

2023

HASBEAN

Impact Report 2023



It's hard to become a B Corp.
So hard, it took us 18 months.
When we set out on the journey,
we felt quite confident we were
acting as a B Corp already. We
were doing lots right and wanted
the stamp to prove it. That was
broadly true, but we did have to
make some significant changes,
namely to our shareholder
constitution to meet the
demanding B Corp criteria.

As I write this today, a year into our certification, I feel extremely proud of what we have achieved this year, but mostly I feel exhausted by what's ahead. The business world has planted seeds for how we can use business as a force for good, and the weight of responsibility to nurture these seedlings into mature plants feels tremendous.

Since the pandemic, the business environment for the hospitality industry has been extremely challenging, from the cost-of-living crisis to labour shortages, inflation, and consumer spending well behind inflation – it's been tough.

In response to this and recognising our industry is known for its statistically young and often inexperienced workforce, we chose to focus our impact goals this year internally and have focused on these key areas to drive engagement:

- Introduction of a 9-day fortnight
- Enhanced leave packages
- Internal development and recruitment
- Communicating a motivating vision for the future

Our goal is to improve engagement by 3% in the current financial year and sustain a 1% improvement annually for the next five years.

In the coming 18 months, we have much work to do building on the foundational work we have in place, driving our customer engagement and embedding carbon reduction goals. We will go forward with clear eyes, prepared to fail forward and rise together.

Lizzie Gurr
Hasbean Coffee CEO



Landmarks in Coffee

Landmarks in Coffee

1998

OZONE FOUNDED IN FITZROY, NEW ZEALAND

In a small surf town, Fitzroy, NP, by Karen and Jamie Hodson after travelling 3 months around Central America, visiting coffee plantations in San Salvador.



“When we go home we are going to open a coffee roasting business”

Jamie Hodson

1999

WE BEGIN ROASTING



Paul Newbold is brought on board shortly after as Ozone's first roaster (he is still roasting with us today as our Head Roaster in NZ).

“Paul took a massive risk, he has a mortgage and a new young family, as we did. He quit his job to do something none of us knew anything about and he's now one of the most respected coffee roasters in the world.”

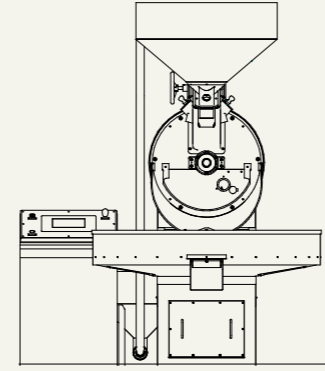
2002



HASBEAN IS ESTABLISHED IN STAFFORD, UK

Is one of the first businesses to sell speciality coffee online

2007



FIRST PROBAT ROASTER

We purchase our first Probat G45, it's still roasted on to this day in NP. We now have 6 Probats across UK and NZ.

FIRST CAFE OPENS IN NEW ZEALAND

The Beanstore, King St, NP

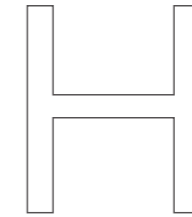


2008

REMEMBERING JAMIE HODSON

One of our original founders, Jamie Hodson sadly passes away.

The Hodson Blend is named in his memory.

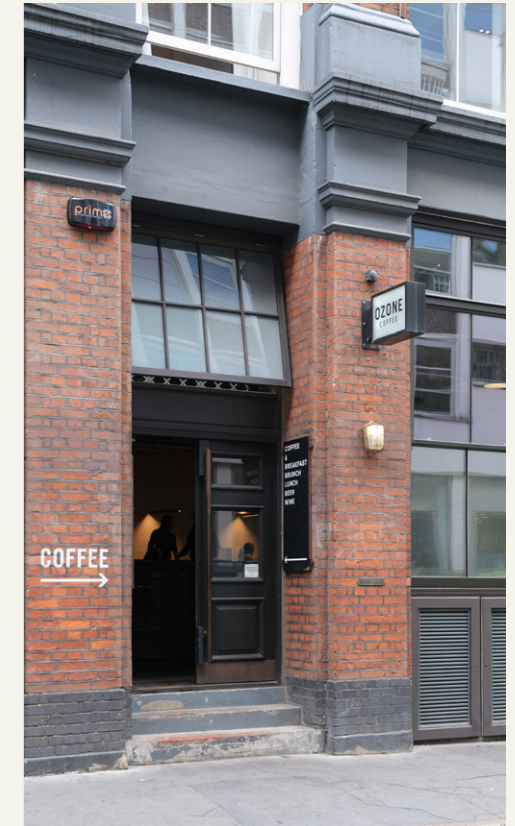


"Jamie was always about protecting the underdog, wanting to do what was right for the farmer"

2012

OZONE LEONARD STREET OPENS

Lizzie (Our CEO) works as Restaurant Manager, James as Wholesale General Manager. He roasted, trained, installed coffee machines and did all the invoicing. They both often bagged and packed orders at night.



