't be enough to effectively tackle climate change and the other societal issues we face.

So we've now set ourselves the new goal of becoming a

regenerative business, but what does that really mean? A regenerative business is one that not only serves to benefit its customers but also has a restorative impact on society and the environment. In short, **a business that's good for its customers but also truly good for the planet too.**

We think B Corp is a pretty good measure of how we're progressing towards this goal – see the next page to find out how we're getting on.



Regenerative businesses go beyond sustainability and support an entire ecosystem of change.

Mindful Chef



We recertified!

Our B Corp score
has increased from
80.5 to an incredible
107.3

We became a B Corp in 2018,
joining a movement of businesses
prioritising people and the planet,
alongside profit.

2018
80.5

2022
107.3

This means we're now
one of the highest rated
food & beverage B
Corps in the UK!

Certification is just the first step of the journey,
what's more important is how a business
continues to improve over time. That's why,
B Corps are required to recertify every three
years.

We're super proud to have increased our
score from 80.5 to 107.3, joining the top 3% of
global B Corp food companies doing better
things for the world. See the next page to find
out how we did it.



re

Certified



Corporation

Score improvement

B Corp measures your impact in 5 key areas...

You're given a score for each of the 5 impact areas to show how you improve. Over the last three years we have worked to improve across all areas.



Workers

2018

~~26.8~~

2022

28.9

Community

2018

~~24~~

2022

24.4

Governance

2018

~~15.5~~

2022

16.1

Customers

Category didn't exist in 2018

2022

3.8

Environment

2018

~~14~~

2022

33.9

We couldn't be prouder to more than **DOUBLE** our score in the environment section



Here's how we did it



Net Zero

We launched our carbon management plan & became a carbon neutral company in 2020. This was the first step to take responsibility for our impact whilst we work on reducing it as much as possible to reach Net Zero by 2030.



Quality & regenerative farming

As well as 100% LEAF marque accredited UK fresh produce, free range poultry and grass fed beef, we're working alongside farmers on ground-breaking biodiversity & soil health projects to drive down the impact of our ingredients from farm to fork.



Carbon labelling

All our recipes align to the Planetary Health diet, the study that balances human health with environmental sustainability. But we wanted to go a step further to help our customers to cut their personal carbon footprint.

So we were the first recipe box to launch a Low Carbon Range. All the recipes in this range are in line with the WWF's target of reducing dietary related emissions.

We'll get the best plates out for that.



Employee benefits

We're constantly reviewing & assessing how we can do more to support our team and invest in the areas that matter most to them.

From enhanced maternity & paternity leave, to healthcare and mental health resources, we have a benefit scheme built around what our team have told us they want.



More than just a job

Our team make Mindful Chef what it is today, we wouldn't have got to where we are without them.

It's important to us that working at Mindful Chef is more than just a job. Some of the things we have done include extending our holiday leave, launching our Unafraid in Action sabbatical program and introducing 4 giving back days per team member.

Net Zero 2030

The global food system is a major contributor to climate change, making up a quarter of global greenhouse gas emissions.

When we talk about minimising the impact of food production it's an entire network of how we produce, consume (and waste) food that we need to look at. Our ambition is to work towards Net Zero 2030, this means bringing our emissions as close to zero as possible across our entire supply chain to keep global heating within the 1.5°C limit. To do that, we're trying to create change at every stage of the food system.

Mindful Chef

We are creating change at every stage...



Farm

Reducing the impact of the ingredients we source by investing in projects in our supply chain through our regenerative farming program.



Operations & distribution

Reducing the impact of our operations, from renewable energy to ensuring zero waste goes to landfill and working with logistics providers who are committed to low carbon deliveries.



Recipes & ingredients

Following the Livewell principles for a healthy, sustainable diet. As well as only sourcing ingredients from suppliers we trust and that meet our standards of high quality.



Customers

Carbon labelling our recipes to help our customers make an informed choice.



Waste

Reducing household waste through pre-measured ingredients & portion controlled meals.

