



# Seasoned.

CSR plan for 2022 & beyond

A man with glasses and a white chef's coat, wearing a black and white striped apron, is smiling while working in a kitchen. He is standing behind a counter, and his hands are visible as he works. The background shows a rustic kitchen with wooden beams on the ceiling and shelves holding potted plants. The overall atmosphere is warm and professional.

**We're Seasoned** – an amazingly dynamic team of highly motivated, bright, talented people. We run cafes, hospitality, workplace restaurants and delis, high street restaurants, and an office delivery service using the freshest, seasonal and sustainably sourced ingredients.

**Creating  
smiles  
for  
everyone.**

# Seasoned.

Our CSR plan for 2022 and beyond draws its power from a very simple idea: to create extraordinary **smile-inducing food and drink experiences** that help foster sustainability, by ethically sourcing our products, minimising our packaging, empowering our people and respecting our planet.







**Creating  
smiles  
with our  
producers.**

**THE JUICE ROUND**



The roots of our business began over 40 years and since then we have been offering our customers and clients high quality retail and event experiences with our trusted, treasured and talented suppliers.



#### No pressure.

We are an independent caterer with no external shareholder pressures, allowing us to do what we do best - create exceptional food, retail and event experiences. By simplifying our approach and avoiding unnecessary bureaucracy, we are able to empower our people to operate more efficiently.

#### 100% confidence.

We take a long-term view, working with our preferred suppliers and partners to continually raise supply chain standards through compliance and collaboration. We aim to give our clients and customers confidence in our service offer by increasing transparency in how all our products have been grown, sourced and made.

#### Absolute trust.

We believe we have the best supplier relationships. Our suppliers are key to our success and without them we couldn't deliver the high quality, responsibly sourced food that our clients and customers demand. We are passionate

about every step of our supply chain. We build trusted and transparent long-term relationships with our preferred suppliers and partners who share our commitment to sustainability and ethical sourcing.

#### Responsible fishing.

We work to ensure our suppliers source wild caught and farmed fish from fisheries that are responsibly managed and meet **Marine Stewardship Council (MSC)** standards. All our fresh tuna is MSC certified. Furthermore, we never serve seafood on MSC's 'fish to avoid' list.

#### Better for animals.

We've long-term relationships with our preferred suppliers to help ensure we deliver consistent animal welfare practices - 100% of our beef, chicken and turkey is farmed in the UK to **Red Tractor Assurance** standards as a minimum.

#### Farms not factories.

We educate our kitchen teams in fresh food production to encourage the use of sustainable produce such as the use of **free-range cage-free eggs** from British farms.

#### A menu for all seasons.

Our menus change seasonally and our chefs have an open relationship with their suppliers to increase the use of seasonal produce throughout their menus. **90% of our seasonal fruit and vegetables are sourced from around the UK** which supports UK farming and reduces food miles.

**and what's more...** we also partner with regional dairies to supply all our customers with **100% British milk**.

#### Provenance is king.

We work very hard to identify quality, local suppliers and we always buy locally and seasonally wherever possible. We always aim to **source 80% of our ingredients from within 50 miles of our venues**.





### Proudly supporting Fairtrade.

We champion Fairtrade and ethical farming and we source the best tasting cocoa, bananas, sugar, tea and coffee from growers and co-operatives from around the world. We have partnered with several **Fairtrade certified** coffee roasters including Change Please, HEJ Coffee and The Milk Shed Coffee Roasters. We only work with coffee suppliers who have policies to ensure that the beans are sourced from growers where basic human rights for all employees are respected and protected.



### Funding sustainable clean water solutions.

Through our partnership with Life Water and charity **Drop4Drop** we have supported the construction of two clean water well projects in the Mpigi District of Uganda and Paschim Chengmari Biswas Para in India's West Bengal community. Every bottle of Life Water sold funds the delivery of at least 1,000 litres of clean drinking water and we are working towards our third well in 2022.



### Delivering more taste and less waste

Our sister company, **The Juice Round**, creates delicious juices and smoothies in reusable glass bottles are freshly hand-made in small batches with fresh produce selected for flavour rather than looks. Their delicious range does not contain any sugars or preservatives and they have a 4 week chilled shelf life. Similar to a milk round, they collect the empties, meticulously clean and refill them, and deliver the most flavoursome drinks.



