

Certified



Corporation



IMPACT

KABUTO NOODLES

REPORT

Summer '23

LEADERSHIP LETTER:

At Kabuto, we like to do things differently, leaving out the corporate b*%\$@^!s & being one of the good guys. We wanted to check that the story we were telling ourselves was true; and that's when we started our B Corp journey.

We have found the world of environmental responsibility a big scary grey area, with no clear route of determining the best improvement for Kabuto is. We do however, have the desire that we want to make an immediate and positive difference, free of green washing and behaving as honourably and truthfully as the Samurai that inspire us.

After exploring many different ways to positively impact our environment, and alongside our B Corp adventure; we have decided to work with a carbon offsetting subscription service. As the famous Chinese proverb says: "The best time to plant a tree was 20 years ago. The second best time is now."

We are taking this philosophical guidance quite literally. We have calculated that planting 228 trees a month through Ecologi offsets our employees carbon; reducing 16.8 tonnes of CO2 a month. For a small business this is big news – and we are proud of it!

Since receiving our B Corp accreditation, we have made our products 100% vegetarian, reduced our price and we are using less plastic.

Making changes like this is a big thing for us and is definitely not something our small team of 6 have taken lightly.

When faced with rising costs and changing customer demands it was time for us to be a little bit brave and shake things up a bit. We are committed to providing great tasting products with only good ingredients at our core. Doing this has allowed us to make our products accessible to more people. Everyone deserves restaurant quality style ramen – whether you're on a budget or thinking about the animals.

It's these brave choices being a B Corp has encouraged us to take the plunge and commit to. The team and I are excited to see how far we can take this journey before recertification.



Crispin Busk

Founder,
Kabuto Noodles

ABOUT US:

Our Purpose:

At Kabuto we want to create a world that is UNITED through QUALITY FLAVOURS, fuelling adventurous and PLANET CONSCIOUS Samurai.

Our Values:



Experimental

Creative disruption is at Kabuto's core, We embrace the freedom to create trends, innovate and enjoy surprising and exciting our customers.



Audacious

We are brave, bold and excited by the radical. We are undaunted by risk and use our personality to command presence in our categories.



Honourable

Working with integrity & striving to lead the category ethically. Ensuring quality, transparency and trust keeps us 'real' and true to all stakeholders.



Our Vision:

Between 2022 and 2025; we will sustainably revolutionise 20 million meals around the world, equipping consumers with trusted and quality Asian flavours.

OUR JOURNEY TO CERTIFICATION:

Why did Kabuto decide to become a B Corp?

We believe in creating great products; building honest relationships with our customers; working with our suppliers; having great staff & helping them grow; giving something back; doing the right thing for the planet. We make work & life fit together as they should. We're going to do great work, but we're going to surf when the surf's good, we're going to hang out with our kids & friends. We wanted to hold ourselves to account and B Corp was the best way to do this; but also to discover new improvements for the business and planet.

The people of Kabuto and B corp:

B Corp was an incredible achievement for Kabuto who have been laser-focused on achieving B Corp status. We have been striving to make our business as sustainable as possible in recent years, not only for the company but also as a responsibility to our customers too. As a family-run business it is important to us to leave a legacy which means our products had as little impact on the planet as possible.

How becoming a B Corp has impacted team Kabuto:



