



2022

# Impact Report

What good we cooked up in 2022 and  
what's on the menu for 2023...

**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 2022 financial year (FYE Dec-22) aggregated across the legal entities (and their subsidiaries) that sit under Vibrant Foods Ltd. These include: Vibrant Brands Ltd., Cashew Newco Ltd., and Everest Dairies Ltd.

**VIBRANTFOODS.COM**

A FEW WORDS FROM OUR CEO

“I firmly believe that doing what's good for the planet and for people involved in our value chain is also good for Vibrant Foods, and I'm excited for us to unlock that all-round value in the years to come.”

I joined Vibrant Foods in early 2023, at an exciting juncture. So far we have been very focused on integrating the various teams, brands, and cultures within this business. While we still have to continue that work in 2023, we're also in a position to start thinking more longer-term about what additional value we can create with Vibrant Foods, and within our category.

I firmly believe that doing what's good for the planet and for people involved across our value chain is also good for Vibrant Foods, and I'm excited for us to unlock that all-round value in the years to come.

Much of what you'll read in this 2022 impact update is still foundation setting. But once we've built and reinforced our foundations, we can

go on to more game changing work. At previous businesses I've led, strong social and environmental commitments acted as a rallying call, with every team held accountable for their role in contributing to that impact. I think our inherent focus on healthy and delicious plant foods, which feeds into each of our impact pillars, is something worth rallying around.

I hope you enjoy this update, and look forward to sharing more of our long term plans to create social, environmental, and internal value in our next report.

*Damian Guha*

# Welcome to our second annual impact report...

At Vibrant Foods, we nurture and grow heritage brands, bringing healthy food and ingredients from across the globe into every home. We're the parent company of Europe's biggest and most-loved South-Asian food brands, and were formed in late 2019 when Exponent acquired TRS and East End Foods. Since then, we have added several more businesses to the Vibrant Foods family.

2022 was the first full year where we didn't add any new brands to our portfolio. Instead, we worked to streamline our operations and integrate some of our processing and procurement across the different businesses within the group. It was a year of back-end finetuning, rather than one of brand-new initiatives. Still, our 'units of measure' showed that one byproduct of our integration efforts is some progress when it comes to core social and environmental metrics: in 2022 we had a smaller gender pay gap and lower emissions compared to 2021.

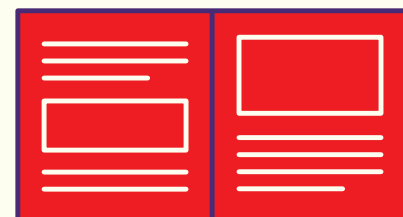
Last year we also put together and published our first annual impact report, which presented an overview of our impact priorities and established a baseline for our efforts. This second report provides a more brief progress update. In 2023, we'll be back with a detailed report highlighting some exciting new programmes that will help us move beyond compliance towards meaningful impact.

## 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

In our first impact report, we introduced our units of measure, key metrics that we'll share every year so we can track our progress over time. Look out for bright green badges highlighting where we started from last year and where we are today.



### 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 pieces of impact-related work that are new in 2022.

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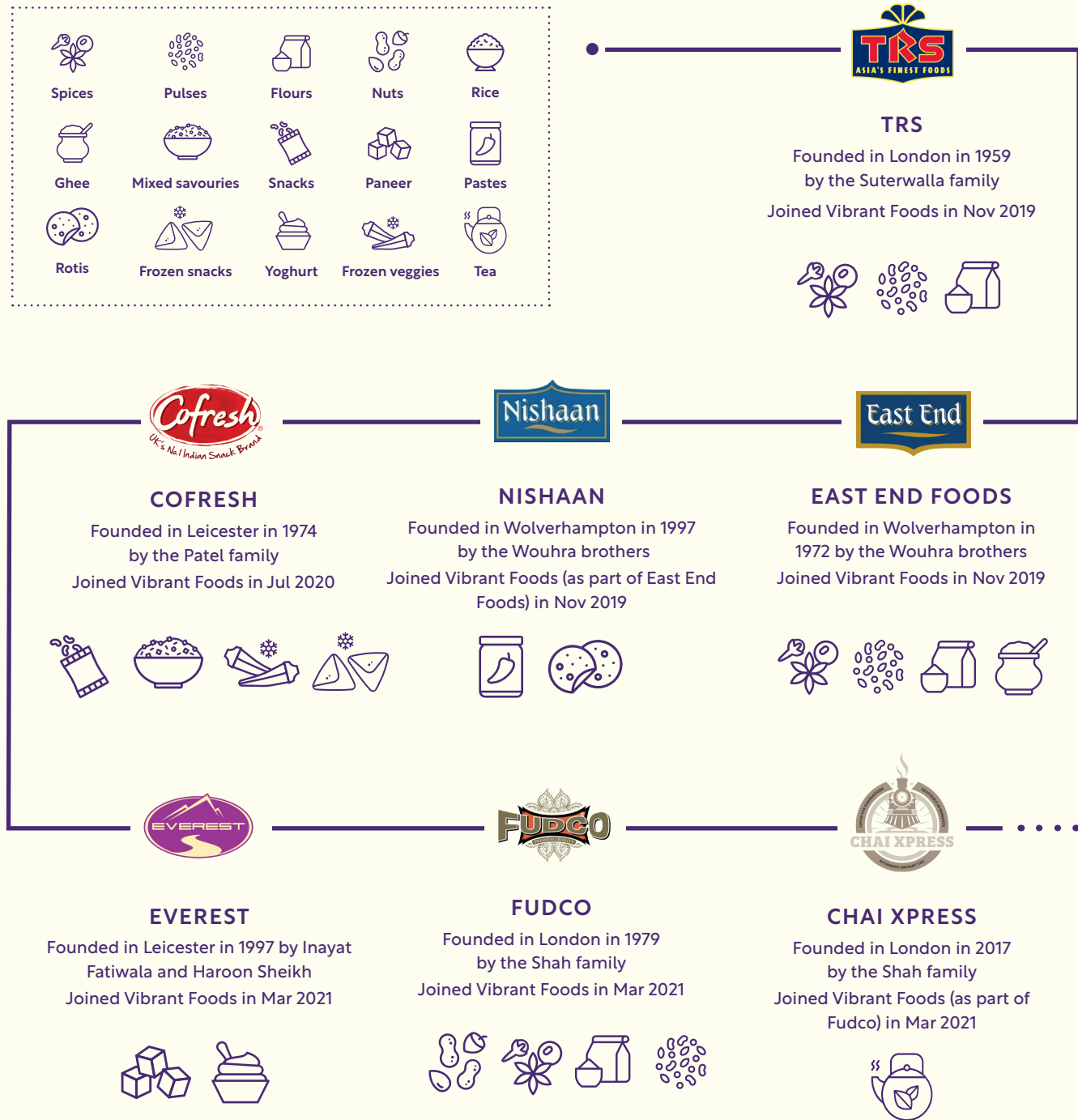
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# Introducing Vibrant Foods...

