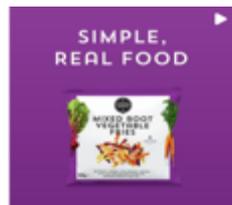




IN 2015, WE STARTED  
THIS JOURNEY WITH  
ONE PRODUCT.

AND AN IDEA.

# Our Sustainability Commitments



Simple  
Real Food



Regenerative  
Agriculture



Packaging  
Transformation



Reduce Carbon  
Footprint



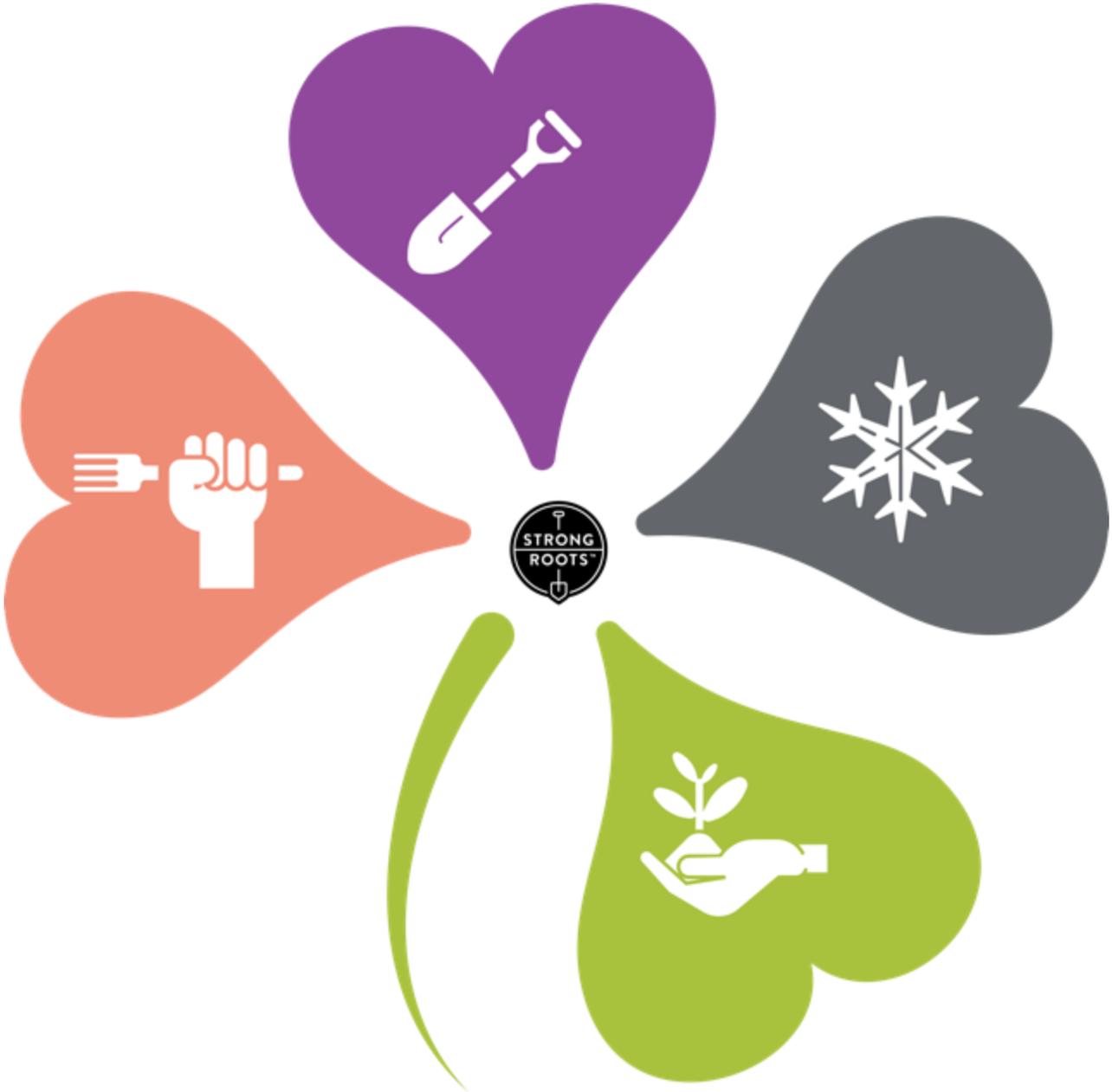
Make Veg  
Poverty History



Charitable  
Initiatives



# OUR Cultural pillars



# ROOTED IN GOOD

WE BELIEVE FOOD CAN BE BETTER.  
BETTER FOR YOU, BETTER FOR  
THE PLANET, BETTER.

