



**CHIMNEY
FIRE
COFFEE**



2023/2024

IMPACT REPORT



INTRODUCTION

IT'S NOT BEEN AN EASY YEAR FOR ANYONE IN THE COFFEE INDUSTRY.

Farmers have faced multiple hurdles impacting production, including climate change, droughts in Vietnam and Brazil, leaf rust, El Niño, loss of pollinators, soaring prices of fertilisers, and an ageing population. Together with other trade issues such as the Red Sea crisis and re-routing of shipments, there have been pricing challenges, delays, and instability in every aspect of coffee production.

At Chimney Fire Coffee, our aim has always been to buy our coffee directly from growers and producers. This year we've gone a step further, importing the majority of coffee ourselves and storing it on-site. It's another milestone on our mission towards a completely transparent supply chain - built on strong relationships with mutual benefits. I'm proud that, since achieving B Corp™ certification in August 2022, even as a small team we've been able to significantly increase our impact. This year we purchased nearly 75 tonnes of coffee directly, with full financial traceability, storage, and roasting in-house at our beautiful production space on Denbies Wine Estate.

In this report, we will highlight both our strengths and weaknesses. We'll delve deeper into the mechanics of our direct sourcing practices, enabling redistribution of value back to the people who grow our coffee, and we'll expand on our main objective from our last report - outlining our first carbon reduction goals, with a full scope 1, 2, and 3 carbon assessment of our entire operation.

Our community impact initiatives will be highlighted through customer surveys, events, research participation, and our barista training program - all designed to foster growth and connection. We'll also cast a spotlight on our new Community Impact Fund, which supports local projects and initiatives, reinforcing our commitment to social responsibility.

Lastly, we will show our commitment to making Chimney Fire Coffee a better place to work, ensuring a supportive and empowering work environment. Above all, we hope that our 2023-2024 Impact Report will demonstrate our continuing passion to use business as a force for good.

Dan Webber

Founder





Certified



Corporation

B LOCAL CHAIR

At the end of 2023, our Founder Dan became co-chair of B Local Surrey, an organisation at the forefront of driving sustainable and impactful business practices within our community.

This role encourages collaboration with like-minded organisations committed to the B Corp™ movement’s principles of social and environmental responsibility. Being a part of B Local Surrey is crucial for amplifying our impact, as it provides us with a platform to share best practices, inspire others, and collectively work towards a more equitable and sustainable future.

Our involvement underscores not only our dedication to improving our own practices, but also to lead by example and encourage a broader cultural shift towards responsible business operations in Surrey and beyond.



73MT COFFEE BEANS SOURCED FOR THE NEXT 12 MONTHS



75,000
ONLINE ORDERS
TO DATE



11%
REDUCTION IN CARBON EMISSIONS
(CO2E) FROM EMPLOYEE TRAVEL
THROUGH CYCLING TO WORK

\$ \$2.59 \$

7

NEW TEAM BENEFITS
INTRODUCED THIS YEAR

PRODUCER PARTNERS WITH WHOM
WE HAVE LONG TERM RELATIONSHIPS

AVERAGE PAID PER POUND (LB)
OF COFFEE, \$0.79 ABOVE
THE MINIMUM FAIRTRADE
PRICE OF \$1.80/LB



88%

COFFEE PURCHASED DIRECTLY
FROM A GROWER OR PRODUCER

COFFEE FROM DIRECT RELATIONSHIPS
OF THREE OR MORE YEARS

\$127,000
DIRECT
COFFEE
PREMIUMS

EXTRA AMOUNT PAID
TO PRODUCERS ABOVE
FAIRTRADE PREMIUMS

HIGHLIGHTS

10%
PROFIT REINVESTED
IN CHARITY DONATIONS

PROFIT REINVESTED
IN OUR
PEOPLE

2,043 ★
PRODUCT AND COMPANY
REVIEWS FROM OUR COMMUNITY

25
DIFFERENT
COFFEE LOTS
PURCHASED

2 BLENDS	7 SINGLE ORIGINS
12 DISCOVERY COFFEES	2 SPECIAL RELEASES

5
ACADEMIC RESEARCH
PROJECTS SUPPORTED BY
SCHOOLS AND UNIVERSITIES

2.5M
CUPS OF
CHIMNEY
FIRE
COFFEE
ROASTED

35% ANNUAL COMPANY GROWTH

4 CONTAINERS
OF **GREEN COFFEE**
IMPORTED

1.

We bought coffee from Brazil in colourful jute sacks to make it easier for operations, not realising they were made of polypropylene until they arrived. This year we have upgraded to 100% recyclable paper sacks.

2.

Our running club finished before it started. Life happened, making it difficult to fix in a regular after work running slot with our local community. This is something we're looking to shift to occasional community weekend events.

3.

We under-forecast our Christmas Coffee and sold out in early December, leaving some people disappointed. We will have plenty more stock this year!

LOWLIGHTS

4.

Our Peru compostable pods were out of stock for longer than expected, and our new decaf pods were delayed due to supply chain issues. We've fixed this by moving to a UK-based pod manufacturer.

5.

Still no Kenya! We've been trying for several years to source from the Ngoo Farm, a producer that Dan has known for a long time. There were still a few quality issues, but we're hopeful to make something work next year.



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A wide-angle photograph of a large industrial facility, likely a cement or grain processing plant. The interior is dominated by a high ceiling with a complex network of orange steel beams and corrugated metal siding. On the left, a massive, light-green cylindrical silo stands on a blue metal frame. To its right, a tall, rectangular industrial structure with a blue frame and yellow safety railings is visible. The floor is a smooth, light-colored concrete. Numerous large, white, rectangular bags of material are stacked in neat piles throughout the facility. In the foreground, several workers in safety gear are visible, some standing near the bags and others near the silo. The overall atmosphere is one of a busy, large-scale industrial operation.

**EXISTING IMPACT
OBJECTIVES**

1. Provide growers and producers with a sustainable source of income through direct, transparent buying practices.

2. Decrease our ecological footprint through reducing use of single-use plastics, waste, and emissions.

3. Deliver social impact for non-profit partners.

4. Create the best possible experience for our customers, other partners, and our local community.

5. Create a happy, healthy workplace.



ENABLING REDISTRIBUTION OF VALUE BACK TO OUR GROWERS & PRODUCERS



ACHIEVING PHYSICAL AND FINANCIAL TRACEABILITY THROUGH DIRECT, TRANSPARENT BUYING PRACTICES

The coffee industry supply chain is notoriously opaque; it’s often impossible to guarantee where your coffee has come from, or whether the growers and producers are being paid a fair wage.

Coffee prices on the open market fluctuate due to supply and demand dynamics, such as variations in climate, diseases affecting crop yields, and geopolitical instability. Combined with the high cost of production, this means producers can be left with loss-making businesses and poor livelihoods. Meanwhile, those further up the supply chain are immune to these issues and continue to make their margins, frequently benefiting from low coffee prices. For them, there is no reason for them to seek to change the status quo.

Tracking the flow of funds from source to destination can be a challenge, but it is one that has a huge impact. With the required economies of scale we are able to foster direct, personal relationships with our coffee producers and import much of the coffee ourselves. This provides complete supply chain transparency and allows us to track both the journey of the raw product (“physical traceability”) and the flow of funds from source to destination (“financial traceability”).