Our carbon footprint

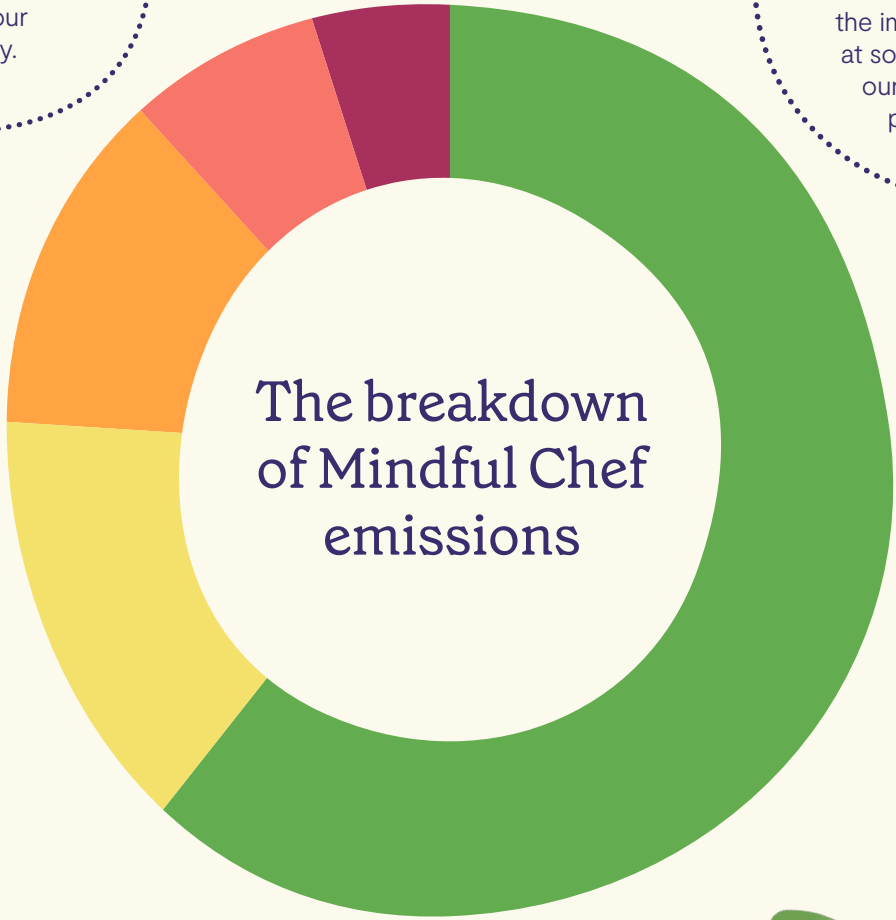
Every year we calculate our carbon footprint, looking at our impact from farm to fork (& a bit further).

This means we consider everything from the way ingredients are produced, all the way down to our customers cooking the recipes and disposing of any waste.

Mindful Chef

Most companies don't include this, but our customers wouldn't be able to enjoy our recipes without cooking them, so we consider it as part of our responsibility.

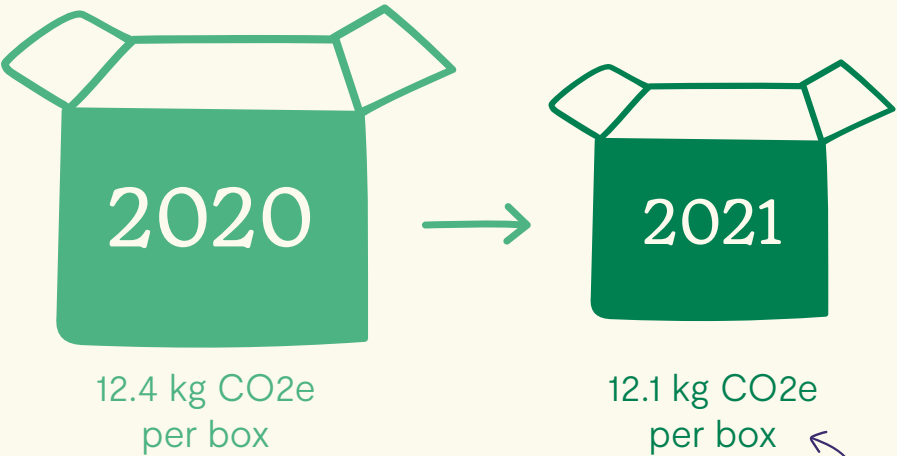
Ingredients make up 60% of our carbon footprint. A key part of our reduction strategy is looking at ways we can tweak our recipes while also working with our suppliers to reduce the impact of our ingredients at source. Read more about our regenerative farming program on page 12



- 61% Ingredients
- 15% Packaging
- 12% Cooking & refrigeration
- 3% Logistics (inbound & outbound)
- 9% Other (printing, commuting, warehouse, waste, water etc.)

