



Impact Report

2024

What's ahead

1

Our Business

2

Our Commitment to B Corp

3

Our Impact in 2024

4

Our Sustainability pillars

5

Our Impact by 2030

6

Summary



Get to know

Gosh!

Our Vision is to change the way people eat for good through the natural wonders of veg.

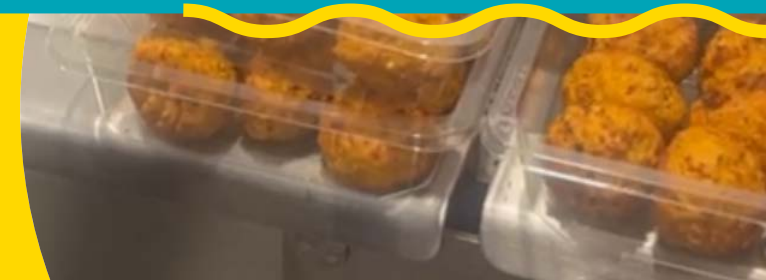
The clue's in our name. Gosh! was born back in 2016 from the natural reaction people had when they tasted our products for the first time; that feeling of delight when you bite into something so tasty, packed full of real flavour.



From our Kitchen



to Yours



IF YOU CAN'T SPELL IT, WE DON'T USE IT...

Gosh! is redefining plant based with kitchen-cupboard led simplicity, to deliver great taste from 100% natural, recognisable ingredients that taste great and nourish everyone. There's a whole world of flavour to be discovered and we've found the key to creating sensational veg-based meals and snacks that keep people coming back for more.

Our humble falafels and bites have turned into an award-winning range, including burgers, sausages and wraps too. Each product is 100% natural, 100% delicious, and packed full of all the good stuff. From quick lunches to meals for the family, and picnics, too, our nutritious products work for any occasion.

100%
NATURAL

100%
TASTY

100%
NOURISHING

AND NOW, WE'RE ON A JOURNEY TO BECOMING
A B CORP-CERTIFIED BUSINESS...



2: OUR COMMITMENT TO B-CORP



WHY B CORP?

Gosh! as a Force For Good

B-Corp isn't just a label for us. From the very beginning, our purpose has always been to provide delicious plant-based food that's healthy for people and kind to the planet, too.

At Gosh!, we're committed to doing what's right and best for our employees—after all, a business is only as strong as its people. The B Corp framework has given us the opportunity to reevaluate and enhance our people policies and practices, helping us raise our standards and continuously improve. Whether it's through our wellness committee, enhanced benefits, team events, or volunteering initiatives, we're always striving to create a better workplace.

Together, we're on a journey to becoming a B Corp certified business.

TRANSPARENCY

We have nothing to hide. We proudly shout about our all-natural ingredients and nutritional value everywhere we can - especially all over our packaging.

With a B Corp certification, we'll be demonstrating that same commitment to transparency across all areas of our business.

IMPROVEMENT

Nature doesn't stop – and neither do we. We're always innovating to improve our products, business, and sustainability efforts.

This aligns with the B Corp framework which emphasises the need for continuous improvement.

ENGAGEMENT

Just like the best Gosh! recipes bring together wholesome ingredients to create something greater, we believe the strength of the B Corp community lies in engaging our people combined with the power of collaboration.

Becoming B Corp certified will allow us to join efforts with like-minded businesses to learn, amplify our impact and cook up meaningful progress towards a more sustainable future together.



Where we're at

ONLY ONE YEAR INTO OUR JOURNEY TO B CORP, WE'VE ALREADY ACHIEVED SOME INCREDIBLE RESULTS.

30 Million
plant points
served up in
2024



Zero waste to landfill



Initiated significant
packaging optimisation & plastic reduction
project



Worker satisfaction increased
by 8% in 2024



Scope 1 and Scope 2 Carbon emissions measured
with Scope 3 measurement and data collection underway



8% of employees promoted
in 2024



45% of workforce
identify as women



56 hours
of volunteering
with The Felix Project



131,000 meals donated
to almost 500 communities, schools, and charities via The Felix Project



Zero
chemicals, harmful ingredients or palm oil in our food



86.9%
recyclable, reusable and/or compostable packaging



Our pillars of action

1

POSITIVE NOURISHMENT



Change the way people eat for good, starting with spreading awareness of the benefits of veg for a nourishing diet

2

PROTECTING MOTHER NATURE



Lower the impact of packaging and sourcing & promote ethical trading practices

3

PASSIONATE ABOUT OUR PEOPLE



Become one of the top-rated places to work in the UK

4

CARING FOR OUR COMMUNITIES



Be a recognised force of good for our local communities

1. Positive Nourishment

Goal

Change the way people eat for good, starting with spreading awareness of the benefits of veg for a nourishing diet

A whole lotta plants.

