

momo
kombucha

B Corp Impact Report

2023



Purpose

Starting MOMO Kombucha was our way of living more connected and healthier lives and we hope with every bottle of MOMO we can encourage people to do the same.

Vision

To be the UK's favourite kombucha.

A woman with blonde hair, wearing a white t-shirt and a white beanie, is smiling as she pours a red liquid from a green tube into several glass jars. She is wearing blue gloves. The jars are arranged on a tray, and some have red rings around their necks. In the background, another person in a white lab coat is partially visible. The scene is set in a laboratory or production facility.

Our aim is to produce the
**UK's Best Tasting
& Highest Quality
Kombucha**



**Completely
Unfiltered**



**Brewed in a
Small Glass Jar**



**Certified
Organic**

Certified B Corporations meet the highest standards of accountability, performance and transparency across a range of factors. This includes environmental impact, employee benefits, charitable giving and supply chain practices.

B Corp certification is unique, in that it independently measures a company's entire social and environmental impact, evaluating how operations impact on colleagues, communities, the environment and customers in the pursuit of sustainable growth.

**There are currently 8,230
Certified B Corp businesses,
spanning 96 countries**

We are incredibly proud to count ourselves amongst this number.

A person wearing a pink shirt is holding a small, brown and white dog inside a white tote bag. The dog is looking out from the top of the bag. The background is dark and out of focus.

What is a B Corp business?

Becoming a B Corp is a rigorous process, covering every area of a business, and recertification is required every three years.

To achieve certification, companies must:

- 1** Demonstrate high social and environmental performance, achieving a B Impact Assessment score of 80 or above and passing a thorough risk review. This review is carried out by B Lab, the international non-profit network leading the B Corp movement.

- 2** Make a clear legal commitment to accountability in our corporate governance. This means being legally accountable to all stakeholders, not simply shareholders, across our activities.

- 3** Show transparency by publicly publishing performance information – measured against B Lab's rigorous standards.





A Message From Our Founders

When Lisa and I started MOMO we wanted to create a business that did things differently. Our vision was to create a company that our team, suppliers, investors and consumers love and are proud of.

Certifying as a B Corp was a huge step forward in creating a business that all our stakeholders would benefit from and formalised our commitment to be a business that is a force for good.

Momentum accelerated in 2023 and the business achieved revenue growth of 106% (versus 73% in 2022), which was supported by listings at Riverford, Tate Modern and Zapp. With the commercial growth came expansion in the team and the brewery, growing from 8 to 14 people and expanding into a new site at New Covent Garden Market.

We kicked off the year by releasing our first seasonal collaboration in partnership with Natoora, Tomlinson's Forced Rhubarb Kombucha which sold out in under a week and forged the way for our summer seasonal, Zerbinati's Watermelon Kombucha. Alongside Natoora, we partnered with Caravan Coffee Roasters to release a world first Gesha Coffee Kombucha; and Orbit beers for our annual Hop Kombucha release.

Other highlights for the year include hosting our first community event, a cold swim at Brockwell Lido attended by 80 brave souls. We also launched our rebrand, which gave our customers a much requested resealable bottle. In July, we introduced a Period Policy, which was incredibly well received by all the team with the aim of setting a shared understanding of our culture around periods and to set out the support people in the business can expect in managing their work around their period. During the year we donated £17,500 (1.3% sales) to a number of incredible charities including Future Dreams, City Harvest, Project Waterfall, Natoora Farm Fund and Save the Children.

We're now in 2024 and the year has started well with: 1) revenue growth of 126%, 2) our kombucha being listed in all GAIL's bakeries; and 3) the strengthening of our team with a new Assistant Brewer and our first Social Media & Content Manager. There is a lot for us to do to improve our impact, and a key aim for this year is to start compensating our carbon emissions.

Josh & Lisa Puddle
Co-founders, MOMO Kombucha

1 Act With Gratitude

Gratitude goes well beyond a feeling and is essential to driving the right behaviours throughout our business. These behaviours include open and honest communication, striving to consistently produce the highest quality and best tasting kombucha, paying our suppliers on time, providing our team with a safe working environment, and respecting their need for work/life balance and always behaving in a manner that sustains our customers' trust.

2 Have an Entrepreneurial Mindset

An entrepreneurial mindset is essential for creating an enthusiastic, supportive workplace where initiative and curiosity are encouraged allowing us to do more with less. Our team is expected to have a positive attitude, work hard, be personally accountable, and celebrate success, and in return should expect to be rewarded fairly and have the opportunity for progression.

3 Be Responsible

We have a duty to be an environmentally, socially and ethically responsible business. Everyone in the team is expected to contribute and to help us make continuous improvements in these areas.