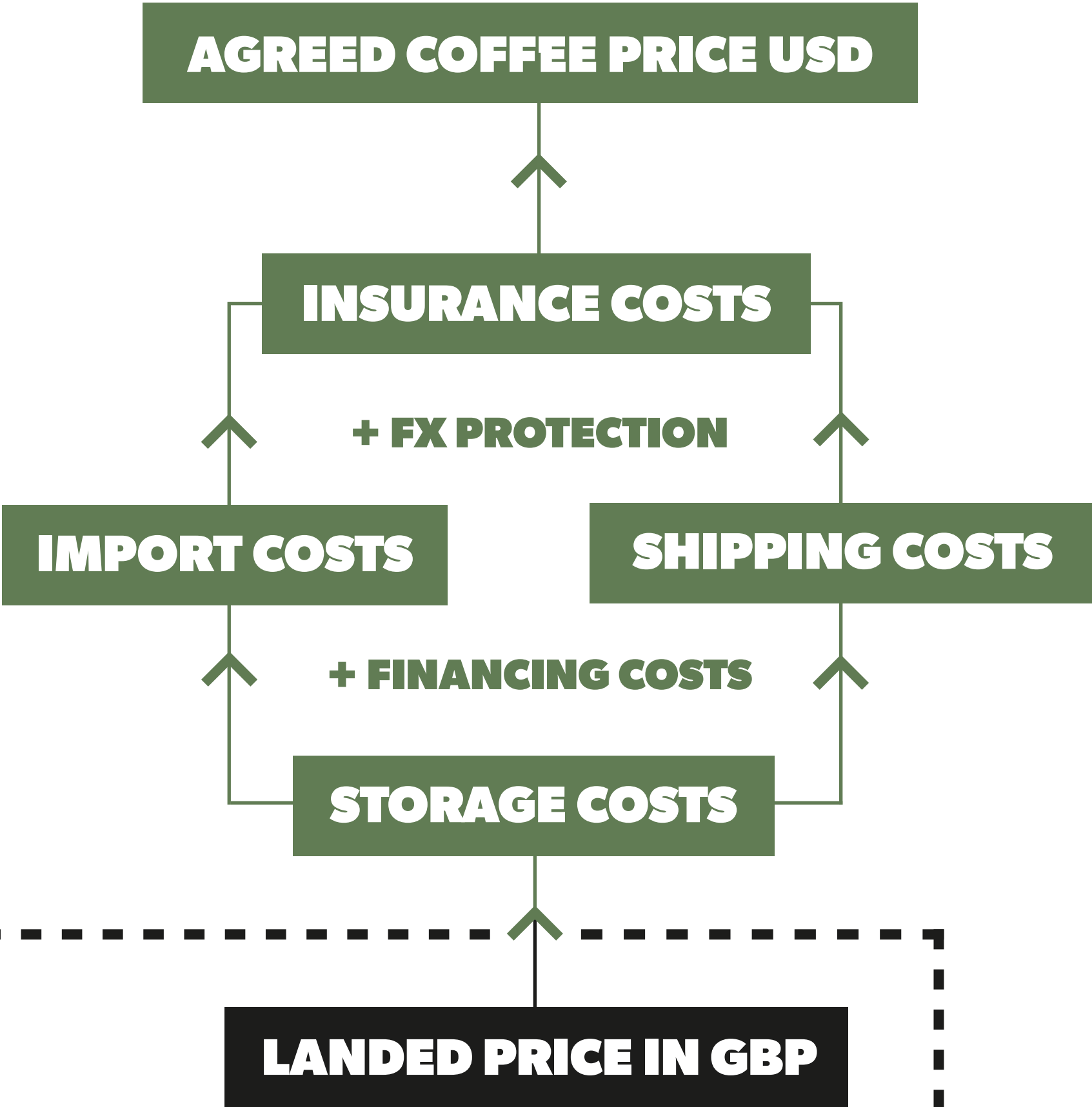
PHYSICAL TRACEABILITY

DIRECT (CHIMNEY FIRE COFFEE)

INDIRECT



FINANCIAL TRACEABILITY



OUR KEY FOCUS IS TO ENABLE REDISTRIBUTION OF VALUE BACK TO OUR GROWERS AND PRODUCERS

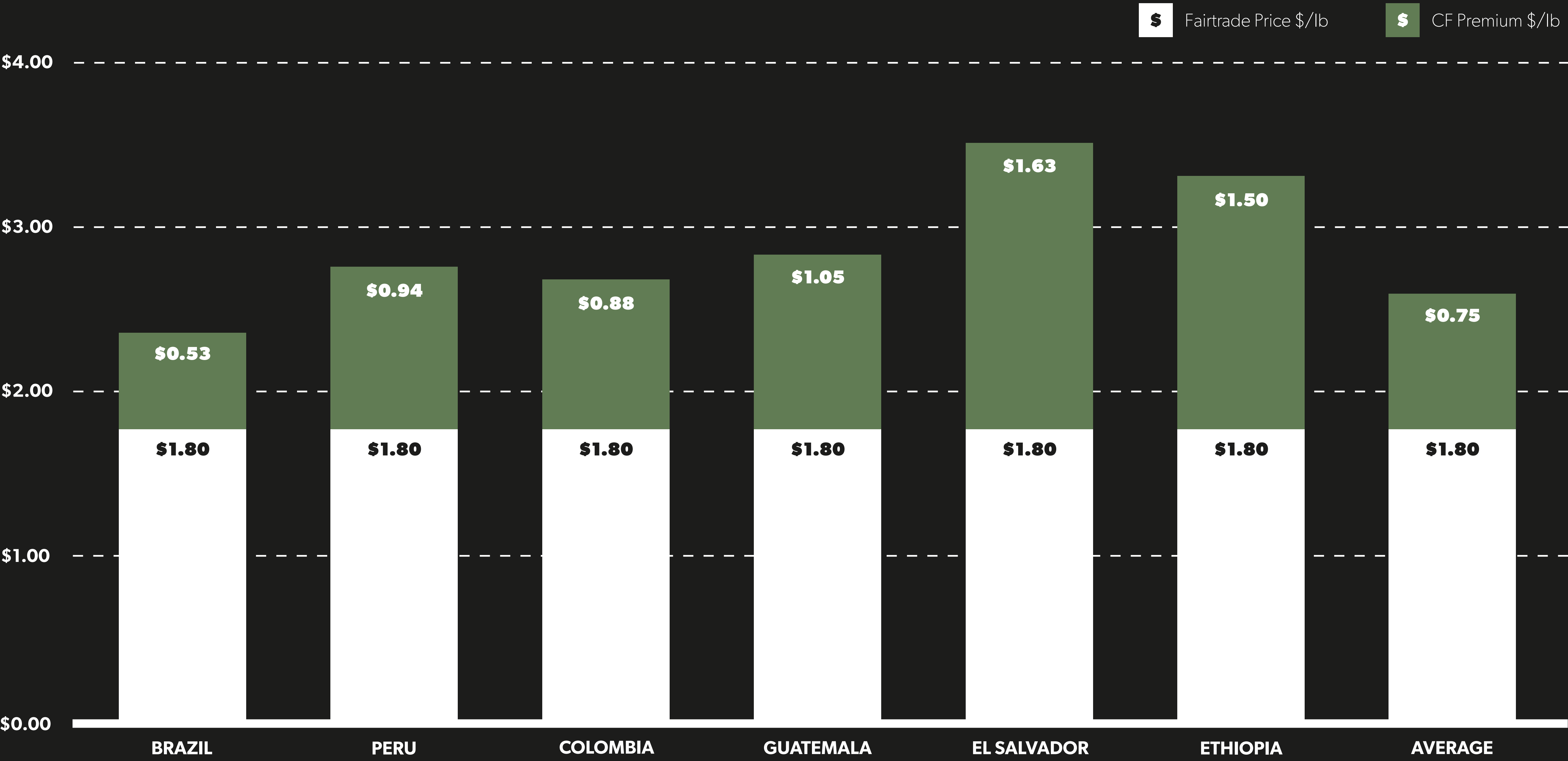
Determining the value of coffee is a lot more than just about the **SCA coffee quality score**. We agree pricing and contracts directly with producers based on the needs of their businesses and communities. These prices take into account both physical grading evaluations and extrinsic factors, including climate issues affecting crop availability, and socio-economic challenges such as political instability and local currency market variability. Other financial factors such as currency exchange, insurance, import fees, and shipping costs are only taken into account once the needs of the producer have been met.

This is not about saving money. It's about minimising fees wherever possible to achieve a fair share without sacrificing quality. The efficiency and financial savings that result help us guarantee a fair price for our producers - meaning 20% more of the final landed coffee cost goes back to the people who grow it. In our view, the **Fairtrade Premium** provides a good baseline, but there is absolutely no replacement for direct engagement to understand the true value of coffee.