A whole lotta variety.

Bursting with goodness.



POSITIVE NOURISHMENT



PROTECTING MOTHER NATURE



PASSIONATE ABOUT OUR PEOPLE



CARING FOR OUR COMMUNITIES

We have made sure that Gosh! is for everyone.

Whether you want to introduce more goodness into your diet or you're looking for plant-based crowd pleasers, you're in the right place. Our food is made for everyone who wants to eat better but without the hassle. Because adding in more veg doesn't mean you should miss out on great meals or spend ages prepping in the kitchen.

Studies have shown that eating 30 different plants per week can help us get even more diversity and goodness into our diet. This goes beyond just fruit and veg and now includes spices, herbs, nuts, grains and seeds. Basically, anything that's natural and unprocessed.



Gosh! we served up
30 million plant points
to the nation in 2024

The reason this is so good for you is that eating more fibre-packed plants makes your gut happier.

Research shows that when your gut is happier, it can lead to better immunity, brain function and blood sugar balance, bags more energy and less of the dreaded grogginess.

We've recently introduced a Plant Points indicator on our packaging to support people in reaching the recommended goal of 30 different plants per week. This not only helps them unlock the full nutritional value of our products but also encourages greater variety in their diets-aligning with our vision to change the way people eat for good through the natural wonders of veg.





2. Protecting Mother Nature

Goal

Lower the impact of packaging and sourcing & promote ethical trading practices

2024 marked a key moment in our sustainability journey – it was the year we put measurement at the heart of our mission.



By establishing our baseline and truly understanding our impact, we were able to begin laying the groundwork for meaningful change. Now, armed with insights, we're ready to push forward, improve, and do better for the planet, one delicious bite at a time.

Energy

Energy powers everything we do.



In 2024, we took a deep dive into understanding how we use energy.

We mapped our consumption, worked closely with our providers to uncover the share of renewables in our mix, and explored ways to increase it.

In 2025, we're stepping it up by enhancing equipment availability and performance in line with our goals, ensuring every kilowatt counts. The result? Smarter energy use, reduced impact, and a more sustainable way to bring our delicious food to life.

We carried out a full audit to understand where and how water flows through our operations - from production to hygiene processes - identifying areas for improvement.

By installing internal meters, we can now track usage more precisely, balancing inflow and outflow for better efficiency. We've also taken steps to prevent unnecessary losses by improving storage monitoring.

Water

Our aim is to use it wisely.



Waste

We believe waste should never be wasted.



That's why we ensure all our waste is disposed of responsibly, working with expert waste management partners to maximise diversion from landfill.

Non-recyclable waste is sent to Energy from Waste (EfW) facilities, where it's transformed into renewable electricity, cutting landfill dependency and reducing carbon emissions.

Our food waste is managed sustainably through anaerobic digestion, breaking it down into biogas for energy and organic fertiliser to nourish the earth.





Packaging

We're on a mission to make all our packaging 100% recyclable, reusable and/or compostable by 2025.

In 2024, 86.9% of our packaging was recyclable.

- Also:
- Plastic trays have been reduced in gauge, resulting in reduced total plastic use.
 - Initiated a project to make our film lids fully recyclable.
 - Our Innovation Guardrails now include specific criteria for packaging recyclability and incorporation of recycled materials, including:

- Design with usage in mind, e.g. resealable, reusable.
- Minimum possible packaging material to deliver safe and good quality product and experience.
- All new materials to be reviewed and approved in regard to latest industry advice.

By embedding these criteria into our innovation process, we foster resource efficiency, reduce environmental impact, and support long-term resource availability without compromising product functionality or quality.

In 2024, we launched a project to measure our emissions, giving us the insight we need to take targeted action.

This work will lay the foundation for a robust reduction plan, helping us cut carbon in the areas that matter most. While we're at the beginning of this journey, our commitment is clear: we're focused on measuring, learning, and taking action to lower our impact.

Carbon

We are measuring our emissions.