Our Values



A photograph of a bottle of MOMO Kombucha being poured into a stack of glasses on a tray. The bottle is tilted, and a stream of liquid is falling into the top glass. The glasses are stacked in a pyramid shape. The background is a soft, out-of-focus indoor setting.

Journey to Certification

Why did we decide to become B Corp?

We first heard the term “B Corp” in 2020 at a Bread & Jam event. We immediately felt aligned to the B Corp mission and wanted to put MOMO to the test by undergoing the certification process. We are proud to be a certified B Corp and are grateful for its framework which allows us to better understand how and where to prioritise our resources to have the biggest impact.

Becoming certified feels like the start of a never-ending journey to do better, bit by bit, each year.

How does this align with our strategy and culture?

When we launched our business back in 2018 we had a strong desire to do things differently and to be a responsible business. In fact, responsibility is one of our three core values: to be an environmentally, socially and ethically responsible business. This drove a number of decisions including the commitment to donate 1% of revenues to charity, to be certified organic by the Soil Association and to pay our team at a minimum the London Living Wage.

Everyone at MOMO is expected to contribute and to help us make continuous improvements in these areas.

1 Our team feel empowered to speak up if they see an area for improvement. Changes that have been driven by the team, include: a) moving all London deliveries to EVs; and 2) joining Too Good To Go, a fellow B-Corp, who have created a marketplace to reduce waste by offering surplus / products not fit for market to buyers at a discounted price.

2 Becoming a B Corp has made MOMO a more attractive place to work and it is frequently cited as a reason new team members want to join the company.

3 In 2023 we were included in Whole Foods Market #wegobeyond campaign to shine a spotlight on B Corp brands and we saw a giant bottle of MOMO front and centre in their High Street Kensington window.






**How becoming
a B Corp has
impacted our
business?**

Based on the B Impact assessment, the median score for ordinary businesses who complete the assessment is currently 50.9, 80 qualifies for B Corp certification and we achieved a score of 94.4 points, the highest scoring kombucha company in Europe.

Our aim for when we recertify is to achieve a score of 100 points or more.

More information can be found at www.bcorporation.net/en-us/find-a-b-corp/company/momo-kombucha



-  94.4 Overall B Impact Score
-  80 Qualifies for B Corp Certification
-  50.9 Median Score for Ordinary Businesses

A woman with long reddish-brown hair, wearing a white lab coat with the word 'momo' printed in red on the front, is smiling and looking to her right. She is standing in a laboratory or industrial setting. To her left are several tall, grey gas cylinders with gauges. Behind her is a large blue circular opening. To her right is a piece of white equipment with a green hose and a logo that says 'ics' and 'i-CHILLER'. The overall scene is dimly lit, with the woman's face and the text 'Our Impact' being the brightest elements.

Our Impact

Environment

“The Environment Impact Area evaluates your company’s overall environmental stewardship, including how the company manages general environmental impacts as well as specific topics like climate, water use and sustainability, and impacts on land and life.”

What we said we'd do

- a. Start the process of becoming carbon neutral. At a minimum we will have done an audit of our current operations to fully understand our emissions.
- b. Move all of our London deliveries to Hugo’s Eco Delivery or Packfleet. All of Packfleet’s vehicles are electric and charged by renewable energy.
- c. Use our collaborations to work with brands who are doing their bit for the environment and who shine a light on important causes.

What we did

- a. We calculated the Carbon emissions for our products, and when we move premises (H1 2024), the audit can take place for the entire business.
- b. We moved all of our London deliveries to Hugo’s Eco Delivery (a micro-enterprise) or Packfleet (fellow B-Corp). Both deliver by bicycle or electric vehicles.
- c. We partnered with Natoora who focus on small scale growers and hyper-seasonal produce.
- d. We joined Too Good To Go, a fellow B-Corp, who have created a marketplace to reduce waste by offering surplus / products not fit for market to buyers at a discounted price. In production, there can be products that aren’t fit for sale, for example bottles that are missing a best-before date. By partnering with Too Good To Go, we are able to not waste the product and give our community access to our product at a discounted rate.

Plans for next year

- a. Aim to fully compensate for our carbon emissions with offsetting projects.
- b. Move to eco-friendly labels.
- c. Expand our collaboration initiative to raise more awareness for organisations trying to improve the environment and their impact.

Workers

“Workers evaluate a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.”