<p>SCA coffee quality score</p> <p><i>is an objective quality measurement based on a 'cupping score', which takes into account characteristics such as balance, flavour, mouthfeel, and intensity. As defined by the Specialty Coffee Association (SCA), speciality coffee beans must score a cupping score of 80 points or above on their 100-point scale to be considered speciality.</i></p>	<p>The Fairtrade Premium</p> <p><i>is an extra sum of money, paid on top of the selling price, that farmers or workers invest in projects of their choice. Our minimum commitment is to pay all of our producers at least 25% above the current Fairtrade premium.</i></p>
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CFC PREMIUMS PAID OVER FAIRTRADE PRICE BY ORIGIN 24/25

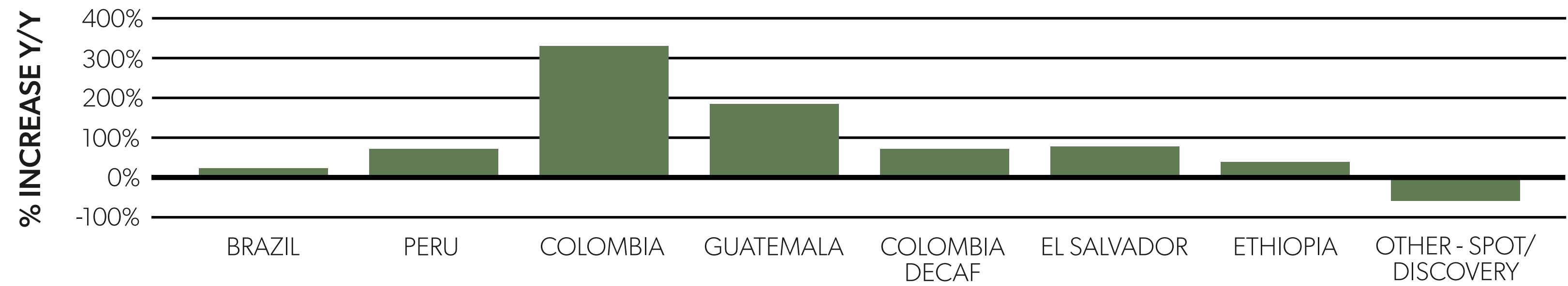


WE’VE PURCHASED 73MT FOR THE NEXT 12 MONTHS.

88% OF THIS WAS DIRECTLY TRADED, AND 88% COMES FROM PEOPLE WITH WHOM WE HAVE BEEN WORKING FOR OVER THREE YEARS

	23/24 KG PURCHASED		24/25 KG PURCHASED		
	NO. LOTS*	VOLUME	NO. LOTS*	VOLUME	% INCREASE Y/Y
BRAZIL	4	29,250	4	33,270	13.74%
PERU	1	10,350	3	18,270	76.52%
COLOMBIA	1	1,400	2	5,810	315.00%
GUATEMALA	2	1,380	3	4,050	193.48%
COLOMBIA DECAF	1	3,500	1	6,000	71.43%
EL SALVADOR	1	759	3	1,380	81.82%
ETHIOPIA	1	900	1	1,200	33.33%
OTHER - SPOT DISCOVERY	13	6,661	8	3,138	-52.89%
TOTAL	24	54,200	25	73,118	34.90%

HOW WE HAVE INCREASED OUR COFFEE PURCHASES OVER THE LAST 12 MONTHS



**A coffee lot is an identifier for a distinctive type of coffee from a particular location.*

THIS IS WHERE WE BOUGHT OUR COFFEE FROM

24/25

PROPORTION OF COFFEES PURCHASED BY ORIGIN



OUR 24/25 SHIPPING CALENDAR

CONTAINER	VOLUME (KG)	PURCHASE CYCLE	JAN 24	FEB 24	MAR 24	APR 24	MAY 24	JUN 24	JUL 24	AUG 24	SEP 24	OCT 24	NOV 24	DEC 24	JAN 25	FEB 25	MA 25	APR 25	MAY 25
COLOMBIA A	5,810	12 MONTHS													25/26	25/26			
ETHIOPIA A	1,200	12 MONTHS														25/26		25/26	
GUATEMALA A	4,050	12 MONTHS														25/26		25/26	
EL SALVADOR A	1,380	12 MONTHS																	
PERU A	9,270	6 MONTHS																	
BRAZIL A	16,770	6 MONTHS																	
PERU B	9,000	6 MONTHS																	
BRAZIL B	16,500	6 MONTHS																	
OTHER	9,138	SPOT																	

TOTAL	73,118
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HARVEST

SHIPPING

EDUCATING CUSTOMERS - WHY SHOULD WE PAY MORE FOR A SUSTAINABLE PRODUCT?

We are open and honest about the reality of coffee production, both on our website and on our popular weekend tours and experiences. By shortening the supply chain, we can communicate what is happening on the farm and how this affects product characteristics - including taste, flavour, and price - helping to change consumer perception from coffee as a commodity to coffee as a high quality, artisanal product. Where possible, we introduce different lots from the same producers as special releases, helping us to buy more coffee from the same people each year. We bring our customers on a journey to taste different coffees from the same places, and help them understand what makes the difference.

A WORD ABOUT THE WONDERFUL FINCA MEDINA FROM OUR GUATEMALAN PARTNER ANTONIA LUCRECIA TUM, EXPORTS MANAGER OF THE FARM



“Finca Medina belongs to the Antigua Guatemala Coffee Region, a region that has always been known to produce one of the best quality coffees in the world. It is surrounded by three volcanoes: Agua, Fuego, and Acatenango. The valley has rich volcanic soil, low humidity, a lot of sun, and cool nights, which gives the Antigua Coffee region an elegant and well-balanced cup with a rich aroma and very sweet taste characteristics.”

Finca Medina meets standards for sustainable environmental production, and has many initiatives directed towards rainforest preservation. It also supports different programs focused on the well-being of families who live and work on the farm. One of our initiatives has been a complete pulping water treatment process, to guarantee maximum efficiency and sustainability in the operation. The water is subjected to anaerobic and aerobic treatments and separation of solids through different lagoons and aerators, until the water reaches the last sedimentation lagoon where fish and aquatic plants are grown.”



SINCE MOVING TO A DIRECT SOURCING MODEL, THE PORTION OF LANDED COFFEE COST THAT GOES TO THE PRODUCER HAS INCREASED FROM 65% TO 90%

For our largest supplier, Carmo Coffees in Brazil, moving to a direct sourcing model (reducing our final landed cost by 12.18%) has allowed us to increase our coffee premium by 17.65% (35% over FT). This now means over 94% of the final landed cost goes directly to the producer themselves.

VALUE CHANGE FOR OUR BRAZIL COFFEE PRODUCER OVER THE LAST TWO YEARS	22/23	24/25
CHANGE IN PREMIUM PAID FOR COFFEE		+17.65%
CHANGE IN FINAL LANDED COST		-12.18%
PROPORTION OF FINAL LANDED COST TO COFFEE (FOB)	68.07%	94.02%
PROPORTION OF FINAL LANDED COST TO OTHER (FX, SHIPPING, FINANCE, STORAGE)	31.93%	5.98%

Working with the JUMARP Cooperative in Peru, we have increased the price we pay our producer by over 18% (52% over FT) with no increase to the final landed cost, meaning nearly 97% of that final landed cost is attributed to the coffee itself.