Our supply chain mission is always to collaborate with producers and partners who share our commitment to reducing our environmental impact. **The Milk Shed coffee roasters** is just one of our many valued partners.



#### Donating 1% of all sales.

As much as they love to roast coffee they don't want to harm the planet while they do it and that's why they signed up for 1% for the planet. Globally, only 3% of philanthropic giving goes to environmental causes and that's why 1% for the planet was established. It aims to encourage businesses like The Milk Shed coffee roasters to donate a minimum of 1% of their gross sales to help environmental non-profits.



#### Coffee farmers come first.

Through Coffee farmers come first, The Milk Shed work with Raw Material, a social enterprise that imports coffee into the UK. 100% of their profit goes to coffee producers. They work with a growing network of smallholder farmers, alongside dedicated global coffee buyers to facilitate trade at stable, sustainable prices while improving coffee quality, yields, and community outcomes.



#### Certified CO2-neutral.

The Milk Shed's packaging is certified CO2-neutral. Their coffee packaging partner Dutch Coffee Pack were the very first to change to aluminium-free bags and to introduce 100% plastic bags feeling like paper, while keeping their coffee as fresh as ever. Every bag they use to deliver coffee is certified CO2-neutral.





We are also proud to work with a number of suppliers who blend **social enterprise** with high quality, ethical and sustainable food and drink.



#### Coffee with a conscience.

When is a cup of coffee, more than a cup of coffee? When it's a **Change Please coffee** because every award-winning cup we brew - and every cup our customers buy - helps change someone's life for the better. 100% of Change Please's profits, go into giving people experiencing homelessness, a living wage job, housing, training, onwards opportunities and a fresh shot at a life. Change Please makes two simple commitments to us – First, their coffee tastes amazing. Second, they keep their profits in their business and use them to support people experiencing homelessness. 100% of their profits help provide people experiencing homelessness with a living wage, housing, training and onward opportunities.



#### If only we could toast the end of food waste.

Food production is the biggest contributor to climate change, but one third of all food is wasted. **Toast craft beer** is here to change that. Their planet-saving craft beer is brewed with surplus fresh bread and all their profits go to charities fixing the food system. By using surplus bread to replace barley, Toast uses less land, water and energy, and avoids carbon emissions. By giving all their profits to charity, not shareholders, they are able to fund systemic change to fix the food system; and by brewing quality beers and engaging people in conversation, Toast nudges positive action for the planet.



**Plastic is not fantastic.**

We're working towards zero single-use plastic, phasing out single-use plastic items and packaging. We are continually working with our suppliers to determine recyclable, compostable non-plastic alternatives. For example, we sell Life Water in cans, eliminating the use of plastic bottles of mineral water and our meat and fish suppliers have already reduced single-use materials in their supply chain.

**Eco-friendly packaging.**

We use a wide range of biodegradable disposable products made from plant-based or compostable materials that include wooden Birchwood cutlery, biodegradable palm leaf plates and kraft trays. We also use compostable Vegware plant-based cups, sustainably sourced and often using recycled card. All non-reusable cups we supply are either recycled or composted.

Whilst our disposables are more environmentally friendly, we always try to eliminate the use of single use consumables where appropriate.

**Coffee packaging.**

Our freshly roasted coffee from The Milk Shed coffee roasters are delivered in coffee bags made by Dutch Pack which are all standard CO2-Neutral.

**Third party collaborations.**

Over the years we have collaborated with many third party brands for our events, hospitality, pop-up bars and restaurants. It is always our aim to ensure we can be confident that any new brands we partner with align to our own ethical and environmental standards as our clients and customers expect high standards from Seasoned and trust us to work ethically and source responsibly.





## Zero waste & plastic free

Our sister company, The Juice Round, is a multi award-winning eco-friendly drinks service in reusable glass bottles. They're like the milkman but fruitier!







Creating  
smiles  
with our  
products.

We always aim to give our clients and customers **100% confidence** in the food and event experiences that we create by openly demonstrating how we grow, source, produce, craft, operate, manage and deliver them.



#### **Freshly made from scratch.**

We always aim to freshly prepare 95% of our menus from scratch demonstrating our commitment to serving deliciously fresh food daily.