It's at the heart of everything we do, and every product we make. That's why we are so proud to have been awarded bcorp accreditation in 2021 in recognition of our achievements and future commitments, joining a Global community equally committed to building a better future together.

So how did we get there?



## OUR FEARLESS LEADERS

We changed our governing practices at the highest level within the business to ensure we consistently incorporate social and environmental impact in everything we do.



## OUR HQ

Our Dublin HQ is powered by 100% renewable electricity. By the end of 2022, our London and NYC offices will have followed suit.



## OUR COMMUNITY

We donated a further 30,000 meals through FareShare, FoodCloud & World Food Kitchen (+30,000 MEALS DONATED FOOD KITCHEN).



## OUR ROOTERS

We are a Global team of 40 working across 3 countries, representing 10 nationalities. A small but mighty crew of dreamers, crafters and grafters—dedicated to the cause.



## OUR SUPPLIERS

Working exclusively with tried trusted primary producers and holding them accountable to grow the best vegetables and make products in the most sustainable way.



## OUR CUSTOMER

For the fourth consecutive year, we've achieved the highest possible AA rating from the BRC international standards audit team. A mark of the strict targets we set ourselves for quality assurance and consumer safety and satisfaction.



## OUR PACKS

In 2021 alone, we transformed our packaging with a full redesign and moved three of our most loved products to certified sustainable packaging, saving 40,000kg in plastic across the year. That's the equivalent weight to 14 farm tractors!



## OUR CARBON FOOTPRINT

Our Carbon Footprint will be included on-pack from 2022 as a commitment to the cause. Holding us accountable to our customers, ourselves and ourselves.



## OUR SOCIAL MISSION

Through Make Veg Poverty History, we supported food banks across the UK with freezers and product, offering those most in need better access to more nutritious veg options, delivering 1200 food parcels across the year.



## OUR WASTE

We commit to a zero-landfill policy for our products.

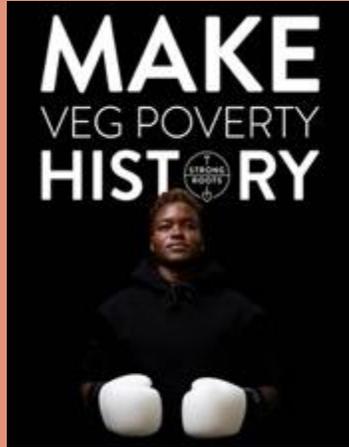
THESE ARE  
OUR FIRST STEPS,  
AND THEY ARE  
BIG ONES.

BUT WE'RE NOT  
STOPPING THERE.

In 2022 we are more committed than ever to driving change in Strong Roots and beyond. Holding ourselves and our partners accountable. Wearing our BCorp status as a badge of honour.

How do we take action,  
and walk the walk?





OFFICIAL PARTNER TO BANKUET

LAUNCHED THE UK'S FIRST FROZEN VEGGIE FOOD BANK IN HACKNEY

DONATING FOOD, FREEZERS AND MAN HOURS TO SUPPORT THE CAUSE

4000 X MEALS PROVIDED ACROSS 2 WEEK POP-UP

JUNE 2021

LAUNCHED VEG AMNESTY – THE UK'S NO.1 FREE SHARING APP OLIO ENCOURAGING NEIGHBOUR-TO-NEIGHBOUR DONATIONS.

LED NY NICOLA ADAMS & NATIONAL SOCIAL CAMPAIGN

SUPPORTING LOBBY CAMPAIGN WITH GOVERNMENT OFFICIALS & GOVERNING BODIES TO DRIVE AWARENESS OF APPLIANCE POVERTY

Q3 2022

SPEARHEAD INDUSTRY AWARENESS OF THE PROBLEM

DRIVE SCALE BY RALLYING INDUSTRY ENGAGEMENT & SUPPORT



JAN 2021



LAUNCH OF MAKE VEG POVERTY HISTORY WITH AMBASSADOR NICOLA ADAMS

JUNE 2021



LAUNCHED VEG AMNESTY – THE UK'S NO.1 FREE SHARING APP OLIO ENCOURAGING NEIGHBOUR-TO-NEIGHBOUR DONATIONS.

