



DAILY
DOSE

- COLD PRESSED JUICE -

O'FRESCO

APPLE · CARROT · LEMON · GINGER ·
TURMERIC ·

—
PRESSED + PRODUCED IN CAMBRIDGESHIRE



Hello,

Since 2016, we've been working to rescue tonnes of wonky produce to press our range of cold pressed beverages and this year was no different! With another year done and dusted, we've increased our range, grown our presence and doubled our team all in the space of the last 12 months!

The year kicked off with initially launching three 750ml lines into 156 Waitrose branches, including brand new and exclusive Framboise, a fruity take on the British summer. With sales booming it didn't take long for our presence to increase and for autumnal favourite Rouge to be added to the range.

With the growth of Daily Dose continuing, July marked the start of our third site in Corby with production kicking off in August.

However, what makes Daily Dose so special are the drinks themselves. 2023 was the year of reformulation and new product development. This year we saw Cacao Nusse get an upgrade and Spirulina turn blue, plus Aloha and Bramble marked the start of Daily Dose smoothies.

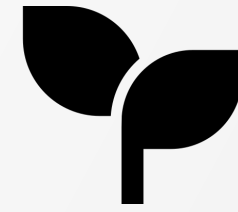
We're ready to elevate the world of cold pressed even further in 2024!

George

Our impact strategy.

01.

QUALITY JUICE



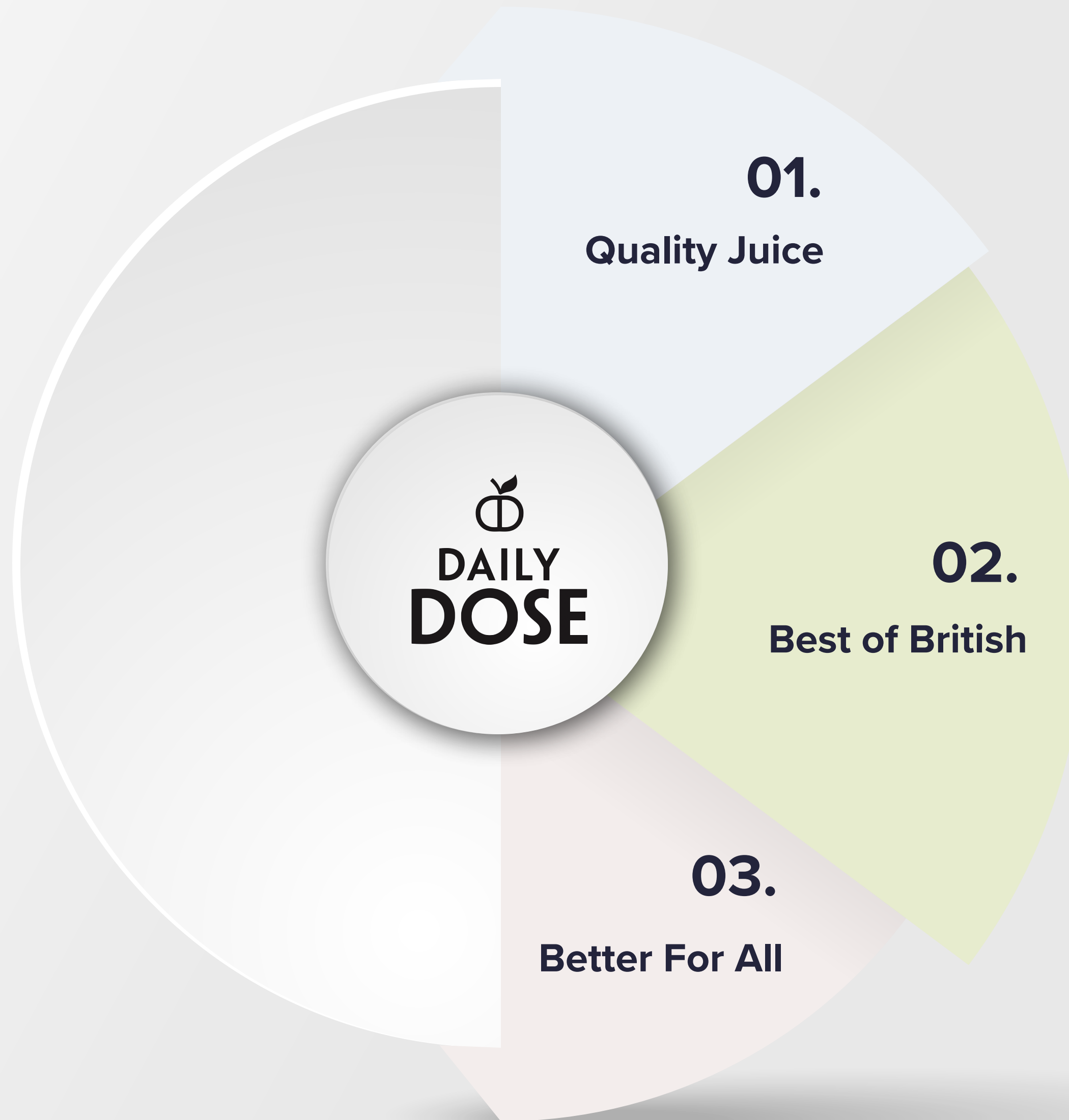
We like to keep things simple, using 100% fruit and veg. Where others use heat, we opt for high pressure. Our cold pressed method allows for maximum flavour and nutrition.