VALUE CHANGE FOR OUR PERU COFFEE PRODUCER OVER THE LAST TWO YEARS	22/23	24/25
CHANGE IN PREMIUM PAID FOR COFFEE		+18.18%
CHANGE IN FINAL LANDED COST		0%
PROPORTION OF FINAL LANDED COST TO COFFEE (FOB)	81.85%	96.73%
PROPORTION OF FINAL LANDED COST TO OTHER (FX, SHIPPING, FINANCE, STORAGE)	18.15%	3.27%



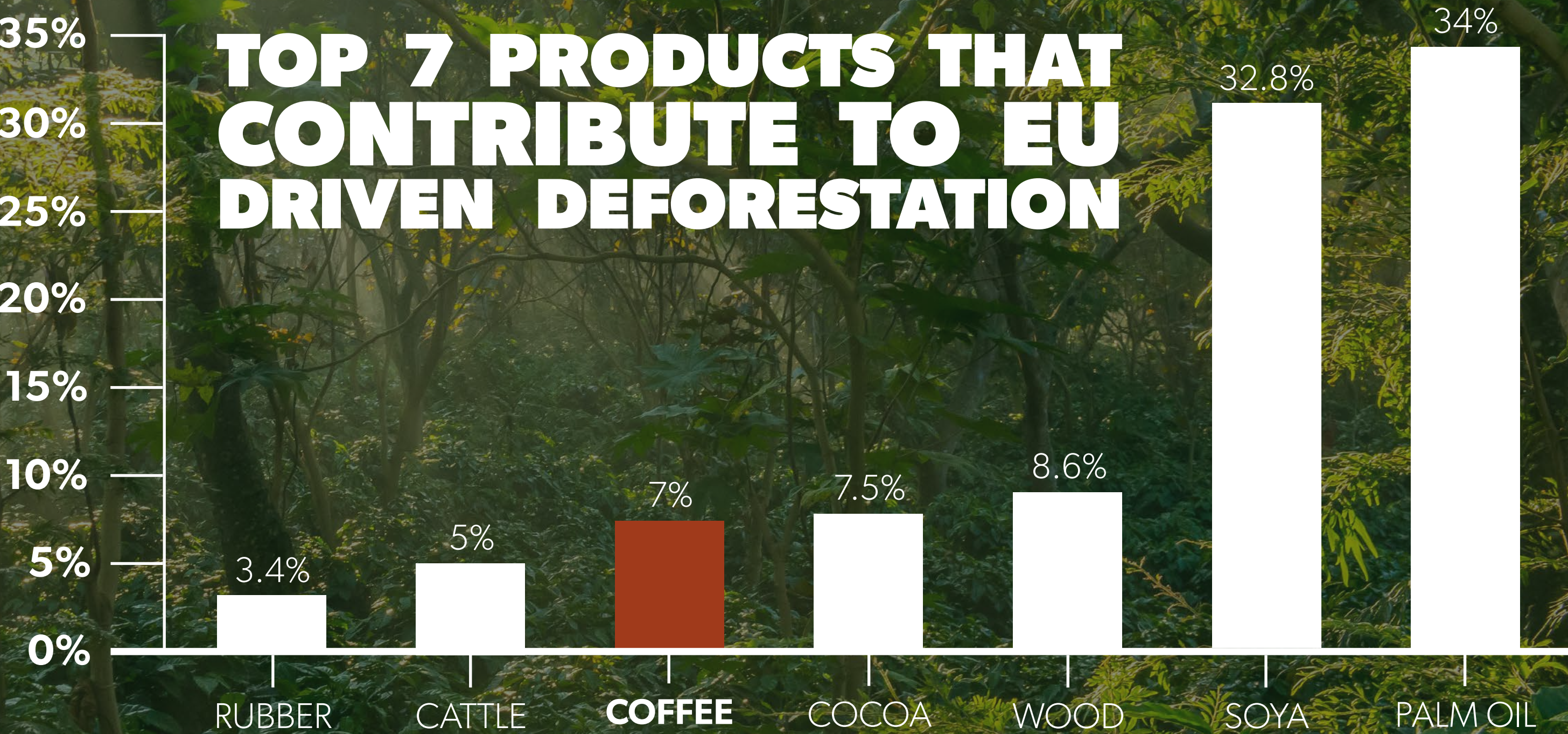
LOOKING FORWARD: EUDR AND ONGOING RESPONSIBLE SOURCING

The European Union Deforestation-free Regulation (EUDR) is a new EU initiative to limit deforestation and degradation caused by forestry and agricultural activities all over the world. The Forest Stewardship Council’s (FSC) definition is as follows:

“Deforestation is one of the main drivers of the climate and biodiversity crises, and the EU contributes to it by consuming a significant share of products associated with deforestation. The EUDR aims to ensure that a set of key products traded and consumed in the EU and globally no longer contribute to deforestation and forest degradation.

While the EUDR is a European legislation, its implications are global. Companies importing or exporting the affected products in or from the EU market will have to conduct due diligence to confirm that they have not been sourced from land which was deforested or degraded after 31 December 2020. Companies will also have to verify that these products are compliant with the relevant legislation of the country of production, including respect for human rights, and the rights of affected Indigenous Peoples.”

COFFEE IS ONE OF THE TOP 7 PRODUCTS THAT CONTRIBUTE TO EU DRIVEN DEFORESTATION



Source: Florence Pendrill et al., “Agricultural and Forestry Trade Drives Large Share of Tropical Deforestation Emissions,” Global Environmental Change 56 (May 2019): 1-10, <https://doi.org/10.1016/j.gloenvcha.2019.03.002>

WHAT DOES THIS MEAN FOR US AND OUR SUPPLIERS?

As an SME, we are classed as both EUDR operators (as we import coffee and work directly with exporters and producers), and EUDR traders (as the packaging has already been imported, but we use it to sell to customers as a final product). Although we don't trade a lot in the EU (and as operators most of our coffee is imported directly into the UK), we are still working closely with our suppliers on this issue to ensure compliance.

Many of our suppliers (including our coffee producers and exporters) trade in the EU and are looking at environmental compliance initiatives. Our largest coffee supplier, Carmo Coffees in Brazil, is using remote sensing and geographical information systems to monitor coffee production areas and identify deforestation activities. This includes creating detailed historical records of socio-environmental changes, farm mapping, and tracking compliance using established protocols. We look forward to receiving detailed reports for our next shipment of coffee from Brazil, ensuring complete EUDR traceability and compliance.



CONTINUING TO ADD LONG-TERM VALUE FOR OUR PRODUCERS

We will continue maximising value to our producers, through pre-financing and multi-year supply and demand planning. Pre-financing coffee prior to harvest allows producers to reinvest in their farms, generating more value over time from higher quality and better crop yields - without the risk of accumulating debt. By committing to volumes multiple seasons in advance with accurate forecasts, we're able to contribute to long-term financial stability for the farm through continued investment to improve crop quality and yields, providing additional value for the producer.

We consider what we do here to be the bare minimum in terms of responsible coffeesourcing. By being transparent with our financial sourcing model publicly, we hope to encourage other roasters to buy coffee in a similar way. This will increase the overall impact of speciality roasters in coffee producing regions.



MEASURING OUR CARBON FOOTPRINT

IN-HOUSE CARBON ACCOUNTING

This year we began our in-house carbon accounting, calculating our scope 1, 2, and 3 emissions. These consider Greenhouse Gas (GHG) emissions (the results of human activities that intensify the greenhouse effect and contribute to climate change), based on the Kyoto Protocol and using UK emissions factors. We used this data to set near term scope 1 and 2 emission reduction targets.

1.

Carbon calculation for scope 1, 2, and 3 emissions, to enable the business to track its carbon reduction over time.

2.

Analysis of scope 1 and 2 emissions, and proposal for carbon reduction measures, such as emissions from coffee production.