LED NY NICOLA ADAMS & NATIONAL SOCIAL CAMPAIGN

NATIONWIDE EXPANSION OF BANKUET FOOTBACK NETWORK PROVIDING FREEZERS & STOCK TO A FURTHER 13 X LOCATIONS (A FURTHER 20K MEALS ACROSS 2021)

JUNE 2022



PARTNER WITH BANKUET TO ASSESS THE CRISIS IN A POST-COVID WORLD

TAKE OUR CAMPAIGN NATIONWIDE, WORKING 1-2-1 WITH UK FOODBANK NETWORK TO UNDERSTAND THEIR GREATEST NEEDS TO SHAPE NEXT PHASE OF MVPH

2023: US EXPANSION



LAUNCH NY MVPH POP-UP & TAKE OUR SOCIAL MISSION TO THE STATES & BEYOND

2021

2024 and beyond



# The Alternative Route

*"We believe that food can be better. We've all seen the amazing documentaries that show us the problem, now let's meet the folks who are providing the solution."*

- We all know things need to change, and fast. There is a Sea-change happening with audiences and how they are challenging the way they consume
- A new generation of innovators and responsible creators are responding to this with a more ethical and sustainable way to create, produce and give back. **The Pioneers of the Alternative Route**
- We want (you) to meet them, learn more and hopefully inspire a change
- **TAR: A 6 x episode series to inspire, enlighten and educate** (host) will go on a journey / road trip to meet the people (and!) are facing today and meet the folks who are providing the solution
- Light & playful in tone but with an undertone that demands urgency and attention. This is not just a show, it is a documentary based on real change
- Unique content with global resonance
- Subscribers: BBC, Channel 4, Netflix, Amazon Prime, Roku, Hexafly, AVA and Ocean Energy. And hopefully McCain

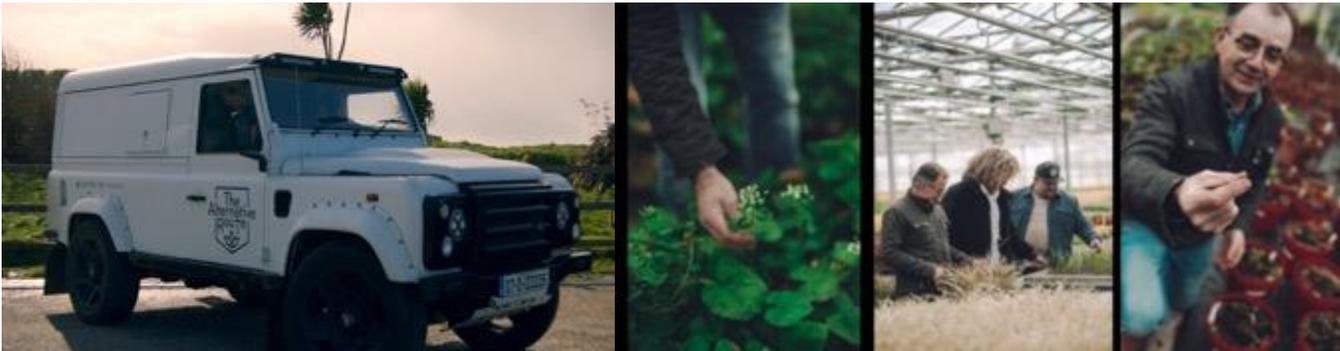
**SUPER SECRET,  
PLEASE DON'T SHARE.**



# The Alternative Route

*“We believe that food can be better. We’ve all seen the amazing documentaries that show us the problem, now let’s meet the folks who are providing the solution.”*

- We all know things need to change, and fast. There is a Sea-change happening with audiences actively challenging the way they consume
- A new generation of innovators and responsible creators are responding to this, paving the way for a new and sustainable way to create, produce and give back. **The Pioneers of the Alternative Route.**
- We want (you) to meet them, learn more and hopefully inspire adoptees and future thinkers to join the charge
- TAR: **A 6 x episode series to inspire**, enlighten and encourage these stories of change. Where Samuel (& co-host) will go on a journey / road trip to explore some of the biggest issues the industry (and the world!) are facing today and meet the folks who are spearheading change
- Light & playful in tone but grounded in facts and reality. Casual styling but with an undertone that demands urgency and attention. Whilst this will be produced as an entertainment show, it is a documentary based on real challenges we face.
- US, UK & IRE subjects / stops on the Roadtrip to ensure Global resonance
- Subjects include Beotanics, Bankuet, Wildfarmed, Hexafly, AVA and Ocean Energy. And hopefully McCain farm of the future!



