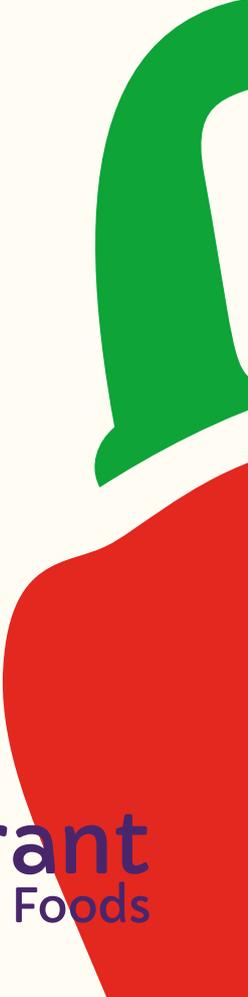


# Impact Report

What good we cooked up in 2021 and  
what's on the menu for 2022...



**Vibrant Foods is the parent company of Europe's favourite South Asian food brands: TRS, East End, Cofresh, Fudco, Everest, Nishaan, and Chai Xpress.**

Unless otherwise stated, the information and data in this report refer to data from our 2021 financial year (FYE Dec-21) aggregated across the legal entities (and their subsidiaries) that sit under

Vibrant Foods Ltd. These include: Vibrant Brands Ltd., TRS Cash & Carry Ltd., TRS Wholesale Co. Ltd., Lakshmi & Sons Ltd., Cashew Newco Ltd., and Everest Dairies Ltd.

**VIBRANTFOODS.COM**

A FEW WORDS FROM OUR CHAIRMAN...

“When we say we want to be Europe's number one ethnic foods business, we don't just mean in terms of our bottom line. Growing Vibrant Foods is just as much about making a meaningful impact.”

When we formed Vibrant Foods in November 2019, we had no idea what was in store. We knew we had our work cut out for us, transitioning several established and well-loved brands from family ownership into Europe's number one ethnic foods group. We did not know that we'd be working to unify teams in the midst of a pandemic, that we'd acquire three more businesses during lockdown, or that we'd have to navigate global supply chain shocks (and the final terms of the Brexit agreement) to keep our products on shelves.

It's been an exciting start to our journey. We're pleased about what we've achieved so far, and even more excited about all that's to come.

When we say we want to be Europe's number one ethnic foods business, we don't just mean in terms of our bottom line.

Growing Vibrant Foods is just as much about making a meaningful impact. It's about doing right by our people, our customers, and all those in our value chain. It's about building an inclusive company culture that champions diversity, and a supply chain that's equal parts responsible and robust. It's about increasing access to healthy plant foods and ingredients from around the world. And it's about celebrating our planet and all it offers us instead of exploiting it.

We have a lot of good ideas, and still a long way to go. But we're excited for the journey and hope you'll join us on it, following along as we turn our ambitions into impact.

*Rohit Samani*

# Welcome to our first impact report...

At Vibrant Foods, we nurture and grow heritage brands, bringing healthy food and ingredients from across the globe into every home. We were formed in late 2019 when Exponent acquired South Asian food businesses TRS and East End Foods. Since then, we have added three more businesses to the Vibrant Foods family.

As a group, Vibrant Foods is still early in its impact journey, but we're hungry to make good things happen. We spent a lot of 2021 integrating systems and processes across our brands, including those related to social and environmental impact. This first impact report is intended to give you a taste of our approach to impact, with a look at what we've cooked up so far as well as what's on the menu for the years ahead.

## Content Highlights

The pages that follow are packed with stories and data about impacts made across our business. There's a lot to take in, so to make it easier to digest all this information about our efforts, we've created a few special formats to highlight key bits of content. Throughout the report, keep your eye out for:

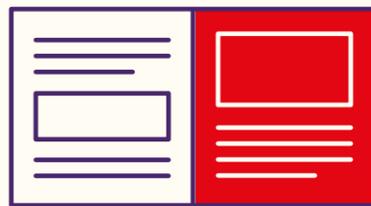
## Units of Measure

A big part of our work in 2021 was consolidating data from across the Vibrant Foods family to understand what our group baseline is. Look out for bright green badges highlighting our units of measure, key metrics that we'll share every year so we can track our progress over time.



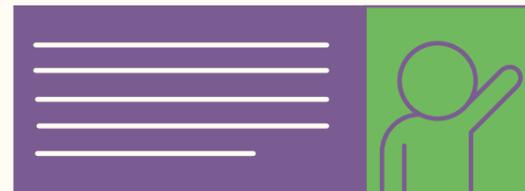
## Project Spotlights

We're proud of everything we do on a day-to-day basis to make a positive impact, but there are some initiatives we're extra excited to share with you. Look out for red spreads highlighting some key partnerships and projects that really helped us move the dial in 2021.



## Meet the Impact Maker

Impact at Vibrant Foods is a team effort — with people from departments across the business working behind the scenes to make good things happen. Look out for purple boxes throughout this report highlighting some of the individuals who support our impact efforts day-to-day.



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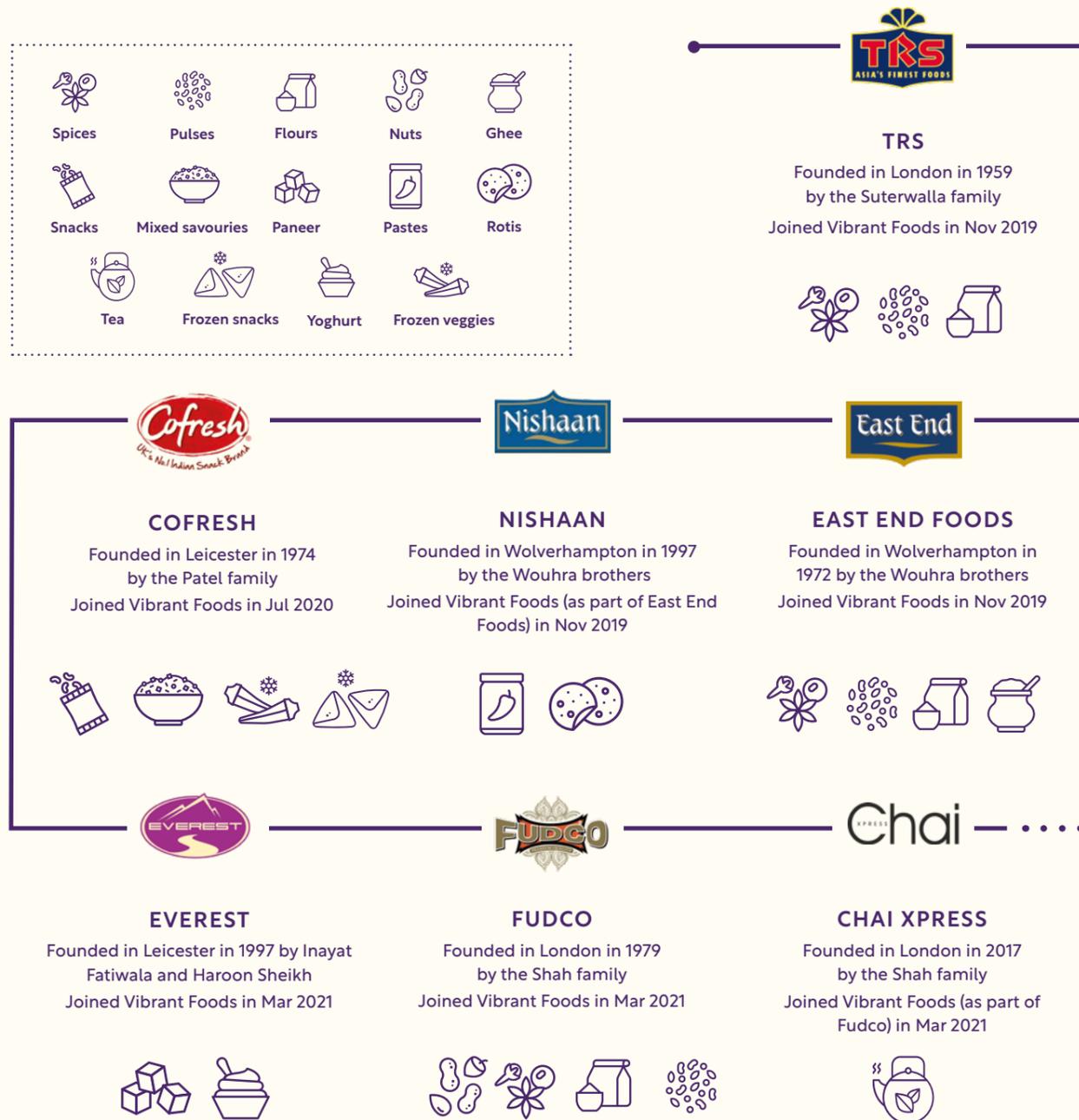
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# Introducing Vibrant Foods...