Landmarks in Coffee

25 Years

Intro By Our CEO

Landmarks in Coffee —

Our Kitchens

Coffee Sourcing

B Corp Performance

Our People

2023

2 NEW SITES

2022

BIG MOVES AT OCRI

Lizzie becomes CEO!

2021

WESTMORELAND WINS AWARD:

2019

GROWING, GROWING, GROWING.
2 NEW SITES!

20 Years

2018



HASBEAN ACQUIRED

Hasbean joins the Ozone Family. OCRUK grows from a team of 30 to a team of 50 (approx).

OZONE CELEBRATES 20 YEARS IN THE INDUSTRY

2017

INVESTORS ON BOARD

Reddy Group join as OCRI investors. Brother and sister, Rohit and Kamini Reddy play an active role on the Ozone Coffee Roasters International Board.



LEONARD ST WINS 'BEST COFFEE HOUSE'

Hardens, UK.



Westmoreland, Auckland, NZ



BEST FOR BRUNCH



Emma St, London, UK



WE BECOME A CERTIFIED B CORP



Creechurch Lane, London, UK



Ludgate Hill, London, UK

Our Kitchen Philosophy



PRESERVED
LIME
3/11 - 3/17

PICKLED
JALAPEÑO
9/11 - 9/17

BLACKBERRY
VINEGAR
9/12 - 9/16

BLACKBERRY
VINEGAR
9/12 - 9/16

Our Kitchen Philosophy

2%

Food waste goal met^{†*}

Embracing sustainability, 80% of our menu features ingredients sourced from suppliers committed to regenerative farming techniques.

We take pride in collaborating with environmentally conscious partners who employ regenerative practices such as Wildfarmed, Shrub and Flock & Herd Butchery. Additionally, a significant portion of our produce is proudly British, a choice that aligns with our commitment to minimising our carbon footprint.

Our chefs are dedicated to minimizing waste by implementing innovative practices:

- The waste milk from our coffee bar (oat & dairy) is churned into rich ricotta for our omelettes and baked goods.
- Leftover sourdough off-cuts are milled into flour for our signature house crumpets or repurposed as panko breadcrumbs.
- All fruit and vegetable trimmings find a purpose in our house treacle.
- We braise our meats so we can use the whole cut, producing no waste offcuts.

* In the UK, nearly 200,000[†] tonnes of food waste is created by restaurants each year. When factoring in general food waste – including ingredients wasted not only by restaurants but also by the general public – between 20% and 30%[†] of the total food produced is lost or wasted.

At Ozone, we are currently sitting at a 2% food waste rate (an impressive number, largely attributed to our inability to recycle fish heads just yet). We ensure there is a purpose for everything we do and for what we create in our kitchens.

[†] Data from Waste & Resources Action Programme

Helping to produce green energy

All our plate waste is sent to be converted into green energy through anaerobic digestion via Bio Collectors.

Community involvement

We proudly support Two Fields by incorporating their olive oil into our Eateries. Two Fields actively engages with local communities in Crete, imparting regenerative farming practices.

This initiative supports and fosters the growth of local organic communities, ensuring farming families receive fair and secure livelihoods.