Our carbon footprint

4% reduction between 2020 & 2021



That's a carbon saving equal to the melting of 1,920 m² ice in the Arctic

Mindful Chef

A large green graphic on the right side of the page. It features a background image of a green valley with rolling hills and a small stone building. Overlaid on this are stylized illustrations of a green leaf and a yellow-orange fruit (possibly a lemon or orange) at the top and bottom. The graphic contains three circular icons with text explaining the carbon footprint components.

- **Scope 1 - 0 tCO2e**
Emissions from sources that we own or control directly e.g. company vehicles.
- **Scope 2 - 0 tCO2e**
Emissions that we create indirectly as a result of the energy we use.

This is because we switched to 100% renewable energy
- **Scope 3 - 19,718 tCO2e**
Emissions that we do not create but that result from activities in our value chain e.g. farmers growing our produce or customers cooking their recipes.

Regenerative agriculture as a climate solution

We believe in making healthy eating easy and that starts from the ground up.

Healthy soil = healthy crops = healthy food. However, across the world, food production is one of the largest contributors to carbon emissions globally and a leading cause of biodiversity loss. But it doesn't have to be that way. Agricultural land holds the key to the world's largest terrestrial carbon sink; the soil.

This got us thinking, how can we work with our suppliers to untap the solution beneath our feet. Together with our British farmers, and our partners Soil Heroes, we're investing in regenerative practices in our supply chain. This means we're supporting our suppliers to adopt soil management techniques that reduce the CO2 of their crops, improve the quality of the soil so that it can store more carbon and help us on our journey to Net Zero.



At its core, regenerative farming is about restoring soil health, putting back more into the land than we take out and farming in harmony with nature rather than against it.



Making healthy eating easy from the ground up



Mindful Chef × Stourgarden

The first supplier to join our regenerative farming program is Stourgarden

Situated alongside the beautiful Stour Valley on the Suffolk border. They've been growing onions for three generations since 1968. Today, they produce over 75,000 tonnes of onions a year. As one of our most popular ingredients this felt like a good place to start.

We're not soil experts, that's where Soil Heroes come in. Soil Heroes bridge the gap between our knowledge and what the farmers need to put into action. They have the tools, knowledge, and experience to create the most impact. They are also creating a network of farmers & growers who can help and support each other.

Find out more [here](#).



Leandro, Soil
Heroes Chief
Soil Expert

When we farm with nature, we can achieve great things...

The benefits to regenerative practices go beyond just carbon, but there are financial barriers and risks to farmers implementing them. We're supporting our suppliers make this transition to more regenerative practices by helping with the upfront costs. Sowing the seeds of change to support our British farmers for generations to come.



Restore natural
habitats and enhance
biodiversity



Increase water
retention
(preventing floods)



Store carbon
in the soil



Healthier
crops



Support our
British farmers

Uncompromising on quality & sustainable sourcing

Where and how food is produced matters. That's why, our suppliers are at the heart of everything we do.

Watch our new Sourced Series to find out more about our fish and other brilliant suppliers

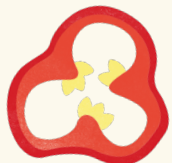


Grass-fed native breed beef

We believe in better beef. Which is why every burger, steak and mince meat has come from grass-fed, British native breed.

What are the benefits?

- > It's higher in key nutrients like vitamins A & E and has 50% more omega-3 fatty acids than standard beef due to the cattle's diet of primarily grass and foraged foods
- > Allowing cattle to move between fields and graze freely boosts soil health and enhances biodiversity & wildlife
- > The cattle live a happier, more natural life



LEAF Marque UK produce

LEAF sets the standards for more sustainable farming. We're the first recipe box company to offer 100% LEAF Marque certified British produce



What are the benefits?