Unified



Positive



Teamwork



Critical Thinking



Rewarding



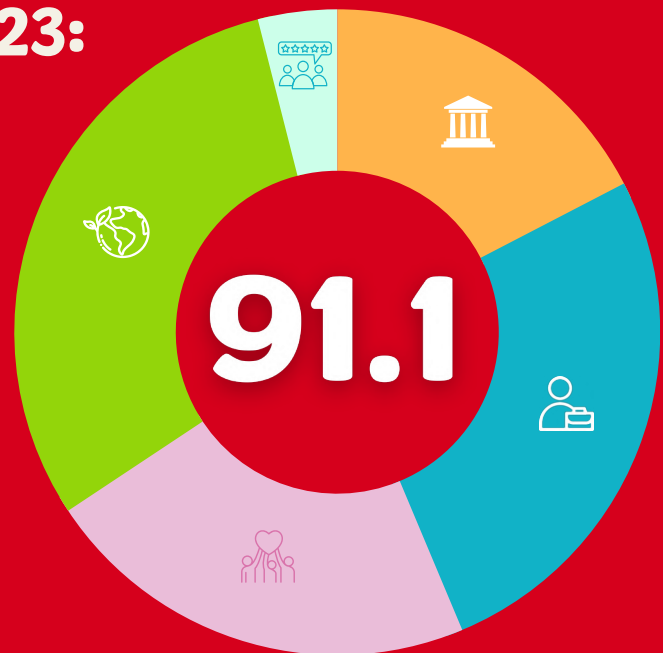
THE TEAM

OUR JOURNEY TO RECERTIFICATION

Starts now...

B CORP SCORE 2023: Impact Areas:

- **Governance: 15.8**
- **Community: 20**
- **Workers: 23.9**
- **Customers: 3.6**
- **Environment: 27.6**

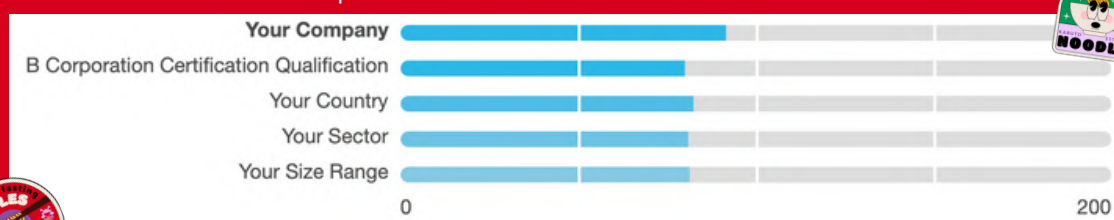


Although we currently score above average for our country, sector and size range we are keen to continue making improvements whilst also maintaining our original score. Our aim before recertification is to break the 100 point half way mark.

These 3 areas were the lowest scoring for Kabuto:

- Community
- Workers
- Environment

Although they were still above average we have the most opportunity to gain more points and make further improvements here.



OUR IMPACT AREAS:

GOVERNANCE: 15.8



What we said we'd do:

- Improve the public communications of our social or environmental performance on an annual basis.
- Share our company's highest level of corporate oversight further.

What we did:



We have been posting almost monthly on social media sharing with our followers our commitments and achievements with environmental and social factors in mind. This includes making significant food donations to food banks, working with charities or posting about our environmental improvements and impacts of these.

We have been holding regular quarterly meetings where corporate information is shared with management.



Plans for the next 12 months:

- Make this impact report public! Share it on social media and linked in whilst also being available to download from our website.
- Ensure we are talking monthly on socials regarding environmental and social factors.
- We want to improve our corporate insight to include management level employees.

OUR IMPACT AREAS:

WORKERS: 23.9

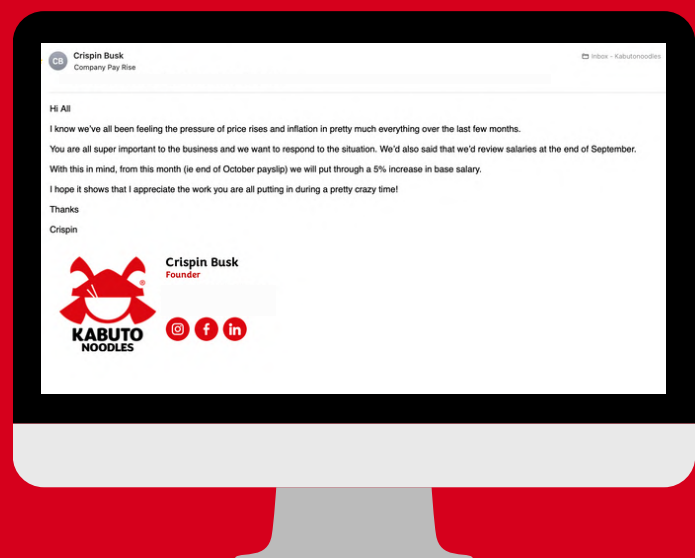


What we said we'd do:

We said we would offer additional financial benefits to non-executive workers.