## Our Brands

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

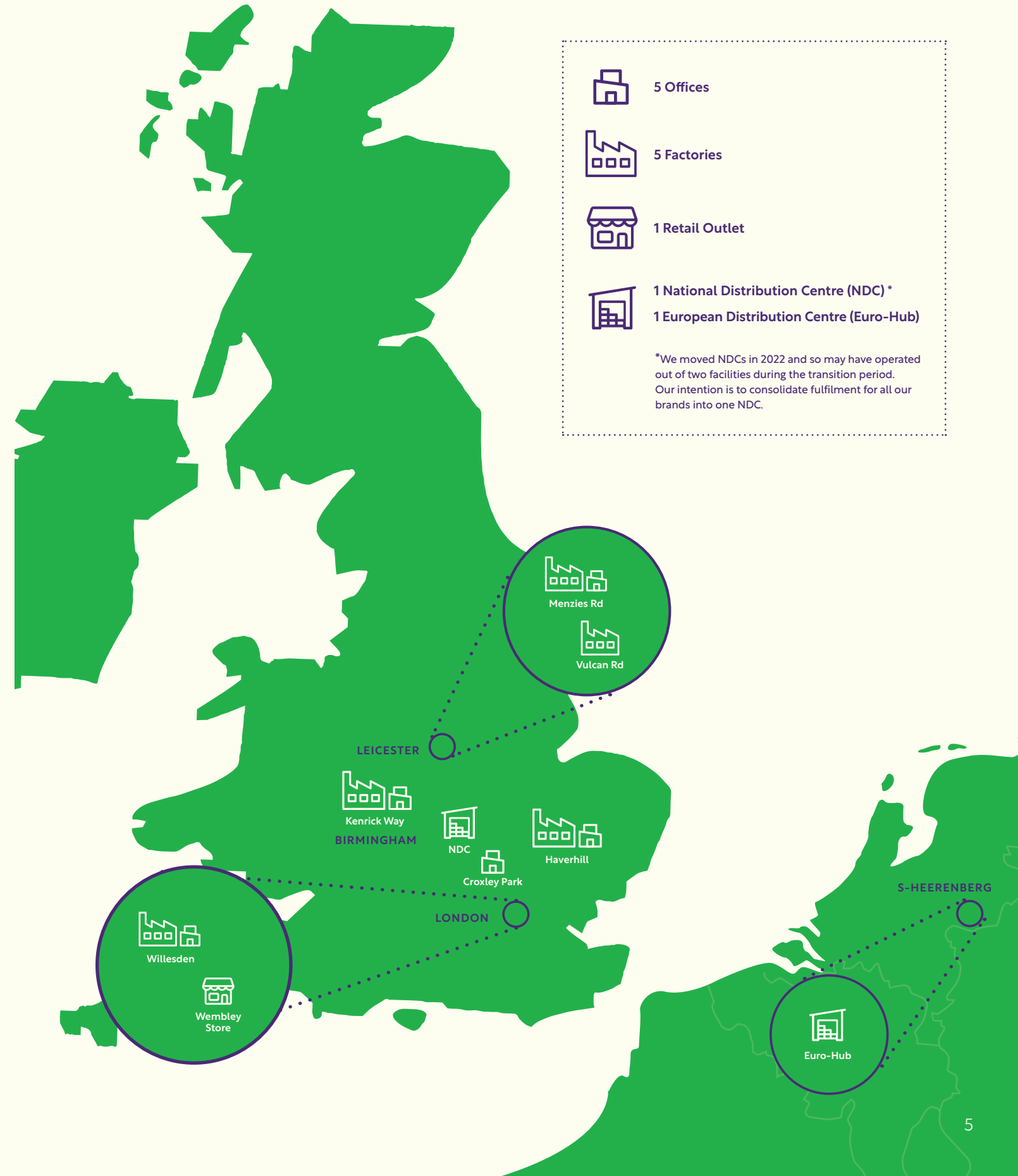


## Our Operations

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:

- 5 Offices
- 5 Factories
- 1 Retail Outlet
- 1 National Distribution Centre (NDC) \*
- 1 European Distribution Centre (Euro-Hub)

\*We moved NDCs in 2022 and so may have operated out of two facilities during the transition period. Our intention is to consolidate fulfilment for all our brands into one NDC.