02.

BEST OF BRITISH



Celebrating what's on our doorstep and keeping our carbon footprint at bay, we work closely with British farmers to rescue tonnes of wonky produce. Every year tonnes of fresh fruit and veg go to waste as a result of not meeting strict criteria set by retailers. Where others say too big, too small or even slightly too odd, we say they look perfect!



03.

BETTER FOR ALL



Whilst our juice helps support a healthier you, we like to take things further and take a 360 approach to giving back.

Our leftover pulp instead of going to waste is repurposed through a process known as anaerobic digestion to create bio-gas and biofuel.

2023 has seen us give back to local communities, donating cold pressed juices to local initiatives. We've been working closely with Felix Project and City Harvest donating juices to the local community.

All things new...



SMOOTHIES

Say Aloha, Bramble! 2023 was the year we launched not just one, but two brand new cold pressed smoothies.



FRAMBOISE

With three lines now stocked in Waitrose, we welcomed a new Waitrose exclusive, Framboise. A fruity blend of strawberries, raspberries, apple, lemon, and mint.



CACAO OAT

Oat-so creamy, our Nusse range has undergone a slight revamp. It's out with the nuts and in with the oats.



SPIRULINA

100% natural, 100% vibrant. Our new and improved spirulina made a debut in 2023.



DAILY DOSE
CACAO OAT
CACAO - VANILLA
PURE HIMALAYAN SALT
PRODUCED IN CAMBRIDGE, MA



Our farmers



Berries
South Coast

Carrots & Beetroot
Peterborough

Greens
Lincolnshire

Apples
Kent

Wonky savings.

341 TONNES
That's enough carrots to line
3,751 football pitches.



140 TONNES
Strawberries aren't just for
Wimbledon. In 2023 we rescued
enough wonky strawberries for
3.5 years of Wimbledon Tennis
Championships.



3,515 TONNES
Things have gone swimmingly
well, with nearly 20 Blue Whales
worth of apples pressed in 2023.



**DAILY
DOSE**

50 TONNES
It's safe to say we like our green's.
This year we've rescued around 65
cows worth of kale.



260 TONNES
That's the equivalent to 230 London
black cabs of beetroots rescued.



300 TONNES
We've taken cucumber to new heights,
a Boeing 747's worth of cucumbers.



220 TONNES
110 elephants worth of ginger in just 1
year.



120 TONNES
It's been a busy year on the farms with
over 17 tractors worth of spinach
rescued.



A few double decker buses worth.

It's been a busy year on the farms and an equally busy year in the pressery.

To quantify the scale of quite how much produce we got through in 2023, we've broken it down into double decker bus weights...





“ It’s something that our recipients wouldn’t get to try without your donations. ”

Jamie, City Harvest

Daily Dose gives back.

We’re all about saving waste and rescuing what we can. Whilst we aim to reduce our waste as much as possible, sometimes we do have a little extra juice than planned. Rather than sending excess juices to waste, we aim to help the community where we can.