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80%

Of our menu uses produce from suppliers using regenerative farming techniques

Coffee Sourcing

Coffee Sourcing

Intro By Our CEO

Landmarks in Coffee

Our Kitchens

Coffee Sourcing —

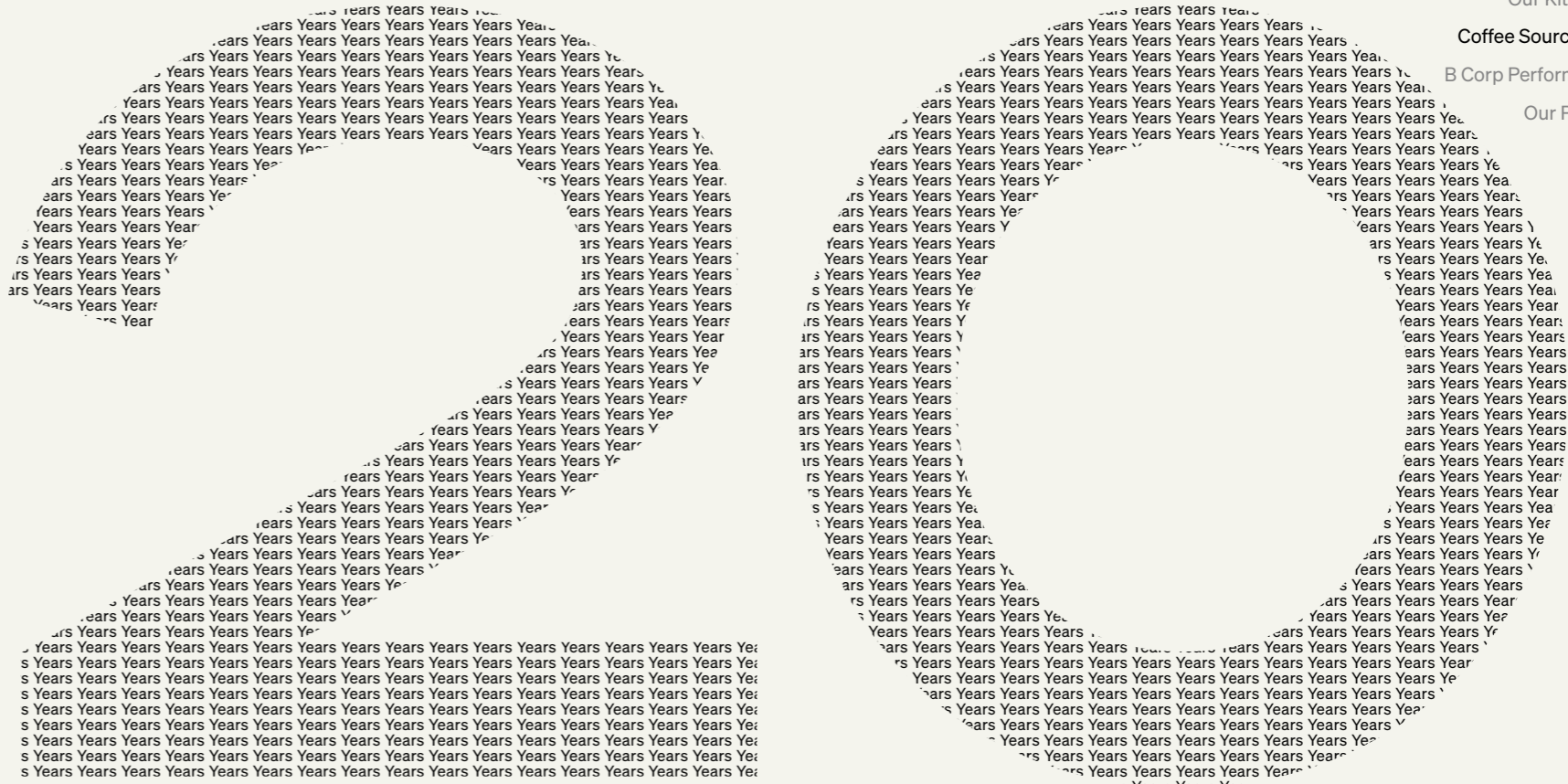
B Corp Performance

Our People

Long-term, sustainable relationships are at the heart of what we do, allowing us to positively impact our coffee, our producers, our team and our customers.

We place huge importance on regularly visiting our farmers, producers and exporters at origin. By fostering close collaborations, we aim to create strong and lasting relationships with each of them. We trade using a relationship, sustainability and quality model - rather than rely on the certification and differential model. We recognise that each partnership is unique, we tailor our strategies to individual needs, steering clear of a one-size-fits-all mentality.

We've held relationships with some producers for over 20 years and we're still working with them today. ↗



We don't believe one system can work for everyone, so we don't buy coffee purely because of a certificate or to tick a box. Instead we take a direct and transparent sourcing approach based on our values.

We work with producers who uphold the highest quality product, implement excellent sustainable practices, and demonstrate social responsibility towards their workers. When our producers see value in organic or biodynamic certification, we wholeheartedly support them, recognising the significance of these methodologies for both them and our environment.

We talk with our producers about their real individual costs of production. We are a company that helps businesses grow with us, we are committed to the sustainability of their livelihoods and our collective coffee. We commit to pay prices well above and beyond their local cost of production, irrespective of market conditions. We want to ensure that our relationships are built with sustainable-sourcing at the forefront - where we work with the same producers year on year; working with them to improve their product, to grow together and to develop a partnership over time.

We aren't after the best deal. We want to help build communities at origin, ensuring that workers receive fair wages, allowing for dignity and pride in their work. We seek visibility into the environmental impacts and changes occurring in each territory, collaborating with producers to mitigate risks and ensure that specialty coffee adds and increases value for all.

