

SCRUMBLES

- POSITIVE IMPACT REPORT 2022-3 -

WE'VE DECLARED
WAR ON BAD POOS.

GOOD
INSIDE OUT

LIVE BACTERIA FOR
DIGESTIVE HEALTH



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WHO WE ARE





A MESSAGE FROM ANEISHA, JACK, SMUDGE & BOO

When we started just over 4 years ago, armed with Smudge and Boo at our sides, we committed to flying the flag for gut health and ensuring that good food didn't cost the earth.

Facing into the cost of living crisis, and seeing the huge inflation that's impacted not just pet food but pretty much everything in our day to day lives, these commitments feel more important than ever.

Over the past 12 months, despite battling our way through the challenges the pandemic and Brexit presented, we've grown our turnover triple digits, grown our team from 2 to 10, and grown the number of places you can find us. With Scrumbles now on the shelves of Tesco, Sainsburys, and Waitrose across the UK and Ireland.

We are delighted to have not only recertified as a B Corp but improved our score by almost ten points. The process has also highlighted plenty of opportunities to progress further, and we're already busy working on these. This is our first official positive impact report, laying out some of our highlights and what's on our roadmap.

As always, we'd love to hear your thoughts and feedback. Drop us a line at hello@scrumbles.co.uk

ANEISHA & JACK





SCRUMBLES

— GOOD INSIDE OUT —

HELLO FUR FRIENDS!

Hello and thanks for joining us to sniff and lick our latest social and environmental impact report.

We're Scrumbles, the 2nd ever pet food company in the UK to certify as a B Corp (toot toot).

We started back in 2018 with a mission to make healthier, more ethical, and affordable food for cats and dogs. As well as to make pretty poops for all pets! In this report we'll update you on all the good stuff we've been doing over the past year, as well as delving into our impact score and recertification.

We hope there's a floof snogged on your lap and you both enjoy the reading!



OUR BRAND (FAMILY) VALUES

WE HAVE IMPACT

We get stuff done and deliver results, responsibly. We go above and beyond our responsibilities for our team and our customers driving real change, streamlining processes and driving efficiencies.

WE ARE CURIOUS

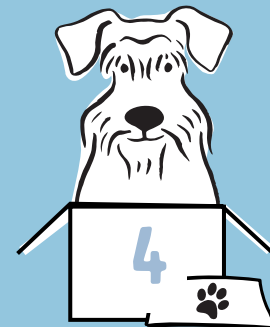
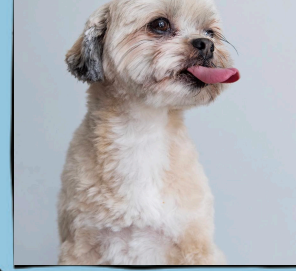
We know we're not experts and tackle challenges head on. We're never complacent, continually challenging, questioning and researching how to do better for our team, customers and pets.

WE ARE AUTHENTIC

We're genuine, operate transparently thoughtfully and are trusted because we do what we say. We never overpromise but always overdeliver which wins our customers and peers heart's.

WE ARE BRAVE

We set ambitious goals, challenge the status quo and work smart to achieve them. We proactively seek out oppurtunieis and don't shy away from doing things differently.





OUR SCORE





WE RE-CERTIFIED AS A B CORP

Back in 2018 we were thrilled to become the 2nd ever pet food company in the UK to certify as a B Corp.

But that's not where the story ended. Every 3 years B Corp's must recertify, to show they're continually improving in line with the changing world.

We're delighted to let you know that following from our recent recertification, we've increased our score to 90.8 (previously 81.2).

Our B Corp Score is 12% higher

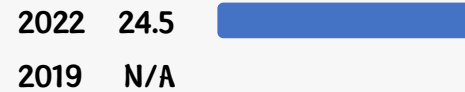
OUR B IMPACT SCORE:



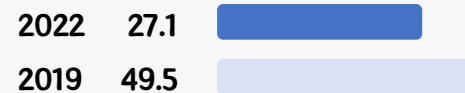
GOVERNANCE



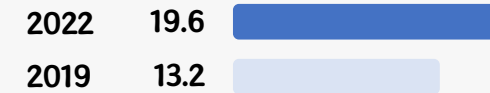
WORKERS



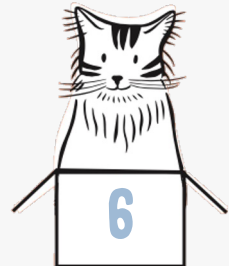
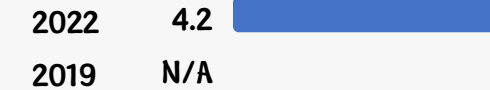
COMMUNITY



