



**TASTY
MATES**

2021 Impact Report

Hey Mates!

We start as we mean to go on here at Tasty Mates. As we review our first year of trading, we have decided to do what we can to ensure that all our business practices are recorded and transparent, as we believe that is the only way we can always do better.

Mission

- To be the most relatable, tasty and authentic gourmet gummy sweet on the market
- To have a net positive impact on our other mate, the planet.
- To promote genuine, meaningful connections between mates.



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This report sets to demonstrate what we have done in achieving our missions over the past year, as well as look forward to new aims, ambitions and ways to improve.



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Our Vision

We have ambitious plans and here are a few things we have done in 2021 to start paving the way...

Launch four relatable flavours:



Very Berry

The Berry Funny One



Pear Crumble

The Perfect Pear



Peaches & Cream

The Juicy Peach



Salted Caramel

The Salty One

Mission

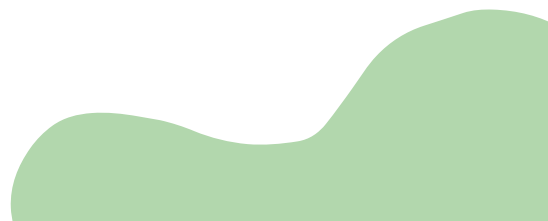
Each unique flavour of Tasty Mates portrays a personality trait commonly found in a friendship group. In order to show this off we have put the packs personality front and centre – by naming them accordingly. Not only this, on the back of all our packets is a small blurb, telling you a little more about who they are in the friendship group.

Tasty Mates was born out of one of our mates being a right pain in the backside, following dubbing them 'The Sour One' in the group (don't worry, they know who they are), we proceeded to name and shame all our mates and very quickly realised – we all have that 'Salty One' in the group.

We have used our social media channels to tell our 15,000+ combined followers about our relatable gummy sweets and our aim is to bring out more flavours so there is a personality trait for everyone!



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Authentic

Each of our flavours are truly authentic. We work with the best team of experts who take real pride in ensuring that our gummy sweets really taste as good as they say on the pack. We love a pun – as is clear from our pack names – but we put the flavour first, always.

Gourmet

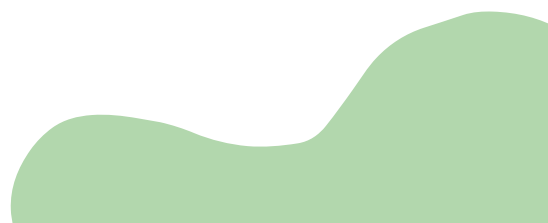
So what do we mean when we say gourmet? This is a question we often get asked when we are on the road sampling. Our first reaction is 'try it – you'll know exactly!'

Secondly, we ensure that all our ingredients are sourced responsibly and are of the highest quality in their field. We really believe that if we have faith in all our raw material, then the quality of the product really is brought to the forefront.

As well as this, we have spent the last year making all our gummy mates by hand. Our team has cared over each individual mate big time. Though this is not something we will be able to do with every single mate moving forward, (as fortunately, we just can't physically make enough of them at this point for demand), we are still working very closely whilst scaling.

This is something we are excited to do, as we really believe the time we have spent learning and perfecting our gourmet gummy sweets, means whilst we scale we can still put that TLC into each mate ensuring even more people can be part of our Tasty Mates family.

Finally – our flavours. The authenticity as mentioned before of each flavour really does exemplify, in our minds, what a true gourmet sweet should taste like. Only using natural colours and flavours we have managed to perfect four fantastically authentic flavours and we are working on some really exciting projects to bring more and more gourmet gummies your way!





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Tasty by name - Tasty by flavour

It's very easy for us to just tell you that Tasty Mates are 'Tasty', I mean, it's in the name for starters...

But other than taking our word for it, there's only really two ways we'd be able to demonstrate this (if you haven't already tried)

- TRY THEM! (and as a thank you for reading up to here have a discount code to grab yourself a pack from www.tastymates.co.uk – **IMPACTMATES35** (that's 35% off!)
- Check out some of these mega **CELEB AND INDUSTRY** quotes/reviews below...

DAVINA MCCALL (CELEB)

Most delicious thing
i've ever eaten.



**SUZY PELTA
(GREAT TASTE JUDGE)**

For me, the standout
flavour is the Salted
Caramel! You can not
believe those warming
caramel tones are coming
from a gummy sweet



WH SMITH, BUYER

They look and taste great.
Favourite was The Salty One,
which I was surprised by!
Turns out Salted Caramel in a
sweet format is a winner!



LAURA WOODS (CELEB)

They're REALLY
nice. I love them.



