



**TASTY  
MATES**

# 2022 Impact Report

## Hey Mates!

As we celebrate our 2nd birthday here at TM HQ, we wanted to update all our MATES on where things are up to from a sustainability and impact perspective here at Tasty Mates.

Over the last year, we have really focused on how can best achieve all of the things we set out and have solidified a clearer articulation of exactly what we as a brand are trying to achieve.

## 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 meaningful moments with mates



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This report seeks to outline how we are achieving these core missions by looking back over the past year, but also using this Impact Report as a moment in time for us, internally to look forward and take the next step in our journey to achieving these goals.



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## Tasty Mates: The Brand

If you are reading this, you may already know the story behind Tasty Mates. Each packet of Tasty Mates portrays a personality trait commonly found in a friendship group. The idea came from our mate, Amy, literally winding us up and being dubbed 'The Salty One'... thanks Amz...never change you salty legend! 🤪

### Core Range Flavours:



#### Very Berry

The Berry Funny One



#### Pear Crumble

The Perfect Pear



#### Peaches & Cream

The Juicy Peach



#### Salted Caramel

The Salty One

## Mission

Our brand is allowing us to tell the story and lend our voice to the important missions we have set out. We are not here to preach, but we certainly want to be part of the conversations surrounding sustainability and checking in on your mates... and what's better than doing that with a packet of delicious, gourmet gummy sweets in your hand...



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## **Authentic**

Each of our flavours are truly authentic. We work with the best team of people who take real pride in ensuring that each gummy sweet really taste as they say on the pack. The flavours we use are completely natural and we have spent time perfecting the flavour mix and profiles to achieve this. 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.

In our first year of production every product was made by hand. Though this is not the case anymore, our chefs and development team work very closely and understand the product inside out because of this process. They have been working to develop the product into what it is today and we are certain it won't disappoint!

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 authentic gourmet gummies your way!





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## Tasty by Name - Tasty by Flavour

'Tasty by Name, Tasty by Flavour'. Sure. But other than taking our word for it – you have to try it to believe it. We have worked hard to ensure our product is unique within the market. We were tired of feeling like you needed to brush your teeth after eating through a bag of sweets. Our texture allows you to feel totally satisfied, without any of the guilt... but if you like a slightly firmer gummy sweet, stick a pack in the freezer and they're as chewy as you like! Obviously us writing this is one thing, but why don't you judge for yourself?

As a thank you for reading up to here have a discount code to grab yourself a pack from [www.tastymates.co.uk](http://www.tastymates.co.uk) – IMPACTMATES35 (that's 35% off!)

Or failing that, check out some of these reviews.....



### OCADO REVIEW

These have now become a regular buy for me; tasty & lovely texture, and don't give me a headache! Tasty Mates. Please make this in citrus flavours: orange - grapefruit - lime!!



### FEEFO REVIEW

Love the sweets, they are so unique. Also, their customer service is always excellent which I really rate, any enquiries they get back to me quickly and are super helpful. Highly recommend.



### HOLLAND & BARRETT REVIEW

Honestly wow. Totally unique texture and flavours that don't taste artificial... Going to be a struggle to stop eating these!



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## To have a positive impact on 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 signed up to monthly donations. 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 junk, that clearly has a negative impact.

### Recyclable Packaging

We searched for the best packaging we could find. We spoke to experts in the field and ended up on grade 4 recyclable packaging. What this means is 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 actually 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 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 we should be able to offset this.





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## Emissions

We'll be honest. In 2022 we underwent a lot of changes in our supply chain.

One of the main reasons for this was to increase efficiency. We needed to make more product to not only supply our amazing customers in a way that was cost effective to us and them, but also taking a look at economies of scale when it came to the environment (let's call this 'environmental economies of scale')...

What we mean by this is, whilst in an ideal world, we wanted to continue to produce in the UK, we calculated that our new factory in Europe could produce a significant amount more product in a significantly quicker timeframe than any of the partners here in the UK. The fact we could increase production essentially has offset the additional emissions used to transport our product to the UK.

This solution is right for the business at this point. Our ultimate aim however, is still to have a 'net positive impact' on our mate, the planet.

As such, we have started tracking our supply chain footprint. With this information collected over the 2023 calendar year, we can then work on doing better as time goes on.

## Other Ingredients

Since outsourcing we have also driven towards ensuring Tasty Mates only use sustainable ingredients. Previously our product was made using RSPO Palm Kernels. In house production limited us to this as the only plausible option in coating our product and remaining vegan.

Since outsourcing though, we have replaced this ingredient and are now Palm-Free! We are super excited about this and the sweets taste even better (We know! How is that even possible!)



**Plastic Offset**  
**2022 = 201kg**  
**2023 aim = 1000kg**



**Plastic Credit Certificate**

**201kg**

This is to certify that Tasty Mates has offset a plastic usage equivalent to 201kg by contributing Seven Clean Seas to receive 201kg of plastic from the marine environment and coastal areas.

This credit was generated in the South Atlantic.





