



SUSTAINABILITY IMPACT REPORT

PIES, PLANET, PEOPLE

2022 / 2023



A few words from Jon & Tristan

We have lots to report on, but perhaps our biggest news is that we're now measuring our entire carbon footprint - adding all of *Scope 3 to our Scopes 1 & 2.

Many businesses just measure their Scopes 1 & 2, but we believe it's essential to measure Scope 3 too. Food businesses generally find over 75% of their emissions fall into Scope 3, so it's the only way to get an accurate picture.

Read on to find out more about this big step forward for us, but first, here's a quick recap of our goals...



We will scrutinise every ingredient to ensure it meets our high standards in terms of animal and ecological welfare.



We will significantly reduce our carbon emissions and reduce the amount of waste we generate, right across the business.



We will expand our support of charities through pie and cash donations, and continue to build a happy, healthy, inclusive and diverse workforce.

As we approach our goals deadline in 2025, it's hard to overstate how critical they are, from hitting current targets to developing new ones to take us to 2030 and beyond.

As we write this, Europe is literally burning and it's not 'tomorrow's problem' anymore (if it ever was). All businesses must keep raising their sustainability game, as we continue to do so, if we're to avoid even some of the catastrophic global climate events within our lifetime, let alone generations to come.

We want this report to be easy to digest, and leave you satisfied (like eating a good pie!) but any questions or suggestions you have for us, we'd love to hear from you.

*You'll find an explanation of the Scopes on page 13.

JON & TRISTAN

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Target key:



On track and storming ahead



Making steady progress



Need to turn this around

2022/23 HIGHLIGHTS



**RAISED OVER
£10K FOR...**

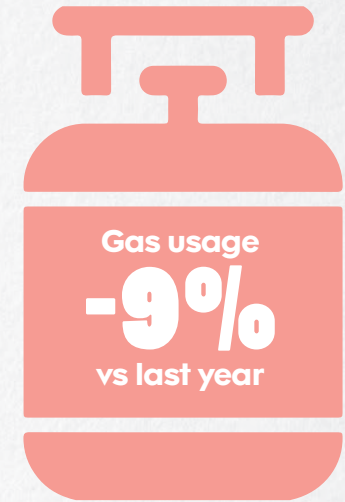
**CAMPAIGN
AGAINST
LIVING
MISERABLY**

Chicken feed
changed to
100%
soy-free

Scope
1&2 CO2e
emissions
reduced by
44%
vs last year



Removed over
10 TONNES
packaging from
internal supply chain



Gas usage
-9%
vs last year



10%
reduction
in waste/kg



Increased scope of what emissions
we measure – now everything!

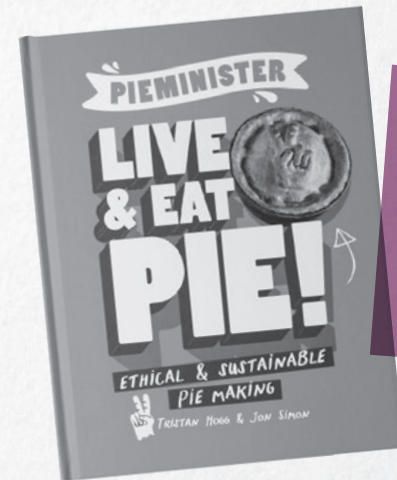


**OVER
9:00
HOURS**

of volunteering
completed



Reduced
plastic
packaging
EVEN
further –
now only
3.3%
of total
packaging



Oh and...we wrote a book about
sustainable pie making and
BECAME A B CORP!
More on the next page

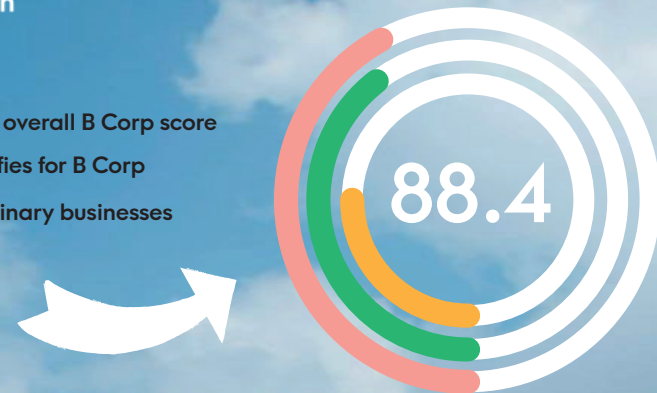
B IS FOR B CORP

FOLLOWING AN INDEPTH EXPLORATION OF OUR BUSINESS BY THE TEAM AT B LAB, WE'RE PROUD TO BE CERTIFIED AS A B CORP.