ENVIRONMENT



CUSTOMERS





OUR ESG HEALTH CHECK SCORE

Over the past year we've worked with a third party to audit our Environmental, Social and Governance impact to set the framework for future improvements. Check out our scorecard ->

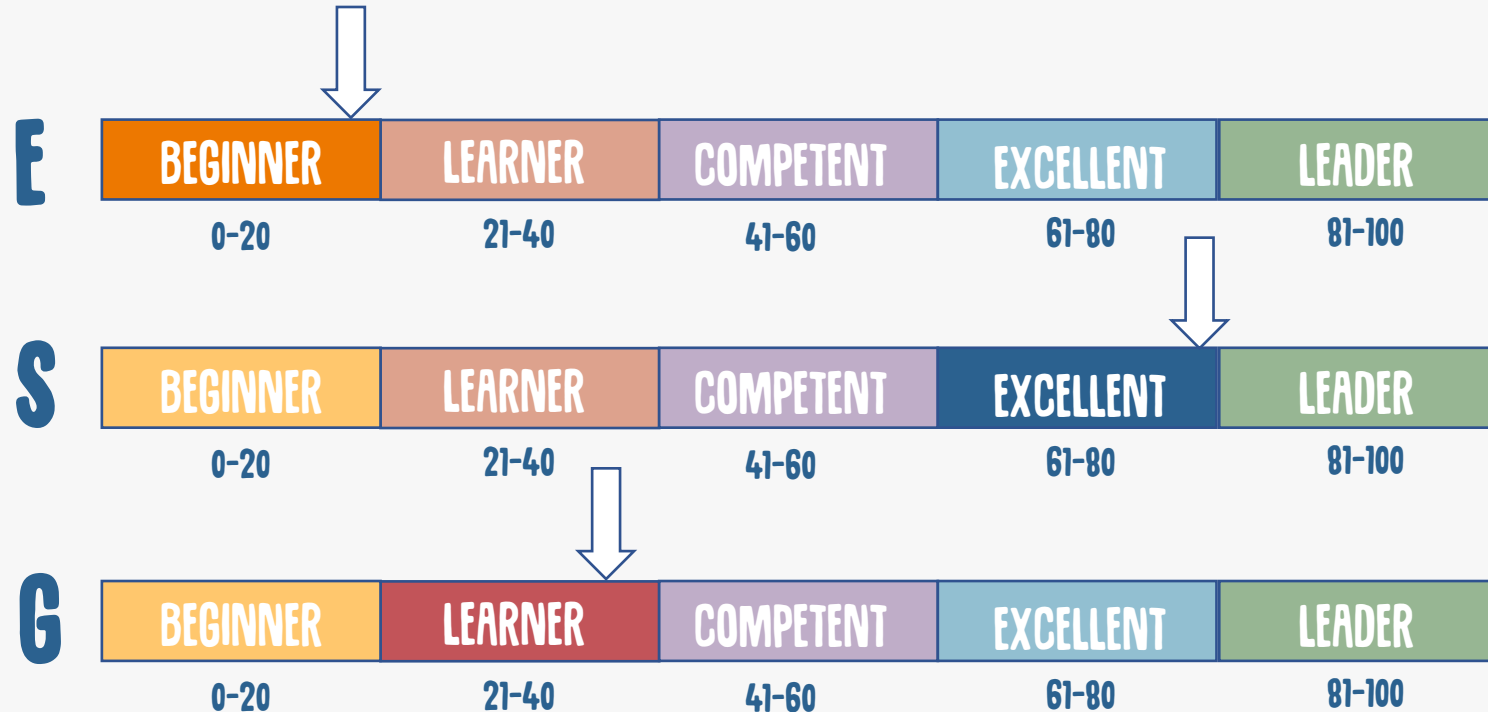
An ESG score is an objective evaluation of a company's performance in respect to Environmental, Social and Governance.