We set clear expectations for our suppliers, across human rights, fair wages, safe working conditions, environmental sustainability, and business integrity.

- We require our suppliers to be aligned with international labour and anti-corruption standards, encourage continuous improvement, and enforce corrective action plans when necessary.
- Our suppliers must adhere to fair trade principles, ensure transparency in their operations, and uphold high environmental standards.

- A formal grievance mechanism is in place to report concerns, ensuring accountability across our supply chain.

But we don't just want to set the standard - we want to bring our suppliers along on the journey. To support this, we've developed a sustainability questionnaire to collaborate with our suppliers in gathering data on key areas like energy use, water consumption, waste management, and carbon emissions. By working together, we can drive collective progress and ensure that sustainability is woven into every step of our sourcing process.



3. Passionate About Our People

Goal

Become one of the top-rated places to work in the UK

We wouldn't be Gosh! without our talented people who live and breathe our values and ambition.

It's our job to make everyone feel welcome, safe and rewarded, so we can foster a culture of respect and collaboration.

We do this by:

Prioritising long-term employment with internal promotions

Increasing females in middle or senior manager roles to 40%

Advertising all vacancies internally first

Providing continuous learning and development opportunities for employees - 21+ hours for each worker every year.

Creating a diverse, equitable and inclusive working environment.

Reaching an Employee Net Promoter Score of 10+

Actively listening to our employees

Ensuring every team member feels values and empowered

IN 2024 WE INTRODUCED OUR NEW COMPANY VALUES

OUR VALUES DRIVE EVERYTHING WE DO



OUR VALUES = OUR S.T.O.R.I

SIMPLICITY



WE KEEP THINGS
SIMPLE SO WE
CAN MOVE FAST

TOGETHERNESS



WE ARE ONE
UNITED TEAM

OWNERSHIP



WE TAKE RESPONSIBILITY
TO BRING ABOUT
POSITIVE RESULTS

RESPECT



WE BEHAVE WITH
OPENNESS, INTEGRITY
AND HONESTY

IMPACT



WE TURN AMBITION
INTO ACTION





POSITIVE NOURISHMENT



PROTECTING MOTHER NATURE



PASSIONATE ABOUT OUR PEOPLE



CARING FOR OUR COMMUNITIES

What do the team have to say?

“Together, we’re building a resilient and forward-thinking organisation, as we change the way people eat for good”



Will Topp
Senior Commercial Manager

“I have worked at Gosh! for over six years and enjoy the business culture that we have created. We have an incredibly supportive team and are constantly striving to do the best we can for our customers and shoppers, whilst always acting with integrity.”



Kristen Hartley
Brand Manager

“It’s inspiring working for a business with a clear vision to help people change the way they eat for good, and working with colleagues that embody this vision. The business’ management style is both supportive and empowering, giving colleagues freedom to own projects and take ownership for shaping their role and career.”



Jolita Zalpiene
Purchase Ledger Assistant

“My career at Gosh! began nearly two years ago, with no prior experience in my role. Throughout this time, I have gained so much experience and have been consistently supported and trained by competent managers and colleagues. Gosh’s flexibility allowed me to balance my work and family life!”



Gabriele Lombardi
Quality & Hygiene Manager

“Working at Gosh! I feel encouraged to learn, grow, and take on new challenges, creating a culture of continuous improvement. Gosh! supported me in creating a team based on collaboration, where we work together to achieve common goals and support each other’s success.”



Sumaira Noreen
Quality Assurance

“I started as an agency worker nine years ago, as an Operator, within 9 months I was offered the opportunity as a QA. Most moments are enjoyable and I learnt a lot a lot from here, from my colleagues. I have the chance to interact with different countries and different cultures, I learnt to understand colleagues as an individual. Gosh! Food gave me this opportunity.

Gosh! is my second home!”



Daniel Bucur
Health & Safety

“Since my time at Gosh!, I’ve had the opportunity to grow, starting from Operator then progressing to Team Leader and then Team Trainer. Gosh! supported me through my development and encouraged me to apply for promotions to develop my skills further.”



Maria Andreea Steica
High Risk Team Leader

“Since I started at Gosh! my manager and production manager supported me to become a team leader and gave me chance and opportunity to grow.

If I ever have issue, I can always speak to HR department who help me.

It’s a nice environment and I feel listened to by colleagues.”