Even if this report is the first time you're meeting our company, you're probably already familiar with our products or brands. As the parent company of Europe's biggest and most-loved South-Asian food brands, our plant foods and pantry staples sit on store shelves and in kitchen cupboards in 25 countries.

## Our Brands

The Vibrant Foods family is made up of seven heritage brands built in the UK and steeped in South Asian culture.



## Our Operations

After expertly sourcing top-quality ingredients from around the globe, we mill, blend, pack and process them as needed. Our operations are managed by a team of 600+ colleagues distributed across:



# Our ingredients for social and environmental impact...

At Vibrant Foods, we're hungry to do good. We look at all the ways our business and brands have an impact on people and the planet and do what we can to reduce any negative impacts and increase the positive ones.

## Our Impact Framework

We organise our efforts under four pillars that we consider our key ingredients for social and environmental impact.

### QUALITY

When we say quality, we mean food that's nutritious, delicious, and in line with good food safety standards. Food that is good, not just for those who eat it, but for those who grow it. This pillar captures our efforts to make a positive impact through the foods we source and the way we source them.

### CULTURE

Our people make our business what it is and we're committed to creating a company culture that enables everyone at Vibrant Foods to thrive. This pillar captures our efforts to take care of our teams and make Vibrant Foods a safe, inclusive, and meaningful place to work.

### CLIMATE

We know our activities have an impact on the planet and that we can reduce that impact with our sourcing, manufacturing, transport, and packaging choices. This pillar captures our efforts to understand the full extent of our climate impacts, and take actions to reduce and offset those impacts.

### COMMUNITIES

Our brands have a long history of giving back to the communities we call home, and we're committed to continuing that legacy. This pillar captures our efforts to redistribute food to those who need it in our local communities and celebrate the cultural diversity in our communities.

## Our 2021 Highlights

### QUALITY WIN

# 19

Key Suppliers Assessed



...by KPMG India and FSQS through on-the-ground ESG assessments

Turn to page 11 to learn more

### CLIMATE WIN

# 824t

GHG Emissions Avoided



...by manufacturing our products using 55% green electricity

Turn to page 14 to learn more

### CULTURE WIN

# 99%

Fully Vaccinated



...against COVID-19, across all our of our teams

Turn to page 22 to learn more

### COMMUNITIES WIN

# 210k

Meals Redistributed



...to families in need via our partnership with Felix's Kitchen

Turn to page 26 to learn more

# Delivering quality plant and vegetarian foods...

When we say quality, we mean food that's nutritious, delicious, and in line with good food safety standards. Food that is good, not just for those who eat it, but for those who grow it. This section outlines the activities and plans that fall under our 'quality' pillar, including our work around food safety and supplier standards.

## Cooked Up in 2021

Maintained our AA BRCGS rating at our two largest factories (and an A rating at a third factory)

Developed a detailed ESG questionnaire for our suppliers that gathers specific information about social and environmental issues

Conducted in-depth, on-the-ground assessments of 19 key suppliers in India, in partnership with KPMG and FSQS

## On the Menu for 2022

Roll out our ESG questionnaire to suppliers representing 80% of our procurement

Implement a set of minimum ESG standards for suppliers

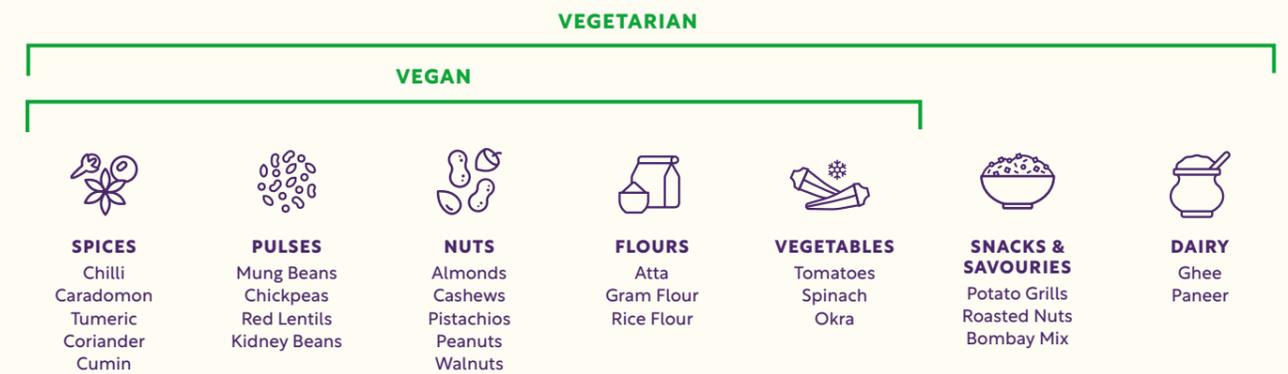
Improve social and environmental performance at suppliers falling below our minimum standards

# Our Product Portfolio

The most important impact we make is through the quality products we deliver to consumers. Our portfolio of whole plant products are healthy and nutritious and we maintain the highest standards of food safety when processing and packing them.

## Healthy Plant Products

We produce thousands of SKUs across our seven brands. All our foods are vegetarian and most of them are vegan too. Here are some of our most popular products and categories:



We're excited about the role our products play in a healthy, tasty, and planet-friendly diet. In next year's impact report we will take a deeper look at how the nutritional and climate impacts of our product portfolio compare to other sources of protein and flavour.

## Food Safety

We also make sure all our products are in line with good food safety standards. Stringent checks are carried out at source before any products are shipped to us and we work to EU safety standards across our portfolio.

All our factories are certified against a reputable food safety standard. Our two main factories — Kenrick Way and Menzies Rd — have achieved AA ratings against the British Retail Consortium Global Standards (BRCGS)'s for Food Safety, an independent accreditation recognised by supermarkets internationally. Our Haverhill factory is rated A against the same standard. Our other two factories are currently certified against the Safe and Local Supplier Approval (SALSA) Standard, a UK food safety scheme.



## Meet the Impact Maker: Rahul Chaudhari

Group Technical Manager (Materials) based at our Kenrick Way Factory

Rahul is one of our quality assurance experts and makes sure all our products meet the highest food safety standards. He works with our suppliers to ensure they're maintaining all the right processes and tests shipments of raw materials as they come in so we can be confident they're up to par.



# Our Suppliers

We source our raw materials and products from a network of about 200 suppliers spread across the globe. Though our value chain is a complex one, involving partners on almost every continent, we're committed to ensuring high social and environmental standards across our supplier base.