The 'B' in B Corp stands for Benefit, because B Corps must commit to positively impacting all stakeholders - that's workers, communities, customers, and the planet. What better certification could there be to reinforce and validate the work we're doing to reach our Pies, Planet, People goals?

- 88.4 our overall B Corp score
- 80 qualifies for B Corp
- 50.9 ordinary businesses



B IS ALSO FOR BOOK! LIVE & EAT PIE! IS PACKED WITH DOZENS OF DELICIOUS SUSTAINABLE PIE RECIPES OF ALL SHAPES, SIZES AND STYLES TO MAKE AT HOME. YOU'LL ALSO FIND PAGES DEDICATED TO BAKING THINGS BETTER, CHAMPIONING EVERYTHING FROM REGENERATIVE FARMING AND DEFORESTATION-FREE FATS, TO FIGHTING FOOD WASTE AND FORAGING.



ANIMAL WELFARE

Goal 1. 1. Maintain, even raise our animal welfare standards higher



Chicken: Remained slow growing, free range & British

Our free range British chicken farmer is working toward the sixth and final criteria of the Better Chicken Commitment, in order to raise our already high welfare standards further. This involves incorporating a Controlled Atmosphere System (CAS) on the farm.

And we're pleased to report that since encouraging our farmer to move to slow growing chickens last year, nearly all of the flocks our farmer now raises (not just those for Pieminister) are slow growing Hubbard birds.



Pork: Remained free-range & British

Despite shortages and price increases we will always insist on free range British pork. Over Christmas 2022, such shortages meant we were unable to source pigs-in-blankets of a high enough welfare level. Rather than let our standards temporarily slip, we took this best selling item off the menu until free range supply stabilised.

Goal 1.2. Grow our non-beef pie selection, while decreasing the share of sales that our beef pie range takes.



Beef: Increased the proportion of non-beef pies sold (very slightly, by +0.5%)

The craziness of the last year (cost of living crisis, we're looking at you) has impacted the way in which people buy food. This has given the pies we sell in supermarkets a bit of a boost as people treat themselves to an eating-out experience at home. Which is where our premium British meat pies come in. That said, we're still slowly moving the dial on the % of beef pies sold – and hoping that the coming year will see lots of our new innovations driving this forward even faster. Starting with a brand new fillo pie range, encased in flaky fillo pastry and 100% beef free!



EVERY LITTLE HELPS...
THIS YEAR WE CALCULATED THE IMPACT OF BEEF ON OUR TOTAL CARBON FOOTPRINT.. IT'S A WHOPPING 50% OF OUR TOTAL EMISSIONS, AND 10X BIGGER THAN OUR DIRECT OPERATIONAL EMISSIONS! (SEE PAGES 6 & 14 FOR DETAILS) EVEN MORE REASON TO TUCK INTO A DELICIOUS FREE RANGER OR KEVIN PIE.





DEFORESTATION FREE INGREDIENTS

Goal 2. Champion the use of deforestation-free ingredients, leading with identity preserved palm oil & certified sustainable soy

WE STILL BELIEVE TO BOYCOTT ALL PALM OIL IS DANGEROUS; IT MERELY DISPLACES THE ISSUE OF DEFORESTATION AND BIODIVERSITY LOSS TO OTHER SUB TROPICAL CROPS WITH NO CERTIFICATION SCHEMES AT ALL.

Our chickens are now fed a 100% soy-free diet

Did you know that 77% of the world's soy is fed to animals (mostly poultry), and much of it can be linked to deforestation in the Brazilian Amazon. To ensure that our chickens are 100% deforestation-free we asked our farmer to find an alternative to soy feed. They are now fed a diet of British wheat, barley and lupins (which are grown by a neighbouring farmer).