LEAF farmers are committed to more sustainable, climate positive farming. They do this by adopting an integrated farm management approach that combines natural processes with modern farming.

Through this approach we can minimise the environmental impact of agriculture, while conserving, enhancing & recreating nature. A LEAF farmer will focus on regenerating soils, reducing their carbon footprint, minimising energy use, protecting wildlife,



Free-range poultry

All our poultry is British, free range and RSPCA assured.

What are the benefits?

- > The birds live in habitats where they are free to roam and which encourage them to exhibit their natural behaviour
- > Their diet is made up of wholesome feed and an abundance of insects, grubs and grasses – for which they forage across acres of herb rich open pasture
- > This means they have more vitamins and minerals like Vitamins B, D, A, Potassium, and Sodium



Our supplier TNP have worked with the Woodland Trust to plant over 20,000 trees to enhance the life of their chickens



Sustainably sourced fish

We only ever use sustainably sourced seafood and always choose fishing methods that have the least possible impact. All our wild caught fish is MSC (Marine Stewardship Council) certified or on a program to become certified.

MSC is the most rigorous standard for sustainability in the industry



This year we won the MSC UK Newcomer of the year award, this award recognises our strong commitment to the amazing work the MSC does in safeguarding seafood supplies and helping to protect our oceans now and in the future.

Healthy people, healthy planet

What we eat matters, not only for our own health but also for the health of the planet.

In the same way that different foods have a different impact on our health, they also have a different impact on the environment. By following the principles of the WWF Livewell diet, we create recipes which combine both human health with planetary health.

“
A diet high in human health benefits and low in environmental impacts
WWF

“
I love this company, healthy eating, kind to the planet and supports British Farming
JEANNETTE,
MC CUSTOMER

On average a Mindful Chef meal creates 21% less CO2e than the supermarket equivalent.
Read the full report [here](#).

Livewell Principles	Mindful Chef
Eat more plants	Almost half our weekly menu is vegan and we're 100% dairy free.
Eat a variety of foods	Every recipe is made up of natural ingredients, wholefoods and a diverse range of nutrients.
Moderate your meat consumption	We believe in less, but better quality meat.
Buy foods that meet certified standards	Uncompromising standards from British free range poultry, grass-fed British native breed beef, MSC fish & LEAF certified UK fresh produce.
Eat fewer foods high in fat, salt & sugar	No refined or processed carbs.
Waste less food	Zero food waste.



Dinner can make a world of difference

In 2021 we wanted to help our customers understand the impact of food on the environment, so we started working out the carbon footprint of our weekly menu.

We then launched a Low Carbon Range made up of recipes which fall below the WWFs target of where we need to reduce our dietary related emissions to in order to limit global warming.

Mindful Chef

Working out the carbon footprint of a recipe involves looking at everything from growing, harvesting and distributing the ingredients, to customers switching on the oven, boiling the kettle and throwing away any waste.

The recipes that fall below 1.6kg CO₂e are rated as Low Carbon and are in line with where we need to reduce our dietary related emissions to by 2030.



Look out for the low carbon labels on your menu

CARBON
Low
IMPACT



We were the first recipe box company to implement a labelling system that highlights low carbon recipes in line with the WWFs target

In 2022 we delivered over 1.5 million low carbon meals...

...that's equal to saving more than 1,400 tonnes of carbon...

...or 1,600 flights from London to New York

If everyone in the UK swapped one dinner a week for a low carbon recipe, it would save over 1.5 million tonnes of CO₂e

Around 50% of our weekly menu is now Low Carbon

Small steps make a big difference

Packaging

Packaging is a balancing act. While our focus is on reducing and removing it, it does play an important role in keeping food fresh, safe, and out of landfill.

