

HAND POPPED IN A KETTLE

# POPCORN KITCHEN®







# Popcorn Kitchen

## Impact Report

2023

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# Executive Summary



- Popcorn Kitchen is owned by co-Founder Louise Monk who is passionate about achieving B Corp accreditation in 2024
- Popcorn kitchen preliminary B Corp Score is 84.7 points
- Key B Corp Objectives:
  - Deliver 2 % of turnover given to charity, through products donations
  - Creating a long term carbon offsetting strategy with an aspiration to become carbon neutral
  - Use Sedex membership as a basis to ensure key manufacturing supply chains are ethical

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# Mission and Purpose



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***Making people happy*** 😊

*Spreading happiness by creating quality innovative popcorn treats and gifts, whilst driving our social responsibility and minimising our impact on the environment*

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# Hello From Founder – Louise Monk

I have always been passionate about food from a very early age working in catering and then studying Food Science at University. I went onto having a fantastic career in corporate food businesses, learning from the best in the business and being fortunate to have exceptional blue chip FMCG development in business acumen and leadership program.

I've always had an entrepreneurial spirit and after a coaching session with my mentor decided to leave then corporate role and work for myself, Popcorn kitchen was incorporated in 2016 and since then I have been applying all the skills I have learnt to run my own company.

Life at the Popcorn Kitchen is more than selling Popcorn, its creating a culture which is fun and rewarding, where everyone feel valued and their contribution helps makes the business stronger.

Have a purpose- led business is incredibly import to me and I hope you enjoy our Impact report journey.



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# Introduction to The Popcorn Kitchen



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In 2016, Popcorn Kitchen Limited was incorporated, and we since developed our artisan brand by innovating into handmade gourmet popcorn, snacking, sharing and treat as well as hand made and hand finished gifts.

Our Mission is to **Make People Happy** and Popcorn is the perfect treat for sharing as well as those indulgent moments. So, whether you are a customer, suppliers or one of our colleagues great customer service is out core goal.

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# Introduction to The Popcorn Kitchen

We've been mulling over how to put our best foot forward; over the past few years we have been trying to 'do the right thing' because it felt good. We were acutely aware of what was happening in the environment, and we wanted to move from adhoc projects (which were full of good intentions) to a structured new purpose-led business.

After talking with industry experts, Cotswold Fayre and Andy Hawkins, regarding B Corp we felt B Corp was perfect to give Popcorn Kitchen the structure to deliver purpose for good.

One clear benefit with becoming a B Corp custodian is the fact that we will be stringently and independently assessed to rigorous standards of social and environmental performance, which will demand complete transparency and accountability. A thorough, far-reaching B-Corp agenda will also help shape our governance, the ways we support our colleagues, our customers, our business community and the wider environment, for the greater good.

We are committed to this change for good and we couldn't be more excited about building our purpose-led business in 2024.



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# The Popcorn Kitchen - Impact Timeline



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2016

Popcorn Kitchen incorporated

2017

Created our No1 Key performance focused customer service  
Created lots of lovely hand popped treats and gifts

2018

Became a member of Sedex – visited each key supplier and completed ethical questionnaires.

2019

Moved our warehouse from Wales to Welwyn Garden City, central location saving road miles.

2020

Moved our Giant Bottle Manufacturer from Italy to UK, saving road miles and 10% waste.  
Covid 😞 Moved our business online 😊

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# The Popcorn Kitchen - Impact Timeline



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2021

Donated stock to Olney is kind and Crisis at Christmas

2022

Partnered with Reewild, reforestation partner, started to plant trees.  
Made donations to FairShare (Foodbank Charity)

2023

Recruited MSC Students from Cranfield to create our sustainability strategy which led to our B Corp journey.

Working with Footsteps (to analyse our Carbon Footprint). With Reewild planted trees.

2024

Working with Reewild – Created a carbon offset journey, Gold standard initiatives removing 50 tonne of carbon

Moved to 30% recycled content in our bottles

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# Preliminary B-Corp Assessment Index Score and Breakdown 2023



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Total Score 84.7

Governance 19.6



Community 41.4



Customer 5.0



Environment 18.6



As a company we have worked hard to build our processes to make a positive impact to our community, environment and customers, whilst improving our governance, to make a step change to being a purpose led business.