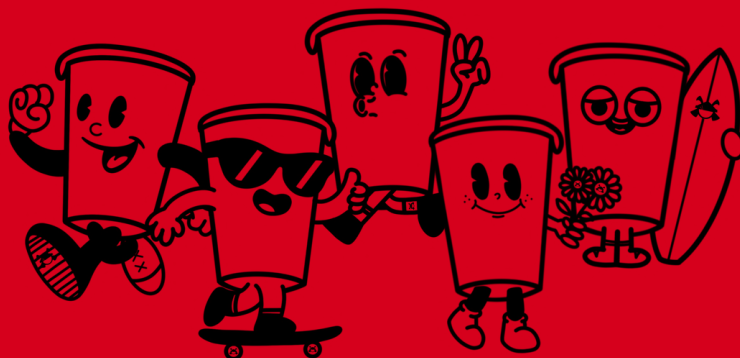
What we did:

A great example of this is all workers received an increase in pay to go towards the cost of living that matched inflation rates at the time.



Plans for the next 12 months:

- We want to improve our percentage of less than 5% of profits being gifted to employees, business performance dependent.
- We want to explore supplementary health benefit schemes for our employees to take advantage of, for example dental and eyecare.
- We aim to provide similar benefits to secondary care givers as we do primary.
- We want to maintain our lowest paid wage and bonus distribution scores before recertification.



OUR IMPACT AREAS:

COMMUNITY: 20



What we said we'd do:

- Introduce voluntary hours for our team to support the community.
- Improve our hiring process to ensure we are not affected by indirect discrimination.

What we did:

- 8 hours/wk were used by employees to volunteer. Our Ops Manager, Chris spends his volunteering hours at a football development programme as a dedicated coach to U19s.
- Our CEO, Crispin uses his volunteering hours to sit on the board of trustees for the charity 'Empire Fighting Chance' – a boxing charity started in Bristol in 2006 fighting the impact of inequality on young people's lives.
- We conduct anonymous or "blind" reviews of applications or resumes without attaching names or identifiable characteristics



Plans for the next 12 months:

- We want to maintain our high low salary scoring (highest compensated individual paid, inclusive of bonus, as compared to the lowest paid full-time worker)
- Introduce a formal volunteer day for employees to help the community.
- We will conduct a pay equity analysis by gender, race/ethnicity, or other demographic factors and, if necessary, implemented equal compensation improvement plans or policies

OUR IMPACT AREAS:

ENVIRONMENT: 27.6



What we said we'd do:

- Further minimize the environmental impact of the packaging of our products.
- Highlight the importance and ease of recycling our products to customers

What we did:

- We changed our packaging to reduce the amount of plastic used per pot.
- We made recycling symbols and messaging obvious on the packaging and have been posting about the recyclability of our product on social
- We worked with a local artist who created a mini series focused on repurposing our pots..



Plans for the next 12 months:

- We will strive to increase content detailing ease of recycling products
- We hope to work with more local craft centres to encourage even more second life usage to components.

OUR IMPACT AREAS:

CUSTOMERS: 3.6



What we said we'd do:

- We wanted to start sharing customer feedback publicly.
- We wanted to engage in a new way with our customers other than social media or emails.

What we did:



A noodle community page has been created with 50 of our top noodle fans! This has been really fruitful for almost instant opinions and feedback but also opportunities for us to host exclusive giveaways and samples to our greatest supporters.

We have been sharing at least one customer review a month on social media; encouraging more product reviews but also opening a new communication method with our customers.



Plans for the next 12 months:

- We want to generate policies for ethical marketing, advertisement, or customer engagement
- We want to grow the community page to 100 people.
- We plan to introduce formal programs to continuously improve outcomes produced for customers (including reducing negative effects or increasing positive effects)



THANK FOR READING! YOU