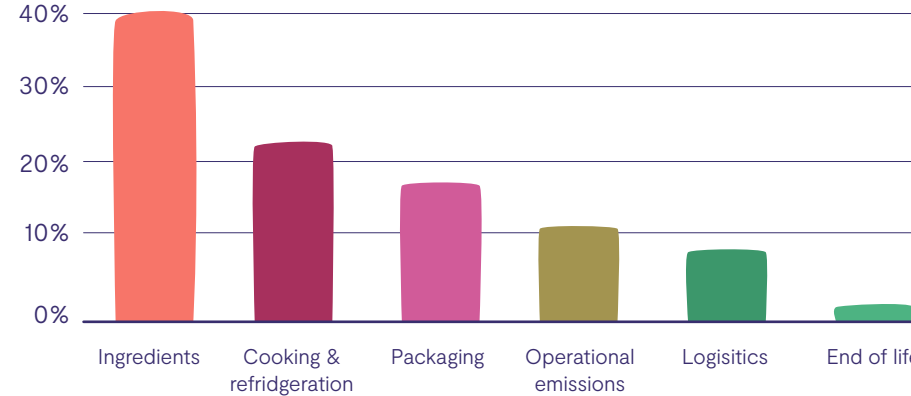
We also need to look at the environmental impact of the material and consider things like:

- > Is infrastructure in the UK set up for recycling it?
- > Do customers have to go out of their way to recycle it (adding more road miles)?
- > Where is the raw material sourced from?
- > How much carbon that material creates?

Not sure what to do with packaging?
See our handy packaging guide here.

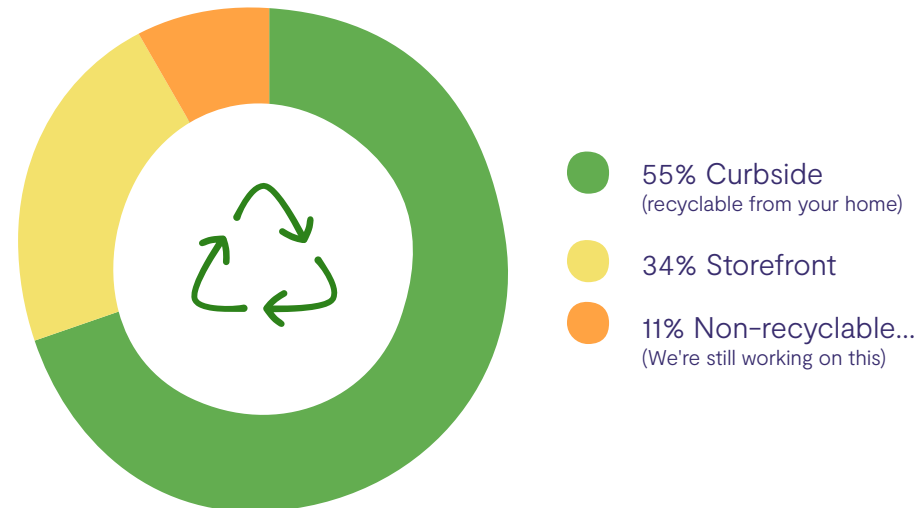
Mindful Chef

Carbon sources per recipe



When we look at the carbon footprint of an average recipe, the impact of packaging is less than half that of the ingredients, and also less than the impact that comes from cooking and refrigerating those ingredients.

Where we are with packaging today



Right direction

Our ambition is for 100% of our packaging to be recyclable from our customers homes. At the moment, many local councils won't take different types of plastics like PE & PP. However, at the beginning of this year, large supermarkets started collecting these materials. That means all our fresh produce, herbs and some of our liquids, pastes & oils can be taken to the storefront along with carrier bags.

2022 packaging wins

89% recyclability across our ingredients, from the curbside or storefront.

Moved all our grains, pastas & flours from plastic to paper sachets. This switch removed over 1 tonne of plastic in 2022.

All our fresh veg & herbs can now be recycled from large supermarkets.

We're moving all dried spices & herbs over to paper sachets. This will remove a further 4 tonnes of plastic in 2023.