#### **Farm to fork approach.**

We have a great love affair with local seasonal produce and our chefs are passionate about our sustainable farm to fork approach and we work with a diverse range of local suppliers, farms and producers.

#### **Accessible to everyone.**

Our chefs produce a wide range of plant-based dishes on a daily basis in a move to raise awareness of the environmental impact of meat and dairy production. We have a wide range of vegetarian and vegan dishes available to our clients and customers so we can make a difference to people's health, happiness and productivity by helping staff, visitors and clients eat well, especially with the growing popularity of flexitarian diets.

#### **Circular waste economy**

We source with care and operate a circular waste economy by maximising the prevention of waste and recycling, reducing and reusing whenever possible.

#### **Best practice essential.**

All our waste cooking oil is collected and recycled as part of our food waste target. We also encourage our chefs to use UK produced rapeseed cooking oil.

#### **Intelligent menu design.**

Our culinary team are trained to minimise food waste, including; seasonal menu design, daily specials and nose-to-tail craft cookery training.

#### **Energy saving services.**

As a business we are 100% committed to energy saving and we monitor and review our office and kitchen premises' gas, water and electricity consumption annually. We service, monitor and maintain all our appliances to ensure they operate at peak performance and are well ventilated and any new kitchen appliances are always energy

and water efficient. We are also hoping to install PV panels at Seasoned HQ in the not too distant future.

We share simple energy saving tips with all our team such as; turning off idle computers, printers and light bulbs; using the right kitchen pan size for the gas ring; putting lids on pans to speed-up cooking and minimising heat loss, eliminating the misuse of running taps and burning hobs, turning lights off and ensuring existing equipment is regularly serviced and maintained to ensure it is functioning effectively and efficiently.

#### **Feeding the good life from the ground up.**

Wherever possible, we try and donate surplus food to local charities and communities that are connected to our venues. Where we can't donate, we reuse. Recycling our coffee grounds is a great example where instead of just throwing them, we package them and give them to customers to take home to use as fertiliser.



For every kg of margarine we use instead of butter, we save 22kg of carbon emissions.

Every time we serve a kg less of meat, we save between 7 to 13.3kg of carbon emissions.

1kg of beef requires around 20,000 litres of water, as opposed to 2,000-3,000 for a plant based alternative.



FAIRTRADE



**Delivering our services.**

We record our carbon emissions from our transport so that we can plant trees through the Woodland Trust to counterbalance the emissions to zero. We have also reduce the amount of single-use cling film that we use by buying reusable containers to transport our food.

**Energy efficiency.**

The electricity for our offices and our production kitchen all come from renewables through our energy provider. We use motion sensing lights in our head office and production kitchen to ensure that lights are not unnecessarily left on. We also set annual targets to reduce our energy usage and with any new purchase we use the catering for a new sustainable future (CFSG), which recommends the most appropriate technology to use.

**Removing our waste.**

We work very hard to exercise effective refuse management systems across our whole business in order to increase the opportunities for recycling and reducing landfill waste. 80% of our waste is already recycled and we are committed to exceeding this target year on year. We use Biffa as our waste contractor who we use across our whole business, so we are able to robust waste management and recycling protocols including; general waste bins, bottle bins, cardboard bins and food waste bins.

**Smart technology.**

Our teams are connected digitally and remotely with 24/7 realtime access to a range of software, apps and technology for our events, bars, restaurants and cafes, significantly reducing the paper trail within the whole of the business as all of our reporting, invoicing and

purchasing is all carried out digitally on line.

**Travel efficiency.**

Our team are educated on sustainably, using public transport as an alternative to driving to work, cycling or walking. We set our team an annual pedometer challenge to record the distances that they walk (as opposed to take any other form of transport) and are challenged to then increase that distance. This encourages sustainable transport but also health and well-being across the team. We also promote the use of electrical vehicles for our team when getting taxis home after late finishing jobs. Furthermore all of our delivery vehicles are compliant with Euro 6 standards.

A young man with short brown hair, wearing a black long-sleeved shirt, is smiling and holding a wine glass in his right hand and a white cloth in his left. He is standing in front of a large, framed poster that features a woman's face and the word "CHICAGO". The background is dark and out of focus.

