

Report

2023

What we will cover



Mindful Chef



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OVER

70 tonnes

of food donated to



(that's 170k meals!)

Collected over litres of rubbish

> That's the same as about 200,000 plastic bottles!



Our Reverse Advent Calendar has raised over

71 tonnes

of food donations since 2018

IN THE TOP 3% of food B Corps GLOBALLY



1.4 million

LOW CARBON MEALS **DELIVERED THIS YEAR**



to saving the same amount of CO2 as 1,500 flights from London to New York



THIS YEAR in Numbers



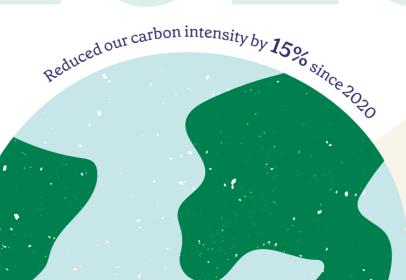
Veggie

Launched a new veggie range for

more **meat free** dinners

Over 80%

of the packaging we used last year could be **recycled** from the curbside





The number of deliveries made on electric vehicles has doubled



WINNERS OF MARIE CLAIRE'S

Best Subscription/Meal-delivery Service (second year in a row!) & Best Ethical Brand award this year

Since starting Mindful Chef we've always believed in using business as a force for good.

We've always tried our best to remain true to our mission and make healthy eating easy for as many people as we can. As Mindful Chef continues to grow it's as exciting today as it was back in 2015 when we started, to hear about the positive effects our boxes have on people's lives every single week.

As 2023 comes to a close we look back on what is our eighth year since starting out. This year has been a pivotal one for Mindful Chef and a real shift in the way we work -

responding to both a turbulent economic climate and 'covid normalisation'.

The biggest challenge we faced internally was changing our mindset to ensure Mindful Chef is in a strong position to operate efficiently for many years to come.

We're really proud to say the team responded better than we could ever have hoped for whilst always keeping our values in mind (Mindful, Personal, Unafraid)

Though a difficult year, there have been many successes too. We've launched new ranges, donated more school meals than ever before and continue to work towards our goal of Net Zero (reducing our carbon intensity by 15% since 2020)

One year after implementing regenerative agricultural practises with our supplier our first onions were pulled from the ground in August. We saw better quality, better yield and an increase in wildlife.

Perhaps the biggest success though has been within our own walls. The team continues to move from strength to strength and the impact their work has had on the wider community is evident in this report. We hope you enjoy reading it and if you have any feedback we'd love to hear from you.

Myles & Giles
MINDFUL CHEF FOUNDERS



B Corp Journey

We first certified as a B Corp in 2018 with 80.5 points. Last year, we recertified with an incredible score of 107.3, which puts us in the top 3% of food B Corps globally.





Watch our recertification journey
https://www.youtube.com/watch?v=jCSFGA1vlyY



overall score
107.3

workers 28.9

(O)

COMMUNITY

24.4



GOVERNANCE

16.1



ENVIRONMENT

33.9



CUSTOMERS

3.9

The B Corp certification exists to change the way we do business, so that people and the planet are prioritised alongside profit.

The certification assesses a company across five different areas: governance, workers, community, environment and customers to determine your impact on all stakeholders.

To become a B Corp you must achieve a minimum of 80 points. But certification is only the first step as you must recertify every three years to ensure that you are continuously improving as a business.

We grew a lot between 2018 and when we recertified in 2022. During that time it was important that we were improving in each area of the assessment, which we're proud to say we did. The area we improved the most in was the environment, where we more than doubled our score! This was thanks to things like the launch of our Low Carbon Range our sustainable sourcing standards and uncompromising focus on quality.

There are now over 1,500 B Corps in the UK. We couldn't be prouder to be a part of this community proving that businesses can be a force for good

The Problem

The foods we buy, eat, cook and love are key to addressing an urgent challenge: feeding a growing population whilst preventing irreversible climate change and nature loss.

Our current food system is a leading cause of both - responsible for 30% of greenhouse gases and 70% of nature loss globally.

Yet, a secure food system is dependent on a stable climate, healthy soils, clean water and abundant biodiversity.