Fighting food waste

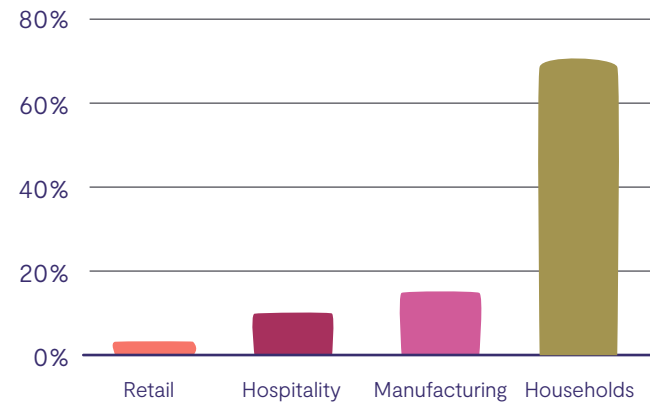
Cutting food waste is the number one solution to tackling climate change.

Globally, between 33–55% of all food produced is never eaten. When we waste food, we waste all of the resources that went into creating it; the land, water, labour, energy, manufacturing, packaging and so on.



As a climate solution, cutting food waste will have more impact than electric cars, solar power and changing our diets. It's also one of the easier solutions to act on now.

Mindful Chef



Household waste

70% of waste comes from households, $\frac{2}{3}$ of this is perfectly edible. The average household throws away almost 2kg of food per day, this adds up to 8 meals per week or 700kg a year (WRAP).



We're tackling waste from farm to fork

Portion size. Pre-measured ingredients and carefully portion controlled recipes means there should be nothing left over.

Demand. By taking orders up to 8 weeks in advance means we can manage demand and prevent over ordering.

Warehouse. Any surplus leftover is sent to our charity partner The Felix Project, or other local charities. If it can't be sent to charity it goes to an anaerobic digestion plant, not landfill, so it can be used as either energy or fertiliser.

Every year around
9.5 million
tonnes of food is
wasted in the UK
(WRAP)

This amount of waste could fill 190 Royal Albert Halls!

We send
zero
waste to
landfill

By minimising surplus and redistributing stock to charities we
save 79% CO₂e
compared to supermarkets.



A Mindful Chef meal creates
51% less
food waste
(from farm to fork)
than the supermarket equivalent meal





Using our business and our community as a force for good

Reverse Advent Calendar

Together, with our community we turn the traditional advent calendar around with our Reverse Advent Calendar. Every December, we ask our customers to turn their recipe box into something good by putting a dry food item back in it every day for 20 days. We make up the last four and send it all back to our charity partner The Felix Project, who distribute the food to those most in need at Christmas.

Last year's Reverse Advent resulted in over 25 tonnes of food donations - the equivalent of 60,000 meals.

Last years donations
stacking up at The
Felix Project



The Big Mindful Chef Clean Up

Every September we get outside for our biggest community event of the year. We used to call it our Coast Clean but, what started as a simple idea to clean up our coastlines has become a nationwide event with people collecting litter in local beaches, parks, and woodlands. So this year, we changed it to The Big Mindful Chef Clean Up and collected more waste than ever.



2022 results...

919
local heroes

3,319
volunteers

164,167
litres of rubbish
collected

Using hunger to end hunger

In 2017, we partnered with One Feeds Two to donate the cost of a meal for every meal we sold.

Since then, with our community we have now donated an incredible 15 million meals. That's equivalent to feeding 75,000 children for an academic year.

These meals support school children living in Malawi, one of the poorest countries in the world.

“

15 million thank yous to Myles, Giles, the whole Mindful Chef team and your wonderful, loyal community. This is an incredible milestone. Every school day you are helping to provide hot, nutritious meals to children who would otherwise not be able to go to school, or would be sitting through their lessons with a hungry belly. Those school meals are the foundation of their daily nutrition and the key to accessing and benefiting from education

OWEN, ONE FEEDS TWO

Mindful Chef

15
million

meals donated

You can see
how many meals
you have personally
donated in your
account

It's more than just a meal

Raising communities out of poverty. Every meal donated helps educate and empower communities. From the kids to the farmers who grow the crops - it's a positive impact.

Increases school attendance. Having a nourishing hot meal provided at school means children are more likely to attend and perform better when they do.

Improves children's health & concentration. The meals help the children stay healthy, reducing their risk of disease and helping them focus on learning, not hunger.



Making healthy eating easier than ever

Since Mindful Chef started in 2015 we have delivered over 23 million meals to more than 340,000 customers.

