. EST 2014 .



### **MANIFESTO**

2020

## THE STATUS QUO OF ICE CREAM AND OTHER INDULGENT TREATS IS BAD FOR YOU AND BAD FOR THE PLANET.

WE'RE AIMING TO OVERTHROW THE STATUS QUO.





**OUR BRAND Manifesto** 

# OUR MISSION IS TO CREATE FEEL-GOOD INDULGENCE WITHOUT COMPROMISING HEALTH OR PLANET.

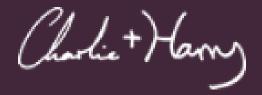
WE CALL IT #GOODTEMPTATION





We see a world where you can feel good about indulgence.
Where pleasure, health and sustainability are not opposite.
Every tub of regular high sugar ice cream that is replaced with a healthier, more sustainable dessert is one step closer to making compromise a thing of the past.

Join us in #GoodTemptation!





#### **OUR COMMITMENTS**

#### 1. Highest quality ingredients.

• The perfect Venn diagram of taste, health and sustainability doesn't come easy—an ingredient led philosophy focusing on the source is crucial.

#### 2. No compromise on taste or health.

• We only launch products that adhere to our strict policy of beating traditional full fat/full sugar ice cream taste tests, AND not compromising health.

#### 3. Sustainable production

• We won't be the World's Best ice cream if we are bad for the environment. We are working towards being fully carbon neutral before December 31st 2021.





#### **OUR COMMITMENTS**

- 4. Going the extra mile to help our customers, suppliers and staff, who all own a share of our family run business.
  - We want Oppo to be the greatest place our team ever work during their career. We are working to achieve Sunday Times Top 100 Best Companies to work for as soon as we are eligible (min 50 employees). We want the team to be proud to work for Oppo and proud of the impact we have on our stakeholders.
- 5. Staying curious, challenging assumptions, and always honing our craft.
  - To achieve our ambitions we need to learn every day and never settle.
  - We know we are far from being perfect so need to stay open to everyone's ideas for how to stay true to our mission







#### **OUR PROGRESS SO FAR**

Oppo has saved:

- 5.32billion calories
- 424.4million grams of sugar
- (that equals 691,412 kg) of fat!).
- Obesity costs the health services an estimated €35bn in Europe per year (€110 per person per year). For every tub of Oppo consumed instead of a tub of traditional ice cream we are helping to fix this epidemic.