## ESG Questionnaire

We have developed a detailed ESG supplier questionnaire for our suppliers that gathers granular and specific information about practices and achievements in the following areas:

Sourcing and Traceability • Labour Demographics & Diversity • Wages and Working Conditions  
Water, Waste, and Energy Use • Health & Safety Policies and Incidents • Human Right Policies

In 2021, we collected information using this questionnaire from a few key suppliers. In 2022, we plan to roll this questionnaire out to 70 top suppliers that collectively represent over 80% of our annual procurement spend. The information we gather will enable us to identify very specific strengths and areas for improvement in our supply chain.

## On-the-Ground Assessments

As well as collecting self-reported information via our questionnaire, we partner with independent third-parties to verify impact practices through site visits. We are conducting these supplier deep dives regionally. In 2021, our focus was on India, where we assessed 19 suppliers with KPMG India and Food Safety & Quality Solutions (FSQS).

### Meet the Impact Maker: Philipa Abbott

Procurement Manager based at our Croxley Park HQ

Philipa is part of our procurement team and manages relationships with many of our key suppliers. She helps us gather information from them about the social and environmental practices within our value chain.



## Minimum Standards

Collecting information about what our suppliers are doing is just our starting point. Our end goal is to ensure they are meaningfully engaging with their social and environmental impacts. For this reason we are developing a set of minimum standards that we'll work to help all our suppliers reach. These will go beyond obvious zero-tolerance areas like fire safety, child labour, or modern slavery, and cover issues like pay equity and environmental monitoring.

In 2021, between our supplier questionnaire and on-the-ground assessments, we gathered information about ESG practices at suppliers representing 25% of our procurement spend.



## PROJECT SPOTLIGHT

# KPMG/FSQS Supplier Assessments

India plays a key role in our value chain as a source for many of our raw materials and home to many of our key suppliers, and so it was a natural place to start our on-the-ground impact assessments. We partnered with KPMG India and FSQS to take a detailed look at how 19 of our suppliers engage with their social and environmental impacts.

Through multiple site-visits, in-depth interviews, and detailed documentation reviews, KPMG India and FSQS assessed ESG practices around everything from traceability and labour policies to waste and renewable energy use. Here are some impact highlights from our Indian supplier base.



**4 SUPPLIERS**

generate energy on-site using solar panels

**5 SUPPLIERS**

pay premium prices to farmers they source directly from

**8 SUPPLIERS**

operate in LEED Gold certified green buildings

**11 SUPPLIERS**

have BRC AA food safety accreditation

# Considering our climate impacts...

We understand our activities have an impact on the planet and that we can reduce that impact through the choices we make about how we source, manufacture, transport, and package our products. This section outlines the activities and plans that fall under our 'climate' pillar, namely our work to build a full picture of our climate impacts and take actions that address them.

## Cooked Up in 2021

- Reduced the climate impacts of our manufacturing by using electricity from renewable sources
- Kicked off a partnership with HowGood to explore the climate impacts of growing our raw materials

## On the Menu for 2022

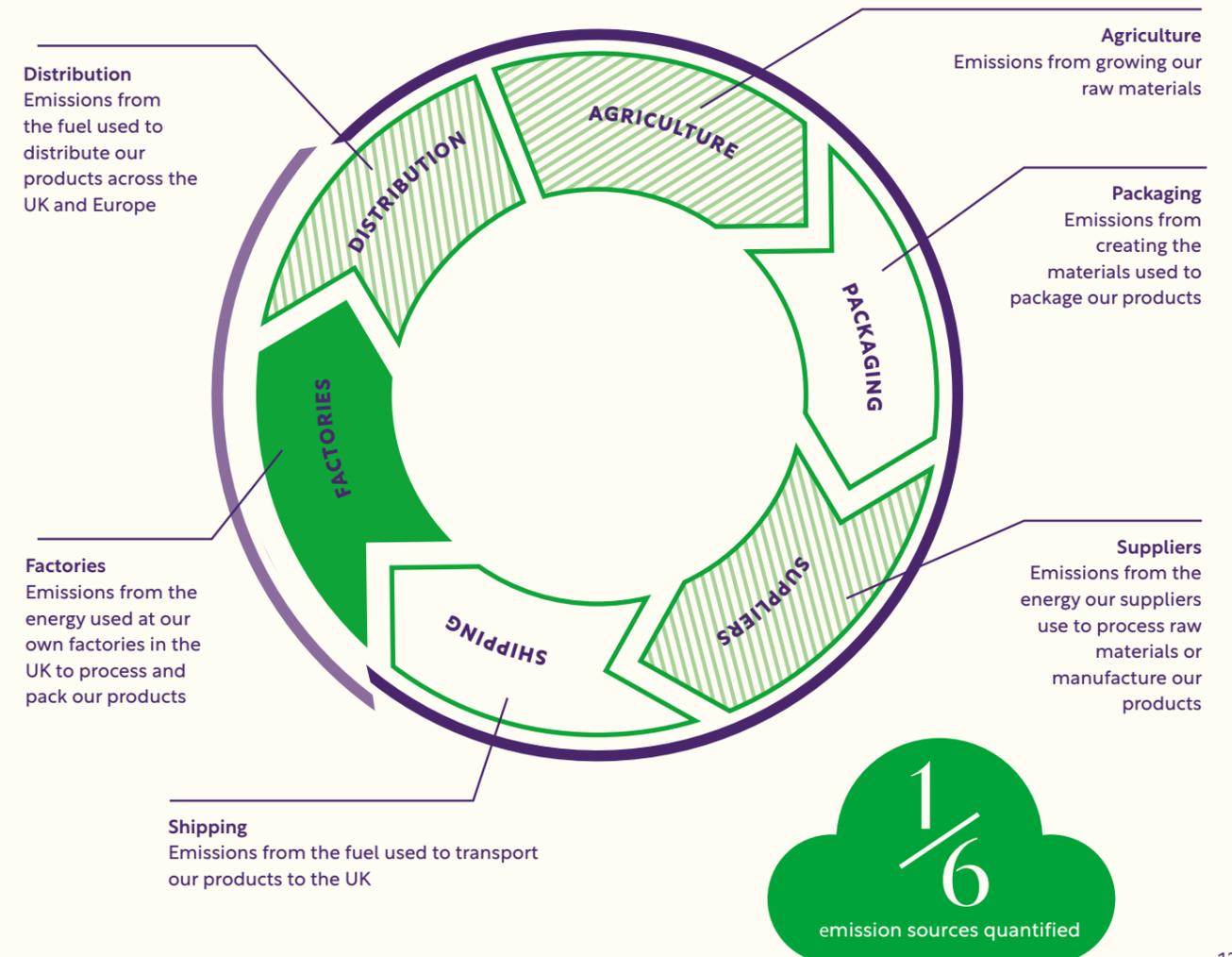
- Increase our energy efficiency and use of green electricity
- Set a Net Zero target for our direct climate impacts (also known as our Scope 1 and 2 emissions)
- Calculate our indirect climate impacts (also known as our Scope 3 emissions) related to agriculture, packaging, suppliers, shipping, and distribution

# Our Sources of Emissions

The climate crisis is the greatest challenge facing us today. Producing and distributing any physical product results in greenhouse gas emissions, so every food business – including ours – is part of the problem, and therefore needs to be part of the solution.

In 2021, we started building a picture of the full climate impacts of our business. We measure our climate impacts in terms of tonnes of carbon dioxide equivalent greenhouse gas emissions (tCO2e) and in line with the GHG Protocol. That includes the emissions we are directly responsible for, created through our own facilities and vehicles (our Scope 1 and 2 emissions). But it also includes those emissions created elsewhere in our value chain as a result of our business (our Scope 3 emissions).

Below are the key sources of emissions we've identified across our value chain. We've started putting numbers to some of them, but still need to calculate our impacts related to others.