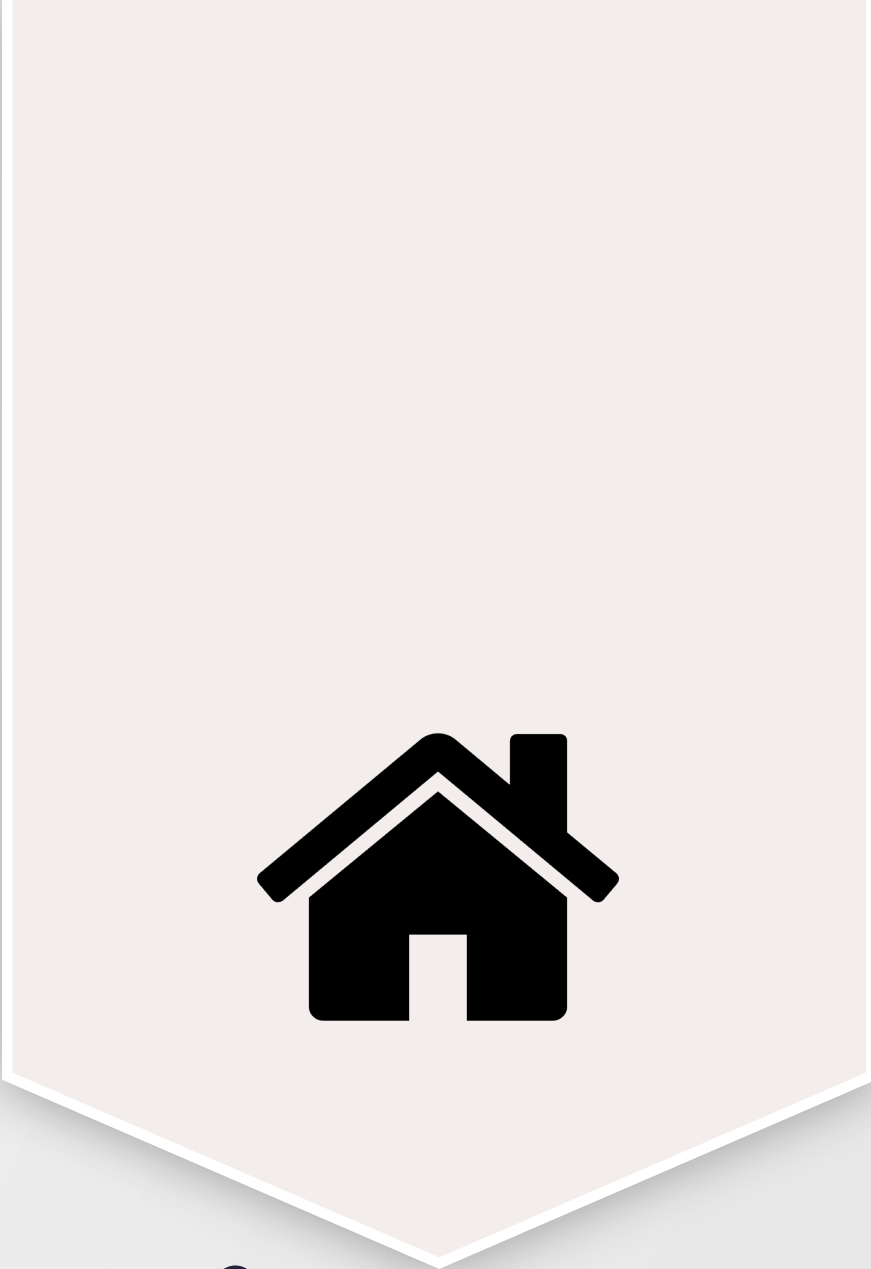
2023 was the year we started working with both The Felix Project and City Harvest to donate juice as well as volunteer. In 2023 we donated a total of 14.3 tonnes of drinks to City Harvest London; preventing a whopping 14 tonnes of greenhouse gas emissions.

On top of donating products, members of our team also regularly participate in volunteering. This involves supporting in the redistribution of food waste into the hands of those who need it the most within our local communities.