Our overall ESG score is 42/100

OUR ESG SCORE:



SCRUMBLES



Donated advent calendars to 600 rescue cats and doggies

Raised awareness about key issues affecting pets like Dental Disease and Pet Obesity

OUR HIGHLIGHTS 2022

5 new bums on seats at Scrumbles HQ

Launched a brand-new website, making it easier to use and information more accessible

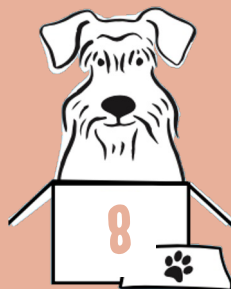
Increased our employer pension contribution to 10%

Over £43k donated to environmental and pet charities

70% of our team gave at least one day volunteering for social and environmental charities



OUR IMPACT



PRODUCT

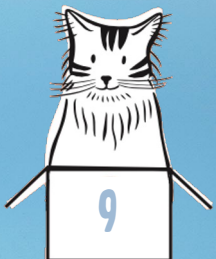
We are committed to making gut-friendly, healthy pet food using responsibly sourced ingredients and sustainable technologies.

In 2022 we:

- Reduced the amount of packaging we use in our 750g bags by 33%
- Converted all our treats packaging to 100% recyclable material
- Optimised our case configurations, enabling an increase in logistical efficiency
- Removed single-use plastic film from our Advent Calendars

In 2023 we will:

- Shift our wet cat food to 100% recyclable tins, making our full range of packaging recyclable
- Launch a brand-new plant based complete dog food
- Switch to cardboard outers from plastic for our range of dry food
- Optimise our wet dog food cases to reduce overall packaging



MAKING OUR TREATS BAGS RECYCLABLE

We make every business decision consciously, to do best by our pets and planet. From selecting ingredients, to sourcing our packaging materials. To evaluate our packaging materials, we take a holistic view, from the raw materials right through to disposal. By taking this approach, we uncovered that our biodegradable treats bags weren't living up to our eco expectations. The reality is that most users don't dispose of this material correctly, so it ends up in landfill, where it won't biodegrade due to the anaerobic conditions. That's why we've made the big (and surprising to some) decision to move to Mono PE bags for our full treats range. Not only does this material provide the perfect barrier to keep our treats fresh for longer, but it's 100% recyclable, accessibly via supermarkets and increasingly kerbside.



← FROM THIS



TO THIS →

Visit: <https://scrumbles.co.uk/blogs/sustainability/eco-packaging-why-plastic-gets-an-unfair-wrap>



ENVIRONMENT

We are committed to making gut-friendly, healthy pet food using responsibly sourced ingredients and sustainable technologies.

In 2022 we:

- Donated £43k to environmental causes as part of 1% for the Planet
- Moved to 100% UK manufacturing of our full range to reduce food miles
- Organised a litter pick along the river Thames, collecting over 8 bags of waste

In 2023 we will:

- Double our donations to environmental causes vs 2022
- Complete Scope 1 and 2 emissions
- Arrange another team clean up day
- Write a Supplier Code of Conduct policy holding suppliers accountable for social and environmental performance
- Carry out an independent ESG audit



ENVIRONMENT

In 2022 we donated over £43,000 helping...



GROW UNDERWATER SEAWEED FORESTS BIOME ALGAE

Seaweed farms have the potential to sequester carbon, increase biodiversity, clean ocean water, provide natural habitats and provide an abundant sustainable natural material which can be used in everything from food to clothing. Biome Algae are using the donations to scale up their farms across multiple sites, trial different species, and measure the carbon sequestration.



RE-INTRODUCE BEAVERS INTO ARGYLL, TAYSIDE, AND DEVON. REWILD BRITAIN

Beavers are keystone species, meaning they have a disproportionately large impact on their environment. Having been driven to extinction in the UK due to hunting, Rewilding Britain have helped reintroduce them into Scotland and Wales, working with landowners to monitor impacts on local landscape and monitor their welfare.



REVITALIZE WILD FOREST IN THE HIGHLANDS OF SCOTLAND TREES FOR LIFE

The Caledonian Forest once covered a huge area of the Highlands of Scotland, but now stands at a mere 2% of its former extent. Trees for Life are working on several projects to save the remnant pinewoods, reintroduce red squirrels, and form a collation between landowners and communities to implement traditional land management techniques.



PEOPLE

We are committed to making gut-friendly, healthy pet food using responsibly sourced ingredients and sustainable technologies.