# Our Direct Impacts

Our Scope 1 and 2 emissions are those that result from our owned operations — the energy we use to manufacture in our factories and keep the lights on in our stores and offices; as well as the fuel we use in our own vehicles when we deliver products directly to our customers. These emissions are ones we are directly responsible for, and we are committed to reducing them as much as possible.

In 2021, our direct climate footprint totaled 3,689 tCO<sub>2</sub>e (when calculated using government-issued emission factors<sup>1</sup> and a market-based approach). This number would have been even higher if we didn't procure any green electricity at our factories.



**Location-based approach**  
Calculates based on the emissions intensity of the local grid where electricity usage occurs

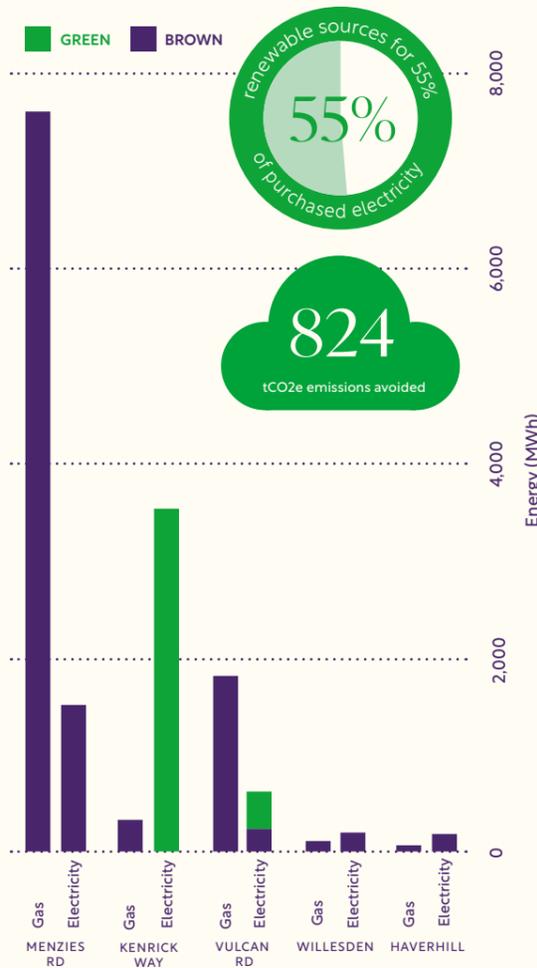
**Market-based approach**  
Calculates based on the electricity that a company has chosen to purchase

## FACTORIES

The majority of our direct emissions result from the energy we used at our five manufacturing facilities. While there aren't yet green alternatives to natural gas, electricity can come from both renewable and non-renewable sources. Our goal is to use 100% renewable electricity across all our sites. Last year 55% of our electricity was purchased on a green tariff. That helped us avoid 824 tCO<sub>2</sub>e emissions, resulting in a 18% lower carbon footprint than we would have had otherwise.

## DISTRIBUTION

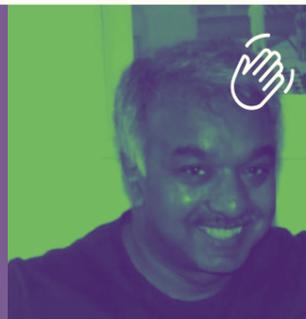
We distribute our products to our customers using a mix of our own vehicles and contracted transport from third parties. The emissions from our own vehicles are included in our Scope 1 and 2 climate footprint above. The Scope 3 emissions from our contracted transport are discussed in the following section.



## Meet the Impact Maker: Bhadar Singh

Head of Engineering based at our Kenrick Way Factory

Bhadar leads all our energy procurement and efficiency efforts. He identifies opportunities to reduce the environmental impact of our equipment or processes at our factories, for example by upgrading to electric forklifts to reduce our use of gas, or getting us onto green tariffs when our electricity contracts come up for renewal.



# Our Indirect Impacts

Our Scope 3 emissions are those that result from activities related to our business, but that occur elsewhere in our value chain, for example on the farms where our raw materials are grown, or in our suppliers' facilities where they are processed.

Our indirect climate impacts are likely to be much larger than our direct impacts, but we have less direct control over them. Reducing emissions in these areas will require us to partner with and influence others within our value chain — something we are committed to doing. To decide where we should dedicate our efforts in terms of mitigating our climate impacts, we need to understand the relative impacts of each of these areas in our value chain by measuring emissions in each one.

## AGRICULTURE

We're a food business and the products we sell have their roots in agriculture, which is a significant source of emissions. We work with hundreds of raw materials and it would be close to impossible for us to track down and measure emissions at the thousands of farms where all of them are grown or produced. For this reason, we've partnered with HowGood, a platform that provides environmental impact data for thousands of ingredients (more on this on the next page) so we can calculate the emissions related to each of our key products.



## PACKAGING

The majority of our products are sold in multi-serve formats that last consumers weeks or months, which helps reduce our ratio of packaging material to product. We package our products in a mixture of paper packs, tins, jars, and plastic film. The processes used to create these materials are emissions-intensive, and while paper, metal, and glass can be readily (and repeatedly) recycled, possibilities for plastic recycling are more limited. We will calculate the emissions associated with all our packaging, and work to reduce our use of non-recyclable materials.



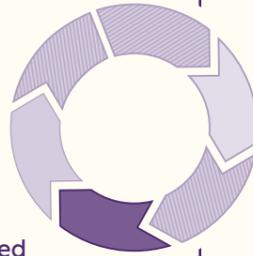
## SUPPLIERS

We work with a network of over 200 suppliers to process our raw materials. Some suppliers aggregate, clean and grade raw materials before sending them to us. Others mill or grind them, and others still manufacture or pack finished products for us. Whatever the supplier's role, their activities likely consume energy which results in CO<sub>2</sub>e emissions. We're collecting information about our key suppliers' energy, fuel, and water use as part of our detailed ESG questionnaires (read more about this on page 10) so we can calculate their emissions.



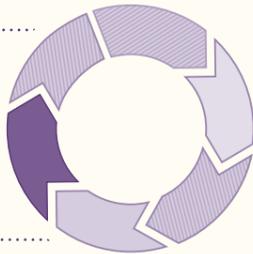
## SHIPPING

Our raw materials and products are shipped to us from our suppliers around the globe by sea freight. This is likely a significant source of emissions given the quantity of containers we receive each year and the emissions associated with long-distance freight. In 2022, we plan to collate data about all our inbound shipments and calculate the corresponding emissions associated with them.



## FACTORIES

We are directly responsible for the emissions at our factories. Turn back to page 14 to learn more about our direct impacts



## DISTRIBUTION

Once we receive our products, we have to get them to our customers. We sell our products to supermarkets, wholesalers, and retailers based across the UK and Europe. Sometimes we deliver directly to our customers in our own vehicles (see our direct impacts). But other times, we work with external distribution centres and transport providers. We plan to tally the emissions created through our third-party distribution activities and add them to our own to come to a total distribution footprint.



### Conclusion

In 2022, we will work to quantify the climate impacts of each of these 'Scope 3' emission sources so that in our next impact report we can share a full carbon footprint for our business that accounts for all significant sources of emissions. While we won't be able to take action on these emissions ourselves, we can encourage our partners to implement more climate-friendly practices and reduce the overall climate impact of our business.

### PROJECT SPOTLIGHT

## HowGood Partnership

HowGood pulls together data from over 550 independent data sources and certifications to create the food industry's largest product sustainability database. The platform provides data for over 33,000 ingredients and chemicals.