# Our ingredients for social and environmental impact...

## Our Journey

At Vibrant Foods, we're still relatively early in our impact journey but hungry to make good things happen. Here is a high-level overview of what we've cooked up so far in terms of building impact into our business and brands.

- 2019** **VIBRANT FOODS GROUP FORMED**
- 2020** **KEEPING UP WITH COMPLIANCE**  
Our first full year as a group was also the year the COVID pandemic hit. Our impact efforts were mostly limited to basic data collection, and completed ESG questionnaires as needed.
- 2021** **PUTTING FOUNDATIONS IN PLACE**  
We brought on a dedicated Head of Impact to manage and measure our social and environmental progress, and developed our impact framework.
- 2022** **ESTABLISHING A BASELINE**  
We pulled together data from the various businesses and brands within the group to establish our impact baseline and published our first annual impact report.

## Our Framework

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

### QUALITY

**OUR EFFORTS THAT ENGAGE:**  
the impacts of our products on customers and suppliers

- plant products
- food safety
- sourcing standards

**WHAT WE'RE WORKING TOWARDS:**  
a value chain that creates value for everyone involved — from growing communities and product processors to customers and end consumers.

### CLIMATE

**OUR EFFORTS THAT ENGAGE:**  
the impacts of our procurement and operations on the planet

- emissions
- energy
- packaging

**WHAT WE'RE WORKING TOWARDS:**  
a full accounting of our contribution to the climate crisis (*going beyond emissions to biodiversity impacts and resource use*) — including potential climate benefits of our products

### CULTURE

**OUR EFFORTS THAT ENGAGE:**  
the impacts of our company practices on our people

- DEI
- pay equity
- H&S

**WHAT WE'RE WORKING TOWARDS:**  
a workplace that is engaging, diverse, inclusive, and fun for everyone employed at Vibrant Foods.

### COMMUNITIES

**OUR EFFORTS THAT ENGAGE:**  
the impacts of our giving on the communities close to our home and heart

- emergency relief
- cultural engagement
- food redistribution

**WHAT WE'RE WORKING TOWARDS:**  
leveraging our resources — especially food and deep ties with oft-overlooked cultural communities in the UK — for good.

# Delivering quality plant and vegetarian foods...

Probably our most important impact is the one we make through the quality of our products. We make healthy and nutritious food widely available via our portfolio of plant products. Making a meaningful impact in this area requires high standards for the ingredients we source, the suppliers we source them from, and for our own processing practices.

## Served in 2021

We started working towards greater visibility in our value chain when it comes to operational ESG. We did in-depth assessments at 19 key suppliers in India and collected self-reported information from a few other key suppliers.

## Cooked Up in 2022

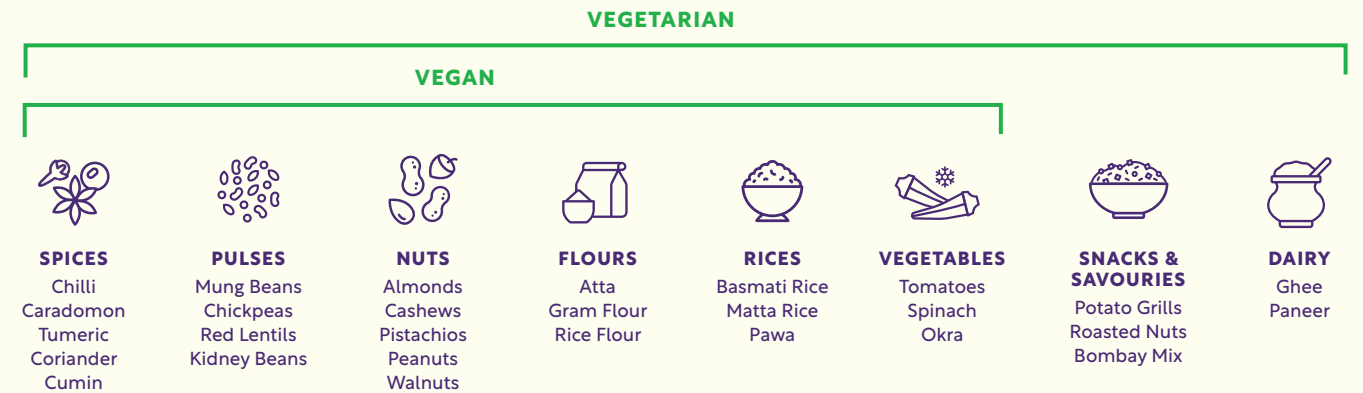
We had to delay further assessment of our suppliers' operational ESG in favour of supporting a company-wide move to a new ERP system. Part of the implementation also required our suppliers to transition to a new order manager — which will support better supplier data going forward.

## On the Menu for 2023

We will be formally mapping our full supplier base and developing a bespoke 'blueprint' that lays out our standards for all suppliers across quality, reliability, food safety, and operational ESG. We'll also kick off targeted improvement efforts for suppliers we have already assessed.

### Our Plant Products

We produce hundreds of SKUs across our seven brands. All our foods are vegetarian and most of them are vegan too. We're proud of the fact that almost everything we produce has potential for high nutritional value: from protein-rich pulses and nuts, to spices with varying functional (on top of flavourful!) benefits.



### Our 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 B+ 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.



### Our Sourcing Standards

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. We have developed a detailed ESG supplier questionnaire for our suppliers and will be rolling it out along with 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.





# Considering our climate impacts...

Climate is top of the agenda for many of our stakeholders and it's something we're incredibly conscious of as a result. Our approach is to focus on the most material areas: our procurement emissions (classed as Scope 3 emissions) as they are likely most significant, our energy use within our owned operations as that's most in our control, and our packaging, which is the issue we get most questions about.