We don't believe the answer lies in simply producing more food. Instead we believe there is a need to rethink the way we interact with food and how it is produced. A shift towards more regenerative farm ing practices, effective plans that reduce food waste and a move towards healthier, sustainable diets.

People often say our food system is broken. At Mindful Chef we hope to inspire a better system that puts more value into the food we are eating and the impact it has on us and the world around us.



The Solution

Shaping a sustainable food system

We set ourselves the goal of being Net Zero by 2030, this means bringing our emissions as close to zero as possible across our supply chain and limiting the global temperature rise to 1.5°C. From the way we source our ingredients to the way we tell you to cook them, we're trying to do our bit to not only make healthy eating easy, but also to make it kinder on the planet.





Sourcing with care

We have always prioritised sourcing high quality ingredients from suppliers we trust and grown using methods that have positive impacts on nature and animals. We have also started investing in regenerative agriculture projects in our supply chain to reduce the impact of our ingredients further.



Using resources efficiently

Minimising the impacts of our operations by investing in renewable energy, sending packaging waste back to our supplier to make new products, working with logistics providers who are investing in electric fleets, installing low faucet taps and LED sensored lights.



Promoting healthy, sustainable diets

Our chefs create recipes which align closely to The Livewell Diet principles (more on this on the next page). Every week, around half of the recipes on our menu are part of our Low Carbon Range, meaning they are in line or below where we need to reduce dietary related emissions to



Reducing food loss and preventing waste

Across our own operations with accurate forecasting to help our suppliers plan and ensuring we redistribute any surplus food that we do have to charity. As well as tackling household waste through pre-portioned ingredients (70% of food waste in the UK comes from households)



Giving back

To the communities we depend on. Whether that be by investing in British farmers through our Regenerative Farming Program or organising our annual Clean Up event to raise awareness of plastic pollution.

Eating for Net Zero



The WWF Livewell Diet demonstrates what a healthy, sustainable diet can look like. We align closely to the principles of The Livewell Diet to create recipes that combine human and planetary health.

OUR 2022 STUDY

On average a Mindful Chef meal creates 21% less CO₂e than the supermarket equivalent.

Livewell Principles

Mindful Chef



Eat a variety of foods

Every recipe is made up of natural ingredients, wholefoods and a diverse range of nutrients.



Eat more plants

Almost half our weekly menu is either vegan or vegetarian.



Moderate your meat consumption

We believe in less, but better quality meat.



Waste less food

Zero food waste.



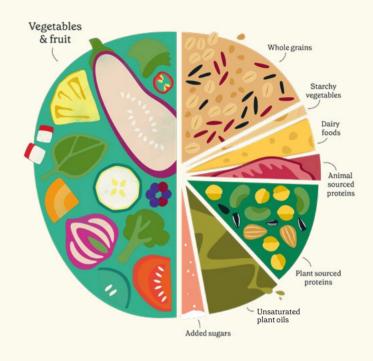
Uncompromising standards from British free range poultry, grass-fed British native breed beef, MSC fish & LEAF certified UK fresh produce.



Less fat, salt & sugar

No refined or processed carbs.

A Livewell Plate



The Livewell Diet is rich in whole foods and vegetables and includes moderate amounts of meat, dairy, eggs and sustainably sourced seafood; and minimal highly processed foods. This echoes our own principles.

Eating this way has the potential to reduce emissions by 36% and reduce biodiversity loss by 20% compared to the current UK average diet.

We never want to limit choice, but do we want to make it easy for people to take small steps that can make a big difference.



Our carbon footprint

A carbon footprint is a measure of impact on the environment. It's called a carbon footprint but it looks at all greenhouse gas emissions e.g. methane, nitrous oxide etc. Everything has one, including companies, countries, products, people; measuring it allows us to make changes that ultimately reduce it.



SCOPE 1 O tonnes CO2e

Emissions from sources that we own or control directly e.g. company vehicles.

Emissions are broken down into scopes which indicate your level of control. CO2e is a measure of the total greenhouse gases emitted, but expressed in terms of the equivalent measurement of carbon dioxide



SCOPE 2 O tonnes CO2e

Emissions that we create indirectly as a result of the energy we use.