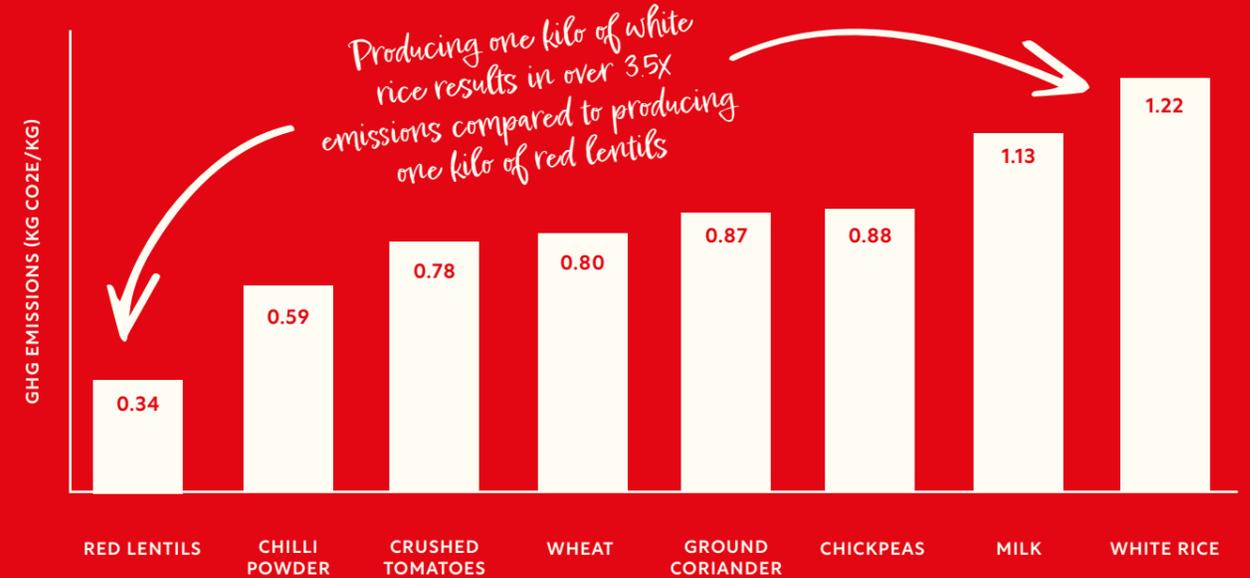
With HowGood, we can get detailed information about the sustainability impacts of our ingredients — taking into account sourcing locations and growing approaches (like integrated pest management) specific to our value chain.

Our current focus is on using data from HowGood to estimate our total 'field to farm gate emissions' across the group. Using emission factors (greenhouse gas emissions released per kilogram of a product) from the platform combined with our procurement volumes, we can identify the climate hotspots within our product portfolio and value chain.

### FIELD TO FARM GATE

The emissions caused by growing a specific ingredient before any factory, processing, transportation, or distribution emissions. This includes fertiliser inputs, pesticide and herbicide inputs, on-farm fuel needs, tillage, mechanised harvest, electricity needs for storage as well as any on-farm processing, cooling, or fermentation.

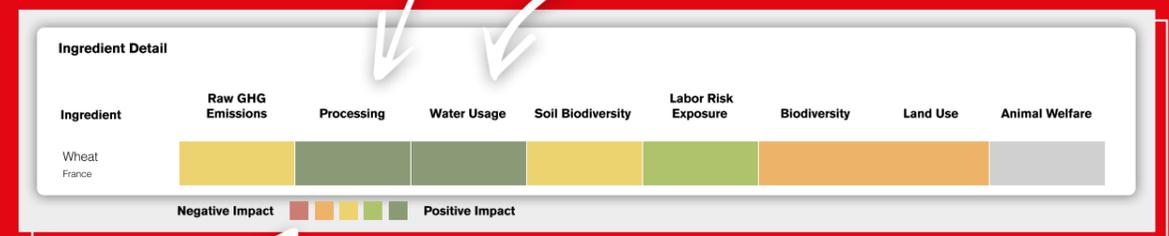
The more tonnes of an ingredient used, the greater the climate impact. So when it comes to calculating emissions, we need to consider the quantity of an ingredient we procure rather than its value. Here are HowGood's emission factors for some of our top ingredients by weight<sup>2</sup>:



As well as providing ingredient-specific emissions factors, HowGood also assesses ingredients in other areas like water usage, biodiversity, and farm labour risks. Once we have considered our climate impacts in terms of emissions, we can also evaluate our value chain against these other sustainability metrics.

*amount of energy needed to process the ingredient at a factory*

*amount of irrigation needed, weighted by the sensitivity of local water tables to drought*



*the specific scale used to rate ingredients varies by metric — for raw emissions, a positive rating means producing an ingredient sequesters (or captures) carbon, while the most negative rating means it emits up to 70kg CO2e/kg*

Our portfolio of products is mostly made up of whole plant foods that require minimal processing. We believe that these offer great nutritional value with relatively lower climate impacts than more processed or animal-based alternatives. HowGood will help us to quantify some of the relative climate benefits of our foods, and we look forward to sharing more around this in our next report.

# Creating a Vibrant company culture...

Our people make our business what it is and we're committed to creating a company culture that enables everyone at Vibrant Foods to thrive. This section outlines the activities and plans that fall under our 'culture' pillar, including our work around diversity, equity, and inclusion and our efforts to take care of our teams and make Vibrant Foods a safe and meaningful place to work.

## Cooked Up in 2021

- Defined our company purpose, vision, and values
- Voluntarily calculated our Gender Pay Gap
- Encouraged 99% of our team to get vaccinated against COVID-19

## On the Menu for 2022

- Reduce our gender pay gap
- Measure additional dimensions of diversity across our team including ethnicity, main language, and sexuality
- Run our first employment engagement survey

# Our DNA & Ways of Being

In 2021, we kicked off a cultural integration process to bring the teams behind each of the brands in the Vibrant Foods family together and create one unified, Vibrant culture for our company.

As part of that process, we embarked on a months-long process to define our DNA and ways of being – the ideas and principles that collectively guide all that we do. Here's where we landed:

## OUR PURPOSE

**Why we do what we do**  
We connect people with healthy plant and vegetarian foods steeped in taste, heritage, and culture.

## OUR VISION

**How we fulfil our purpose**  
We nurture and grow heritage brands, bringing healthy food and ingredients from across the globe into every home.

## OUR VALUES

Our beliefs, the drivers of our behaviour in everything we do

1

**Respect (Integrity)**  
*Act with integrity always; with our consumers, stakeholders and the environment.*

2

**Every brain in the game (Inclusivity)**  
*A great idea can come from anywhere. Every voice is heard. A culture of equity where success comes from unity.*