SCOTT WINSTON (EX SELFRIDGES BUYER)

The taste is outstanding and there's definitely a gap
for another brand in the upmarket confectionery
space. The CSR values of the company are
exceptionally strong





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Our Mission - Our mate, the planet

When we started building Tasty Mates, we were set on ensuring whatever we did, we did not add to the environment in a negative way. We wanted to be sustainable and always put the planet first. Our goal is to absolutely be a driving force for change within the conversation about how we put our planet first.

We are not going to make out like we came into this as experts, our expertise in this field was limited to Joe studying geography at university and Nick being passionate enough to have attended various talks and signing up to WWF giving a monthly donation. But we knew that if we were to bring a product to market, we couldn't be having a net negative impact.



Vegan

This was a driving factor in Tasty Mates being vegan. There is no need to put gelatine in a product that is being consumed as a treat? Surely there is a way to create a product that tastes just as good (if not better) and miss out all that animal nasty, that clearly has a negative impact?

Other Ingredients

Natural colours and flavours are used in every packet to make sure we have no artificial business in the sweets.

In 2021, due to our production methods and drive for a vegan product we used a snow sugar coating which contains RSPO Sustainable palm kernels.

We are aware that palm is not a product we want to use long term, even if it's RSPO approved -and as we know – we can **always do better** - which is why now, with our ability to scale, we will be phasing out the use of this ingredient over the next few months. This means that our core range will – by the close of 2022 (and most likely before) no longer be using palm – RSPO Certified or otherwise.

Hip Hip Hooray!





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Recyclable Packaging

All our packaging can be recycled in supermarket recycling bins. This wasn't a simple decision for us. We explored compostable and biodegradable packets – but we realised the infrastructure in the UK is just not set up for this yet – especially for an impulse product that often gets disposed of on the go. We learnt there is a real problem in the UK as each council and borough has slightly different regulations which affects the ability to ensure our recyclable packaging is recyclable in *all* home bins. As such, we have partnered with Seven Clean Seas – to support in offsetting every piece of plastic that comes from or to Tasty Mates. We figured that if there is even one packet that we sell that cannot be recycled in the relevant bins, then there must be something we'd be able to do. Offsetting seemed to be the answer.

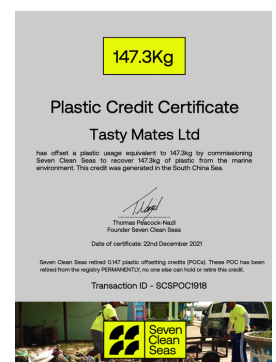
Emissions

We know that we can always do better. So this year we are keeping track across various sectors within the business to ensure that we are best equipped to work on ways to cut and offset emissions.

With this information we can then assess how we do better to achieving our target of being carbon neutral by 2024.



Plastic Offset
2021 = 147.3 kg
2022 aim = 1000kg





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Meaningful connections between mates

For us, part of being relatable, is also relating. This year we have focused on setting up our initiative 'Mates In Need', where we seek to support charities, whether that's through donating product for events, as raffle prizes, or giving certain chosen charities a financial donation.



We set out to donate a % of profits to charity – and though – in year one what that meant was not straightforward, we decided to donate what we could.



POGO.

This year we also teamed up with POGO an incredible new platform that through donating to amazing causes, consumers can unlock exclusive discounts and offers from brands.

Over the coming years, we are also planning on using our voice to amplify genuine connections between mates. There is nothing more important than just taking a moment and seeing how 'The Berry Funny One' is doing because sometimes humour may just be a front. Similarly, for ourselves – life can just get in the way – so we are keen to just remember, it takes two minutes to just be in touch. We can all: always do better.



Donations
2021 = £1000
2022 aim = £3000

wherefrom[®] sustainability score



189 reviews

Company for Good	8.6 /10		Review
Transparency	7.4 /10		Review
Social	7.7 /10		Review



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Thank you

As touched on before, our 2021 Impact Report has two main goals.

- 1) To show our mates what we are doing as a business to evoke trust in us and to take you on our journey.
- 2) So we can learn and reflect on what we are doing and check back to make sure we are always doing better and what still needs to be done to achieve our aims

Tasty Mates has just begun its second year of trading. We have some really exciting things on the horizon and a whole load more people to connect with. If you're reading this then you are a part of our journey – and we are so grateful you have chosen to be a part of that – a true mate indeed!!

Keep an eye across our socials, our newsletters and our website for exciting new initiatives, products, launches and events coming up and if you have any questions on anything you have read here, please get in touch - mates@tastymates.co.uk

Speak soon mates!
Love, Joe and Nick x



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