**Creating  
smiles  
with our  
people.**



We have a duty to provide social value and **work collaboratively** with our staff, suppliers, partners and clients to maximise opportunities that bring social, economic and environmental benefits.



#### Accessible and inclusive.

We are an inclusive employer, ensuring our recruitment process represents our equality, diversity and inclusion action plan. We always aim to support the local economy of our partner venue by recruiting locally and training and nurturing local talent.

#### Empowering our team.

Our aim is always to implement our sustainable policy of 'Recycle. Reuse. Reduce' and empower and engage our teams to be responsible for food and office waste and our carbon footprint.

#### Beyond the bottom line.

We work together with our clients to create inclusive and accessible retail, office and event experiences, increasing equality, improving engagement, providing a high-quality service offer whilst always identifying efficiencies. Our aim is to try and identify collective opportunities that add value beyond the bottom line.

#### Volunteering.

We ask our team to try and achieve an annual minimum target of volunteering opportunities to support our chosen charities with their time and skills instead of working those days.

#### Wellbeing support.

We support our team with wellbeing services from mental health charity, PoetsIN. We introduced this new programme to enhance the wellbeing of our team and help us create a working environment that is inspiring, inclusive, informative, and one that recognises the individuality in each person, through one-to-one support services.



#### Raw vegan rules OK!

We are committed to providing healthy and nutritious menus to our customers and guests. Our Raw Vegan Coach, Rochelle Costa, works with our chefs across the business to ensure they always think about salt and sugar content, saturated fat, calories and portion sizes when they design their menus, and she is always adding her ideas and passion for imaginative plant-based menus to our Recipe Library.

#### Apprenticeships.

We are committed to creating a sustainable future and we understand the importance of building today's talent for tomorrow's future. For this reason we introduced an apprenticeship scheme to Seasoned in 2011. We provide young people with invaluable catering, hospitality and event management experience, working parallel to their academic timetables allowing them to broaden their career options and really discover their passion for a career.





### Living the good life.

We are proud to be able to take advantage of the rural setting here at Seasoned HQ by providing our talented team with a vegetable patch on our grounds. We positively encourage our teams to cultivate their own fruit, vegetables and herbs in our working allotment and it gives everyone some welcome time out from their working day to help develop and maintain it.

Raw materials, tools and seeds are provided and staff have the choice to benefit from the fruits of their labour or donate their produce to the local food bank.

This season's delights include runner beans, kale, pak choi, red onions and garlic chives, as well as an abundance of fresh herbs including basil, fennel, rosemary and thyme.

### Bee Seasoned

We are also very fortunate to have six beehives at Seasoned HQ where we are learning to make our own honey with fantastic support and expertise of the team at Bermondsey Street Bees.

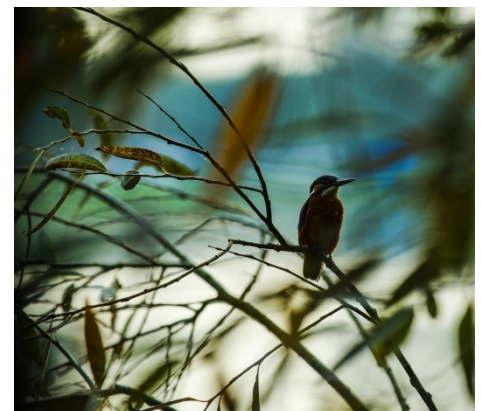
60,000 bees are now residing at HQ - that's 10,000 in each hive. The surrounding area is a perfect location for them, surrounded by plenty of food sources to be able to live comfortably.

All our sustainably produced honey that is grown on our grounds will be going to the restaurants and chefs that we work with.

Discover more about Bermondsey Street Bees, visit [www.bermondseystreetbees.co.uk](http://www.bermondseystreetbees.co.uk)

### Go wild with Seasoned

The Seasoned team has also planted wild meadow flowers at Seasoned HQ, adding some welcome springtime blossom to our beautiful grounds. Now more than ever, we encourage our team to be more conscious of how much our well-being is connected to the natural environment around us. In the fast-paced world of business and hospitality it's very easy to lose our connection with nature, so taking time out outdoors, surrounded by our lake, the smell of flowers and the buzzing of our bees helps focus our team every day.