3

**Action. Action. Action (Intent)**  
*Pushing boundaries. We get it done.*

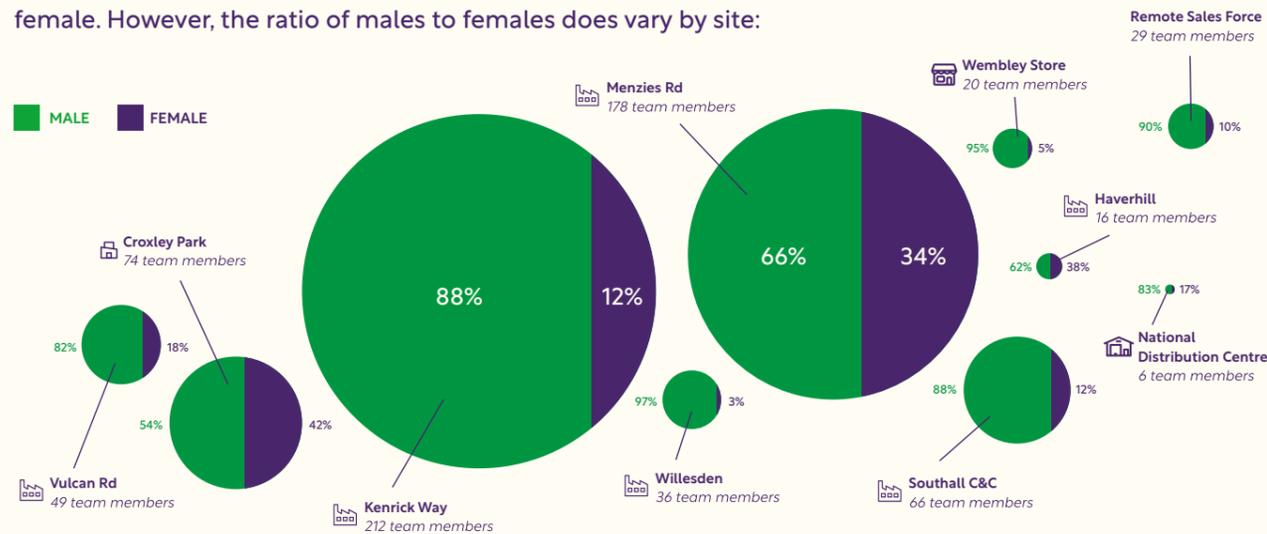
4

**Keep it Simple (Intensity)**  
*Clear planning, relentlessly focused, and growth-driven.*

# Our Diversity

If you step into any of our offices, factories, or stores, you will almost immediately encounter the great diversity of nationalities, cultures, ages, and genders that make up Vibrant Foods. For 2021 we were only set up to report our gender diversity, however, we have put in place systems to help us formally capture additional dimensions of diversity, which we plan to share in our next impact report.

When we looked at the gender split across the Vibrant Foods group, we found that 79% of our 686 team members identified as male and 21% identified as female. However, the ratio of males to females does vary by site:



\*Our HR systems have historically limited responses to questions about gender to 'male' or 'female', however we have now made 'nonbinary/gender nonconforming' an option as well.

## Meet the Impact Maker: Magdalena Chrusciel

People Data Manager based at our Croxley Park HQ

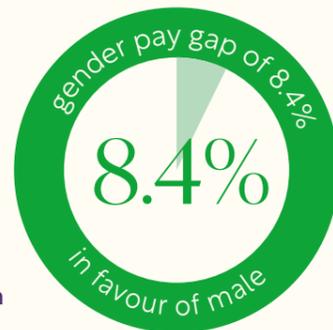
Magda joined the Vibrant Foods family in 2021 to introduce a new system to collect and manage data related to our people. Going forward, this new system will help us measure diversity across many dimensions and track our efforts to make Vibrant Foods as diverse and inclusive a workplace as possible.



## Gender Pay Gap

We are not just committed to gender diversity, but to gender equity. One way to measure gender equity is by measuring your gender pay gap, that is the difference in average hourly earnings between women and men across your organisation.

In the UK, it is a statutory requirement for large companies to calculate and report their gender pay gap. We did not meet the legal reporting threshold in 2021, but decided to calculate our pay gap anyway to establish a baseline we can track improvements against. Our calculations identified that median pay across the group for male team members was 8.4% higher than median pay across the group for female employees. We hope to see a reduced pay gap when we do our 2022 calculations which will reflect our efforts over the last year to make Vibrant Foods a more diverse and inclusive workplace.



# Our Wellness

Our goal is to build a culture where our people aren't just safe and comfortable, but are set up to thrive, inside and outside of work. In 2021, we piloted several wellness initiatives that we will roll out more widely this year:



## Employee Assistance Programme (EAP):

To help support our people in all aspects of their day-to-day life we introduced an employee assistance benefit delivered by Health Assured, the UK and Ireland's leading wellbeing provider. Our EAP provides on-demand counselling, legal and medical advice, and a suite of tools dedicated to improving wellbeing. We have recently expanded access to this benefit, offering it across the organisation.



## Flexible Working:

To be mindful of our team members' varying needs and responsibilities outside of work, we embraced hybrid working at our offices. We now offer flexible start-and-end times and WFH two days a week so that our colleagues can work in the ways that work best for them.



## Workshops & Coaching:

To help inspire growth and foster community within the company, we partnered with PUSH Mind and Body to offer development workshops and coaching at our Croxley Park HQ. Our senior management team developed their leadership skills via a group coaching programme, and everyone based at Croxley was offered individual coaching sessions as part of our Care & Connect initiative.

## PROJECT SPOTLIGHT

# Care & Connect

We launched our Care & Connect initiative midway through 2021, as our Croxley Park HQ colleagues transitioned from remote work back to the office, and started working together in-person for the first time.

## The initiative had two strands:

1. Workshops that provided strategies to address any anxieties related to the return to the office and encouraged cross-functional relationships between the team
2. Individual coaching sessions that people could use to confidentially explore and address any issues – personal or professional – that might be causing stress or concern

The sessions were very well-received with participant feedback averaging 4.5 out of 5.0 in terms of helpfulness. Because of the success of Care & Connect, we plan to offer ongoing access to the individual coaching and additional workshops at Croxley Park as well as rolling out the initiative to all our other sites.



# Our Health & Safety

At Vibrant Foods we're committed to our people's health and safety. We invest in equipment and processes that ensure the highest standards of manufacturing safety in our factories; and we provide a benefits package that enables our people to take off any time they need to take care of themselves.

In 2021, protecting our people in the midst of the ongoing pandemic was an additional key priority. We introduced a range of initiatives to keep our workplaces as safe and comfortable as possible throughout the year, including:



### Maintaining Face Masks:

We continued wearing face masks around our offices and factories even after government guidelines were relaxed



### Cabs for Jobs:

We reimbursed people for the cost of a cab to and from a vaccine centre to make getting vaccinated easier



### Free Flu Jabs:

We had local pharmacies visit each of our sites to give free flu jabs to anyone



### Doctor Q&A Sessions:

We hosted doctors on-site to answer any questions people had about the COVID-19 vaccines



### Ongoing Information:

We provided jargon-free updates about the pandemic and our response to it by email and posters around our facilities

### Meet the Impact Maker: Anu Soni

People Partner based at our Kenrick Way Factory

Anu is a member of our People team and a friendly face to all those working at our Kenrick Way site. She played an important role in making sure everyone there understood the value of our various COVID safety measures.

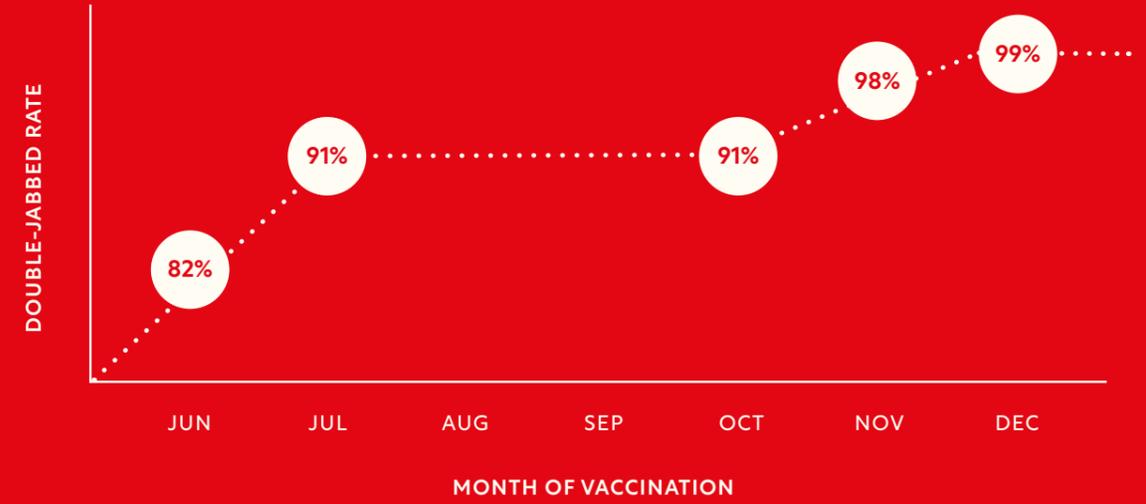


## PROJECT SPOTLIGHT

# COVID Vaccine Drive

Encouraging all our colleagues to get vaccinated against COVID-19 was a major priority for us and we worked hard to tackle vaccine hesitancy amongst our culturally diverse team.

