

IMPACT

REPORT

2022-23

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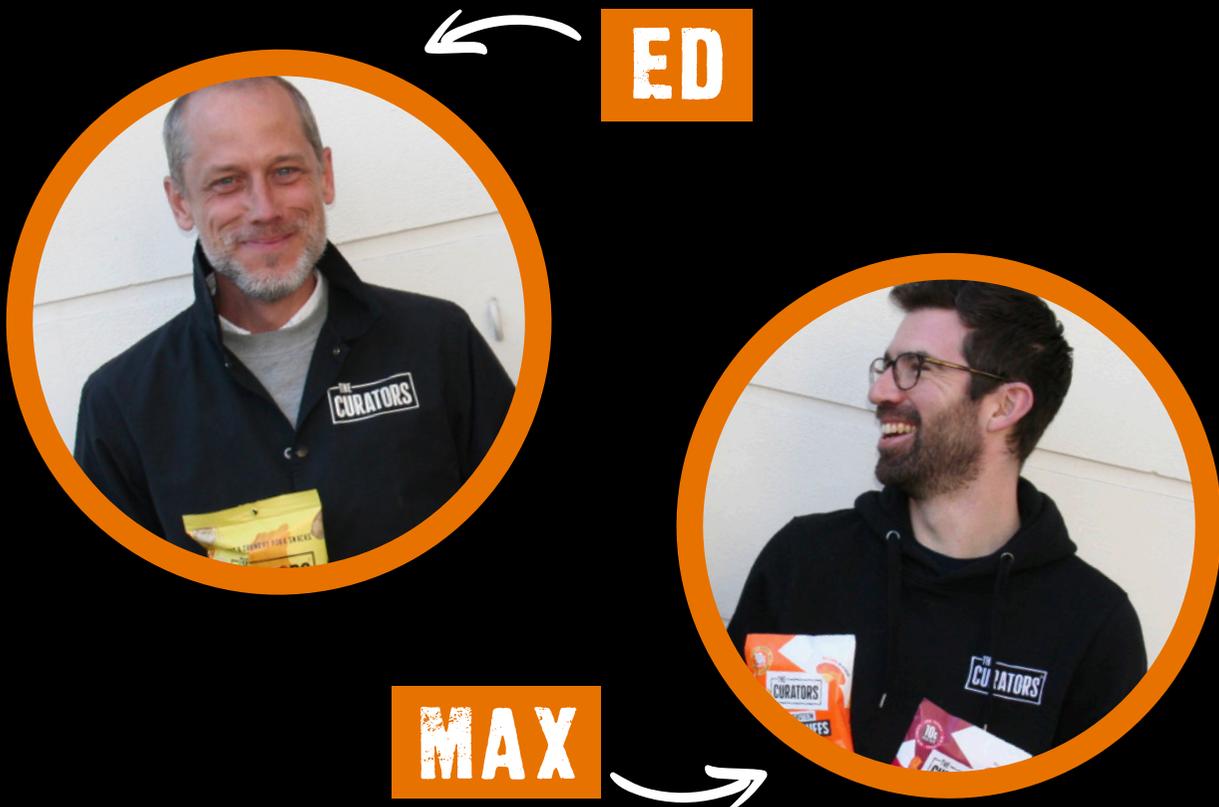
CONSUMER LOVE

18

INTRO TO THE CURATORS



Founded in 2018 by food-loving friends Max Rees and Ed Hauck, The Curators began with a vision to disrupt savoury snacking and stand for innovation in both flavour and nutrition. In short, we wanted to cut through the wall of unhealthy crisps, building a brand that could inspire people to be more active and give them the fuel to do it.



INTRO TO THE CURATORS

THE
CURATORS®



**TO BUILD THE UK'S LEADING FUNCTIONAL
SAVOURY SNACKS BRAND FOR MODERN
ACTIVE CONSUMERS, CREATING PRODUCTS
WITH BOLD FLAVOUR, BIG NUTRITION.**

INTRO TO THE CURATORS



Back in 2018, B-Corp was a relatively fledgling model but something that really interested us, having seen some fantastic challenger brands lead the charge, promoting a better way of doing business.



BETTER FOR OUR PEOPLE, OUR PARTNERS & THE PLANET.

We have some fantastic partners in place around food waste and poverty including the Felix Project and FareShare and our Chair, Gavin, is also the Chair of The Felix Project so the motivations of our team are uniquely aligned all the way through.