### Reducing our carbon footprint.

Our team planted 125 square metres of new woodland in Heartwood Forest, Hertfordshire - as part of our commitment to preserve and restore the UK woodland and encourage the forage trend in event menus.

In collaboration with the Woodland Trust, the Seasoned team prepared the soil and planted saplings to join the existing 500,000 trees in Heartwood Forest. Our team got their hands dirty and planted trees that will produce forageable bounty such as blackthorn, crab apple, elder and rowan.

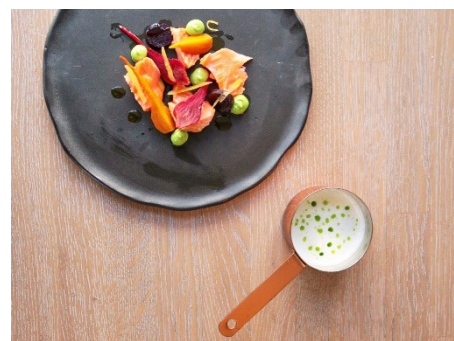
We are already planning to revisit the woodland in the future to gather berries for our venison bowls with crab apple jelly, or our fantastic elderberry gin.

The Woodland Carbon scheme helps companies reduce their carbon footprint by turning their carbon emissions in new woodland. By measuring the carbon dioxide (CO<sub>2</sub>) emissions

that our delivery vehicles emit on journeys to events, we were able to turn that calculation into a newly planted, forageable woodland.

Taking part in the Woodland Carbon Scheme forms an ongoing part of our ISO 14001 environmental management accreditation.

Since the 1930s, more than half of the ancient woodland in the UK has been destroyed. This has had a huge negative impact, as it only leaves 2% of the land as rich complex habitats.



“  
**Preserving our native woodland for the foragers of the future is extremely important to us.**”

Paul Croasdale,  
Chef Patron, Fitch of Bacon





“We would like to thank Seasoned for their generous donation. We are so pleased that they contacted us so that we could help avoid leftover food going to waste by delivering it to local charities.” **FareShare Sussex**

“Thank you for the food you donated before Christmas. It made a real difference to us, especially as we are a small charity serving upwards of 70 meals a day. We couldn’t continue to provide these services every day without support such as this, so thank you again.” **Sanctus Charity**



### Helping tackling hunger.

Every year, 3.6 million tonnes of useable food is wasted by the UK food industry, yet at the same time, millions of people are struggling to afford to eat. The Seasoned team works with FareShare, a food collection and distribution service, and has donated fresh fruit and vegetables, as well as perishable cakes, leftover from a events. The surplus food from Seasoned was delivered to local charities across Sussex and parts of Surrey to distribute to those who need it most.

We have also supported Sanctus Charity with food donations to help them serve the homeless and vulnerable of Chelmsford.

Discover more about FareShare and Sanctus - [www.fareshare.org.uk](http://www.fareshare.org.uk) / [www.sanctus-home.com](http://www.sanctus-home.com)

### Recycling spent coffee grounds.

We are always looking for opportunities to reduce, recycle or reuse as part of our commitment to reducing food waste. Following a positive response from our customers we are continuing to offer them our used coffee grounds to take away for free to use for growing purposes in their own gardens. Recycled coffee grounds are a great fertiliser and contain key minerals for plant growth, such as nitrogen, calcium, potassium, iron, phosphorus, magnesium and chromium. By recycling and not sending coffee grounds to landfill there is a significant reduction in carbon footprint resulting in a positive impact to the environment.







### Helping tackling food waste.

Figures show that up to 20% of the food we buy at home ends up in the bin. If we did that as a catering company we'd go bust in no time. Seasoned's Executive Chef, Paul Yeo and his culinary team operate at 2% wastage, mainly by deploying tried and tested kitchen management techniques.

“  
**Our food  
is simply  
too good  
to waste.**”

Paul Yeo, Executive Chef

Paul shared his top tips with the wider Seasoned team aimed at helping families save up to £60 a month by reducing their food waste while doing their bit to help the environment. By using up every edible bit of our food, we're helping to protect the environment for our children and generations to come.

Top of the list for cutting food waste is batch cooking – preparing meals in advance to feed your family for a week. Other handy hints include getting creative with leftovers, being savvy with your supermarket shop, and taking fridge or freezer 'shelfies' to see what you have at your fingertips.