Vinay Selvaradje
Senior Planner

“Gosh! fosters a positive work environment built on strong ethics, equality, and respect for diverse cultures. It feels like being part of a supportive family where teamwork, flexibility, and understanding employees’ well-being are at the heart of everything we do.”





Wellness at Gosh!

In 2024, we built upon our Gosh! Wellness Committee to support our team with their physical and mental health at work by engaging them in relevant wellness related calendar events.

Here are just a few of the events we did in 2024 and are excited to build on for 2025.

For World Mental Health Day, we hired massage chairs to give people a relaxing break at work.



Hosted a Macmillan Coffee Morning.



Over summer, colleagues were encouraged to get moving. The person clocking up the biggest number of steps was rewarded with a prize.



Hosted a sunflower growing competition for the tallest sunflower.

Celebrated key holidays like Pancake Day, Easter, and Christmas with delicious food and competitions.



Celebrated Employee Appreciation Day by gifting colleagues with cupcakes and an individual Thank You card.

4. Caring For Our Communities

Goal

Be a recognised force of good for our local communities

Our love for people goes beyond the walls of Gosh!

Good food should never go to waste! At Gosh! we donate surplus food to charity.

Through this ongoing initiative, we are not only minimising our environmental footprint but also contributing to the well-being of vulnerable populations, aligning with our mission to create a positive and lasting change.

The Gosh! Volunteer Project

In 2024 we introduced our new volunteering policy.

Employees are granted one paid day per calendar year to participate in volunteering activities.

The chosen charities and volunteering activities align with the Gosh! values, ensuring consistency in its social responsibility efforts.

Employees can participate in individual fundraising initiatives, with Gosh! Food matching donations up to £200 per employee annually.

Employees vote annually for a preferred charity aligned with the company's values.

Organised volunteering events for the company's preferred charity amplifying the company's positive impact on local communities.

Gosh! & Felix | THE FELIX PROJECT

The Felix Project is London's largest food redistribution charity. Their vision is a London where good food is never wasted and no one goes hungry. They work with the food industry, including Gosh! to rescue high quality surplus food, that may have otherwise gone to waste. The food is sorted at one of their four depots or turned into meals in Felix's Kitchen. It is then given to over 1,200 community organisations, such as food banks, homeless shelters and primary schools, all of whom are working with communities across London to feed people experiencing hunger.

In 2024 Gosh! provided almost 55 tonnes of food, which equates to 131k meals!



The Big Gosh! Squash Pick for The Felix Project

In October 2024, 14 members of the Gosh! team participated in the Big Gosh! Squash Pick, to contribute towards meal donations for those in need.

56 hours of volunteering time

4.7 tonnes of Squashes were picked





Gosh! Impact

by



2030



Our Pillars of action

Where to be want to be



Serve
150 Million
plant points
by continuing
to innovate
our products
with
nourishing
ingredients



Water

Significantly reduce our water consumption through operational efficiencies and the identification of new water flows



Packaging

Achieve a 100% recyclable, reusable and/ or compostable packaging



Carbon

Cut our GHG emissions in half by 2030 to become Net Zero by 2050.

Transitioning to 100% renewable energy sources by 2050.



Waste

Reduce finished products waste to 1% of revenues

Cut processing waste to 1% of COGS

Maintain zero waste to landfill



Product Sourcing

Work with suppliers who are aligned to our supplier code of conduct



DE & I Policy

Increase females in middle or senior manager roles to 40%



Training & Development

100% of staff to have annual Personal Development Plans, training matrix and succession planning

Provide continuous learning opportunities: 21+ hours of additional learning for each worker every 12 months



Employee Engagement

Increase our eNPS score to +10



Wellness Agenda

Continue to make wellness a priority by developing our Gosh! Wellness agenda with regular wellness surveys.

Felix

The Felix Project
1% of revenues
donated to
The Felix Project



Volunteering
10 hours of
volunteering
time per year
across the business
per person





Gosh!

THAT'S A WRAP FOR 2024

We're making sure that every step we take is a step towards continuous improvement.

Everything we do is not only in line with the B Corp framework but also in line with our ethos to create nourishing, naturally delicious food.

We want to change the way people eat for good by providing them with delicious, tasty, veg-packed food that is healthy for them and the planet too. And every step of the way we will maintain transparency across our ingredients, environmental footprint, and our social impact.

Gosh! we're building a more sustainable future.