OUR BILTONG IS 100% POWERED BY SOLAR ENERGY & OUR CHEESIES ARE MADE USING 100% WIND ENERGY.

These are clearly small steps in the bigger challenge of global climate change but it has to start somewhere right?

AS A TEAM, WE ARE COMMITTED TO THIS MOVEMENT & WE COULDN'T BE MORE EXCITED ABOUT BUILDING THIS FURTHER IN 2024.



IMPACT



TIMELINE

Step into our impact time machine! Wondering what we've been up to the past few years? Let us run you through some key highlights on our journey to drive positive change.

2018



FOUNDATION

The Curators was founded by food-loving friends Ed & Max! We also became a member of SEDEX!



SAINSBURY'S LAUNCH

Our range of Beef Jerky launched into Sainsbury's on a Future Brands Scheme.



ACTIVE MONDAYS

We launched Active Mondays to keep both our mental and physical health fit - part of The Curators DNA.

2019



FARESHARE

We started donating our snacks to FareShare - the UK's largest charity fighting food waste.



GREAT TASTE AWARD

Our Beef Biltong gaining a Great Taste Award was a huge milestone!

2020



NO.1 PROTEIN CRISP

Amazon shoppers said YES to supercharging their snacks, making us the UK's No.1 Protein Crisp!

2020



PAPER PACKAGING

We launched our Nuts range into an industry leading paper pack and Smoky BBQ Almonds gained a Great Taste Award.

2021



THE FELIX PROJECT

We started volunteering with The Felix Project who help feed local communities across London.



OPRL PACKAGING

We joined OPRL to improve our recycling label guidance to help consumers recycle packaging better!

2022



B-CORP CERTIFICATION

We became a B-Corp and joined the best gang of businesses out there.



CLIMATE PARTNER

Started working with Climate Partners to evaluate our carbon footprint, with aim to reduce where possible & offset what we cannot eliminate.

2023



CHEESIES

Acquired Cheesies to join The Curators family - these amazing snacks are popped with 100% wind energy.



THE DAISY GARLAND

We continued to donate our snacks to The Daisy Garland foundation to help children with a rare form of epilepsy.



VEGGIE PUFFS

Launch of our Veggie Puffs - 100% Vegan, Gluten Free and with 10g protein in every bag.

THE CURATORS CARE



B-CORP

There are now 1,900+ B-Corps in the UK and we're BEYOND proud to be one of them! Here's the team looking proud as punch on the day we found out!



FARESHARE

We are a FareShare 'Leading Food Partner', which means that we provide nutritious, healthy food to families at risk of hunger while reducing food waste.



THE CURATORS CARE CONTINUED

FARESHARE IMPACT

Across 2023, we saved 3.6 tonnes of food from landfill, prevented 7.7 tonnes of CO2e from waste and donated to 1,022 charities - that's 8,500 meals.



THE FELIX PROJECT

We love supporting the Felix Project's brilliant work! With over 100 hours volunteered last year, we're looking forward to topping that in 2024!

BEHIND THE SCENES

MAKING A WINNING IMPACT

#SNACKWITHIMPACT



A GLIMPSE INTO
THE BEHIND
THE SCENES OF
OUR TIME SPENT
VOLUNTEERING.



BEING A FORCE

FOR GOOD

MAKING A WINNING IMPACT



EVER WONDERED WHAT BEING A 'B-CORP' ACTUALLY IS?



To become a B-Corp, a company has to pass a bunch of rigorous tests and show that they care about treating their employees well, being environmentally friendly, and making a positive impact on the world.

As of Dec 2022, we became one of them! It was a huge moment for us as a business, showing that we really do 'walk the walk'. It's a testament to our commitment to be a better business while making the best high protein snacks around!

50.9

ORDINARY BUSINESS MEDIAN

80.0

THE PASS SCORE

83.0

OUR SCORE ♥

OUR B-CORP SUMMARY

MAKING A WINNING IMPACT



Companies are meticulously measured on 5 key areas (below) in a B-Corp Impact Assessment. We're incredibly proud of where we are now, but becoming a B-Corp was just the beginning of our impact journey. We know we're not perfect, but we're always striving to do better!

Certified



Corporation



GOVERNANCE

How well do we govern our workplace and does it align to our overall mission? This is all about transparency and accountability for financial, social and environmental performance.



WORKERS

Prioritising employee wellbeing: we must offer fair and adequate compensation, benefits and training. Workplace health and safety commitments are also important here!



COMMUNITY

Businesses play a key role in communities. It's important for us to engage local suppliers, support diversity and inclusivity as well as charitable giving.