## Served in 2021

We established a baseline for our Scope 1+2 carbon emissions. We also tasked our energy broker with procuring as much green energy as possible, and as a result the majority of our electricity came from renewable sources.

## Cooked Up in 2022

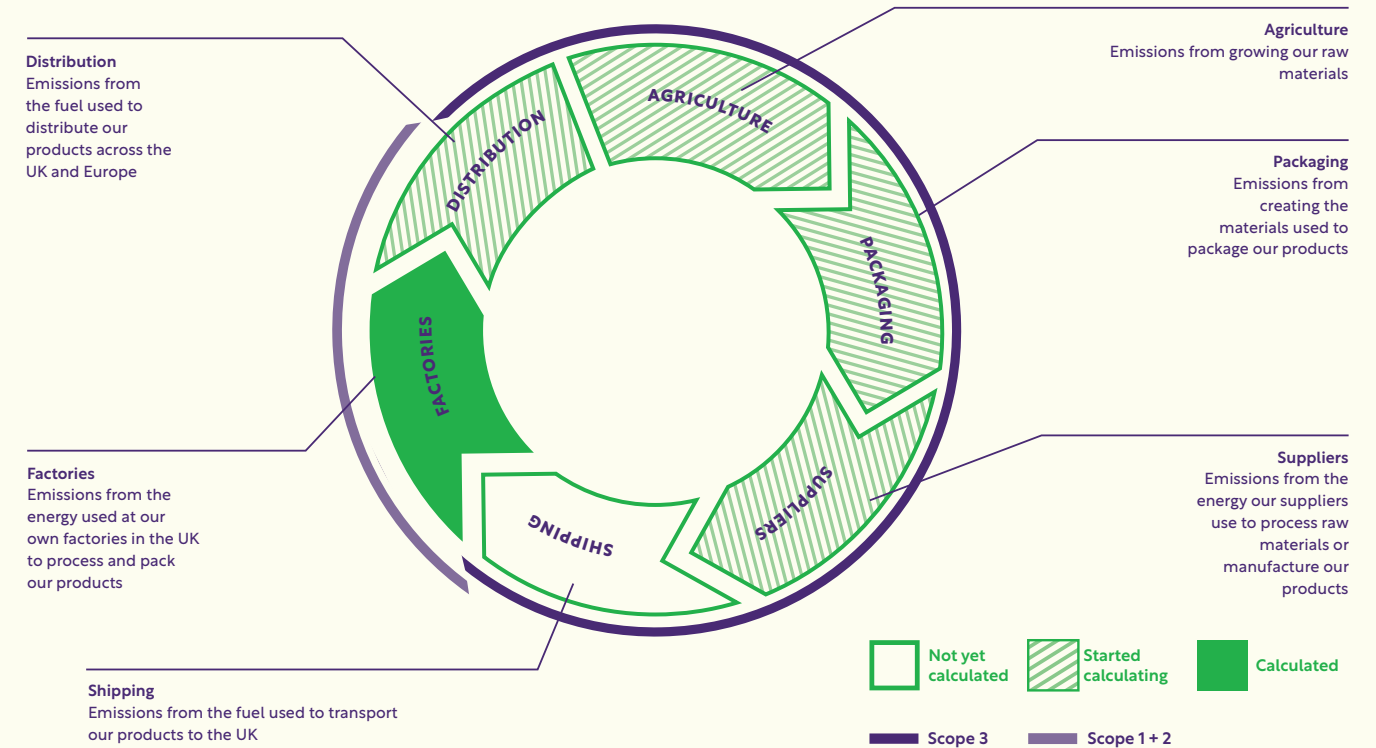
We started using HowGood, a food ingredient sustainability database to explore the (Scope 3) impacts (in terms of emissions, energy, and water use, but also labour risk) of growing some of our raw materials.

## On the Menu for 2023

We'll formally calculate a portion of Scope 3 emissions (the emissions impact of purchased goods and services for our largest brands/procurement units). We'll also establish an accurate and detailed packaging database that will enable us to track our packaging waste and impacts.

### Our Emissions

As a business, we're only required to calculate our Scope 1 and 2 emissions, but we're working on building a full picture of our climate impacts, including key sources of emissions across our value chain.

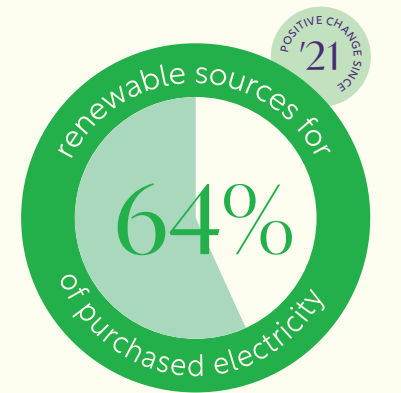


In 2022, our direct climate footprint totaled 3,202 tCO<sub>2</sub>e (when calculated using government-issued emission factors<sup>1</sup> and a market-based approach). We were able to calculate our 2022 emissions more precisely as we had consolidated all our energy procurement with one broker (who provided better visibility into our usage than was available in 2021).



### Our Energy

The majority of our direct emissions result from the energy we used at our manufacturing facilities. While there aren't yet green alternatives to natural gas, our goal is to use 100% renewable electricity across all our sites. Last year 64% of our electricity was purchased on a green tariff which helped us avoid 820 tCO<sub>2</sub>e emissions.



### Our Packaging

We package our products in a mixture of paper packs, tins, jars, and plastic film. 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're in the process of calculating our exact packaging quantities and the associated emissions. Once we know our baseline, we can explore initiatives to reduce our impacts in this area.