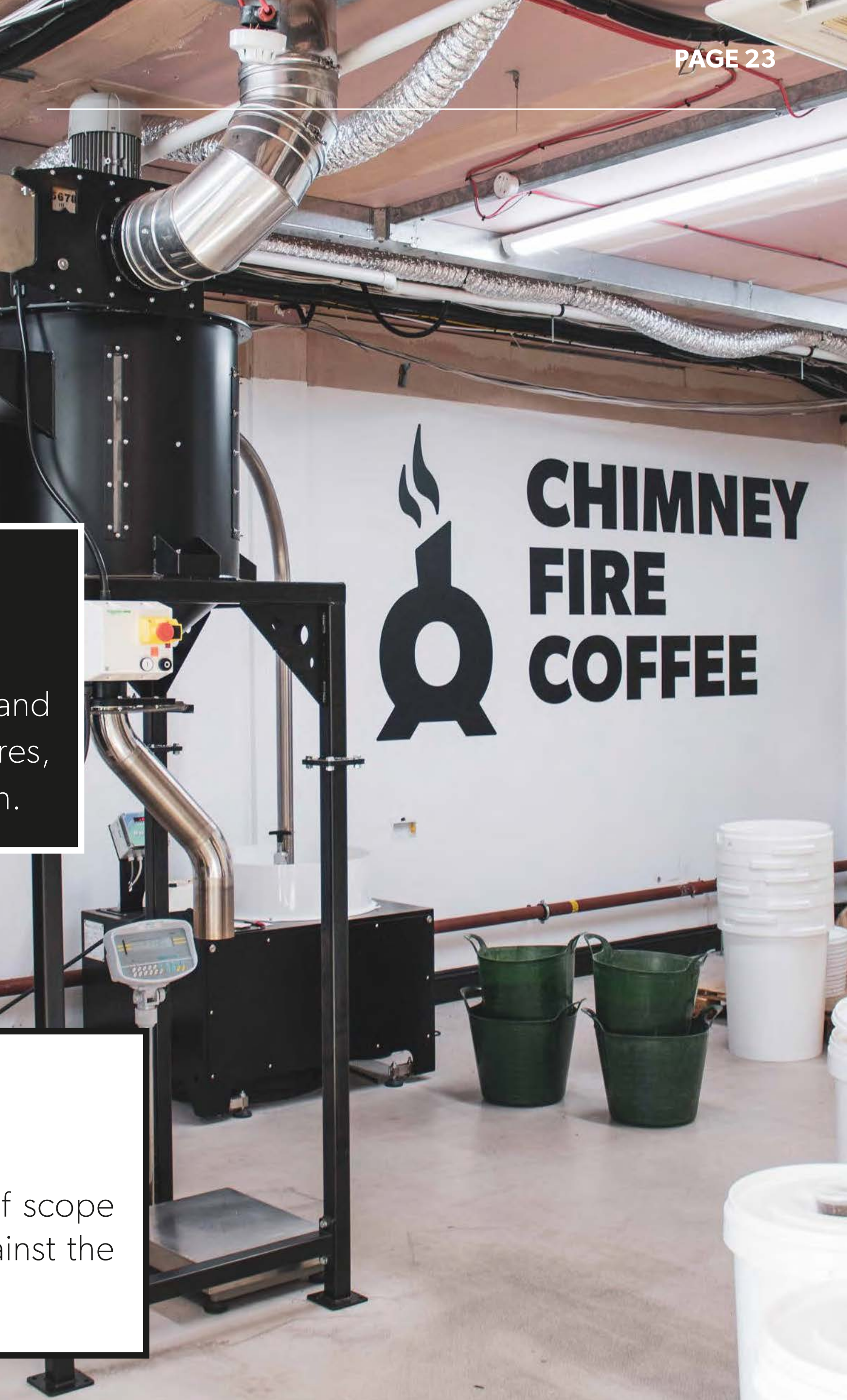
**THIS IS WHAT
WE SET OUT
TO ACHIEVE**

3.

Analysis of scope 3 emissions, and proposal for indirect carbon reduction measures, such as purchased goods and services, logistic and courier services, and waste disposal.

4.

Setting near-term targets for reductions of scope 1 and 2 emissions, and benchmarking against the [Science-Based Targets initiative \(SBTi\)](#).



SCOPE 1, 2 AND 3 EMISSIONS

Our assessments include the accounting and reporting of the six greenhouse gases covered by the Kyoto Protocol — carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulphur hexafluoride (SF₆). There are three kinds of emissions based on source and control.

CO₂

CH₄

N₂O

PFCs

SF₆

HFCs

SCOPE 1

Direct GHG Emissions

Emissions from sources directly owned and controlled by the company, for example coffee roasting. Here, the source of emissions is mainly fuel and any other processes which generate GHGs. Emissions from biogenic sources are listed with a note but not counted.

SCOPE 1 EMISSIONS

SCOPE 2

Electricity Indirect Emissions

Emissions during production of the electricity purchased, brought inside company boundaries, and used. The physical location of the emissions is where the electricity is generated.

SCOPE 2 EMISSIONS

SCOPE 3

Other Indirect Emissions

Scope 3 is an optional reporting category that allows for the inclusion and treatment of all other indirect emissions. Scope 3 emissions are a consequence of the activities of the company, but occur from off-site sources not owned or controlled by the company. Employee travel, business travel, waste disposal, transportation, raw materials input, deliveries, and other factors, all fall under this category. Emissions from transportation and factories can be considered in scope 1 or scope 3 depending on the operational boundaries of the organisation.

SCOPE 3 EMISSIONS

CARBON FOOTPRINT OF A TYPICAL COFFEE SUPPLY CHAIN

We looked at existing research to get an overview of how emissions might be distributed within a typical coffee supply chain. The case study below shows the distribution of carbon within a Costa Rican coffee supply chain ([adapted from source](#)). Over 75% of emissions are scope 3, with 45% of the total coming from coffee consumption and 31% produced at the farm and mill.

COVERED IN OUR DATA COLLECTION

Our data collection focussed on areas of the supply chain from export, through grinding, to purchasing. Farm level and milling (e.g. emissions from coffee farming and processing), consumption (e.g. milk and coffee prepared by our customers), and disposal (e.g. waste treatment and packaging disposal by our customers) were excluded. We're exploring these for next year's report.



DATA COLLECTION

In order to successfully reduce our emissions across the board, we must first identify the sources for each category and measure their rate over time. Only then can we understand and plan for where we can make meaningful reductions.