We have 0 emissions from energy (scope 2) because we invest in renewables



SCOPE 3 14,452 tonnes CO2e

Emissions that we're not directly responsible for but that result from activities in our value chain e.g. farming emissions



Deliveries

This looks at the transportation method, fuel type and distance travelled, from us, to our customers.

We measure everything from farm to fork

Packaging

This covers everything from the box, cool box, gel packs, magazines and recipe bags, to the individual sachets for pastes and herbs.

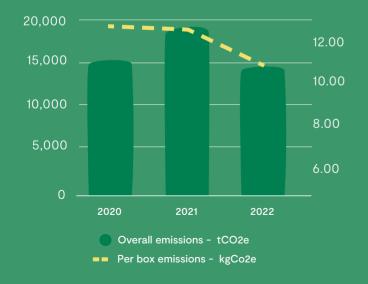
Ingredients
This relates to the emissions

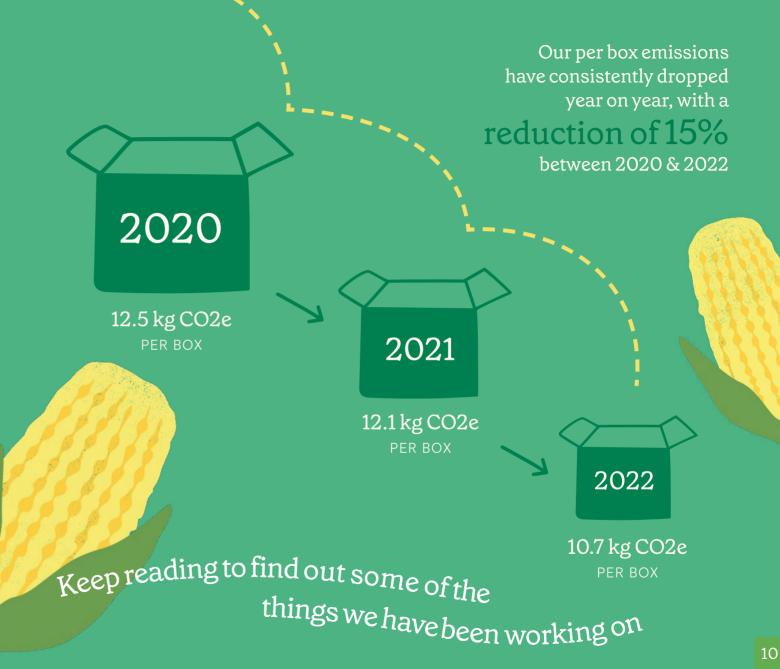
from on-farm activity. Including inputs of seedlings, fertilisers, pesticides, water for irrigation, and land use change. It also includes emissions related to machines, operations and infrastructure used on farms.

65%	Ingredients	0.6%	Employee commuting
15.5%	Packaging	0.6%	Upstream emissions electricity
5.6%	Outbound logistics	0.5%	Operational waste
3.9%	Electricity	0.2%	Home office
3.0%	Cooking & refrigeration	0.1%	Rental & private vehicles
2.3%	Print (booklets)	0.1%	Forklift fuel
1.4%	Inbound logistics	0%	Rail
1.2%	Product disposal	0%	Water

Carbon footprint OVER time

We calculated our baseline carbon footprint in 2020. The graph below shows how our footprint has changed over time. We saw our overall emissions spike in 2021 which reflects business growth. However, our per box emissions have consistently dropped year on year, with a reduction of 15% between 2020 and 2022.





Deliveries on electric vehicles are growing...

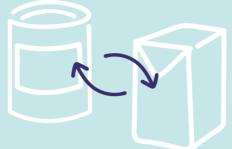
2021 2022 2023 14,720 105,917 163,166

Veggie

We introduced a veggie range

We were the first recipe box company to offer a vegan range back in 2016. Having listened to our customers we recently made the decision to give our customers even more meat free choices so we launched our new vegetarian range, with two new tasty veggie options a week.

We made packaging switches to materials with a lower carbon footprint



We moved our spice pods into paper sachets

This will remove around 7 tonnes of plastic a year and saves around 12 tonnes of CO2e

See more packaging changes we have made on page 18

The new paper sachets have around a 50% lower carbon footprint than the pods



This will save approximately 193 tonnes of CO2e a year, as tetra has a considerably lower carbon footprint than tins. It's also a lot lighter to transport, so reduce the emissions during transit too.