We continue to source deforestation-free identity preserved palm oil from Daabon - the most sustainable fat we can use in our pastry. Daabon's palms are grown on land that has been cultivated for over a century and is kept separately from any other palm oil throughout the supply chain, so that every drop can be traced back to its exact origin.

IP palm has a far lower carbon footprint than butter and uses less land than other vegetable oils. In fact, palm crops use up to 10 times less land than alternatives such as shea and coconut - just take a look here!

OIL YIELD PER HECTARE OF LAND



THIS COMING YEAR WE'RE REPEATING OUR SUPPLIER SUSTAINABILITY AUDITS TO ENSURE THAT THE SAME PIES, PLANET, PEOPLE MINDSET IS SHARED AMONGST OUR WIDER SUPPLY CHAIN. THIS INCLUDES WAYS IN WHICH OUR SUPPLIERS MANAGE AND MITIGATE THEIR BIODIVERSITY RISKS, SUCH AS DEFORESTATION.



Goal 3. Reduce greenhouse gas emissions (GHG) by 50%

Our greenhouse gas emissions are now 34% lower than baseline year 2019-20

Our CO₂ emissions reduced by a massive 44% on last year, which makes us 34% down on baseline year. Our target is to get to 50% reduction by 2025 (Scope 1&2) – so whilst this is great progress, we can't take our foot off the pedal over the next 2 years.

And as mentioned in the intro, we now measure significantly more of our emissions. Back in 2020, eager to start understanding our carbon footprint, we measured the emissions we could access the data on relatively easily: Scopes 1, 2 and some of Scope 3. (Keen to start the measuring process we didn't want to let data perfection be the enemy of progress!) Now with more experience, and knowing how BIG Scope 3 is for food businesses, we have invested in measuring everything. So as you'll see on page 14, our measured total footprint has gone up quite a bit...!

Our next step is setting our targets for this much bigger footprint, including net-zero ambitions. More on this on the following page.



WHY WE'RE NO LONGER GOING FOR CARBON NEUTRALITY...

Offsetting emissions to reach 'carbon neutrality' has been getting quite a lot of heat in recent years – mostly for good reason, what with all the green washing and dodgy carbon credit schemes being discovered. Whilst investing in decarbonisation through buying carbon credits is arguably better than doing nothing, the rise of companies offsetting their Scope 1 & 2 emissions (only) and seeing this as 'job done' (and telling consumers as such) is contributing to the world's woeful performance at limiting warming to +1.5 degrees C.

We've spent the last year learning and listening to lots of clever people and the latest science – and are not too proud to say we're changing course slightly. Absolute reduction of emissions across the whole value chain ('net zero') needs to be the overwhelming priority for all companies.

So, instead of aiming for carbon neutrality this year as we previously pledged to do back in 2020, we're instead investing the money we would have spent on 'offsets' (i.e. decarbonising something, somewhere unrelated to Pieminister) on 'insets' – direct decarbonisation within our own value chain. We're in the process of outlining our net zero target ambitions and plans over the next few months – so watch this space.

NET ZERO VS CARBON NEUTRAL - WHAT'S THE DIFFERENCE ANYWAY

They're often used interchangeably and inaccurately, but they're two very different things.

Carbon neutral: buying carbon reduction credits equal to the emissions released, with no requirement to directly reduce emissions.

Net zero: reducing emissions as much as possible (min. 90%), in line with the latest climate science, then and only then balancing any 'leftover' emissions (max. 10%) using carbon removal credits.

Carbon removal credits: certificates to say that carbon emissions have been avoided or removed from the atmosphere as part of a carbon-reduction project somewhere in the world. A.K.A "carbon offset".

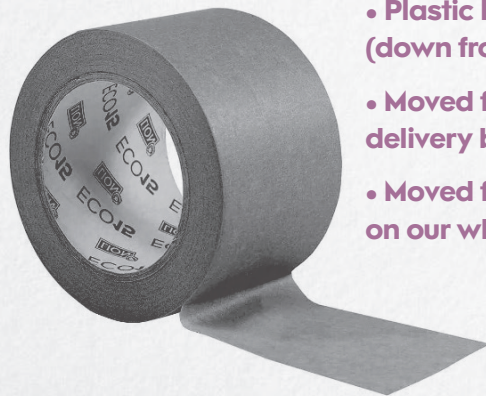


PACKAGING

Goal 4. Make 100% of our packaging reusable, widely recyclable or home compostable and continuously reduce our use of single-use plastic packaging

We've increased recyclable packaging and reduced plastic packaging even further!

