



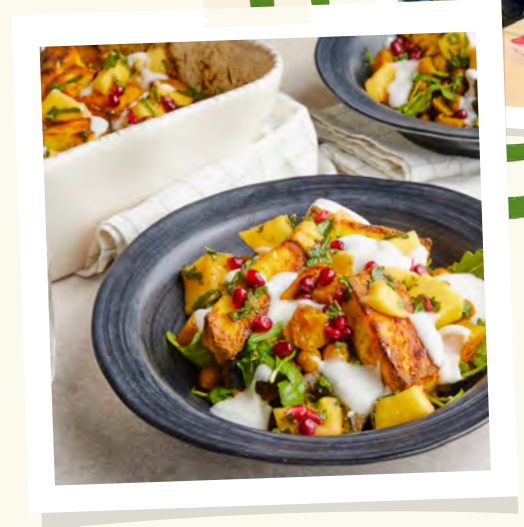
2024  
Sustainability  
Report



# What we will cover



Year in numbers	3
Founders note	4
B-Corp journey	5
A sustainable food system	6
Our carbon footprint	7
Investing in regenerative farming	10
Low carbon range	12
A passion for quality	13
Our packaging pledge	14
Our Mindful Chef community	15
Reverse advent calendar	16
The Big MC Clean up	17
One Feeds Two	18
Life at Mindful Chef	19



*Mindful Chef*



# THIS YEAR IN NUMBERS

The number of deliveries made on electric vehicles has increased by

61% 

Over 95%

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



19.7 MILLION MEALS

donated through  one feeds two

OVER 1494

heroes took part in our 7th annual

**BIG** *Mindful Chef* Clean up

# 2024

WE WON



1,292,559

LOW CARBON MEALS DELIVERED THIS YEAR



OVER 62 TONNES 

of food donated to

**Felix** THE FELIX PROJECT

(that's 149k meals!)

IN THE TOP

3%

of food B Corps globally

Certified



Corporation

Our Reverse Advent Calendar has raised over

83 

TONNES

of food donations since 2018



That's a wrap on 2024! We said in our last annual report what a pivotal year this would be in ensuring Mindful Chef was set up for success for the long term future. We're pleased to report that the team has responded exceptionally and the business has never been in a healthier position with strong customer metrics and profitable operating model.

Most importantly this has not been achieved at the expense of our values or beliefs. As a proud B Corp since 2018, we've always wanted to push ourselves to do business the right way, balancing purpose whilst building a profitable business. In recognition of this we were honoured to receive the King's Award

for Enterprise and Sustainable Development. As one of the most prestigious business awards in the country, it was something we never expected but is the best recognition we could have for the amazing work everyone contributes to at Mindful Chef.

We've now donated over 19.7m school meals to children living in poverty thanks to our customers and partnership with One Feeds Two. Closer to home this year alone we have donated more than 62 tonnes of food to those in need through the Felix Project (that's 149,000 meals). As a community we continue to join forces through events like our annual Clean Up and the Reverse Advent Calendar to tackle projects close to our hearts.

It is for all of these reasons and more that we continue to get excited every day about Mindful Chef and the positive impact it has. We are both hugely grateful to our customers, suppliers and our team for all of the support they have shown, not just this year, but over the past 9 years as well.

We hope you enjoy reading about our successes and learnings from this year. If you have any feedback we'd love to hear from you.

*Myles & Giles*  
MINDFUL CHEF FOUNDERS

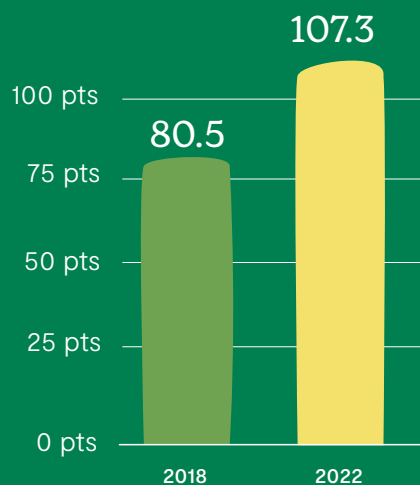
Using business as a force for good





# B Corp Journey

Since 2018 we've been a proudly certified B Corporation. Mindful Chef is in the top 3% of food B Corps globally - holding us accountable to using our business as a force for good.



Watch our recertification journey

<https://www.youtube.com/watch?v=jCSFGA1vlyY>



The B Corp certification is a legal requirement that ensures the way we do business prioritises people and the planet alongside profit.