**(1) Cook in bulk** – if you're making a Cottage Pie for a midweek meal consider buying and cooking your mince in bulk and then using it as the base for multiple dishes, saving you both time and money.

The mince can be used as the base for pies, a chili or a Bolognese. Portion them up and store in the freezer for ready-to-go meals in minutes when you need them.

**(2) Love your leftovers** – turn your Sunday roast chicken into a week's worth of meals by using every bit of the bird. Strip any leftover meat and make a curry then use the carcass to make hearty soup to give you quick and easy lunches. Leftover veg could be turned into bubble and squeak or added to the soup.

**(3) Savvy shopping** – create a list and stick to it! Use the 'shared notes' features in your smartphone and family members can add to it throughout the week when you run out of a

particular product. Only buy what you know you need. Look for food with the longest use-by date and fresh foods that can be frozen – this helps if you don't get round to eating them in time.

**(4) Take a 'shelfie'** – on the day of your shop, take a photo of your fridge, your freezer and your cupboards as you leave home, so you have a quick reference to see what's already in there as you tackle the aisles.

**(5) Use it all** – we're all guilty of only using the 'prime' parts of food but the other bits that end up in the bin are often just as tasty. Broccoli and cauliflower stalks are delicious roasted in the oven or can be used in soups, vegetable peelings can be turned into crisps within minutes in an air-fryer while stale loaves can be rescued and turned into breadcrumbs or used in desserts.

### Food for thought

If global food waste was a country, it would be third-largest emitter of greenhouse gases after China and the US.

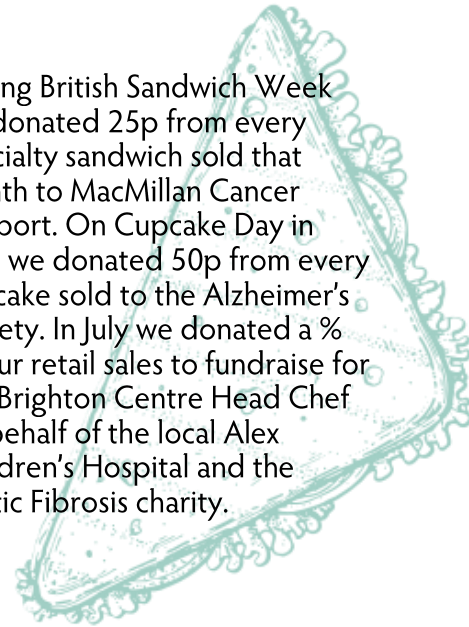
### Crown Foundation.

We always aim to create an inclusive culture that respects, supports and embraces the communities and people around us and is accessible for all. At the very heart of this is our own charity, the **Crown Foundation**, which we support and we have helped raise over £500,000 to date by utilising the various expertise we have within Seasoned to fundraise and volunteer for our chosen charities.

We have fundraised and raised awareness in our retail venues for British Heart Foundation, Macmillan Cancer Support, Salt Awareness, Comic Relief, Parkinson's UK, National Obesity Week, National Hug Day, Nutrition and Hydration Week, to name just a few.

We also support charities in our cafes by championing specific campaigns throughout the year and by donating a proportion of our sales to the relevant charity.

During British Sandwich Week we donated 25p from every specialty sandwich sold that month to MacMillan Cancer Support. On Cupcake Day in June we donated 50p from every cupcake sold to the Alzheimer's Society. In July we donated a % of our retail sales to fundraise for our Brighton Centre Head Chef on behalf of the local Alex Children's Hospital and the Cystic Fibrosis charity.



# MACMILLAN CANCER SUPPORT


We're  
supporting  
**mind**  
for better mental health







Our CSR commitment at Seasoned HQ is to make our head office ‘climate neutral’ within five years (this includes cutting all greenhouse gases rather than just carbon). This aligns with our existing commitment to improve our team’s health and wellbeing and engaging with them to be “Green Employees.”

The background of the entire page is a light beige color. It is decorated with several stylized smiley faces. Each face consists of a thick, curved line for a mouth and two small dots for eyes. The colors of the faces are yellow, teal, and pink. They are scattered across the page, with some partially cut off by the edges.

Inspiring a better world  
through the power of smiles.

[www.beseasoned.co.uk](http://www.beseasoned.co.uk)