- Recyclable packaging by weight increased to 98.9% (up from 94.1% in 2019-20 and 97.5% last year)
- 2 tonnes less non-recyclable packaging sent into the world than last year
- Plastic Packaging by weight reduced to 3.3% (down from 4.4% in 2020-21)
- Moved from plastic to paper tape on our delivery boxes
- Moved from plastic to paper box strapping on our wholesale customer deliveries



Now for the tricky bits...

We've made loads of sustainable packaging swaps over the last few years which we're super proud of, but the challenge of food supply chains is that packaging plays a very important part in keeping the food safe to eat... This limits the choice of materials available to us, and certainly makes our ambition of 100% recyclable packaging a tough one (well if you don't aim high, and all that...)

However, technology is changing rapidly, and our procurement and technical teams will continue to work on those last few tricky items.

PACKAGING RETURN SCHEME TRIAL

As well as caring about what the packaging is made from, we also want to minimise how much of it we use... We've been beavering away over the last year setting up a process to allow our packaging to be returned to us for another go around. It's in the trial stage at the moment with a few keen customers, but hopefully we'll be ready to roll it out soon.





PACKAGING

Goal 5. Send zero waste to landfill across all PM restaurants, offices & our pie kitchens

The more you look, the more you find...

And this year we found that there were some loads of construction and engineering waste that could have been managed better. It wasn't a huge amount and we are in easy reach of our 'zero waste to landfill' goal, but this is definitely something to improve on this year.

Goal 6. Reduce our total waste (including packaging) by 30% and increase the amount that is recycled or composted

We reduced the total waste/kg generated - including all packaging - by 10% vs last year (12% down on baseline)

And the amount sent for recycling is 1% up on baseline, but slightly down on last year due to operational changes - in our bakery (which have since been rectified)

Food waste has reduced by -16% vs last year (but still up slightly on 2019) – driven by the pastry trimmings from our Bristol kitchens). We're constantly working on bringing this down, meanwhile it's good to know that this pastry waste is excellent anaerobic digester input, creating biogas for energy, fuel and sustainable fertilisers.

We continue to collaborate with suppliers to reduce the unnecessary packaging in our internal supply chains.

A highlight from this year was reducing the quantity of individual cardboard boxes our Stilton came in, and moving to reusable and returnable logistics solutions for cream, chicken and wine. This adds up to over 10 tonnes of cardboard being avoided each year!

We're doing a big push to ensure that any unavoidable food waste (like leftovers in our restaurants) doesn't end up in the general waste stream, to maximise the good that can come from it when anaerobically digested. Ironically, non biodegradable materials like plastic do much less immediate harm in landfill than organic matter, which releases harmful gases and toxic leachate into the water ways - so put those food caddies to work.

AND WE'RE NOT SAYING PLASTIC IS FANTASTIC - HERE'S HOW LONG IT TAKES TO DECOMPOSE IN OUR OCEANS!





DONATIONS

Goal 7. Continue to support UK and global charities through pie donations and fundraising initiatives

AKA: Little Acts of Pieness! Covering everything from major charitable partnerships and regular pie donations to raising funds for Frank Water's safe water and sanitation programs.

Donations total = £70.6k

Pie total = 30,561

Cash total = £12,846

Since we first coined the phrase in 2016 we've donated well over 500K Little Acts of Pieness pies, to recipients ranging from street parties and school fundraisers to food banks and hospices. This is how we're able to ensure that no pie we make goes to waste, instead going straight to those that need them the most.

We've seen big improvements in production in our kitchens this year. Great news except it means we have less stock for FareShare, who can only take fresh pies from us. So our Technical Manager, Greg is giving his time to help them unlock their frozen food capabilities. This should result in a new stream of donations from us and others!

It's All Gravy, Baby!

Through a partnership with the Campaign Against Living Miserably (CALM) we raised over 10K for their free, confidential hotline.

For every It's All Gravy pie feast sold during Summer-Autumn 22, we donated £1 to the Charity, while raising awareness of their potentially lifesaving services available for anyone and everyone struggling with life.