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## Meaningful Moments With Mates

Tasty Mates was created with 'mates' at the forefront. Everything we try and do is with relatability as the first thing we think about. When we launched we set up our 'Mates in Need' initiative. The aim here was to support charities that directly impacted everyone. Initially we supported two charities by committing to donate a percentage of profits to Mind and Crisis. Of course, being a start up, that probably doesn't mean too much – but last year we donated:



We want to be a voice for reaching out to your mates. There is nothing more important than checking in on your friends after a long week of work, exam pressure or relationship stress. Life is full of those moments when we all need our mates to pick us up. So, you may have seen across social media, through sampling campaigns and brand collaborations, we at Tasty Mates, are simply here to remind you to check in on your friends, ask them for a leg up when you need one and ultimately – just share some \*sweet, sweet\* meaningful moments with mates.

There is a lot more to come this year surrounding this – with some exciting campaigns, partnerships and initiatives. We want to spread the word far and wide, because sometimes it's all too easy to forget to check in – we're just here to remind you!



**Donations**  
2022 = £500  
2023 aim = £2000

**TASTY MATES** Claimed profile

BRAND

**REALLY GOOD SCORE** <sup>®</sup>

7.5/10



392 RATINGS

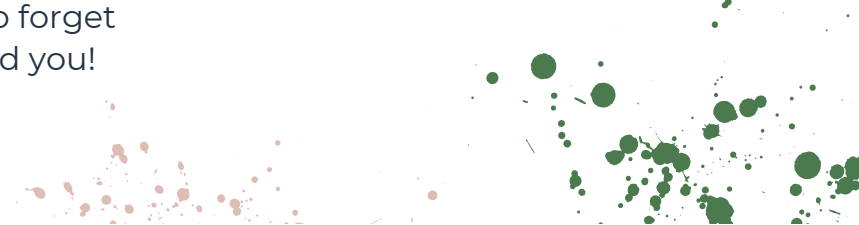
[Review this company](#)

ENGAGEMENT SCORE **67/100**

Based on response time and what percentage of reviews have been replied to



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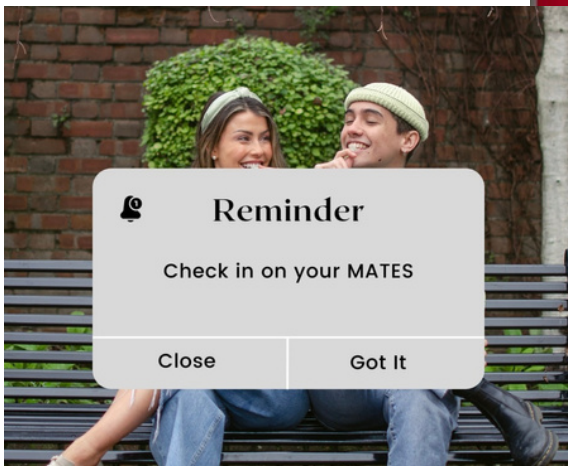


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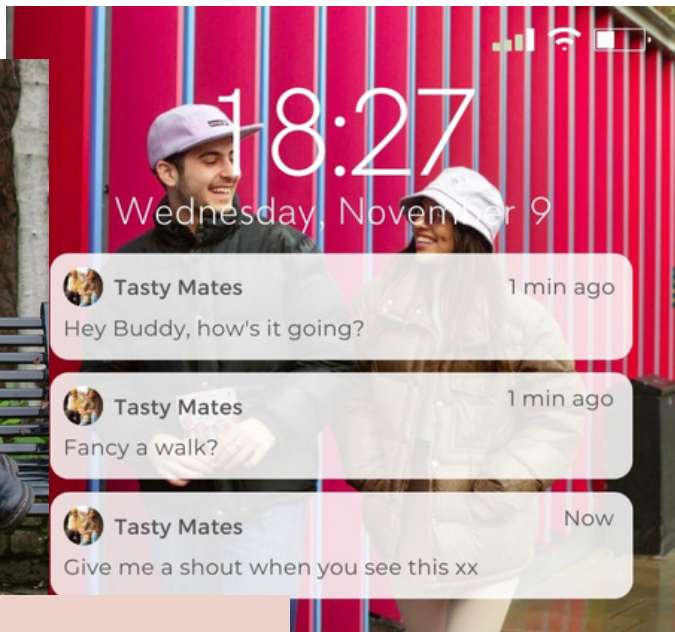
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## Meaningful Moments With Mates



**Reminder**  
Check in on your MATES  
Close Got It



**Tasty Mates** 1 min ago  
Hey Buddy, how's it going?

**Tasty Mates** 1 min ago  
Fancy a walk?

**Tasty Mates** Now  
Give me a shout when you see this xx



**WORLD  
Mental  
Health  
DAY**

**CHECK  
IN  
ON  
YOUR  
(TASTY)  
MATES**







# 2022 Impact Report



## Thank you

2022 was very much for us about solidifying our business and understanding what best practice actually looked like.

As we begin our third year of trading and grow across new markets as well as our brand name we want to become an active voice for change. How can we do more to impact our audience, but also the wider category and in eventually beyond!

Keep an eye across our socials, our newsletter 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!

Speak soon mates!

Love, Joe and Nick x