In 2022 we:

- Increased our employer pension contribution to 10%
- Annual review for salaries in line with the consumer price index
- Initiated more flexible working hours, with two WFH days per week
- First employee engagement survey

In 2023 we will:

- Investment into professional training courses
- Additional day's holiday after 5 years of employment, plus 1 thereafter
- Increased flexibility for our team
- 360 feedback review
- Introduce a parental leave policy



LOOKING AFTER OUR PEOPLE

We know we're only as good as the people we have around us, which is why we've implemented many different ways to support our team...

WE ARE A LIVING WAGE EMPLOYER

PET-FRIENDLY OFFICE

TRAINING

REGULAR SOCIALS

EMI SCHEME

SALARY RISES INLINE WITH CPI

PENSION

FLEXIBLE WORKING

STAFF DISCOUNTS & FREE PRODUCTS



WHAT BEING A B CORP MEANS TO OUR NEWBIES



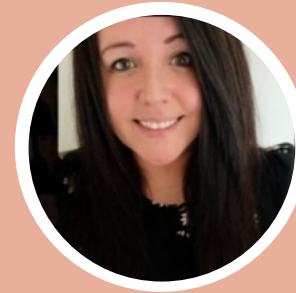
“One of the things I loved when I first joined Scrumbles was the opportunity to donate £5k to a charity of my choice as part of our 1% for the planet annual donation. It instantly made me feel part of the team and showed me that sustainability was truly part of our Scrumbles’ DNA, and not just a marketing gimmick.”

CONSTANCE
Marketing Assistant



“Being part of the team at Scrumbles, a purpose-led business but also certified B Corp resonates with me both professionally and personally, as I strongly believe we should all strive to make a positive impact on the environment and society!”

DAN
Senior Commercial Manager



“I am proud to work for a company that is passionate about giving back and who cares about their impact on the planet. Scrumbles being a B-Corp company, shows that they truly care. ”

KAYLEIGH
Social Media Manager



“Scrumbles being a Bcorp is really important to me, as I am passionate about working in companies that are using business to do good, leading the way in how business is run and the impact they have on the planet.”

CHARLOTTE
Commercial Manager



COMMUNITY

We are committed to making gut-friendly, healthy pet food using responsibly sourced ingredients and sustainable technologies.

In 2022 we:

- Donated over £6k to social causes and rehoming
- Aimed for 100% of the team to volunteer, which we achieved 60%
- Took part in B Corp Month, promoting better business across all our channels

In 2023 we will:

- Improve our B Corp Score to over 100
- Continue to raise awareness about sustainable pet parenting, including a Dental Care campaign in February
- Add a new charity partner
- Organise quarterly community dog walks

VOLUNTEERING INCLUDED:

- Helping Made in Hackney prepare over 1500 nutritious meals for households who need support with food.
- Working with a number of primary schools to educate children in schools on career paths

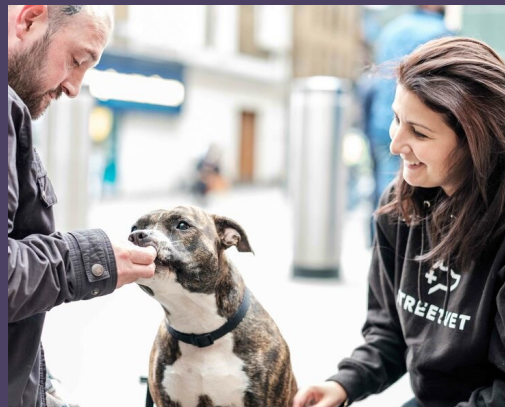


VIA FOOD AND MONETARY DONATIONS WE PURROUDLY SUPPORT...



ALL DOGS MATTER

All Dogs Matter is a dog rescue and rehoming charity working in and around London to transform the lives of unwanted and abandoned dogs.



STREET VET

Street Vet was born in 2016, inspired by the incredible bond between a homeless man and his dog. They provide accessible and fundamental vet care to these pets who often have scant support.



THE CAT WELFARE GROUP

The Cat Welfare group rescue stray or abandoned cats and kittens and look to re-home them into loving homes once they've received treatment and are old enough.



THANKS FOR READING!

Congratulations, you made it to the end!
We wouldn't have been able to do any of this
without the support of our pets, team and
customers, who's passion spurs us on to do
better!

We'd love you to join our journey, so give us a
follow to see our progress throughout the
year:



Or, if you have any feedback, tips, or ideas for
us for the future, please pop us a message at

HELLO@SCRUMBLES.CO.UK