PROJECT SPOTLIGHT

# Identifying Our Climate Risks (and Opportunities)

The Task Force on Climate-related Financial Disclosures (TCFD) has developed a reporting framework based on a set of disclosure recommendations that companies can use to provide transparency about their climate-related risk exposures in a consistent and comprehensive way. Though TCFD began as a voluntary set of recommendations, it is increasingly becoming part of the regulatory framework in many jurisdictions. In the UK, only very large and listed companies are required to report in line with TCFD. Though we're not required to report under TCFD but we still consider thinking through the climate risks and opportunities of our business an important activity.

Alongside kicking off our Scope 3 emissions calculation in 2022 (to be completed in 2023) we also started mapping out some of key climate risks and opportunities. We hope to publish a more formal climate risk report (that considers TCFD, if not accounting for every disclosure recommended) for 2023, but wanted to introduce our approach to thinking about climate risks here.

## Categories of climate risk:

There are two categories of climate risks (and opportunities).

**TRANSITION RISKS:** Risks related to the transition to a lower-carbon economy, e.g. carbon taxes, new climate regulations, or increased fuel costs

**PHYSICAL RISKS:** Risks related to the physical impacts of climate change, e.g. drought, flooding, etc.

## Lenses through which to consider climate risk:

**TERM:** Risks (and opportunities) may vary in how material (significant or relevant) they are in the short-term, medium-term, and long-term.

**OPERATIONAL BOUNDARIES:** Risks (and opportunities) might vary between your owned and controlled operations (your direct impact sources) and the operations of suppliers or other entities that aren't in your control but that still affect your business (your indirect impact sources).

## Our Cultural Engagement

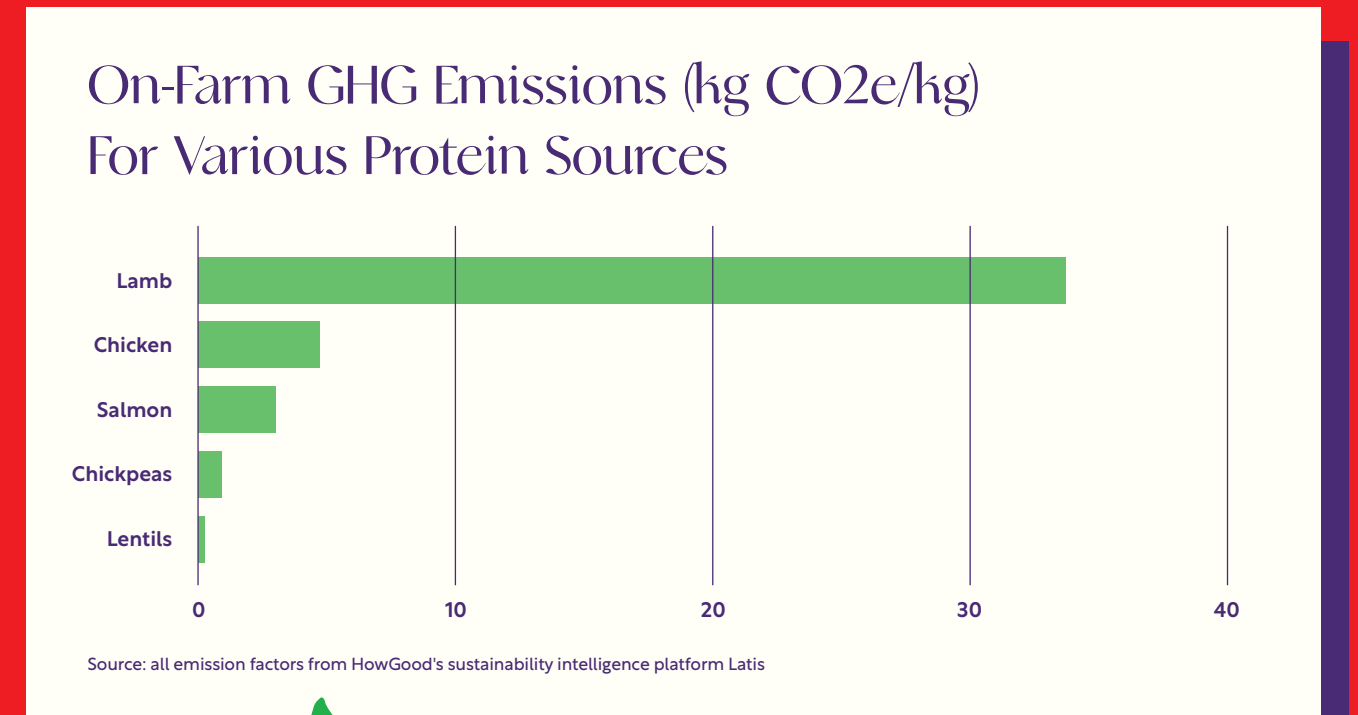
We will share a more detailed list of risks once we have better specified and/or quantified our potential exposure to them in our next report, however at a high-level, these are the risks and opportunities we have identified and will be taking a deeper look at.

### Physical risks in our upstream value chain.

Our operations and assets are based in areas of the UK with low-risks of drought, flooding and wildfires, but we source raw materials from around the world from suppliers who may be increasingly vulnerable to these impacts.

### Transitional opportunities related to our products and category.

While agriculture is a huge source of emissions globally, we are bullish about the potential of plant foods as sources of nutrition and protein with relatively lower emissions compared to animal proteins. As well as using our Scope 3 emissions calculation to understand the climate impacts of our procurement, we will use it to explore the potential climate opportunities of our focus on plant products.