MATERIAL - COFFEE BEANS, PACKAGING, LABELLING

TRANSPORTATION PAID
ON TYPE OF VEHICLE
AND TONNE-KM BASIS

WASTE - PACKAGING, BOXES,
REJECTED ROASTS, USED
COFFEE GROUNDS, WATER, PPE

ELECTRICITY

PURCHASE
AND DISPOSAL
OF LARGE
EQUIPMENT

FUEL PURCHASED FOR
COMPANY VEHICLES

FUEL USED FOR ROASTING MACHINERY

EMPLOYEE TRAVEL - PERSONAL AND BUSINESS -
LAND, AIR, SEA; WORKING FROM HOME, HOTEL STAY

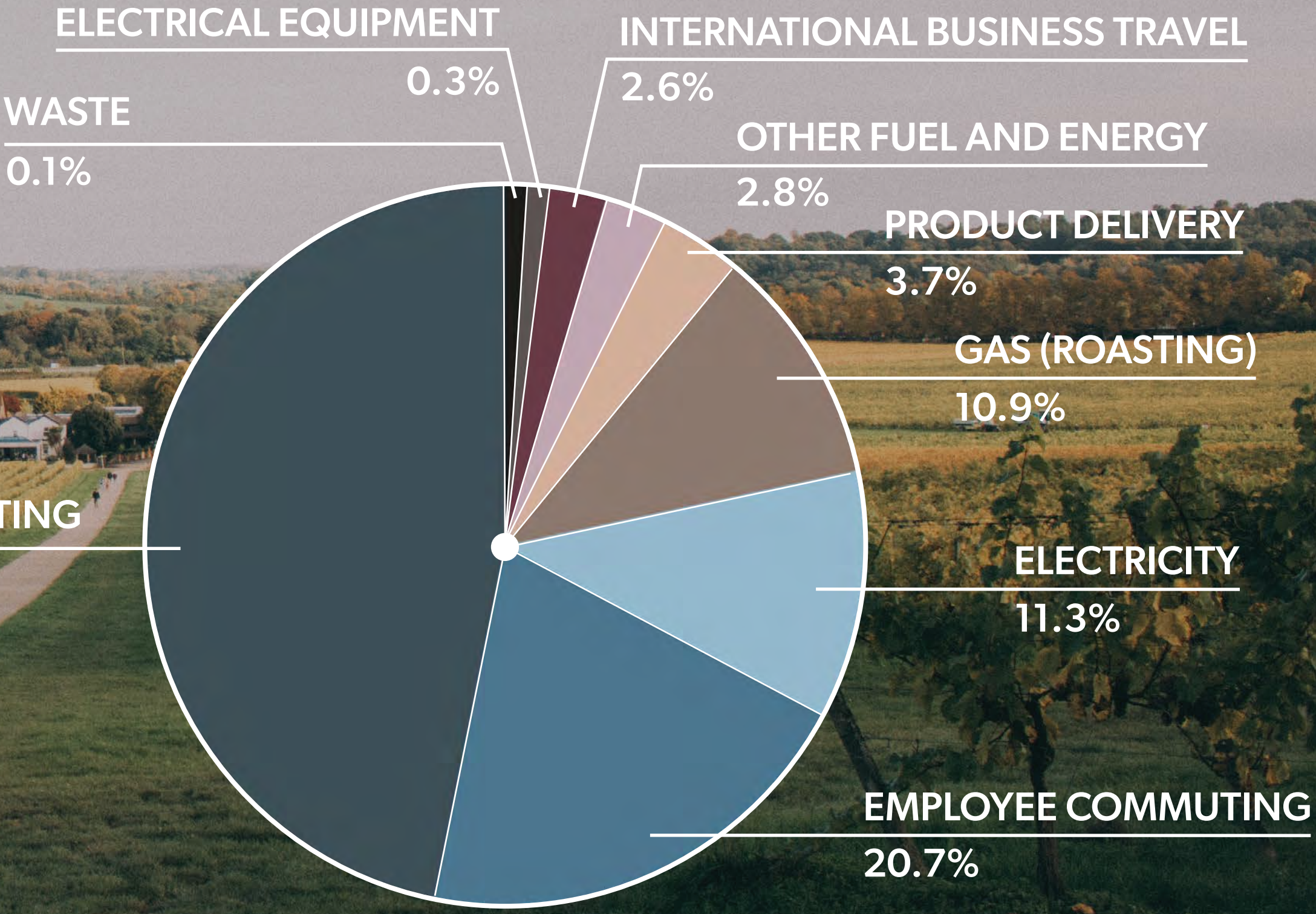
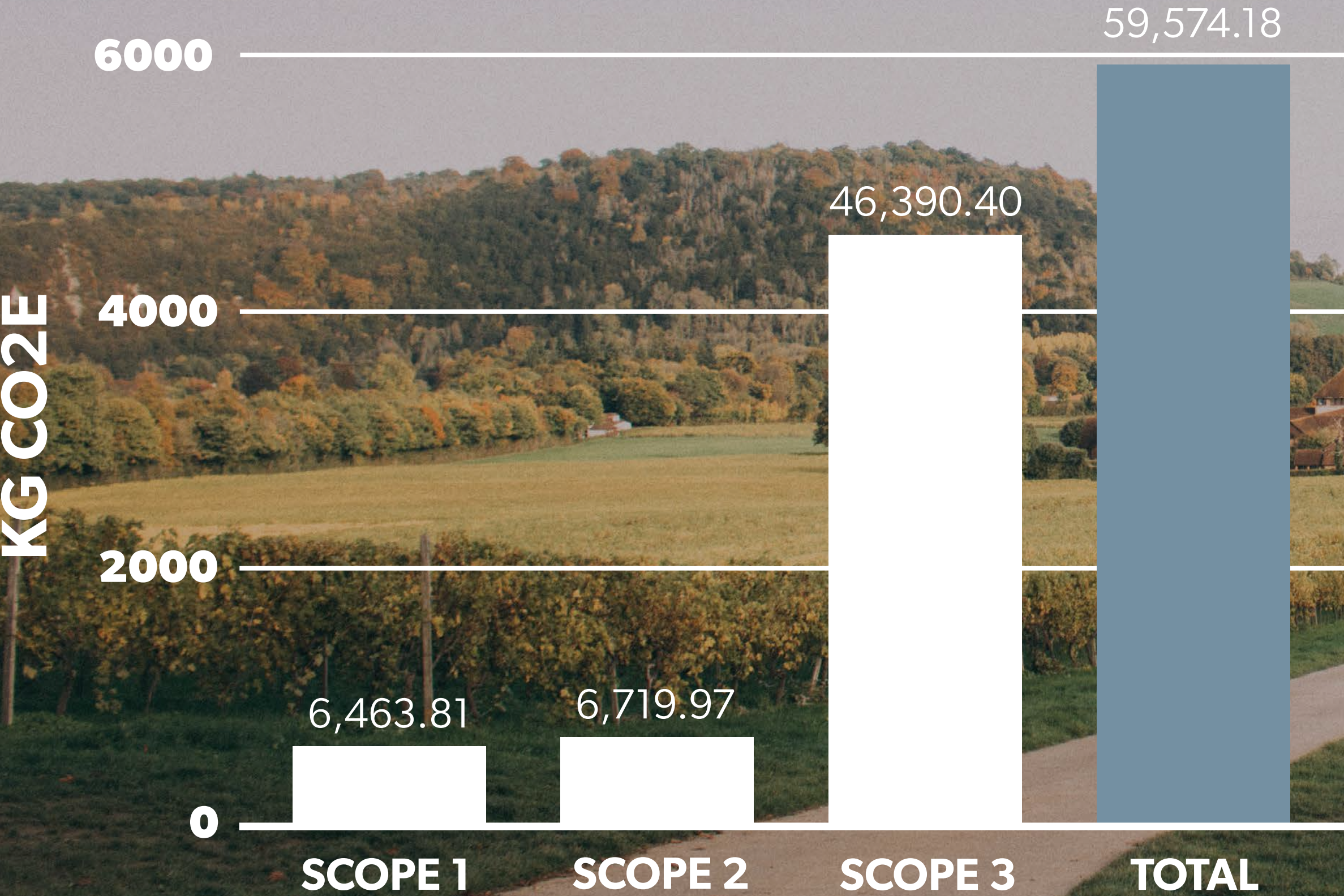
WATER
CONSUMED



CHIMNEY FIRE COFFEE GHG EMISSIONS ASSESSMENT APR'23-MAR'24

The chart below shows our breakdown for scope 1, 2, and 3 emissions with almost 80% of our emissions being scope 3.

Nearly half of our emissions came from importing goods, which was to be expected as our coffee grows so far away. We were surprised that employee commuting was such a significant factor!



REDUCTION PLANNING

We will consider 2023-4 as the baseline year for GHG emissions accounting and reduction planning, and we plan to follow the Science-Based Target Initiative (SBTi) methods for SMEs to prepare targets to transition to Net Zero. We have also made this commitment publicity with the [SME Climate Hub](#). Initial, achievable targets will be set for 2030, with additional ‘Net Zero’ targets to be achieved by 2050. Our 2030 targets are to reduce our scope 1 and 2 emissions by 95% in a 5-10 year period, with a minimum of 4.2% of annual linear reduction. This is in line with international goals to keep global temperature increases below 1.5°c.

NEAR-TERM TARGETS: SCOPE 1 & 2 EMISSION REDUCTION

Our scope 1 emissions are largely from the natural gas we use for roasting coffee beans. We will continue to explore roasting as efficiently as possible, adjusting our roast profiles to improve energy efficiency, reducing natural gas consumption and GHG emissions. By understanding the relationship between ambient air temperature, roasting temperature and air flow, we are able to maintain roast quality while simultaneously reducing gas demand.

Replacing our piped natural gas supplies with biogas would give 99.8% net reduction and 80% reduction of GHG emissions when considering the gas’ full journey from well to tank. We’re keeping an eye on the viability of this option.

Scope 2 emissions are from the use of electricity. We are looking into applying for a renewable electricity tariff, which will reduce these emissions by 100%. We are also working with our landlord to source renewable energy from PV solar panels installed at Denbies Wine Estate.