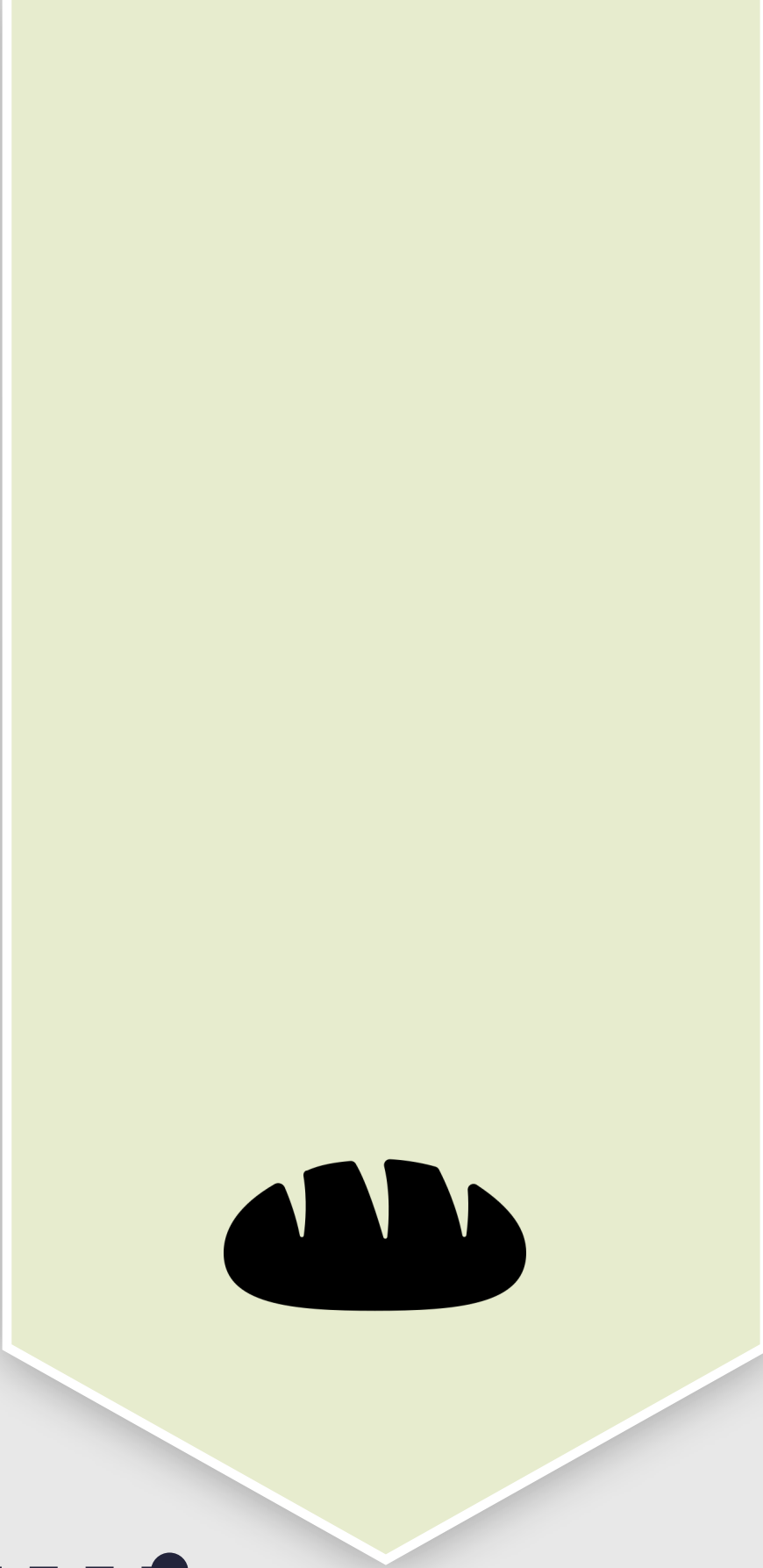
We’re looking to up the ante in 2024 and get involved in even more community initiatives.

From farm to fridge and beyond.