*While our product portfolio is made up almost exclusively of agricultural products, we don't sell any meat and we do sell a lot of pulses and nuts which are rich in protein and could replace meat as a source of protein as we transition to a lower carbon economy.*



# Creating a Vibrant company culture...

Our people make our business what it is and our goal is to create a company culture that enables everyone on our team to thrive. We're committed to continued progress in terms of diversity, equity, and inclusion; and to making sure everyone is safe at work. Our additional engagement efforts are about making Vibrant Foods a meaningful place to work.

## Served in 2021

The pandemic was ongoing and our priority was keeping our people safe and well. We ran COVID vaccination drives and ensured accurate information was made available in the many languages spoken in our teams. We also introduced various wellness initiatives.

## Cooked Up in 2022

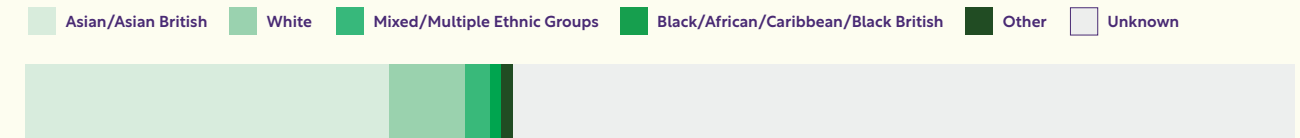
Our ongoing integration efforts meant an entity within our group became eligible for Gender Pay Gap reporting for the first time. Instead of calculating the required figures for only that entity, we calculated them for the entire group. We also launched the Vibrant Hub, an intranet-cum-training platform to promote communication and engagement across the organisation.

## On the Menu for 2023

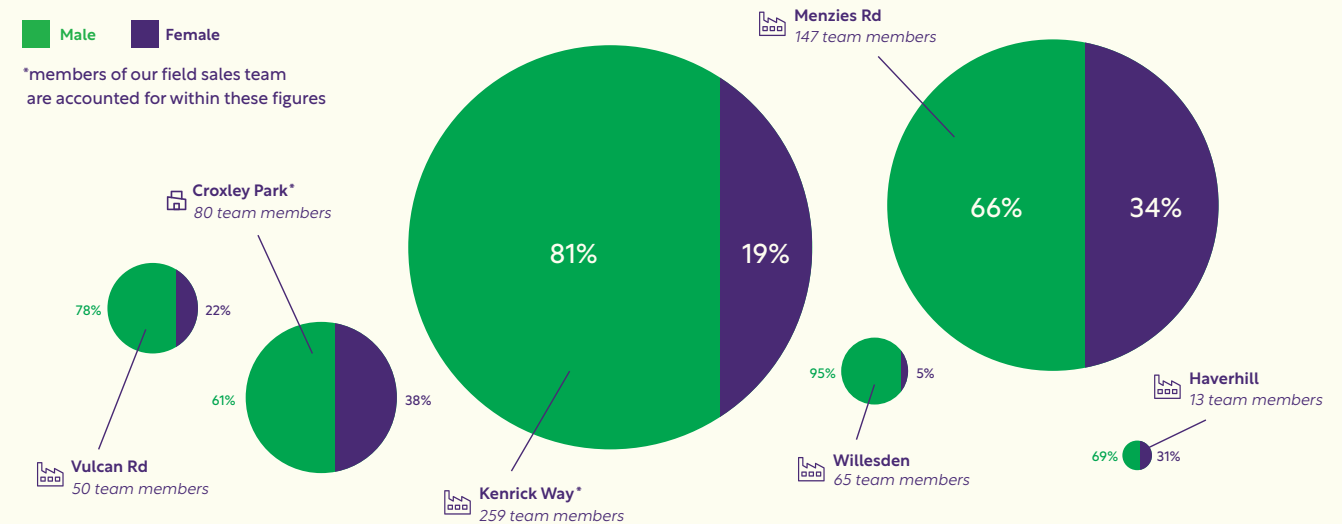
We want to create more opportunities for engagement within and across teams at Vibrant. We'll be kicking off an office-wide volunteering initiative that will encourage cross functional relationships (and enable people to see the impact of our food redistribution efforts first hand). We're also hoping to launch our first company-wide employee engagement survey.

## 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. In 2022, we enriched our diversity data collection so we can now report on race/ethnicity as well as gender. We have gender information for all our team members but race/ethnicity data from only 38% of our team so far, a number that we very much aim to improve upon..



When we looked at the gender split across the Vibrant Foods group, we found that 76% of our 614 team members identified as male, 23% identified as female, and less than 1% identified as non-binary.



## Our 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. While we're only required by law to calculate and report our gender pay gap for the largest legal entity within our group, we think it's important to account for all our employees so we voluntarily track figures across the whole group.

In 2022, our group-level calculations identified that median pay across the group for male team members was 5.5% higher than median pay across the group for female employees. This is a lower percentage difference than our 2021 pay gap which was 8.4%. We're glad to have closed the gap a little by bringing more women into mid-senior roles within the group, and hope to see our pay gap close further still in 2023.