11

Investing in regenerative farming

Supporting British farmers from the ground up

Our suppliers have always been at the heart of what we do and we recognise that to move the needle on our carbon footprint we need to work with them to reduce the impact of our ingredients at source. That's why, last year, we launched our Regenerative Farming Program.

Farming is so often criticised for its environmental impact and it's true that

the way land is managed can have consequences for both climate and nature. But agricultural land also holds the key to one of the best solutions we have to tackling climate change; the soil. That's where regenerative farming comes in.

What is regenerative farming?

It's a way of farming with nature, instead of against it. At its core, it's about restoring soil health and putting back more into the land than we take out.



Why is soil health so important?

Healthier soil means healthier food, it means more carbon dioxide can be drawn down from the atmosphere, it means the soil can store more water which prevents flooding





Our regenerative farming program

Despite the benefits to farming this way there are financial barriers and risks to farmers implementing them. So we set up our Regenerative Farming Program to help with the upfront financial costs, as well as provide our suppliers with access to expert advice.

Through the program we hope to support our suppliers adopt regenerative farming methods which will improve the quality of their soil. It also means we're investing back into nature and into the custodians of the countryside; British farmers. This is all part of our wider ambition to be a regenerative business, that gives back more than it takes.



Helping good things grow with Stourgarden

We kicked off the program with our onion supplier, Stourgarden Ltd, as onions appear in the majority of our recipes. This August, the first batch of onions from the project featured in our customers boxes.

We have learnt a huge amount over the last 12 months, since beginning our partnership with Mindful Chef and implementing regenerative practices. We've seen so many benefits, including an increase in quality and yield and an abundance of wildlife which is great for us all!

Dinner can make a difference

In 2021 we launched our Low Carbon Range to empower our customers to make a more informed decision when it comes to dinner.

The range is made up of recipes which fall below where we need to reduce our dietary related emissions to by 2030, according to the WWF Food in a Warming World Report (2018).

To calculate the impact of our recipes we look at everything from the ingredients that we're using, the transportation from the farms to us to our customers, the emissions from processing and production, packaging, our customers cooking and refrigerating their meals to any waste that is leftover at the end.

Now around 50% of our weekly

menu is part of our Low Carbon Range.



Low

Have you tried one?

Look out for the Low Carbon roundel every week.

https://www.mindfulchef.com/lowcarbonrange

Since launching we have delivered over

3 million low carbon meals

Saving around 3,000 tonnes of carbon



That's the same as driving around the world **281 times** in a petrol car

Low



A passion for quality

Suppliers have always been at the heart of what we do

When we talk about 'quality', we're referring to how animals have been looked after or the ways in which food has been grown. Meat from animals that have been given time to graze the land and have been properly looked after will be richer not only in flavour, but in nutrients too.

Farmers conscious of their impact on the environment will use fewer pesticides and chemicals on their crops, focusing instead on how they can farm in harmony with nature to produce ingredients full of goodness from the ground. Similarly, fishing in a sustainable manner is not only more humane than using large-scale trawlers,

for example, because the catch has endured minimal stress; it also produces a better-quality fish to eat.

That's why our suppliers have always been at the heart of what we do and are key to the quality our customers love and expect. We have always had uncompromising standards around third-party certifications and farming methods such as free range RSPCA-assured chicken, grass fed beef and sustainably sourced fish.



LEAF Certified

Last year we achieved 100% certified LEAF Marque UK fresh produce (Linking Environment And Farming), and 100% MSC wild fish. These are the standards we expect from the suppliers we work with to ensure that all our ingredients are produced with care and respect for animals and the wider environment.



Watch Myles & Giles meet LEAP, one of our seafood suppliers

https://www.youtube.com/watch?v=vaiQEBOP7gk&t=280s



Our Packaging Pledge

We constantly challenge ourselves to do better, particularly in the areas our customers want to see more change, like packaging.

