

. EST 2014 .

oppo

BROTHERS

MANIFESTO

2020

OUR BRAND
Manifesto

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.



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Famous for flavour, not calories.

OPPOBROTHERS.COM #GOODTEMPTATION

OUR BRAND
Manifesto

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

WE CALL IT #GOODTEMPTATION

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**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!

Charlie + Harry

OUR BRAND Manifesto

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 BRAND Manifesto

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.