## 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 the time off they need to take care of themselves.



PROJECT SPOTLIGHT

# Launching the Vibrant Hub

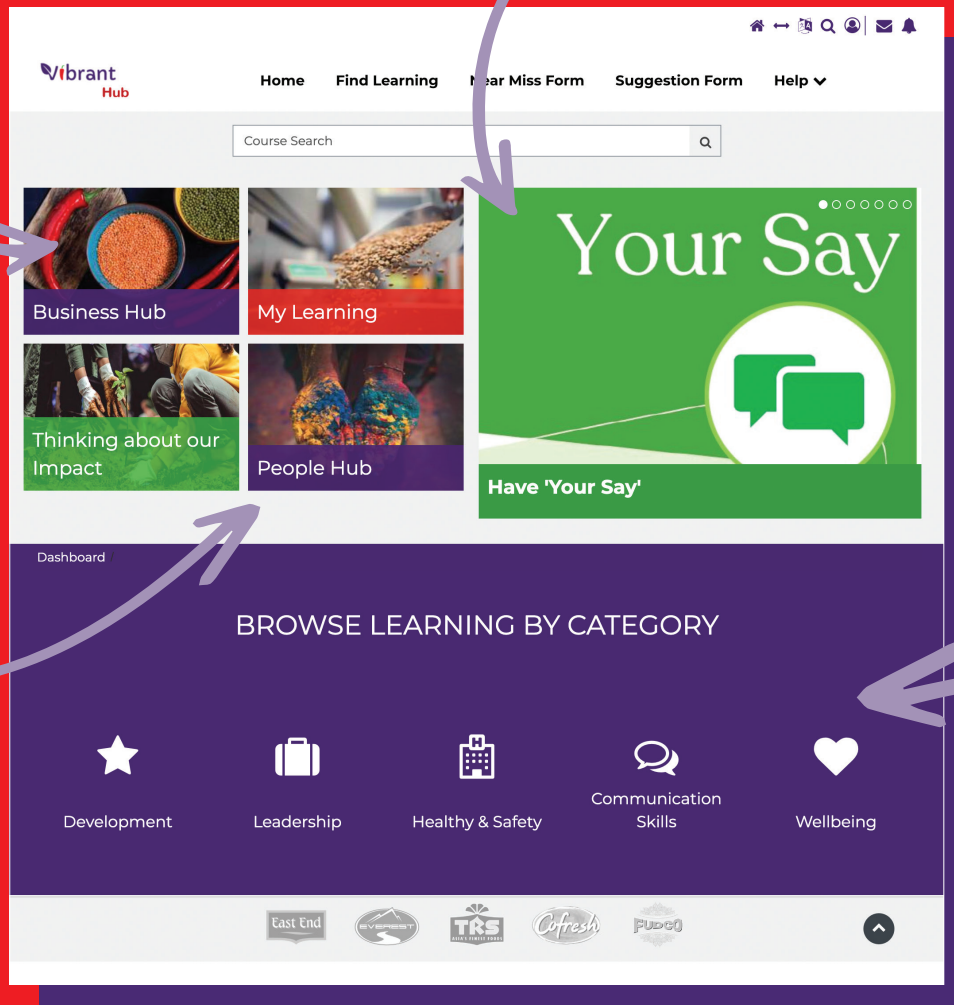
The Vibrant Hub acts as a central source of information for everyone at the company. It's an intranet and training platform all in one, and we've carefully designed it so that it's very 'Vibrant', and works well for our people — facilitating learning and connection across all our sites.

Our people are spread across the UK and split between office desks, the road and factory floors. Those who were employed at our brands before they became part of the Vibrant Foods family might also have historically seen other brands in our portfolio as competition (because historically that was the case!). And, the COVID pandemic hit soon after Vibrant Foods was formed, limiting our ability to get to know one another in person and hampering integration across our teams. That's why launching our Vibrant Hub was a huge win for our Culture efforts in 2022.

Source of key updates from across the business. We also put together our biannual internal magazine: Vibrant Vibes, which tells longer-form stories from across our teams and brands.



Form for anyone to submit anonymous feedback that will be reviewed and received by our senior team so that we can make Vibrant Foods a great work for everyone.



Home to all our people policies, calendar of company celebrations and events, and useful overviews of our benefits and rewards offerings.

## BUILT WITH INCLUSIVITY IN MIND

We wanted to make sure that everyone on our team could engage with the learning opportunities within the Vibrant Hub and so instead of using off-the-shelf solutions, we built every course out of bite-size modules with our people in mind.

We also invested in a translation company who used a bank of real people that spoke the colloquial language to translate our courses into Polish, Punjabi and Gujarati (the most-spoken languages on our team besides English). And, we worked with training facilitators who spoke those languages to offer face to face support during our training rollout.



An extract from our Modern Slavery Course in English

An extract from our Manual Handling Course in Gujarati



Previously, training used to happen differently at each site but with our Vibrant Hub we can roll out consistent learning and development to all our people. We built courses for required areas like manual handling and fire safety, but also other topics we find important like modern slavery and diversity.



# 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. Our approach to giving aims to maximise our impact by leveraging our more unique resources for good — access to nutritious ambient foods, and deep ties with oft-overlooked cultural communities in the UK — and focusing on a few causes so we can make a meaningful difference.

## Served in 2021

We donated to support relief efforts during India's oxygen crisis in May 2021, and established a long-term partnership with the Felix Project to support food redistribution efforts around London.

## Cooked Up in 2022

Supported relief efforts in Ukraine at the start of the conflict in March 2022, and expanded our food redistribution efforts via a new partnership with Fareshare Midlands to support communities in need close to our factories in Birmingham and Leicester, while maintaining our existing work with the Felix Project in London.

## On the Menu for 2023

We hope to further expand our food redistribution efforts by establishing a partnership with a European food redistribution charity close to our distribution centre in the Netherlands. We also want to deepen our existing relationships with the Felix Project and Fareshare Midlands and support emergency relief efforts as needed.

### 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 2022, we celebrated religious occasions like Ramadan, Diwali and Navratri with communities across the UK and Europe. We also popped up at Manchester Mela, the largest celebration of South Asian Culture in the North of England.