And not included in this figure (as this is thanks to the generosity of our diners, not Pieminister donations), we've exceeded the £20K mark for Frank Water! That's a lot of 75p voluntary donations in return for bottomless tap water in our restaurants. This is enough to revive multiple natural springs in Northern India where water scarcity is a growing concern, enabling thousands of people to have access to safe water.





INTERNAL

Goal 8. Cultivate a happy, healthy and productive Pie team that reflects the communities in which we work, live and serve

This year's highlights:

- We launched our 'Spotlight' development program, investing in the futures of our most promising talent, from job shadowing and on-the-job training through to outsourced management training and Masters sponsorship.
- We have invested in regular Diversity, Equity and Inclusion training for managers across the business. Their fortnightly sessions regularly cover a range of DEI topics.
- In light of the cost of living crisis, we have implemented a means tested pay review for all staff. This review took place during the past year, with changes to pay coming into effect in 2023/24.

"WE PAY THE REAL LIVING WAGE TO ENSURE THAT EVERYONE AT PIEMINISTER RECEIVES AN INDEPENDENTLY VERIFIED MINIMUM INCOME STANDARD, SET BY THE REAL LIVING WAGE FOUNDATION.

AND OF COURSE, IN OUR RESTAURANTS, 100% OF THE TIPS GO TO THE STAFF WHO EARNED THEM!"





COMMUNITY

Goal 9. Use our time and energy to support and amplify good people doing good stuff in the communities that we work, live and serve

Everyone in the company is able to take a paid day off to support a charity close to their heart.

This year we volunteered over 400hrs of our time for projects in and around our restaurants, bakery and offices (and had a ball doing it).



"JUST WANTED TO REACH OUT AND SAY A MASSIVE THANK YOU TO GREG, JAMIE AND FLORA FOR VOLUNTEERING WITH US ON TUESDAY! THEY WERE AN ABSOLUTELY BRILLIANT BUNCH, AND WE HOPE THEY HAD A GOOD TIME HELPING OUT AT OUR VALE LANE WAREHOUSE. WE REALLY APPRECIATE GREG SHOWING UP EARLY AND BEING WILLING TO GO OUT ON OUR VANS, JAMIE FOR BEING AN EXCELLENT WAREHOUSE ASSISTANT AND FLORA FOR BEING AMAZING AT ORGANISING OUR MIXED AMBIENT DONATIONS."

FareShare Southwest





THE YEAR IN NUMBERS

Like-for-like measured GHG emissions (scope 1, 2 + a bit of scope 3) have decreased by 34% vs baseline 19-20

Intensity metrics:
-27% tCO₂e / £ revenue
-21% tCO₂e / pie produced

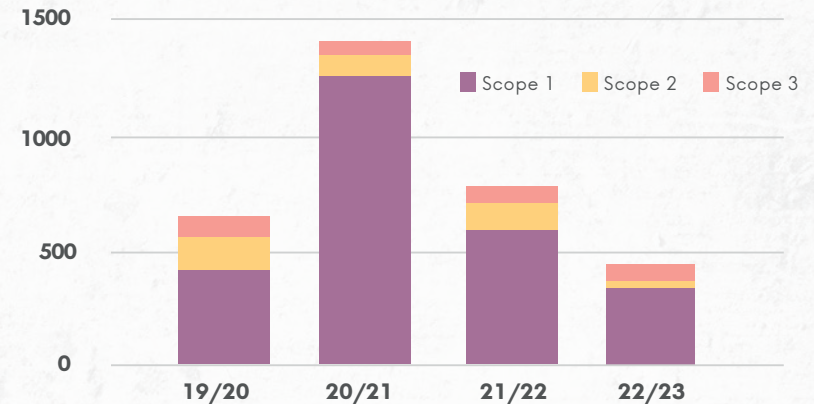
Scope is the official term used to categorize the greenhouse Gas (GHG) emissions a business generates.

Scope 1: the GHG emissions we generate directly. eg. use of vehicles, ovens, fridges.

Scope 2: the GHG emissions we generate indirectly. eg. the energy supply we source from.

Scope 3: this (usually) is the big one: it's all the GHG emissions we are indirectly responsible for, from emissions associated with the raw materials we source, to the emissions associated with the consumption of our pies!