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

## Our focus over the next 3 years

2025 we will recertify again as a B Corp – something that must be done every 3 years

Continue on our journey to reduce emissions across our business. Projects such as increasing automation in our operations and adapting our recipe makeup to reduce our impact (ingredients are our highest impact area)

Deliver a People Plan that builds upon the high levels of engagement across the team

Continue on our mission of making healthy eating easy for as many people as possible by extending meal occasions across the week, investing in personalisation and educating customers on the benefits of healthier eating

☆  
OVERALL SCORE

107.3



WORKERS

28.9



COMMUNITY

24.4



GOVERNANCE

16.1



ENVIRONMENT

33.9



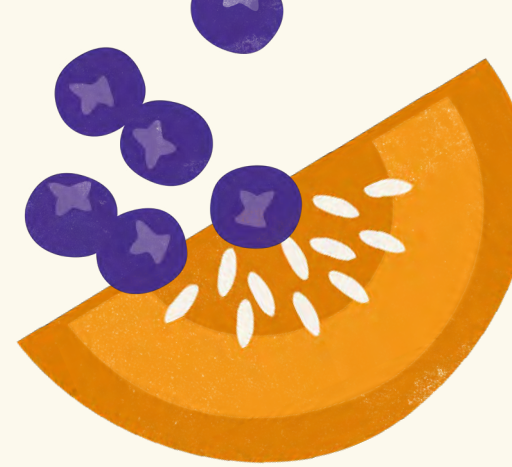
CUSTOMERS

3.8



# Shaping a sustainable food system

We started Mindful Chef to help make healthy eating easy but we also knew that recipe boxes were a fantastic way of addressing some of the problems we now face feeding an ever growing population. Our current food system is a leading cause of both climate change and nature loss. By working towards a better system we can start reducing food waste and move towards more healthier, sustainable diets. Better for us and the planet too!



## 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 sensed 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.



## 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.







# 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**  
0 tonnes CO<sub>2</sub>e

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. CO<sub>2</sub>e is a measure of the total greenhouse gases emitted, but expressed in terms of the equivalent measurement of carbon dioxide



**SCOPE 2**  
372.8 tonnes CO<sub>2</sub>e

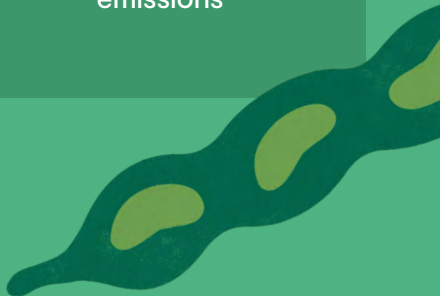
Emissions that we create indirectly as a result of the energy we use.

This year rather than investing in EACs we have decided to push onsite renewable energy. Whilst this increases our Scope 2 emissions now it is a better long term solution to reducing our own emissions and impact



**SCOPE 3**  
10,958.8 tonnes CO<sub>2</sub>e

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



## Deliveries

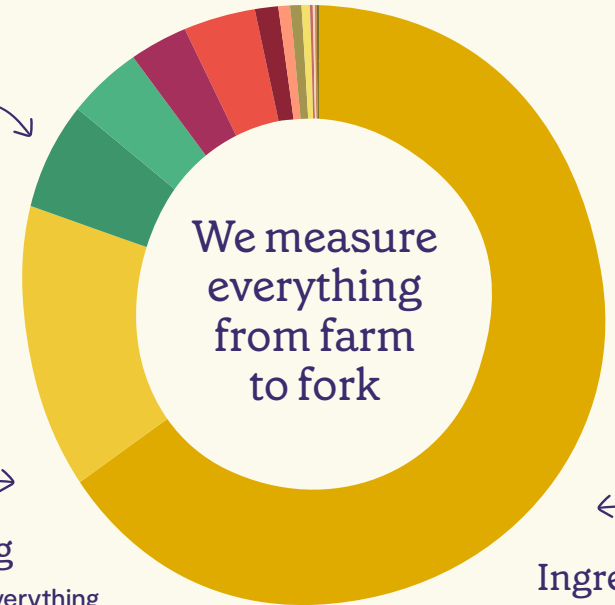
This looks at the transportation method, fuel type and distance travelled, from us, to our customers.