Coffee Sourcing

Our Producer Relationships



Hermanos Aguilera
 Finca De Licho
 Costa Rica
 Partner since 2007

Pedro, Daniela
 & Pedro Pablo Rodriguez
 Fincas Los Rodriguez
 Bolivia
 Partner since 2006

Gabriel de Carvalho Dias
 Fazenda Cachoeira da Grama
 Brazil
 Partner since 2003

Stephen Hurst
 Fazenda Inglaterra
 Brazil
 Partner since 2003

Carmen Esteves de Silva
 & Rafael Silva Hoff
 La Fany, Siberia
 El Salvador
 Partner since 2003

Francisco Mena
 Sumava
 Costa Rica
 Partner since 2015

Dr Brian Gakunga
 Kiriga Estate
 Kenya
 Partner since 2011

Mierisch Family
 Finca Las Delicias, El limoncillo,
 Escondida, San Jose
 Nicaragua
 Partner since 2007

Gloria Rodriguez & Luis Rodriguez
 Nejapa, San Jose
 El Salvador
 Partner since 2009

Pedro Flores
 Pedro Flores
 Bolivia
 Partner Since..... 2021

Calderón Martinez Family
 Ortiz 1900
 Costa Rica
 Partner Since..... 2022

Francisco Flores
 El Bosque
 Guatemala
 Partner Since..... 2007

Allan Oviedo Rodriquez
 Carmela
 Costa Rica
 Partner since 2013

Fuadi Pituswan
 BeanSpire
 Thailand
 Partner since 2016

Arrieta Barboza Family
 El Oasis, El Manatial, La Isla, Don Pedro
 Costa Rica
 Partner since 2013

Guadalupe Alberto Reyes Aguilar
 Finca El Limon
 Guatemala
 Partner since 2013

Francisco Otávio Lotufo
 Fazenda Barreiro
 Brazil
 Partner Since..... 2022

Juliana & Flavio Paulino de Costa Mello
 Fazenda Nova Aliança
 Brazil
 Partner Since..... 2015

Miguel Giron & family
 La Alondra
 Honduras
 Partner Since..... 2022

Benjamin Paz
 Orquidea
 Honduras
 Partner Since..... 2022

Einer Saldivar
 El Cedro
 Peru
 Partner Since..... 2021

Alejandro & Mauricio Martinez
 Finca Argentina
 El Salvador
 Partner since 2010

Martin Chirino
 Martin Chirino
 Bolivia
 Partner Since..... 2021

Gregorio Paye
 Volcan Del Tigre
 Bolivia
 Partner Since..... 2018

Lali Josely Guevarra
 Lali Josely Guevarra
 Peru
 Partner Since..... 2022

Nima Juarez
 El Roble
 Peru
 Partner Since..... 2021

Long term producer relationships and counting



B Corp Performance

We believe that your morning brew has the force to change the world. That it has the power to improve the lives of all the people involved in producing it and to protect the earth that it grows on. No small feat, huh?

As a certified B Corp, we're part of a global movement of pioneering companies who have committed to use our business as a force for good.

We want to leave the world better than when we arrived. That means taking small, thoughtful steps every day to reach our sustainability goals and being a force for good in the coffee industry.

B Corp Performance

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Our score:

83.4

Becoming a B Corp was a natural next step in demonstrating our commitment to using our business as a force for good. This certification means we're legally bound to consider our impact on the community, our customers, our suppliers, our people and the environment.

So, what does that mean to you? It means that you're having a positive impact when you choose Hasbean. When you see that B Corp logo it helps you know quickly and easily that you're choosing a business that helps to make the world a better place. The certification process has been one of the toughest things we've done.

We got started over two years ago and through our application, we've undergone a rigorous, independent assessment that measured our performance in five impact areas: Governance, Workers, Customers, Community and Environment.

CLONE
COFFEE

Opening T

Our People

- Intro By Our CEO
- Landmarks in Coffee
- Our Kitchens
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- B Corp Performance
- Our People —

Our People

Engagement Score

It's important to us that our business priorities align with what's significant to our most valuable asset – our people! We conduct annual engagement surveys to confirm that we are concentrating on the right aspects and check in bi-annually to ensure we are on track to achieve those objectives.

This year, our people identified the need to concentrate our efforts on refining and communicating the company vision. To address this, we initiated a series of departmental workshops led by our CEO, Lizzie Gurr. These workshops not only communicated our newly refined vision but also concentrated on troubleshooting how each department can effectively bring it to life through brand positioning and the application of our company values in our day-to-day operations.

Current engagement score



- Intro By Our CEO
- Landmarks in Coffee
- Our Kitchens
- Coffee Sourcing
- B Corp Performance
- Our People —

Company initiatives

Enhanced leave packages

This year we are very pleased to be able to introduce enhanced leave across the company, which not only rewards our employees loyalty to the business but also remains competitive in each market.

9 day fortnight

To further support the well-being of our employees, we committed ourselves to a pilot of the 9-day fortnight across both markets. It comes as no surprise to confirm that it was extremely well-received by our people, with reports of increased efficiencies and well-being across our teams. We look forward to ensuring its continued success in the coming year.

HASBEAN

NEW PLYMOUTH

AUCKLAND

LONDON

STAFFORD