Annual emissions (Market-based)



EMISSIONS SOURCE	2019		2020		2021		2022-23		% VS BASELINE YEAR		% VS LAST YEAR	
	tCO ₂ e (LOCATION-BASED)	tCO ₂ e (MARKET-BASED)	tCO ₂ e (LOCATION-BASED)	tCO ₂ e (MARKET-BASED)	tCO ₂ e (LOCATION-BASED)	tCO ₂ e (MARKET-BASED)	tCO ₂ e (LOCATION-BASED)	tCO ₂ e (MARKET-BASED)	LOCATION-BASED	MARKET-BASED	LOCATION-BASED	MARKET-BASED
SCOPE 1	381	381	1,167	1,167	538	538	311	311	-18%	-18%	-42%	-42%
NATURAL GAS	309	309	270	270	344	344	274	274	-11%	-11%	-20%	-20%
VEHICLE FUEL	31	31	21	21	37	37	32	32	2%	2%	-14%	-14%
FUGATIVE GAS	31	31	873	873	154	154	1	1	-97%	-97%	-99%	-99%
OTHER FUELS	10	10	3	3	3	3	4	4	-62%	-62%	17%	17%
SCOPE 2	550	137	349	85	442	117	411	26	-25%	-81%	-7%	-78%
ELECTRICITY	550	137	349	85	442	117	411	26	-25%	-81%	-7%	-78%
SCOPE 1 + 2	931	518	1,516	1,252	980	655	721	336	-23%	-35%	-26%	-49%
PARTIAL SCOPE 3	84	84	52	52	65	65	63	63	-25%	-24%	-3%	-3%
BUSINESS TRAVEL (GREY FLEET)	20	20	2	2	3	3	4	4	-78%	-78%	49%	49%
OPERATIONAL WASTE	14	14	9	9	12	12	11	11	-25%	-23%	-9%	-6%
PACKAGING END-OF-LIFE	49	49	41	41	50	50	48	48	-2%	-2%	-5%	-5%
TOTAL	1,015	602	1,569	1,305	1,045	720	784	400	-23%	-34%	-25%	-44%



THE YEAR IN MORE NUMBERS

EMISSIONS SOURCE*	2022-23	
	tCO2e (LOCATION-BASED)	tCO2e (MARKET-BASED)
SCOPE 1	311	311
NATURAL GAS	274	274
VEHICLE FUEL	32	32
FUGATIVE GAS	1	1
OTHER FUELS	4	4
SCOPE 2	411	26
ELECTRICITY	411	26
SCOPE 1 + 2	721	336
OPERATIONAL SCOPE 3	396	258
BUSINESS TRAVEL (GREY FLEET)	10	10
COMMUTING	157	157
WFH	11	11
OPERATIONAL WASTE	11	11
WATER	7	7
FUEL & ENERGY RELATED ACTIVITIES (WTT, T&D)	200	62
UPSTREAM SCOPE 3	11,045	11,045
UPSTREAM DISTRIBUTION	400	400
PURCHASED GOODS AND SERVICES	10,600	10,600
CAPITAL GOODS	45	45
DOWNSTREAM SCOPE 3	651	651
DOWNSTREAM DISTRIBUTION	46.14	46.14
USE OF SOLD PRODUCTS	557	557
PACKAGING END-OF-LIFE	48	48
TOTAL	12,814	12,291

You can't improve what you don't measure...

As promised, this year we invested in measuring our full Scope 3 footprint. Going forward we will report and compare to these numbers – including a new 2019-20 baseline for our Scope 1, 2 + Operational Scope 3.

As expected, our Purchased Goods and Services is massive compared to our Operational emissions – a whopping 86% of our full Scope 1, 2 & 3 footprint.

Within this, beef alone accounts for over half – 50% of our entire emissions footprint.

From the outset of our Pies, People, Planet goals, we knew that the reduction of % of beef pies sold would be important – well now we know just how important!

As well as developing awesome non-beef pies, next steps for us will include looking at the most sustainable farming methods available to us in the UK.