ENVIRONMENT

We are assessed on all environmental impacts and practices such as environmental footprint analysis, energy efficiency and waste management. This is a big focus for us in 2024. Keep on reading!



CUSTOMERS

We must be customer-centric so we are assessed on factors such as customer satisfaction, accessibility, and value to the customer.

FIVE AREAS OF GROWTH
MAKING A WINNING IMPACT

➔ **WE'RE REALLY PROUD OF IN 2023**

LAUNCHING INNOVATION

Our amazing new Veggie Puffs are made from peas which naturally have a low water footprint vs similar crops (1/2 the footprint of corn!). Peas add nitrogen to the soil and are used in crop rotations which help improve soil health by reducing the build up of pests and diseases!



ACQUIRING CHEESIES

Acquiring Cheesies in Jan 2023 meant that by June, we had consolidated two warehouses into one and combined joint customers orders - hello emissions savings while delivering better service to our customers! Nailed it.

EMPLOYEE EMI SCHEME

All our team are enrolled on our EMI (Enterprise Management Incentive) option scheme which is essentially means all employees become partial owners of the company - even more motivation to build the business as a force for good.



OFFSETTING CARBON FOOTPRINT

In collaboration with Climate Partner, we calculated our Corporate Carbon Footprint for full year 2022, identified ways to reduce our impact (Eurostar vs flying!) and offset the remains carbon we could not eliminate! Read on to find out how we offset our carbon footprint. We're already speedily working on our full year 2023 assessment!

RECYCLABLE PACKAGING

Our range is 80% recyclable but we are working VERY hard to get that to 100% as soon as possible! In 2023 we trialled a new recyclable Biltong film, which we hope to have hitting shelves in 2024! Watch this space.



CRUNCHING OUR CARBON



CALCUATING EMISSIONS

To reduce our carbon emissions, we must first calculate them. Yes, this meant calculating how many trains we caught, electricity used and coffees drunk! In 2022 we used 8.27 tonne CO₂, which is 45% lower than the average UK SME (small-medium enterprise)*, good thing our team love public transport!



**based on the The Carbon Trust SME Carbon Footprint Calculator*



OFFSETTING EMISSIONS

To offset our emissions in 2022, we worked with Climate Partners to invest in emPOWERing Africa which is a climate project which focuses on implementing renewable energy technologies across Africa.

BEING A CURATOR

THE CURATORS®

At The Curators, we're all about nurturing a culture that supports one another, brings positivity, and embraces each person's individuality in an energetic work setting!



FROM THE VERY BEGINNING, OUR CORE VALUES HAVE BEEN PRESENT IN EVERYTHING THAT WE DO

Being **FOOD ENTHUSIASTS** without any hint of pretentiousness

Displaying a **PROACTIVE** and competitive spirit with unwavering honesty and integrity

Embracing **BOLDNESS** and innovation

Fostering a **SOCIABLE** and supportive atmosphere

Championing **KINDNESS** towards each other and the environment

EMPLOYEE BENEFITS



**UNLIMITED SUPPLY OF
PROTEIN SNACKS**



**FREE GYM MEMBERSHIP &
MONTHLY ACTIVE SESSIONS**

**2 PAID VOLUNTEERING
DAYS PER YEAR**



**SUMMER & CHRISTMAS PARTIES
TO CELEBRATE THE WINS!**

**HEALTH & SAFETY
TRAINING**



CONSUMER LOVE



2,000+ 5* REVIEWS
amazon



Absolutely delicious - an excellent high protein product. Best Biltong yet! - Adam ★★★★★

These taste like high protein Wotsits. Incredible crunch too! - Rich
★★★★★★



These are a gorgeous little hit of crunchy, cheesy goodness, without the guilt of a gazillion calories being consumed. But is one pack enough. Not on our nelly. - Michaela
★★★★★★



THANK

YOU!

THE CURATORS

Please do get in touch via hello@wearethecurators.com as we love hearing all about your snacking with impact moments!

THANKS A BUNCH FOR CHECKING OUT OUR 2022/23 IMPACT REPORT AND JOINING US ON THIS ADVENTURE!



YOUR SUPPORT MEANS THE WORLD - WE ABSOLUTELY CAN'T DO THIS WITHOUT YOU! HOLD ONTO YOUR PROTEIN SNACKS BECAUSE THERE'S A WHOLE LOT OF CRUNCH WITH A PUNCH HEADING YOUR WAY - STAY TUNED!