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# Social Responsibility 2023 – Delivered 2% of Revenue to Good causes



Donated  
Goods of  
value  
£299.24



Donated  
Goods of  
value  
£1,027



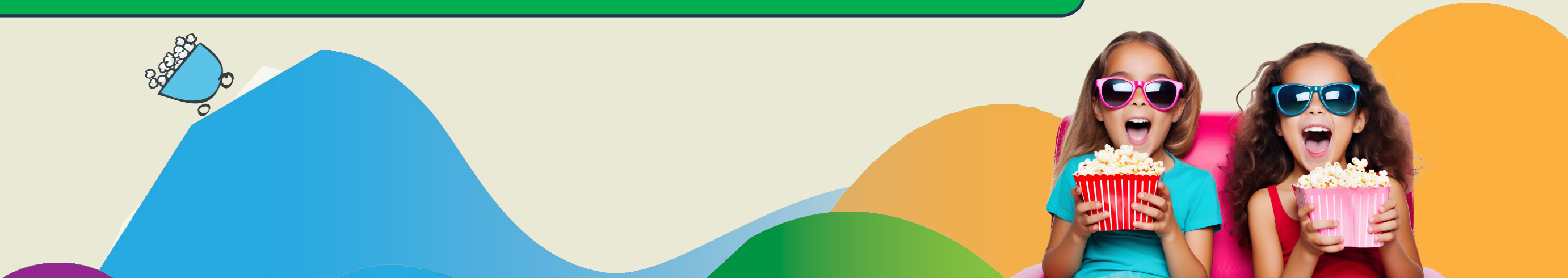
Donated  
Goods of  
value  
£7,217



Donated  
Goods of  
value  
£1,561

Popcorn Kitchen is Very proud to be working with such incredible charities 😊

Total £10,105.28 – 2.03% of Turnover (498k)





# Social Responsibility 2023



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*Julain and the amazing team at Crisis, support to end homelessness and at Christmas create lovely hampers for their clients.*

*Touch of Sparkle provide care packs for those going through Chemotherapy. A dear friend to Louise (our Founder) received one of these packs, it brought her so much happiness at a very sad time. Working with Melanie and the team at this charity to bring a little Popcorn Happiness.*



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# Social Responsibility 2023



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This charity works close with the community that Louise (Director) comes from and where the Popcorn Kitchen office our based. Olney is Kind is a non-profit Community Interest Company (CIC), working to help Olney become a kinder and more inclusive town by supporting the wellbeing of our local residents.

*Working with Tom and the Fareshare team is great, every pack donated is distributed around the UK.*



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# Ethical Focused at Popcorn Kitchen



## Ethical Customer Service

Our commitment to our customers, suppliers and colleagues is underpinned by our Sedex membership and our No1 KPI of Ethical Customer Service



## Cardboard

FSC accredited – managed with strict social standards which – benefits the lives of local people and workers

## Sedex Membership

Sedex has provided a powerful framework to ensure our supply chains are ethical and free from any form of exploitation. Respecting colleagues throughout our suppliers and supply chains

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# Offsetting our Popcorn Carbon Footprint in 2023



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## 2023 Carbon Footprint

To offset our carbon footprint we first must calculate it. In 2023 for our office and indirect carbon emissions:

Scope 1 = 0.3 tonnes of CO2

Scope 2 = 0.1 tonnes of CO2

Total Scope 1 and Scope 2 = 0.4 tonnes of CO2\*



With the help of Reewild, we have supported reforestation efforts across the world. We have chosen to invest in several Eden Reforestation projects, an NGO dedicated to improving livelihoods and protecting landscapes on a massive scale.

The trees we have planted are helping to reverse climate change, global deforestation, and habitat loss for endangered species. As Eden Reforestation follow a people-first approach, we are also giving back to the local communities that are highly impacted by the climate crisis. The success of each project and the communities' success are inextricably entwined.



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\*Estimation made using SEE Energy Solutions carbon calculator for business.





# Reducing our impact on the environment 2023



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## FSC – Cardboard

All our cardboard is FSC certified, meaning that the forests are being managed in a way that preserves biological diversity. All our cases use this material and are made with a minimum 30% recycled content

## Plastic Bottles

All of our plastic bottles are designed to be re-used or recycled kerb-side. In 2023, we started to use a small amount of recycled content in our giant bottles – we will build on this on 2024.

## Film

All of our film used is recycled code 5 and can be recycled, we are reviewing new innovations to source a high barrier solution which is kerb side recyclable or biodegradable

## Circular Economy

We are always on the lookout for innovative ways we can use recycled packaging, in 2023 the ribbons on our Christmas Stockings are made from re-cycled plastic bottles

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# Popcorn Kitchen What next ?

2024

12th March  
2024



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# 2024 Popcorn Kitchen

## Purpose-led, action focused



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Measure our Carbon Footprint by product to understand Corn Sack to Popcorn snack

Invest in Gold Standard Environmental Project to remove 50 tonne of carbon

Donate 2% of revenue to good causes

Invest in 30% re-cycled content of our plastic bottles

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[popcornkitchen.co.uk](http://popcornkitchen.co.uk)