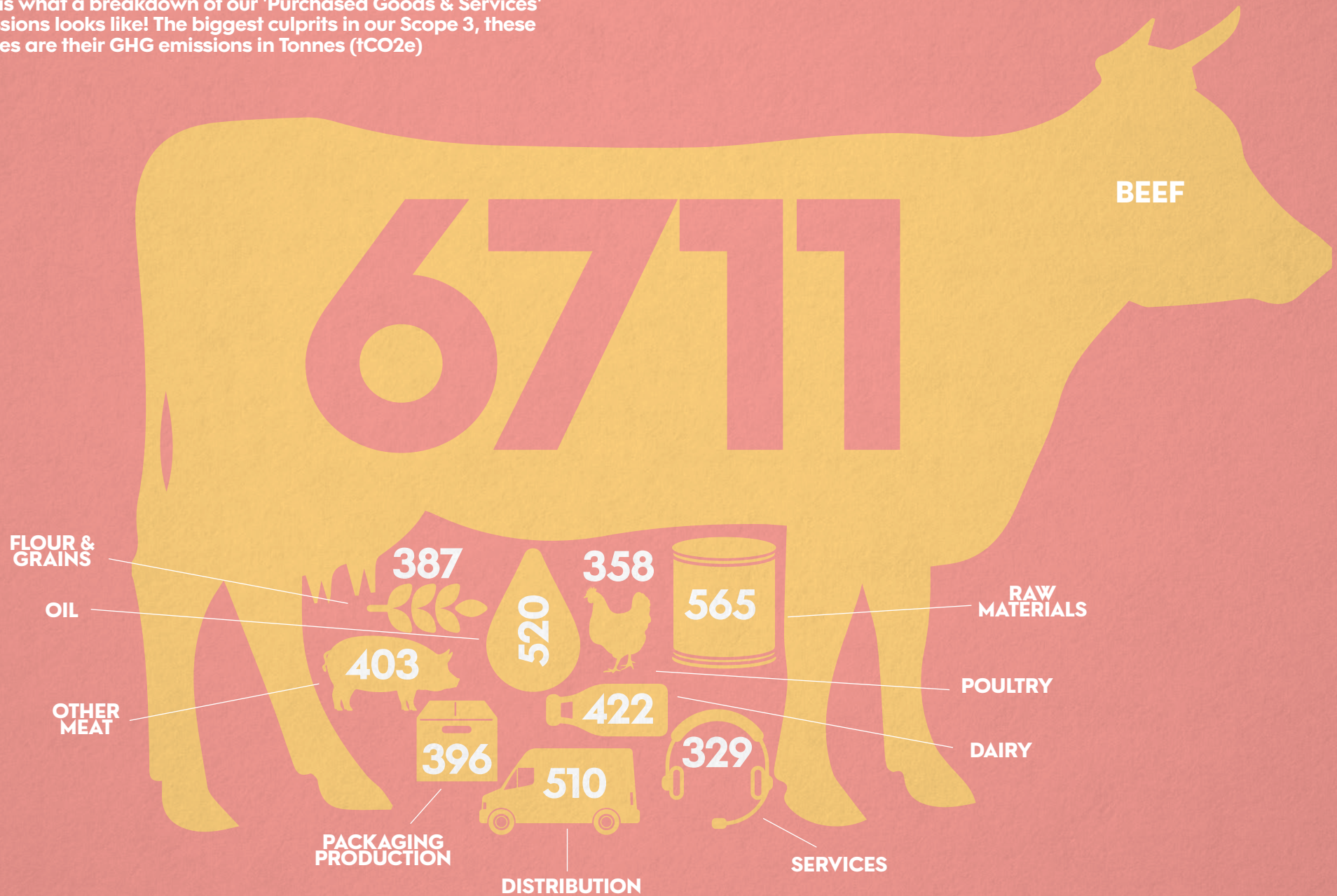
Mooless Moo holds a whopping 2 stars in the 'Oscars' of the food world, proving super-sustainable pies can taste great too!



*Location-based: directly relates to usage + UK grid mix. Can be reduced by decreasing usage and/or self-generation (eg. solar panels)
Market-based: takes into account the specific tariff purchased (i.e. renewables). Can be reduced by investing in more renewable tariffs.

SO YOU GET THE PICTURE...

This is what a breakdown of our 'Purchased Goods & Services' emissions looks like! The biggest culprits in our Scope 3, these figures are their GHG emissions in Tonnes (tCO2e)





PIEMINISTER

PIES, PLANET, PEOPLE