As well as our Cabs for Jobs scheme and Doctor Q&A Sessions, we published our COVID information in several different languages to make information about the vaccine accessible to all. We also tracked uptake of both doses of the vaccine across the group. By the end of 2021, 99% of our team had been double-jabbed against COVID.



English poster



Gujarati poster



Urdu poster



# Serving communities close to home and heart...

Our brands have a long history of giving back to the communities we call home, and we're committed to continuing that legacy. This section outlines the activities and plans that fall under our 'communities' pillar, including our work feeding families in need across London, Leicester, and Birmingham through partnerships with food redistribution charities and our cultural engagement with British South-Asian communities.

## Cooked Up in 2021

- Established a long-term partnership with the Felix Kitchen to support food redistribution efforts around London
- Supported COVID relief efforts, here in the UK and in India during the country's oxygen crisis in May 2021

## On the Menu for 2022

- Build on our partnership with the Felix Project as well as on a new relationship with Fareshare Midlands to support food redistribution efforts around London, Birmingham, and Leicester
- Work in partnership with a few key suppliers to build programs that support the farmers who grow our Vibrant ingredients
- Respond to international relief efforts as needed, for example the conflicts in Afghanistan and Ukraine

# Our Focus on Food Redistribution

The UK's food poverty rate is among the highest in Europe<sup>4</sup>. Over two million children live in households that experienced food insecurity during the pandemic<sup>5</sup>. We are committed to getting food to those who need it most – across the country, but especially in the areas where we operate: around London, Birmingham, and Leicester.

Instead of donating directly to a few of the many food banks, schools, and shelters that are doing the important work of feeding vulnerable and marginalised families and individuals, we partner with charities that specialise in food redistribution.

These charities collect food from businesses like ours, sort it, and distribute it in appropriate quantities to organisations feeding people on the frontlines. This way, we can make sure that the large quantities of food we donate reach a wide range of people in need efficiently and without any waste.

We donate a wide variety of products that are used by the charities we partner with in different ways:



**Snacks and Nuts:**  
Our individually-packaged mixes of snacks and nuts are easy to handout and redistribute – no cooking required



**Pulses and Veggies:**  
Our donations of lentils, beans, and chickpeas make for healthy and filling bases for meals



**Spices and Flavours:**  
Our spice donations enable our partners to turn basic ingredients into flavourful, tasty meals

In 2021, we donated over 9000 kg of food to be distributed. Pulses and snacks accounted for most of this volume by weight. Our donations of spices, though lighter, went further and helped flavour hundreds of thousands of meals.



## Meet the Impact Maker: Amrit Pal Singh

Customer Services Manager based at our Kenrick Way Factory

When a food redistribution charity requests a list of ingredients from Vibrant Foods, Amrit takes care of their order and makes sure they get what they need in the quantities they require.



Across our product ranges, we provide our charity partners with two different types of donation:



**Surplus Food:**

This is leftover product that would otherwise go to waste, because the packaging is damaged or the best before end date comes up before it can be sold



**Saleable Food:**

This is food that we could easily sell but choose to donate instead.

Because we deal primarily with ambient foods that have a long shelf life, products like ours rarely come up in surplus contributions. That's why we aim to donate as much saleable food as we can. The vast majority (over 90%) of what we donated in 2021 was saleable food.

We let our charity partner choose the exact products they need and deliver them like we would to any other customers – except we give it to them for free. Our charity partners really appreciate getting a regular delivery of ingredients they might struggle to get otherwise.



They can plan ahead instead of having to rely solely on ad-hoc contributions of surplus food that aren't guaranteed to include specific items they need.

**Meet the Impact Maker:**

**Del Gill**

QA Tech Team Leader  
based at our National Distribution Centre



Del rescues surplus food so it can do good instead of going to waste. He identifies products at our National Distribution Centre that can't be sold and offers them to our charity redistribution partners instead.



A chef in Felix's Kitchen adds our East End All Purpose Seasoning to his bulk cooking.

**PROJECT SPOTLIGHT**

# Flavouring Felix's Kitchen

In 2021, our primary charity redistribution partner was the Felix Project. We started sending surplus food to them back in 2020 but last summer we took our partnership to the next level by committing to monthly deliveries of saleable food for Felix's Kitchen, a 4,400 sq ft professional kitchen staffed by chefs and volunteers who turn donated food into healthy pre-packaged meals. These 'ready meals' are then delivered to charities across Tower Hamlets, Hackney and Newham for families and others in need.

"Vibrant Food's generous donation of spices and other ingredients to Felix's Kitchen ensures us that our meals are not only nutritious, more importantly they become delicious too. The wide range of products help us to make our meals more culturally appropriate for the many communities we serve. We are grateful for Vibrant's support for these key ingredients which are not always available in surplus food."



LEON ARTS HEAD OF FELIX'S KITCHEN



Vibrant Foods team members deliver donations at the Felix Project's Poplar depot

A recipe from Felix's Kitchen featuring some of our donated spices

*Handwritten recipe:*  
Kewl, cauliflower, spinach & Peppa Curry with Rice  
600 portions  
18 kg queen kauls  
8 kg cauliflower  
8 kg spinach  
6 kg peppers, mixed  
500 gz garlic  
200 gk Cumin seed  
200 gk coriander  
100 gk ginger powder  
500 gk Curry powder  
200 chilli  
40 kg rice  
4 ltr veg stock  
20 kg chopped tomatoes



Rohit and Umesh (our Chairman and CEO) pack meals that will be distributed



20k Meals made



7,566kg

with 7566kg of donated pulses, grains, and other veggies

210k Meals flavoured



847kg

with 847kg of donated spices like coriander, black pepper, and turmeric

# Our Relief Efforts

As well as our year-round local food redistribution efforts, we respond rapidly to crises taking place elsewhere in the world when needed. We make direct donations of food or financial contributions to relief efforts — whatever will go further and fastest towards making the necessary impact.

BBC

**India Covid: The agony of watching a catastrophe from afar**

NY TIMES

**The Night the Oxygen Ran Out**

A cascading series of failures, from the central government on down, left hospitals across India without medical oxygen, killing hundreds. One tragic night in Delhi shows how it happened.

SKY NEWS

**COVID-19: Doctors scramble for oxygen supplies as India's coronavirus crisis worsens**

CNBC

**Indians turn to social media for help as Covid crisis overwhelms the health-care system**

## India Oxygen Crisis

Our deep ties to India led us to immediately look for the best way to help when the COVID situation there escalated to a crisis in summer 2021. We quickly contributed to three different campaigns delivering essential relief on the ground.



GOONJ.. a voice, an effort

### Goonj

Established nonprofit focused on partnerships between rural and urban communities that bought produce directly from farmers to use in local nutrition relief kits.



khaana chahiye

### Khaana Chahiye

Citizen-led organisation founded during India's first lockdown to combat hunger and serve meals to millions of day labourers and migrant workers.



### Mission Oxygen

Community of individuals who started the #missionoxygen movement to provide hospitals, nursing homes and medical care facilities with oxygen concentrators.

# Our Cultural Engagement

Today our products are made for enjoyment by consumers from all backgrounds and walks of life, but back in the day, our brands were originally created with South-Asian immigrants to the UK in mind. To honour that heritage, we're committed to participating and celebrating British-Asian (and European-Asian!) culture.

In 2021, we sponsored JLF London and celebrated Ramadan and Diwali. Going forward, we're looking forward to engaging with the diversity of faith and cultural communities that make up the South-Asian diaspora.