## Co-Presenter: XXX

- XXX
- Infectious personality has won her legions of fans in the UK and US
- Passionate about food
- 1<sup>st</sup> Cookbook launching Q4 2022
- Confident presenter well versed in the food/cooking space
- XXX
- XXX

# TBC



Strong roots new sustainable packaging saved 32,000kg of plastic in 52 wks

The equivalent of +4m plastic bottles!

### Burgers



Moving from plastic bags into cardboard boxes

### Rest of range



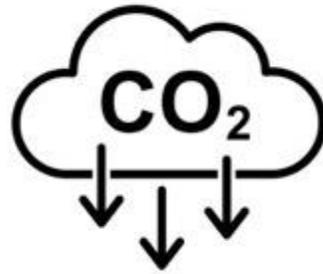
Removing 10% plastic from pack height, and into more recyclable packaging

alongside this, We took the opportunity to launch a brand refresh to drive brand recall and awareness at shelf



# What's next for strong roots packaging?

Our Code of Practise states that we will only work with suppliers that monitor and share the environmental impact of the production of our range





# DECLARATION OF INTERDEPENDENCE

We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation – the B Corporation –  
Which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered.

That, through their products, practices, and profits, businesses should aspire  
to do no harm and benefit all.

To do so requires that we act with the understanding that we are each  
dependent upon another and thus responsible for each other and  
future generations.



EVEN  
BIGGER  
BAG



# PROPER CHIPS

100%  
ALL NATURAL  
INGREDIENTS  
GLUTEN FREE

ONLY  
**110\***  
CALORIES



Certified  
**(B)**  
Corporation

CLIMATE FOOTPRINT  
**0.60**  
KG CO<sub>2</sub>E/100G

 LIGHT AND FLUFFY MARIS PIPER POTATOES, WITH JUST  
A DROP OF SUNFLOWER OIL FOR ONE PROPER TASTY CHIP.

KEEP FROZEN

NET WEIGHT  
**750g<sup>e</sup>**

\*One serving (80g as consumed oven-cooked)

Energy (kcal)	Fat	Carbohydrate	Salt	Sugar
110	2.4g	0.2g	0.1g	0.1g
5%	3%	1%	<1%	2%

Of an adult's reference intake. Typical values (as consumed) per 100g: 57%kJ/137kcal. Reference intake of an average adult: 8400kJ/2000kcal.



# Current and new suppliers

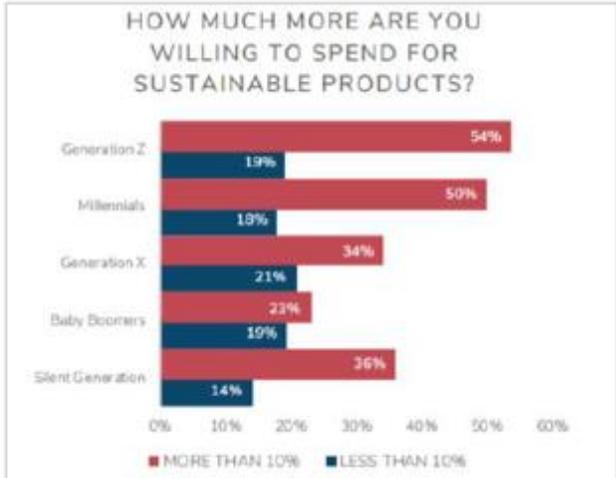
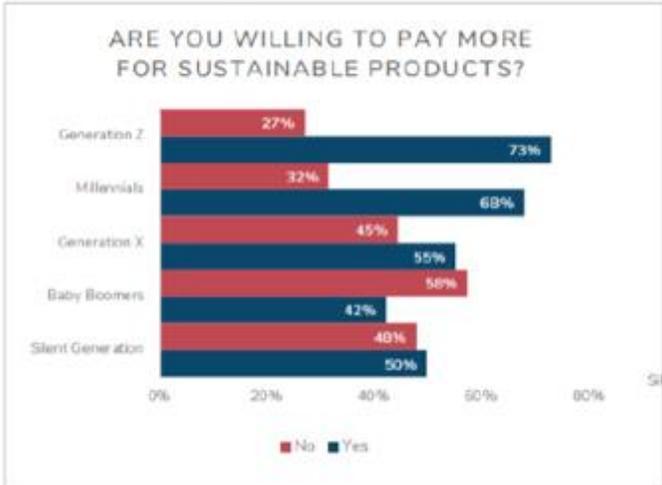
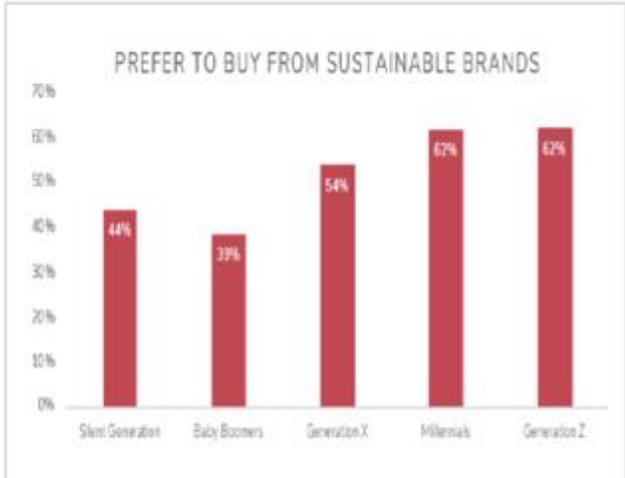