NET-ZERO TARGETS: SCOPE 3 EMISSION REDUCTION

With employee travel making up 21% of our total emissions, we’re actively looking at reducing this big impact area. Two of our team already travel to work by bike, reducing employee commuting emissions by 11% (2% overall). We’re looking at ways to further encourage alternative methods of transport, such as a cycle to work scheme and subsidies for train travel. We have also introduced a work from home policy for those whose roles allow, forecasting a further 10-15% reduction in carbon emissions from employee travel.

With shipping being our largest emission, we’re also looking at shipping companies with lower GHG emissions compared to industry averages.

Over the next 12 months we will also look to become compliant with ISO 14001, the international standard for designing and implementing an environmental management system. This will help provide a framework to improve environmental performance, and we’re currently working with our suppliers on this.

WHAT GOES INTO OUR PACKAGING?

NO UNNECESSARY MATERIALS, E.G. STAPLES

CLEAR INFORMATION
ON DISPOSAL

100% REMOVABLE RECYCLABLE
CARD TO REPLACE
PLASTIC BACKED LABELS



100% CERTIFIED
COMPOSTABLE PACKAGING
INCLUDING VALVE AND
ZIPPER (BS EN 13432)

WATER-BASED INK

100% FSC CERTIFIED,
RECYCLABLE DELIVERY BOXES

LETTERBOX-FRIENDLY DESIGN
REQUIRING MINIMAL OUTER PACKAGING AND
INCREASING CHANCE OF SUCCESSFUL DELIVERY
(REDUCING INDIRECT EMISSIONS)



**BEING ACTIVE IN
OUR COMMUNITY**

CHIMNEY FIRE COFFEE IS COMMITTED TO CREATING A POSITIVE IMPACT IN OUR COMMUNITY, BOTH LOCALLY AND FOR OUR WIDER CUSTOMER BASE

This commitment includes contributing to charitable causes, creating and delivering educational pieces to improve understanding of the challenges coffee producers face, and training baristas who work with our coffee every day.

“Big fan of Chimney Fire. It seems that even small bags of beans from some trendy roasters has gone through the roof, meanwhile CF maintain excellent value for money and a brand that to me seems genuinely about a sustainable and positive supply chain, not just profit. And of course, they roast some absolutely banging beans.”

WILL B



From group cycle rides in collaboration with global brands such as Le Col and Fox Factory, to a LinkedIn workshop for the benefit of local entrepreneurs, we take pride in hosting community events that bring people together.

Our largest community event in 2023 was our Christmas Bash, during which we welcomed over 100 people to our roastery to see our space, taste some of our latest coffees, and share a mince pie or two with members of our team. The event raised almost £500 for the Royal Entomological Society, who were on hand with lots of insight about their work and the impact of insects on coffee production.

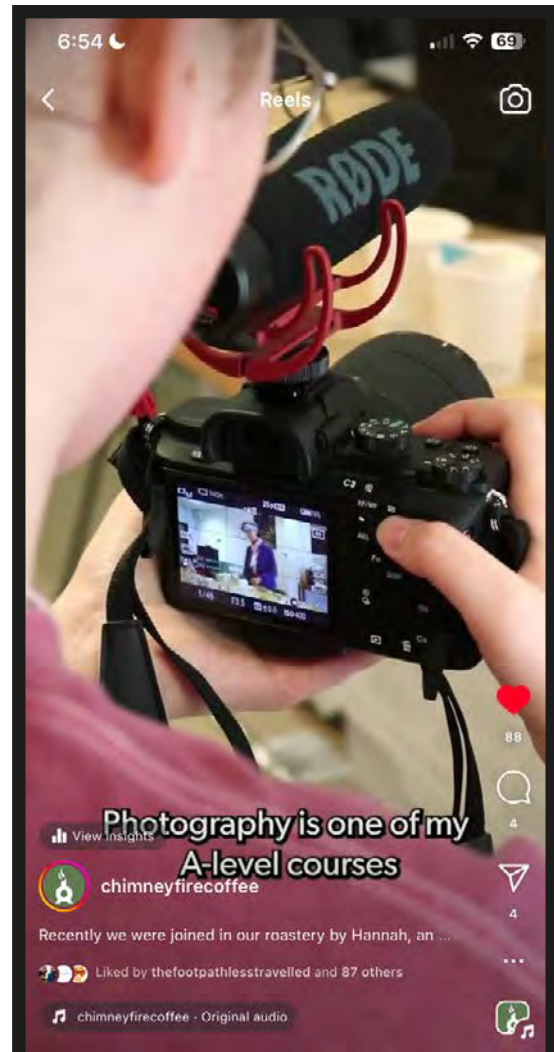


Additionally, we participate in coffee and business research initiatives to contribute to the industry’s growth and share innovative insights. This includes:

- Eleanor Williams, Masters in Environment and Development, LSE - investigation into the main barriers faced by SMEs in implementing and ensuring sustainability across their supply chain operations globally.
- Alejandra Mejía García, Hult international Business School: “Café con Cuento: Enhancing Value for Smallholder Farmers in Quindío, Colombia Through Design Thinking Principles in the Speciality Coffee Exports Supply Chain”
- Lok-Sang Kuan, PHD Researcher in Sustainable Business & Management - research aims to gain insight into how sustainable companies manage tensions in the entrepreneurial process, in order to contribute to academic and practical applications.

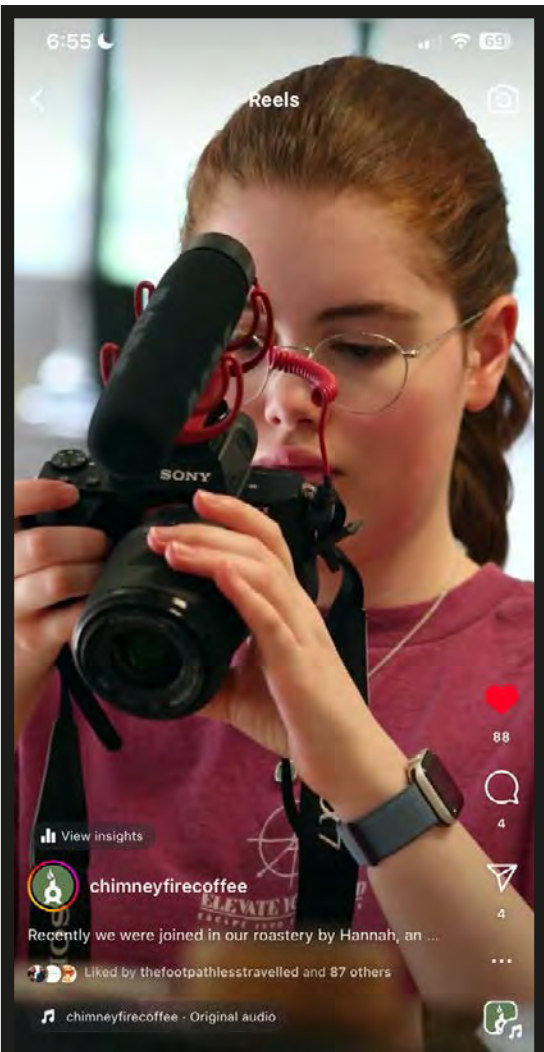
We have also facilitated local school visits and internships including a visit from A level Business students from the City of London Freeman’s School, and hosting a school internship project.

CASE STUDY: HANNAH’S MARKETING PROJECT



Year 12 student Hannah Jones joined us for a week as part of her school’s work experience programme. With a budding passion for design and marketing, she was presented with a mock project to develop and create marketing assets for our upcoming Christmas Coffee. Her concept and design work was so good that we have integrated some of it into the final product packaging!

[WATCH HER INSTAGRAM REEL OF HER WEEK WITH US HERE](#)



BARISTA TRAINING

A cornerstone of our community support is our comprehensive barista training program, designed to equip individuals with essential skills and open up new career opportunities, thereby empowering them to thrive both professionally and personally. Last year, 135 baristas were professionally trained by our team.

CASE STUDY: CRAWLEY COLLEGE

Late in 2022 we were approached by local further education institution Crawley College, looking for a donation of roasted coffee for use in their in-house barista training classes. We sent them 5kg of our Odds & Ends Blend, and their programme was so successful they now operate a commercial café within the building - using our Americas House Espresso purchased at a charity rate.