## 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.



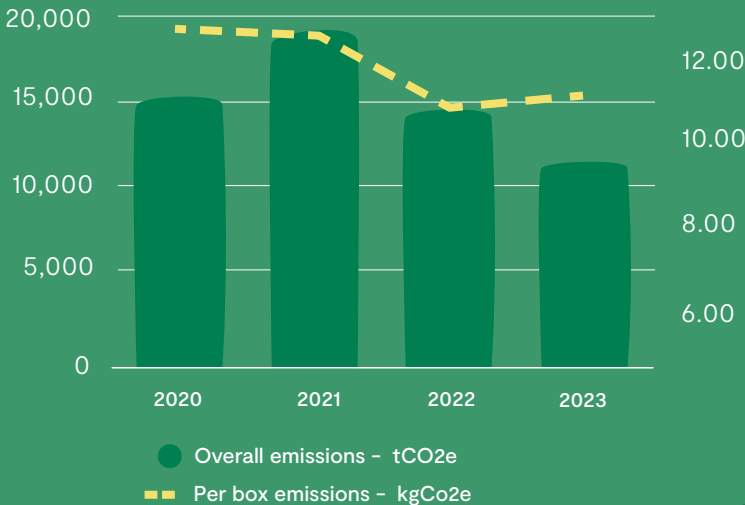
We measure everything from farm to fork

- Ingredients
- Packaging
- Outbound logistics
- Electricity
- Cooking & refrigeration
- Print (booklets)
- Inbound logistics
- Product disposal
- Employee commuting
- Upstream emissions electricity
- Operational waste
- Home office
- Rental & private vehicles
- Forklift fuel
- Rail
- Water



# Carbon footprint over time

We calculated our baseline carbon footprint in 2020. The graph below shows how our footprint continues to change over time. 2023 saw a slight increase in our per box emissions in line with an increase in our Scope 2 emissions and a decrease in box numbers. On a per meal basis however we continue to improve, reducing carbon intensity from 3.90 kg CO<sub>2</sub>e per meal in 2022 to 3.87 kg CO<sub>2</sub>e per meal in 2023.

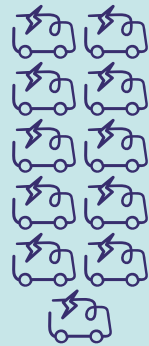
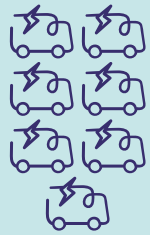


Keep reading to find out some of the things we have been working on



## Deliveries on electric vehicles are growing...

2021	2022	2023	2024
14,720	105,917	163,166	263,254*



## Packaging versus food

### The real problem

We passionately believe in reducing the amount of plastic in our boxes but we know packaging plays a vital role in keeping food fresh and reducing food waste. To really reduce our carbon footprint further it is not packaging we need to change it is actually looking at the ingredients we source and put on the menu each week...

### High impact ingredients

Food makes up more than 65% of our overall carbon emissions as a business. We're investigating the top offenders (like beef and dairy) to find out ways we can work with our suppliers to reduce the impact of these ingredients.

## Championing plants

In 2024 we launched our new vegetarian range in addition to our vegan meals. The reception from customers has been great so we have decided to increase the number of veggie meals on offer in 2025. Next year there will be more plants on the menu than ever before.



\*Data from January - October 2024



# 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.







# How are we getting on...

2024 was the second full year of our regenerative farming project. Our goal is to work with our suppliers to understand and measure the impact that introducing such practises can have, not only on our ingredients, but on the health of the soil and wildlife that live on our farms.

## Year 1 produces good results

We kicked off our project in 2022 with our onion supplier Stourgarten. Thanks to the practices put in place results from the farm in 2023 were an increase in quality, yield and an abundance of wildlife on the selected fields. A positive start to our first ever regenerative farming project.

## Year 2 seeks further investment

In 2024 we asked the Soil Association Exchange to work with us and Stourgarten to assess the farms environmental impact and support in recommending an action plan to deliver continued meaningful regenerative practises on site.



## Further actions implemented this year include:

### Filling in hedgerows

By filling in any gaps and avoiding the use of chemicals on hedgerows we can increase wildlife

### Cover Crops

Aids the soils' ability to hold nutrients for the next crop

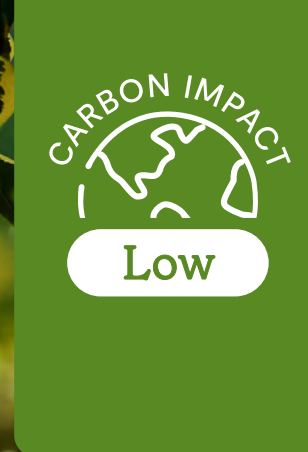
### Rainwater harvest

We are looking into the best ways to improve rain collection and storage on site



# 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.



Have you tried one?