However, packaging does play an incredibly important role in getting our recipes to our customers in the same condition they leave us in, but we have always been committed to minimising the footprint of our packaging. That's why have made changes over the years like moving away from the industry standard plastic mushroom punnets to cardboard ones, developing a single portion egg box carton, switching our frozen meal trays to cardboard...to name a few.



Cut packaging wherever we can



Ensure the packaging we do use is easy to recycle



Find the most sustainable materials



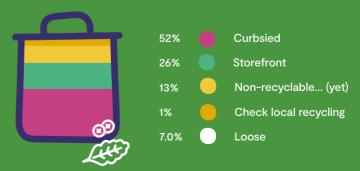
https://www.mindfulchef.com/packaging

Last year across our entire business, 80% of the packaging we used could be easily recyclable from curbside (meaning from your home). And only 11% of the packaging was plastic.

That's because most of the packaging we use to transport our recipe boxes is card or paper. This year we even launched a 100% recyclable cardboard box for our frozen range.

Across our ingredients 52% of the packaging we use is easily recyclable and 26% is now recyclable from large supermarkets. We are still working to find solutions for some things like the seals over chicken and fish packets, or the airtight pouches that mince comes in, but we're working closely with our suppliers on these.

Recyclability across our ingredients...



Our packaging journey



Removing another 4 tonnes of plastic

Switched plastic egg pots to cardboard ones

Cut down our recipe magazines

2021

7 tonnes of plastic remove

Moved our grains, pastas & flours, dried spices and herbs into paper sachets

All fresh produce & sachets of liquids are now recyclable at large supermarkets

Removed the packaging around baby potatoes and Chantenay carrots

Another tonne of plastic gone



Trialling water based ice packs ←

Which are recyclable from large supermarkets, saving 7 tonnes of plastic from landfill

2019 2020

Mushroom & tomato punnets changed from plastic to cardboard

Saving
25 tonnes
of plastic

3 more tonnes of plastic gone

Launched our new coolbox for recipe boxes with 100% recyclable insulation!

2022

Launched our new coolbox for frozen orders, no more wool insulation!

Goodbye to another **7 tonnes** of plastic

2023

more to come...

Switched our ready meals to cardboard trays

Removing
15 tonnes
of plastic

Equal to around 5 double deck buses!



Scan to find out more

Together these changes are saving over 67 tonnes of plastic a year



balance between

Plastic packaging



Plastic actually **only** makes up **4%** of our overall carbon footprint

1kg of food waste to landfill produces the same carbon emissions as landfilling a staggering 25,000 500ml plastic bottles

Across the world,
OVET 30%
of food produced
is never eaten

That's more than enough to eradicate global hunger. But food waste isn't just a social problem, it's also an environmental one. When food is wasted, so are all the resources used to produce it. And when it ends up in landfill, it releases methane, the most potent greenhouse gas, into the atmosphere.

We want to make it as easy as possible for our customers to enjoy a healthy, delicious meal with as little fuss as possible.

One of the ways we do this is by pre-measuring ingredients to the exact quantities the recipes call for. Apart from making the meals easier and faster to prepare, a major upside of this is that there's virtually zero food waste, except for some scraps of veg.

The downside is that we rely on packaging to send the ingredients in these exact quantities and a lot of the time, the best material available is plastic. It's lightweight (meaning it creates less emissions during transportation than a heavier material like glass) it's durable and it keeps food fresher for longer.



That's why we so often talk about packaging being a balancing act, because whilst plastic pollution is bad, food waste is far worse (actually about 250x worse for the environment).

So whilst we are focused on minimising our use of packaging and have come a long way since we started Mindful Chef, we know packaging plays an important role in preventing more food ending up in landfill. That means we will never make packaging changes without weighing up the other possible environmental impacts first.

Making sure nothing goes to waste

We don't only try to help cut our customers food waste, we also ensure we're cutting our own too.

If food waste were a country, it would be the third largest greenhouse gas emitter, behind China & the United States.



10.7

USA



FOOD LOSS

That's between

8-10% of global

emissions!

& WASTE 5.8

4.4

the food waste hierarchy

Prevent

Our priority is to ensure we generate as little food waste as possible. Clever forecasting, taking orders up to 8 weeks in advance and working closely with suppliers means we can manage demand and prevent over ordering.