**CHIMNEY
FIRE
COFFEE**

ROASTERY
&
SHOP



**MAKING CHIMNEY FIRE COFFEE
A BETTER PLACE TO WORK**

OUR MISSION IS TO CREATE A HAPPY, HEALTHY AND DIVERSE WORKPLACE

We are a team of eight permanent, salaried staff with a 50/50 female/male split. Both of our coffee roasters are female, which is significantly above the industry average of 24%. We are also an accredited Living Wage Employer, meaning that all staff receive a minimum wage rate that is based on actual living costs.

Apart from a safe and rewarding work environment, the company offers a huge range of benefits and takes into account everybody’s needs when reviewing them. Last year we rolled out our first anonymous survey, which covered everything from health insurance to cycle to work schemes. It resulted in changes to our benefits, which now include:



- An annual two night stay at an Unyoked cabin for each member of the team to unwind
- A discretionary bonus scheme with 10% of net profit invested back into the team
- A flexible hybrid working environment with work from home days for those who can
- Enhanced Maternity and Paternity Pay (3 months full pay & one week full pay respectively)
- Two extra paid days holiday days per year (now 30 days per year, FT)
- One workday per year spent volunteering with the Surrey Wildlife Trust
- Implemented a paid company sick pay policy rather than statutory.
- Free on-site electric vehicle charging
- Employee support programme
- Team lunches on the last Friday of the month
- A dog-friendly office with Barkley and Nova unequivocally boosting employee morale!

In an employee feedback survey from Escape the City, “Mission and Purpose” was the main reason why people enjoyed working at Chimney Fire Coffee. Being a B Corp™ also sets the tone for the type of company we aspire to be. A survey in which we recently participated found that 96% of workers are proud to work for a B Corp, and that 91% of workers at Certified B Corps love their job compared to 17% of all British workers.



"Not often in this busy life do you get a chance to completely switch off and wind down. My recent stay in one of the South Downs cabins of Unyoked gave me the opportunity to calm the mind, relax, and enjoy a remote location, far away from noise and light pollution."

Having grown up in the Black Forest National Park in Germany, this stay brought back childhood memories and invited me to abandon any plans and structure to the day. No alarm clock, no appointments, no WiFi, no shopping... Such wonderful tranquillity to reconnect and recharge. Best perk ever!"

Fran Jones

Sales and Accounts Manager, Chimney Fire Coffee

CASE STUDY: UNYOKED

"A weekend at Unyoked was a really beneficial way to shut down and chill. Being in the middle of nowhere, you have no choice but to shut down all tech and just watch the world go by. This was especially great in the spring when "watching the world" consisted of lambs dancing on the hillside."

Neroli Snowden

Production Lead, Chimney Fire Coffee

CASE STUDY:

WILDLIFE TRUST VOLUNTEERING DAY

"I speak on behalf of everyone when I say the wildlife trust volunteering day was extremely enriching, challenging, and fun. We all walked away fulfilled, having contributed to a fantastic cause."

We were given the mammoth task of putting up a fence for a livestock pen somewhere off the beaten track in the Surrey Hills, excavating holes for hefty fence posts and hammering them in. Together we worked almost as efficiently as a JCB digger, except for frequently tripping over roots and falling into the holes we dug, plus being fuelled by coffee instead of diesel.

But we got the job done well and had a laugh doing it. It's so beneficial to bond with colleagues outside of work, and to do it while positively impacting the community is even better. I don't think there is anything quite like operating heavy landscaping equipment that will help you get to know your colleagues in a new way."

Nathan Skingley

Marketing Assistant, Chimney Fire Coffee

OUR COMMUNITY IMPACT FUND



Together with the release of this Impact Report is the launch of our new Community Impact Fund. This will support charitable causes, focussing on three key areas which align with our core values. Each year 10% of our net profit* will be donated to the fund, to be distributed within three key areas to long-term charity partners.

**minimum commitment of £5k per year*

HOW OUR DONATIONS ARE DISTRIBUTED



OUR CURRENT PARTNERS

COFFEE	COMMUNITY	ENVIRONMENT
CRIA CARMO	RE-CYCLE	SURREY WILDLIFE TRUST
	HORATIO'S GARDEN	
	ROYAL ENTOMOLOGICAL SOCIETY	



WHERE DID OUR 2023/24 DONATIONS GO?

CHARITY	CATEGORY	DONATION	DETAILS	IMPACT
CRIA CARMO	COFFEE	£2,310 (\$2,925 USD)	\$0.10 for every kg purchased from Brazil donated to the Cria Carmo project.	Funds for young people in Carmo de Minas to develop skills in swimming, football, chess, and English.
RE-CYCLE	COMMUNITY	£2,098	£1 of every kilo from all Discovery Coffee sales and special campaigns donated to the charity.	75 bicycles delivered to the Village Bicycle Project in Northwest Ghana, helping to increase school attendance in the Lawra community by 30%.
HORATIO’S GARDEN	COMMUNITY	£883	Subsidised coffee, free tasting workshops for patients, and coffee experience raffle prizes.	Supporting community engagement to those affected by spinal cord injury.
ROYAL ENTOMOLOGICAL SOCIETY	COMMUNITY	£470	Donations from our Christmas roastery event and sunrise walk.	Supporting insect science research and looking into insect science research on coffee farms in Brazil.
SURREY WILDLIFE TRUST	ENVIRONMENT	n/a	Volunteering and donations to the charity. Current donations fall into the next reporting year.	Supporting wildlife protection across Surrey, through practical action (volunteering) and financial contributions.
AD HOC DONATIONS	COMMUNITY	£750	Small donations and raffle prizes to local charities.	Providing funding and opportunities for local children via 10+ school PTAs, and local charities such as Horsley & Bookham Riding for the Disabled.

TOTAL	£6,511
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We’re looking to expand our charity network (in particular in the regions where our coffee grows), and environmental partnerships, such as plastic removal. Please get in touch if you’d like any further information or wish to personally support any of our charity partners.



CASE STUDY: HORATIO'S GARDEN COFFEE TASTING SESSION

"On Thursday 22 February, patients in Horatio's Garden Stoke Mandeville took part in a coffee tasting workshop generously hosted by Chimney Fire Coffee, who are supporting Horatio's Garden by providing reduced price coffee and tea for our gardens."

Attendees at the coffee tasting session learned all about the coffee making process, from growing the coffee beans to roasting the coffee. Three delicious coffees were sampled, all brewed in a V60 coffee dripper. The beans were sourced from across the world and had a range of different and interesting tasting notes, from chocolate to strawberry."

The session was a great success, offering those attending a wonderful chance to learn more about a drink so many of us enjoy every day."

Ruth Andrew

Corporate Partnerships Manager, Horatio's Garden

[READ MORE HERE](#)



LOOKING AHEAD

WE'RE PROUD OF OUR IMPACT THIS YEAR, AND HAVE PLENTY TO WORK ON AS WE MOVE TOWARDS OUR B CORP™ RECERTIFICATION IN 2025.

Highlights included our first door-to-door coffee imports for complete supply chain transparency, our new Community Impact Fund, and initiating our carbon reduction goals - which threw up some surprises, including the significant impact of employee commuting on our overall emissions. This year saw the introduction of multiple big impact areas, so now the real work begins.

Keeping up regular communication with our producers will be key in the next 12 months, as instability within the industry is set to continue. It's important for us to understand the factors that are impacting coffee production throughout the season, whilst most importantly agreeing the best possible price based on a producer's needs.

We'll also be continuing to engage the key people who ensure we can deliver as much impact to our producers as possible: our customers and our team. Communication and feedback will be key as we look at further improvements, including customer user experience on our website.

We're excited about starting our new partnership with the Surrey Wildlife Trust, and will formalise this within our Community Impact Fund over the next 12 months. We're looking forward to seeing increased impact through this fund as we grow as a business.

Thanks to everyone who has supported us over the past year - keep an eye on our newsletter for updates on everything mentioned in this report.