What we said we'd do

- a. We intend to get the entire team Mental Health First Aid trained.
- b. We have a policy where each of the team can have a “volunteer day” each year. To date this hasn’t been used and as founders we recognise more can be done to help and encourage people to use the day and volunteer in the community.
- c. To encourage the team to show gratitude for each other we will introduce a “you are awesome” channel on Slack, for team members to shout out appreciation for others in the team. Each month the previous winner will select a new winner from the nominations who will win £75 to spend at one of our brilliant stockists.
- d. Encourage the team to do the B Corp training and ensure at least 50% have completed it.
- e. Introduce monthly team lunch at the brewery.

What we did

- a. The team undertook a 2-day Mental Health First Aid training course, which was kindly hosted at the brilliant Lucky Saint pub in Central London.
- b. We successfully launched the ‘You are Awesome’ channel, which has become a monthly highlight for the team. It has encouraged the team to show gratitude for each other and created greater understanding of roles within the business. The budget has been expanded from MOMO stockists so that it can be used for therapy / specific needs too.
- c. Encouraged team to do the B Corp training.
- d. We had 8 team lunches provided by MOMO, creating space for the entire team to connect.
- e. Moved to a 38 hour week for an improved work / life balance for the team.
- f. Introduced a period policy to set out the support and flexibility MOMO offers in managing people’s work around their periods; and to set a shared understanding of the culture around periods that we want at MOMO.

Plans for next year

- a. Encourage the team to use the volunteer day with regular reminders and suggestions as to how it could be used.
- b. Introduce quarterly socials with a focus on health and connection within the team.
- c. Improve holiday policy to reward team members for length of service.
- d. Introduce HR software to improve transparency regarding company policies and make it easier for the team to notify the company regarding holiday and sickness.
- e. We recognise that many of the roles are physically demanding so we created a ‘massage’ budget for those team members.

Community

“Community evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.”



What we said we'd do

- a. Undertake a cost/benefit analysis of moving our banking services to a B Corp and if it makes sense make the transition.
- b. Move to a regular monthly delivery of kombucha to Future Dreams house so the fridge there is always well stocked and the team don't have to ask.

What we did

- a. Undertook a cost/benefit analysis of moving our banking services to a B Corp. We considered and concluded that at our current stage it doesn't make sense to transition.
- b. For the majority of the year we delivered free cases of kombucha to Future Dreams house. Sadly there were some months when stock levels didn't allow for this.
- c. During the year we donated £17,500 (1.3% sales) to a number of incredible charities including Future Dreams, City Harvest, Project Waterfall, Natoora Farm Fund and Save the Children.
- d. Hosted a Cold Swim event for our community which was free, very chilly, and a great event for all involved.

Plans for next year

- a. Continue working with City Harvest, to donate to their cause and encourage our team to use their volunteer day to support the City Harvest team in their warehouse.
- b. Host at least four events aimed at promoting health and inspiring connection amongst our community.
- c. Increase our charitable donations to Natoora's Farm Fund. Donating to Natoora's Farm Fund is particularly impactful as Natoora matches the contributions and then Natoora's investors match that total, quadrupling the impact of our donation.

Governance

“Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.”

Certified



Corporation

What we said we'd do

- a. Introduce progress chats at least 2x per year between Josh Puddle (co-founder) and each of the team to make sure everyone's voice is heard on how to improve operations at MOMO and ensure the team is aligned on the strategy. This is also an important initiative to give the team feedback.
- b. Ensure team members improve their understanding of different parts of the business. We hope this will increase engagement, highlight the value of each of the team and help everyone understand we are ONE team. This should allow different perspectives to be put forward which will help us improve our processes.

What we did

- a. We increased progress chats to 2x per year between Josh Puddle (co-founder) and each of the team. This inspired a more open line of communication throughout the business and allowed pain points or issues to come to light that otherwise wouldn't have.
- b. We created a 'Cultural Exchange' between the departments of the business where team members are encouraged to work across all parts of the business to create a greater understanding of each other's roles.

Plans for next year

- a. Josh (Co-Founder) is due to start working with Drinks Sherpas, a group of advisors with huge expertise in the drinks industry.
- b. Management training for any people managers in the business.
- c. Start holding monthly 1-1s between line managers and their team.

A hand is shown holding a dark glass bottle of kombucha. The bottle has a pink cap and a label that reads "mom raspberry-hib kombuch". The background is softly blurred, showing yellow flowers in a vase and a glass of kombucha with a cookie on the rim. The overall scene is warm and inviting.

Future Dreams

We donate 5p from every bottle of our Raspberry-Hibiscus sold to breast cancer charity Future Dreams.

In 2023 our donation to them totalled £7,690. We also regularly donated kombucha to Future Dreams house, a dedicated breast cancer support centre in the UK which welcomes and supports people in the breast cancer community.

Thank You

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📷 [momokombucha](https://www.instagram.com/momokombucha)