Redistribute

Despite having processes in place to avoid waste, we haven't eliminated it completely. But we do ensure that whenever we do have surplus stock, we redistribute it to those in need through local charities.

Repurpose

We have very little waste that can't be eaten, but any waste that's no longer fit for consumption will be sent to an anaerobic digestion plant where it's converted into fertiliser or energy.



As a result of these processes, we create 79% less waste in our operations than a typical supermarket

A Mindful Chef meal is designed to create zero waste

70% of which comes from households. most of which is still edible!

> Every year around 9.5 million

tonnes of food is wasted in the UK



Our Mindful Chef Community

We are big believers that when a community comes together as a force for good we can make real, long-lasting, positive change to the world around us — to people and planet. That's why, every year we organise two community events.







The first ever community event we organised was our Reverse Advent Calendar back in 2018. After the positive feedback we received from our customers we believed we were onto something and so we launched our second event.

The Big Clean Up in 2019. Back then it was called The MC Coast Clean but we had to change the name because so many people who weren't based by the coast wanted to get involved!

Creating meaningful impact

Since then, we have run both events every year, it's a joy to see our community coming together to have such a meaningful impact.

Reverse Advent Calendar

We launched the Reverse Advent Calendar as a way to give back to those in need at Christmas

Winter is a particularly difficult time for food banks so we wanted to use our community to boost donations and help some of the 4 million people in the UK facing food poverty.

Every December, we partner with The Felix Project and turn the traditional advent calendar on its head. We call on our community to fill their Mindful Chef box with an ambient food item daily until 20th December, we then donate the remaining four days worth of food until Christmas. The donations are all sent back to The Felix Project who distribute the food to those who need it most.

That's equal to over 170.000 meals and 400.000 food items! 17 tonnes of food to Felix FELIX PROJECT **SINCE 2018**



66

The year round support we receive from Mindful Chef is incredible and the reverse advent makes such a difference, giving our recipients much needed long life ambient food at a crucial time of the year.

Richard, Head of Food Supply at The Felix Project





every day

Every summer,

our community

comes together to help turn the tide

on plastic



From sourcing fish sustainably to removing plastic packaging wherever we can, we're committed to doing our bit to tackle plastic pollution.

That's why every year we get outside for The Big Mindful Chef Clean Up and bring our community together for one weekend to clean up the streets, beaches, riverbanks, woodlands and city parks.

Since our first clean up event in 2019, our community has collected over 360,000 litres of rubbish,

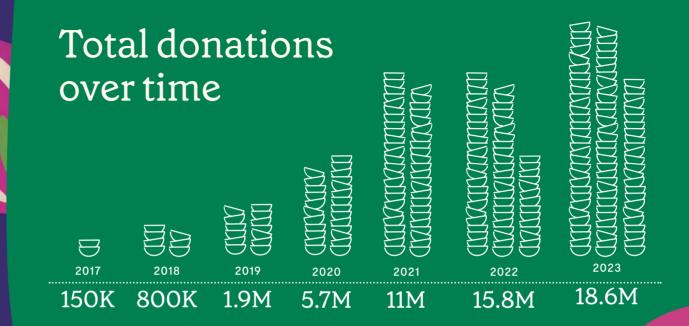
that's equal to more than 700.000 plastic bottles.

One Feeds Two

In 2017 we partnered with the charity One Feeds Two and adopted the one for one model. This means for every meal we sell we would donate a school meal to a child living in poverty.

Fast forward to 2023, we are now One Feeds Two largest donor, having donated over 18 million meals in total to school children living in poverty. This amount of meals is equal to feeding 90,000 school children for an academic year.

The meals are made from crops grown by local farmers and distributed by people in the community



Using hunger to end hunger

But it's more than just a meal. Every donation helps lift local communities out of poverty. Providing the meals in schools increases attendance and helps the children concentrate and learn whilst they are there

The hot nourishing meal reduces the children's risk of becoming ill



66

For the last few years Mindful Chef has been our largest partner. You have now donated an incredible 18 million meals - an incredible feat on many measures, but especially when we think that Myles & Giles' trip to Malawi in May 2019 was to commemorate your 1 million meal milestone. That was a wonderful week and a fitting one for a partnership that we have loved being a part of. A highlight of running One Feeds Two has been our interactions with various Mindful Chef team members - always positive, supportive, intelligent and practical. Thank you for your support of One Feeds Two and the impact that you have made on the lives of tens of thousands of children who benefit from the school meals that you donate.