# Sustainability

sustainability



COP-26 is currently in Glasgow where world leaders & experts are working out how to live a sustainable future – Vegan eating is a part of living more sustainably



Generation z and Millennials both massively over-index on buying sustainably, both demographics are willing to pay more to benefit the environment



The transition to .com has been accelerated by covid, whilst the disease has led to a healthier lifestyle for many



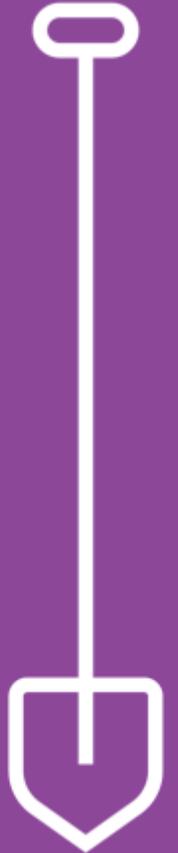
12%

According to the latest Kantar study, at the end of Q1 2021, 12% of UK FMCG sales had moved online – the level of growth was double that of the previous year



59% of UK Consumers have changed their diet following the Covid pandemic to shift towards a healthier lifestyle

- 41% of people wanted to lose weight
- 39% of people wanted to cut sugar
- 40% wanted to increase their fruit & veg
- 14% wanted to boost their immune system



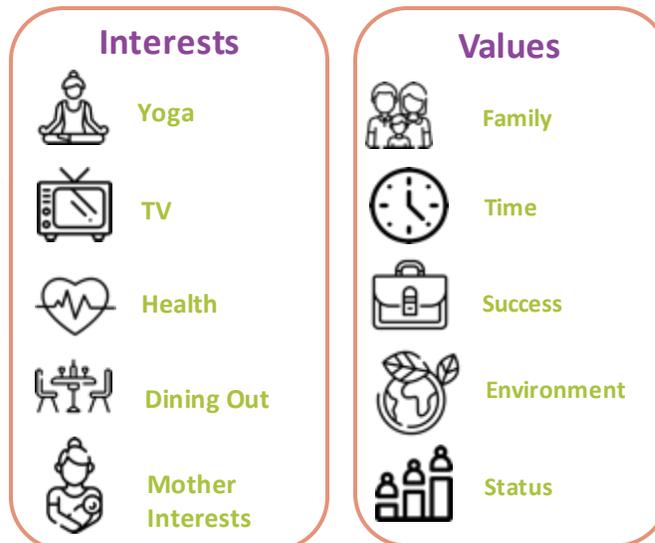
# Laser Focused Audience Targeting

## Meet Sophie, 32 – The Fast-Paced Positive Eater

Sophie may not be the best cook - nor does she want to be - but she values good ingredients, likes to eat well and experiment with new recipes. Nothing too fancy or complicated, just good wholesome food.

It's just got to be tasty, healthy and convenient to work with her busy lifestyle – especially midweek. She'll even eat out at least one night a week to avoid cooking! Outside of the office, she tries to squeeze in a run or yoga a couple of times a week

At weekends, she might attempt to cook something new for her friends, but again sticking to a 30 min easy, healthy recipe. Otherwise they'll grab brunch out on a Sunday morning and end up talking about the new box-set they are all bingeing on Netflix!



### Brands in her space



EVEN  
BIGGER  
BAG



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