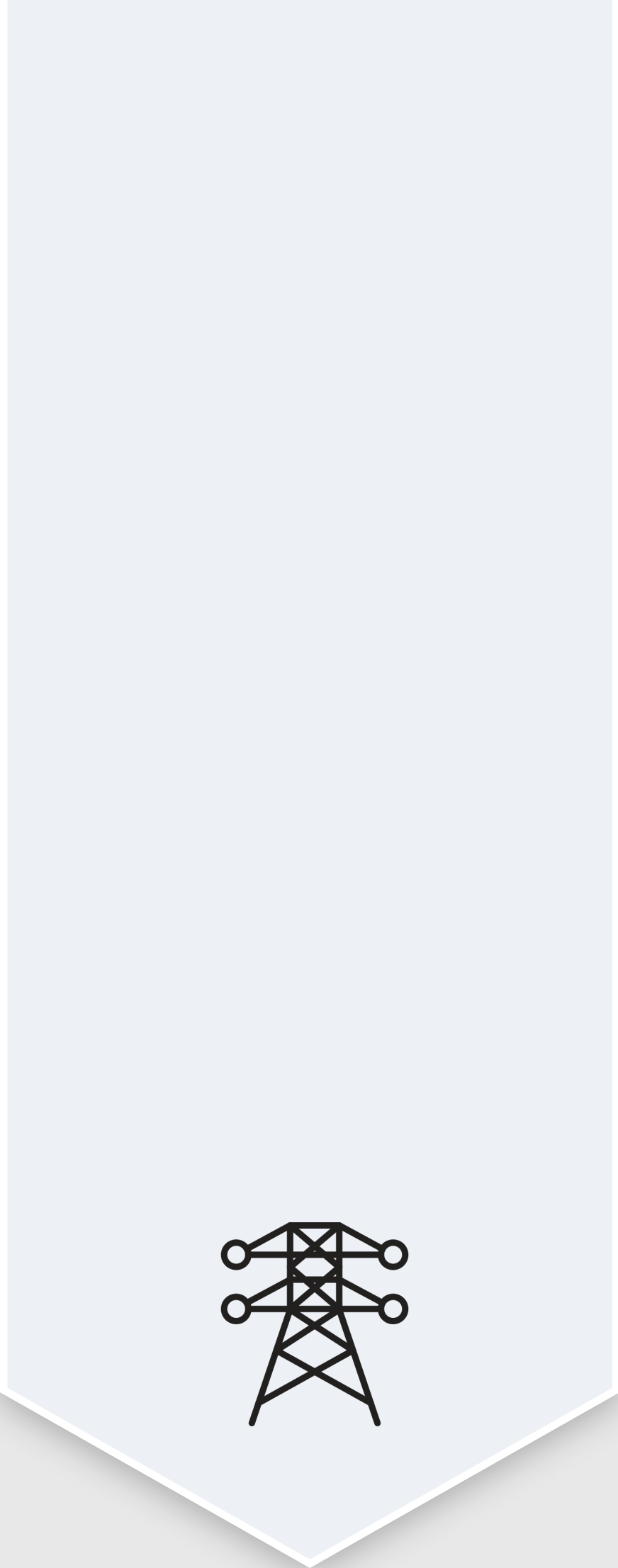
We're all about fighting waste and taking a 360 approach to our sustainability strategy. The bi-product of our juice production is a fibrous pulp. Instead of simply disposing of this pulp, we produce bio-gas and bio-fertiliser through a process known as anaerobic digestion.



**49.5 houses powered
24/7, 365 days a year.**



**87,600 loaves of bread
produced.**



**160,000 kWh of clean
power generated.**






Delivery and beyond.

Our delivery methods and end-of-life juices have had a glow-up!

A big aim of ours for 2023 was to improve the efficiency and environmental impact of our supply chain and logistics.

Changes we've made this year include:

-  We now use less same day couriers, reducing the impact on the environment in terms of carbon footprint whilst also improving efficiency.
-  This year we launched on both Deliveroo and Too Good To Go enabling us to dispatch and use product right up towards their end of life, whilst also improving accessibility to customers.
-  Our delivery days have been replanned, meaning we utilise the full capacity of every load, preventing excess waste of resources.





**DAILY
DOSE**