Thank you to the Mindful Chef team and community for your incredible support which has culminated in the recent donation of your 18 millionth school meal. Every day you are fundamentally changing many children's prospects.

OWEN, CO-FOUNDER OF ONE FEEDS TWO



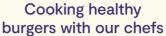
Giving back as a team

It's also important that our team has time to give back too. That's why we offer everyone 32 hours worth of 'giving back time' a year.

This is paid time, on top of annual leave, which our team can use to give back to a charity of their choice, or take part in the volunteering activities that we organise.



Our team regularly volunteer at The Felix Project, they even broke a new packing record!





Children from
ReachOut guessing
the ingredients
in our smoothies



In our last team survey, people said they wanted to see us doing more in the local community. So we started working with a new charity partner, ReachOut.

ReachOut are a mentoring & education charity rooted in under-resourced communities. They

support young people to grow in character and confidence.

With ReachOut, we host workplace experience mornings for a group of young people where we talk to them about healthy eating and get them cooking with our chefs.

Life at Mindful Chef

Making people's time at Mindful Chef more than just a job

RECOGNISING INDIVIDUALS

MC Champions

Twice a year we nominate three MC champions. The winners will have done something which embodies one our core values, Mindful, Personal and Unafraid.

(6) Notes of Kindness

A few times a year we send 'notes of kindness' to acknowledge and appreciate others in the team.

(6) In my shoes

Our monthly team newsletter features an 'In my shoes' article, where a team member reflets on a personal experience. Topics have covered eating disorders, neurodiversity, LGBTQI etc.

(6) Cream of the Crop

Every month, someone is awarded 'Cream of the Crop', which celebrates an individual who has gone above and beyond in their work.

CELEBRATING DIVERSITY

(6) Inclusion Champions

Our Inclusion Champions who educate the rest of the business on various issues relating to diversity and inclusion.

(6) Team lunches

We regularly host lunches where a team member will design a menu which celebrates the cuisine of their culture.

(6) Equal opportunities

We're an equal opportunity employer and all job applications are considered without attention to ethnicity, religion, sexual orientation, gender identity, family or parental status, national origin, veteran, neurodiversity status or disability status.



Owen, Cream of the Crop





Celebrating
Caribbean heritage
with a traditional
Caribbean lunch
and deep dive
into the history of
Notting Hill Carnival

Mindful Chef

Making people's time at Mindful Chef more than just a job

PERSONAL DEVELOPMENT

Individual-led training We provide everyone with a training budget which they can use to pursue topics

and skills that interest them, irrespective of

their role.





Making the most of sunshine hour

Organised training

We undertake training on various topics including unconscious bias to support people in understanding the experiences of others better.

PROMOTING WELLBEING



Well-being and Faith room

We created a physical space in the office that can be used for prayer, meditation or simply to have some quiet time in private.

Wellbeing Manifesto

Our Wellbeing Manifesto helps give everyone at Mindful Chef a common language.



Time away from work

We offer 30 days holiday (excluding bank holidays), enhanced maternity/ paternity leave and flexible working hours. We also have a daily sunshine hour when no meetings are scheduled and this year we launched new summer hours

Healthy food

Breakfast, lunch and snacks are provided daily in the office.

Physical health and mental healthy

> We have an office gym. health insurance, access to mental health support and our own trained Mental Health First Aiders in the team.



Healthy You, Happy Planet

In May we celebrated the launch of our second cookbook with Penguin Random House UK - Healthy You, Happy Planet. This book has sustainability at the centre. Each chapter is organised by season, encouraging people to champion seasonal, local, British produce.

The 70 recipes in the book embody what healthy, sustainable eating means to Mindful Chef. But beyond this, It's also a celebration of the work our team does everyday and what we have achieved since we wrote our first book six years ago.



BOOK NUMBER 2

Healthy you, Happy Planet



BOOK NUMBER 1
Eat Well, Live Better

Mindful Chef

Thank you for being a part of our journey