### 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. In 2022, we supported relief efforts at the borders for those fleeing Ukraine. We always try to focus any relief support on providing access to food. That's why we made a donation to World Central Kitchen, a non-profit that served hot, nourishing meals at pedestrian border crossings in southern Poland, Romania, Moldova, and Hungary. We also contributed a pallet of our own product to trucks of relief supplies that went from the UK to the Ukrainian borders.

### Our Food Redistribution

Food poverty in the UK reached a horrific high in 2022, with four million children in food poverty in January and over nine million adults experiencing food insecurity in September 2022.<sup>1</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.

<sup>1</sup> The Local Government Association <https://www.local.gov.uk/parliament/briefings-and-responses/debate-tackling-poverty-and-cost-food-house-commons>





PROJECT SPOTLIGHT

# Feeding Families Close to Home

We've been supporting the Felix Project since early 2020 but in 2022 we significantly expanded our local food redistribution efforts, both in terms of quantities and geographies. As a business with several sites across the country, we wanted to ensure that our giving supported families in need close to all our factories and offices. The Felix Project's remit is London, with their kitchen serving up meals in East London specifically; so we kicked off a partnership with Fareshare Midlands who have depots close to our sites in Leicester and West Bromwich.

## Surplus Donations

The vast majority of the products we sell are ambient and have a long shelf life, so we rarely end up with significant amounts of surplus. But in 2022, we moved distribution centres and decided to donate some of our short-dated stock instead of moving it to our new location. This meant we were able to send over 80 tonnes of food to homeless shelters, schools, food banks, and other frontline charities via our partnerships with the Felix Project and Fareshare Midlands.



The partnership with Vibrant Foods is one of the absolutely most critical ones we have. The support they have shown us since the very beginning of the kitchen has not only allowed us to feed people but to be so proud of the incredibly high quality of what we cook. As I tell every chef in my kitchen, "if you would not be proud to serve this to your family, then we do not want it here."



The tons of pulses, pallets of chickpeas, bottles of lemon juice, and sacks of spices Vibrant Foods supports us with brings much needed food and calories to people that need it, but it also brings a smile to the face of our recipients. So we can provide them with support, and we hope a little joy.

**NICK KERLE, FELIX KITCHEN MANAGER**

## Deliveries to Felix Kitchen

On top of our donations of surplus stock, we also sent over 15 tonnes of pulses, spices, and other key cooking ingredients to the Felix Kitchen, which prepares over 3,500 meals every day for Londoners in need. The items we send to the Felix Kitchen are not regularly available as surplus and so they appreciate being able to order them from us whenever they need to top up their supplies.

In 2022, The Felix Kitchen cooked almost a million meals — 968,468 meals to be exact. We provided spices and seasonings that flavoured 920,044 meals, about 95% of the total cooked. The kitchen served up 269,127 lentil dishes and 289,425 chickpea dishes, with all those base pulses provided by us.



# Looking ahead to 2023...

In 2023, we hope to build on the foundations for impact we've put in place over the last few years.

Our hope is to better embed this work within the business so that every team member understands how their work levels up to our broader social and environmental impacts. With that in mind, the key projects we have planned in each of our impact areas will be owned by and engage people in functions across our business. Of course, beyond the new projects, we will continue to work towards progress against the units of measure we have in place and strengthen any work we have already kicked off.

## ESTABLISHING A BASELINE:

We pulled together data from the various businesses and brands within the group to establish our impact baseline and published our first annual impact report.

2022

## EMBEDDING IMPACT:

We plan to better embed impact within the business, identifying impact intersections so our Head of Impact can share ownership of initiatives with other functions.

2023

### QUALITY:

working towards a value chain that creates value for everyone involved — from growing communities and product processors to customers and end consumers.



**Supplier Blueprint**, a set of standards for our suppliers related to food safety, product quality, and operational ESG so we're on all on the same page about our expectations

### CLIMATE:

working towards a full accounting of our contribution to the climate crisis (going beyond emissions to biodiversity impacts and resource use) — including potential climate benefits of our products



**Scope 3 Emissions Calculation**, an estimate of the emissions created to grow our ingredients on farm, transport them, and process them into the formats we sell

### CULTURE:

working towards a workplace that is engaging, diverse, inclusive, and fun for everyone employed at Vibrant Foods.



**Employee Engagement Survey**, a company-wide survey to gauge how our people feel working at Vibrant Foods and identify areas where we can improve our company culture

### COMMUNITIES:

working towards leveraging our resources — especially food and deep ties with oft-overlooked cultural communities in the UK — for good.



**Volunteering Scheme**, opportunities for our people to see our work with the Felix Kitchen and Fareshare in action and better understand the impact of our local food redistribution efforts

## CLOSING NOTE

Thank you for joining us on our impact journey! We hope you enjoyed this update on our social and environmental progress in 2022.

2023 has already been a meaningful year when it comes to moving our efforts forward and we look forward to sharing what we've been cooking up. In our next impact report, we'll be back with some exciting new commitments as well as continued tracking against our units of measure.

Until then, please do get in touch if you have any questions about our impact work or ideas on how we can make even more meaningful change happen.

AMIRAH JIWA  
HEAD OF IMPACT



The background of the page is a light green color. It features several stylized red bell peppers with green stems. One pepper is on the left side, another is on the right side, and a third is at the bottom center. The peppers are simple, flat-colored shapes with no shading or texture.

The logo for Vibrant Foods is centered on the page. It consists of a purple leaf icon to the left of the word "vibrant" in a bold, lowercase, purple sans-serif font. The letter "i" in "vibrant" is replaced by a small red bell pepper with a green stem. Below the word "vibrant" is the word "Foods" in a smaller, purple, uppercase sans-serif font.**vibrant**  
Foods