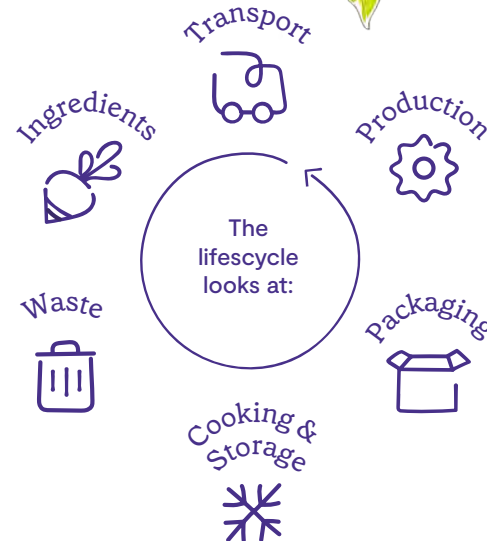
Look out for the Low Carbon roundel every week.



<https://www.mindfulchef.com/lowcarbonrange>

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.



Since launching we have delivered over **4.6 million low carbon meals**

Saving around **4,600 tonnes of carbon**



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

Now around 50% of our weekly menu is part of our Low Carbon Range.





# A passion for quality

We've always been proud of our suppliers and the work they do to ensure the highest quality ingredients make their way into our customers homes. On this page you can find some of our supplier spotlights as Myles and Giles hit the road to find out what really goes on behind the scenes

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

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

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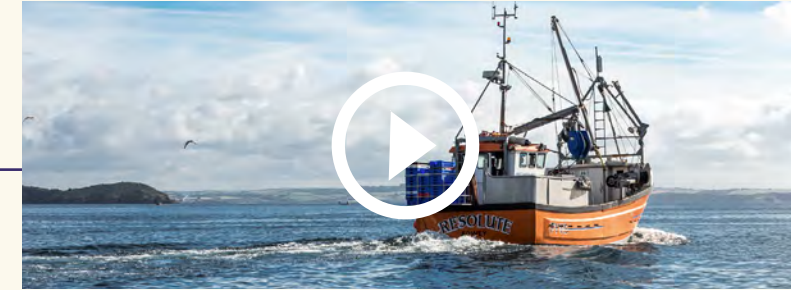
## Watch Myles & Giles at The Tomato Stall

<https://www.youtube.com/watch?v=kZcY3sDQjJM>

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## Watch Myles & Giles at Stourgarden

<https://www.youtube.com/watch?v=HzCNwh9iCqg&t=3s>





# 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 we've 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

In 2024 across our entire business, only 5% of the total of packaging we sent to customers could not be recycled. This is a massive decrease from the 13% in 2023 and highlights the importance we're placing on trying to reduce the amount of unnecessary packaging in our boxes.

Across all of our ingredients 64% of the packaging we use is easily recyclable and 4% is now recyclable from large supermarkets. Compared to last year these numbers have again moved in the right direction (2023 = 52% and 13% respectively) showing we're committed to our mission of making it easy for customers to do the right thing at home.

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...



64%		Curbside
26%		Loose
5%		Non-recyclable... (yet)
4%		Storefront
1%		Check local recycling

# 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  
**295,000**  
meals

TOGETHER WE HAVE DONATED

**83 tonnes**  
of food to

**Felix** THE FELIX PROJECT

SINCE 2018

“

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

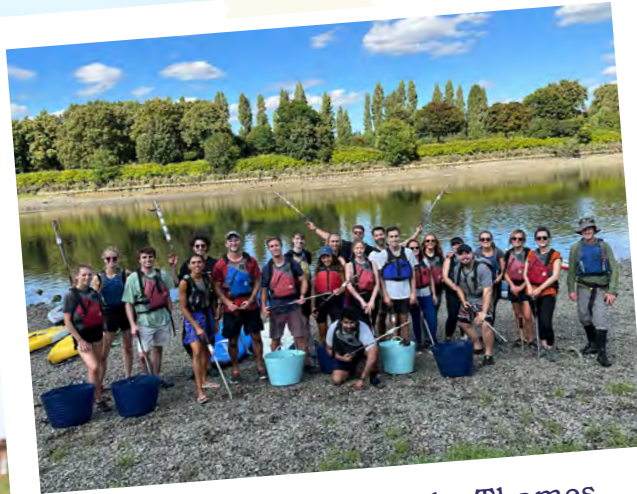




# The **BIG** *Mindful Chef* Clean up

**8 million**  
pieces of plastic  
enter the ocean  
every day

Every summer,  
our community  
comes together to  
help turn the tide  
on plastic



MC team cleaning up the Thames



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 **475,000 litres** of rubbish