Our mission is to make healthy eating easy. That's why what started as a recipe box has become so much more; here's just some of the ways we made healthy eating even easier in 2022...

- ☆ Launching our Ready to Go range with frozen meals, breakfasts, soups, smoothies, desserts & snacks.
- ☆ Joining forces with health partners such as Vitality, registered nutritionists and charities like Diabetes UK.
- ☆ Continuing our NHS discount.
- ☆ Hosting supper clubs in the Mindful Chef HQ, to help us better understand our customers needs and how we can serve them better
- ☆ Collaborating on our first-ever plant-based recipe partnership with four exclusive Deliciously Ella recipes.
- ☆ To growing a Facebook community with almost 20k of you! We started this group to connect with our customers and provide a platform for you to share photos, tips and ask any

Mindful Chef



**deliciously
ella^{de}**



Awards

Grocer Gold Awards

Specialist Online
Retailer of the Year

Marie Claire

Best Sustainable
Food-Delivery Brand

MSC UK

Newcomer of
the Year

Nourish Awards

win for our
chicken broth

Quality Food Awards

win for our
supergreen
smoothie

More than just a job

Mindful Chef is more than just a job. We make healthy eating easy, and care about the way we do business.

We started Mindful Chef with our friends and families and those are still the kinds of relationships we want to maintain however big we grow. Our team make Mindful Chef what it is today, we wouldn't have got to where we are without them.

We want to create an environment in which everyone feels welcome, where people have the opportunity to grow, learn & develop and where we prioritise people's health & wellbeing. See how we do this across the next few pages...

- ♡ Mental Health First Aiders
- ♡ Access to councillors
- ♡ Private healthcare
- ♡ MC Wellbeing Manifesto
- ♡ Membership to FiiT and Calm
- ♡ Healthy breakfast lunch (& snacks)
- ♡ Office gym

Team breakfasts



Giving back

We believe everyone should be able to spend time supporting causes that matter most. We actively encourage our team to volunteer by offering everyone 32 hours a year paid time on top of annual leave.

More than just a job

- ♡ Flexible working
- ♡ 30 days holiday a year (plus bank holidays!)
- ♡ Enhanced maternity & paternity leave
- ♡ Daily sunshine hour
- ♡ Unafraid in Action sabbatical scheme – a months paid leave to do something for you

Morning walks



Annual pumpkin competition



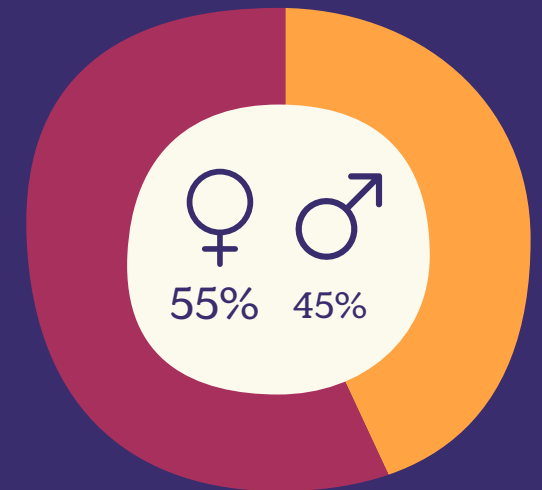
Cooking masterclasses from our chefs



Lots of office pups

Diversity & inclusion

We created a group of Inclusion Champions to help us ensure that Mindful Chef is a place where everyone feels welcome.



Every year we ask our team to fill out a survey by Best Companies, this helps us monitor engagement & satisfaction and shows us where we need to do better.

Every time you choose Mindful Chef you're...



Giving a meal
to a school
child living in
poverty

Creating zero
food waste
with precise
ingredients



Saving 54%
in CO2
by not travelling
to the
supermarket



Supporting
British
farmers



Being kinder to the
planet whenever
you choose a
Mindful Chef
recipe

Reducing
your carbon
footprint by 21%
with every meal
compared to heading
to the supermarket



Joining a
community of
20,000 other
Mindful Chefs

Thank you for reading our 2022 Sustainability Report.
None of this would be possible without you.

Mindful Chef