## JLF London

This annual celebration of books, creativity, and conversation brings South Asia's distinctive multilingual literary history to life in the heart of London. Our brands East End and TRS supported two delicious discussions.



## Ramadan

To mark the month Muslims observe with fasting, reflection and community, we visited mosques across France, Belgium, Germany, Norway, and the Netherlands, distributing spices to worshippers that they could use to flavour their iftar meals.



## Diwali

To celebrate the Hindu, Jains, and Sikh festival of light, we ran a colourful campaign across cities in Germany: popping up and sharing spices at gurdwaras and community centres in Mannheim, Munich, Frankfurt, Hamburg, and Berlin.



# Looking ahead to 2022...

The goal of this report was really to sum up what we did in 2021, but we do want to spend a couple of pages looking ahead to 2022. We're pleased with the foundation we've built for impact but know there's lots more we can do. Over the next year, we'll measure our progress in the areas where we have already-established efforts, and kick off some exciting new initiatives as well.

### Units of Measure

Remember those bright green badges we told you to look out for throughout this report? Well we've collated all those key baseline figures and put them here in one place. In our next impact report, we'll be sure to share updated figures for each of these areas — as well as introducing some new Units of Measure — so you can keep up with how our impact is growing over time.



## Our Planned Projects

### QUALITY

#### Supplier Standards



We will roll out a set of minimum social and environmental standards across our supplier base. Using our in-depth ESG questionnaire, we will assess our suppliers against these standards and work with them to improve as needed.

### CLIMATE

#### Net Zero Target



We will set out a plan to achieve Net Zero Emissions across our owned operations (our direct impacts). We will also quantify our indirect climate impacts and set reduction targets within our value chain.

### CULTURE

#### Internal Impact Education



We will ensure all our colleagues understand the social and environmental impacts of our business and are motivated to support us in achieving our impact goals through their day-to-day activities.

### COMMUNITIES

#### Farmer Initiatives



We will develop support initiatives for farmers within our value chain, because our communities are not just those that are close to home, but those that are close to the heart of our business.

## Our References

In this report, we sometimes cited a statistic or used a definition we got from elsewhere. Here are our sources for those key bits of info.

**<sup>1</sup> 'Government-issued emission factors' from GOV.UK**

[gov.uk/government/collections/government-conversion-factors-for-company-reporting](https://gov.uk/government/collections/government-conversion-factors-for-company-reporting)

**<sup>2</sup> 'Ingredient emission factors' from HowGood:**

[howgood.com/latis/](https://howgood.com/latis/)

**<sup>3</sup> 'Real Living Wage' data from The Living Wage Foundation**

[livingwage.org.uk/calculation](https://livingwage.org.uk/calculation)

**<sup>4</sup> 'Food poverty rate' from The BMJ**

[bmj.com/content/364/bmj.l126](https://bmj.com/content/364/bmj.l126)

**<sup>5</sup> 'Food insecurity' statistics from The Food Foundation**

[foodfoundation.org.uk/publication/crisis-within-crisis-impact-covid-19-household-food-security](https://foodfoundation.org.uk/publication/crisis-within-crisis-impact-covid-19-household-food-security)

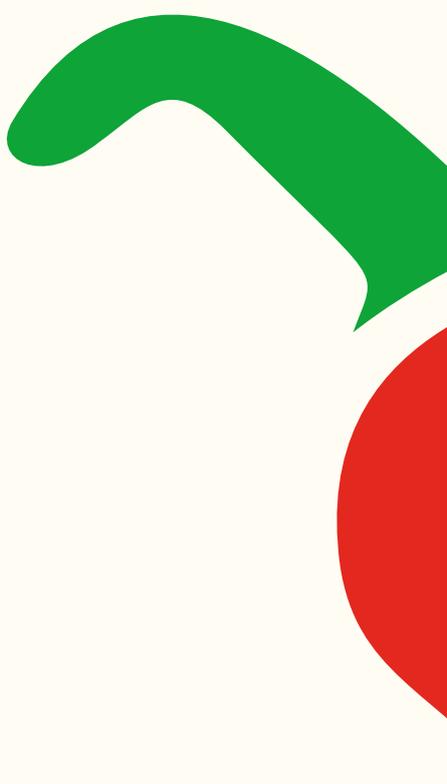
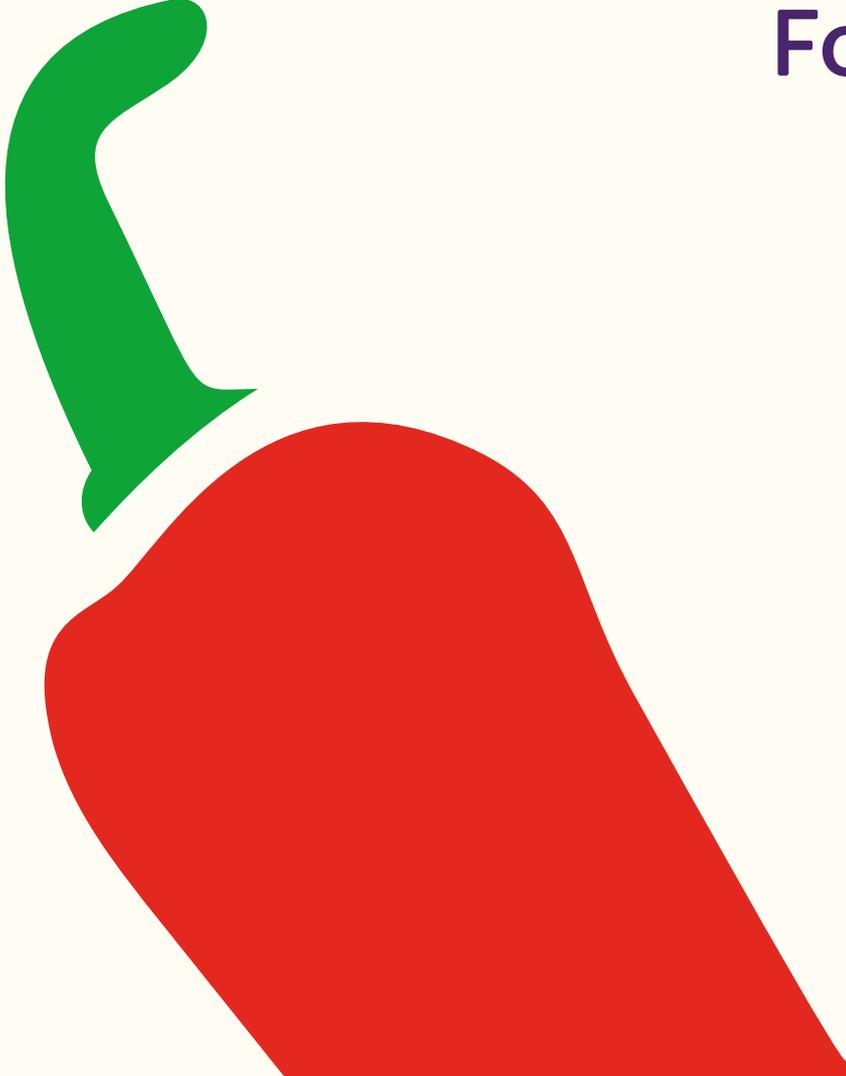
### CLOSING NOTE

Thank you for joining us on our impact journey! We hope you enjoyed learning about our 2021 activities and look forward to updating you on our continued progress in our next report. Please do reach out if you have any questions about our impact work. We'll be here, cooking up as much good as we can.

**AMIRAH JIWA**  
HEAD OF IMPACT

See you  
next year!

This impact report is printed on 100% recycled paper, and was printed using a waterless and chemical-free process at a factory powered entirely by renewable energy.



**vibrant**  
Foods