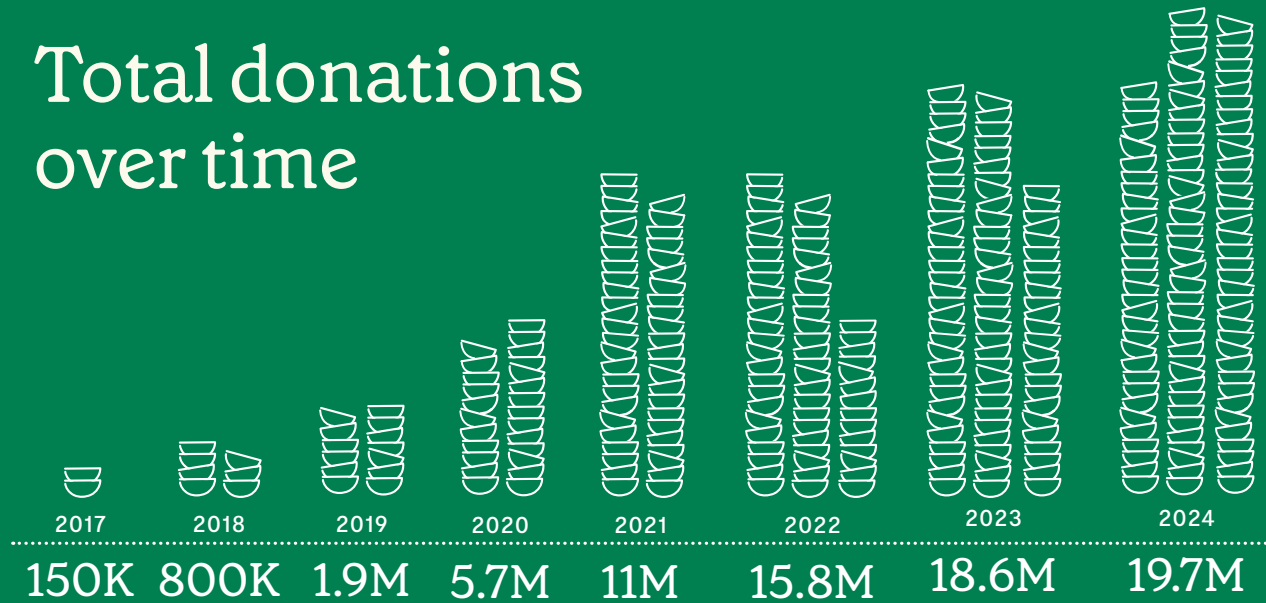
# One Feeds Two

In 2017 we partnered with the charity One Feeds Two and donate financially towards school meals for those in need.

7 years later we have surpassed 19.7 million school meals. An incredible achievement and one we are most proud of at Mindful Chef.



## Total donations over time



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

## Using hunger to end hunger

The meals are distributed throughout schools in Malawi, one of the poorest countries in the world where over 500,000 Malawian children face the risk of malnutrition.

But it's more than just a meal. Every donation helps lift local communities out of poverty.

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

Providing the meals in schools increases attendance and helps the children concentrate and learn whilst they are there

# Life at Mindful Chef

## LEARNING & DEVELOPMENT

### ♡ Social learning

We aim to foster strong collaboration and knowledge sharing by encouraging employees to learn from each other's experiences and share insights through Lunch & Learns, Masterclasses, educational quizzes and more!



### ♡ Developing leaders at every level

We co-created a thought-provoking, mentally stimulating leadership development programme called U-Thrive to give managers the tools and resources needed to strengthen their leadership skills in an impactful way.



## 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.

### ♡ Healthy food

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

### ♡ 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.

### ♡ Physical health and mental health

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

### ♡ Volunteering

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.



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

## TEAM BUILDING & COLLABORATION

### ♡ Cophi survey

We are passionate about building strong relationships to promote healthy collaboration across teams, which is why we measure our Net Collaboration Score (NCS) twice a year using the [Cophi survey](#).

### ♡ DiSC team building workshops

We nurture these relationships even further through team building workshops to increase awareness and understanding of our different communication styles and how to get the best out of each other.

*Mindful Chef*



## CELEBRATING PEOPLE & DIVERSITY

### ♡ MC Champions

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

### ♡ Notes of Kindness

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

### ♡ Inclusion Champions

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

### ♡ Equal opportunities

We're an equal opportunity employer which means our hiring process has policies in place that makes hiring conditions equal for all applicants and makes it easier for employees from minority groups to achieve their full potential.



# *Mindful Chef*

Thank you for being a part  
of our journey