

Mindful Chef

Sustainability Report

2021

What we will cover

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Founders' note

When we started Mindful Chef back in 2015 we had one mission – to make healthy eating easy for as many people as possible. Equally important to us was our wider impact on the planet and society. Six years on, it makes us feel incredibly proud that we can use our business and the power of our community for good.

Never has that been more true than in 2021. Our team has worked tirelessly through difficult circumstances, not only to deliver on our promise of making healthy eating easy but also to help Mindful Chef become a better company.

This past year has seen us deliver more healthy meals than ever before (nearly 8 million of them) of which over 750,000 were discounted for NHS workers.

Our annual Coast Clean was even bigger and became one of the largest coordinated beach cleans in the UK with more than 4000 people taking part. This is a fantastic example of how a small idea can have a huge impact.

Something that we are incredibly proud of is our ongoing partnership with One Feeds Two. This year we passed a huge milestone by donating our 10 millionth meal!! Having visited the schools that directly benefit from this programme, it blows us away to think of the incredible impact this partnership has on those children's lives. Thank you to all of our customers for helping us reach this goal!

As you read on you will find out even more about all of the good things our wonderful team gets up to at Mindful Chef. As a proud B Corp we're always looking for ways to improve and initiatives we can do more of for each other and for the planet.

Lastly, we would like to thank all of you for your support. Mindful Chef is what it is because of the people we work with and the community that supports us. Thank you!

Myles & Giles



Our 2021 highlights

2021 Coast Clean
157,860
litres of rubbish collected.
That's enough to
scale Mount Everest
and back 3 times

Recycling is king!
New cool box -
100% recyclable
...Cuts the carbon footprint of
our insulation by 30%
...Prevents over 1,400 tonnes
ending up in landfill

 one
feeds
two
**The 10 million
milestone**


Look at how many meals you
donated through One Feeds Two!
(for every meal you've enjoyed,
you've given a school meal to a
child in need)

You ate
7,941,788
meals



759,325
Discounted meals
to NHS workers
83% more than
2020

Go veg!
81%
of you tried at least
one vegan meal


0%
Your box is
100% carbon
neutral!

Felix | THE
FELIX
PROJECT
GOOD FOOD FOR GOOD CAUSES

Donated
195,866
meals to The Felix Project
(as of September)

Our 2021 highlights



Your new ready meal packaging now has a minimum of

64%

recycled content



4,500

new Facebook
Community members
(that makes almost
18,000 of us now)

We're now a
team of

132

people and
counting

55%

of our workforce are
female, including 50%
female representation
across our senior
management



Low

We launched a
low carbon

range of recipes.
Another step towards
our ambition of
Net Zero by 2030

Top 10

We're in the Best
Companies top 10 food
and beverage companies
to work for!

Mindful Chef

Sustainable Development Goals

In 2015, the United Nations set 17 goals as “the blueprint to achieve a better and sustainable future for all”.

They range from eradicating hunger to tackling the climate crisis. We recognise the role businesses will play in achieving these goals and have aligned ourselves to seven goals in particular; where we think we can have the most impact.

Look out for these symbols throughout the report to see how we’re using our business to support them.

ZERO HUNGER

CLIMATE ACTION

NO POVERTY

LIFE BELOW WATER

GENDER EQUALITY

PARTNERSHIP FOR THE GOALS

GOOD HEALTH & WELLBEING

Mindful Chef



Proud to be a B Corp

Mindful Chef has been a Certified B Corporation® since 2018. We're proud to be the first recipe box company to join the movement in the UK.

B Corps are ethical and sustainable businesses on a mission to measure their impact with as much rigour as they measure their profits.

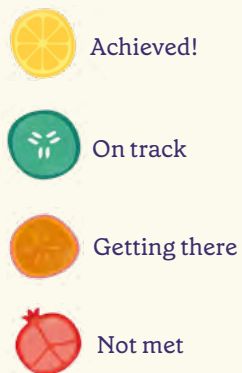
By legally committing to transparent and measurable social and environmental performance, B Corps demonstrate that business can be a force for good.




























Mindful Chef



Progress tracker



	Our targets	Actions	Progress
 Packaging	Only use widely recyclable plastic	100% fully recyclable packaging, so that everything in our boxes – from the cool bags to the spice pots – can be recycled kerbside	
	Reduce and reuse	Prioritise sourcing from non-virgin materials & eliminate plastic where it is possible to do so without compromising on quality and freshness	
 Planet	Launch a carbon management project	Measure and map out our carbon footprint & become Carbon Neutral	
	Net Zero by 2030	Set an annual reduction target in line with Net Zero emissions by 2030	
	No waste	Eliminate household food waste by providing pre-portioned ingredients & minimise waste in our supply chain by sending any surplus stock to charities like The Felix Project	
 Suppliers & ingredients	Educate and empower consumers	Use our business to educate people on better choices they can make for the planet	
	Support British Farmers	Source from British farmers and champion seasonal, local produce wherever possible	
	Setting standards	Review our supplier code of conduct to ensure we set a standard for fair, safe and healthy working conditions, and environmental responsibility across our supply chain	
	100% LEAF Marque certified UK produce	All our UK fruit & veg will be from LEAF certified suppliers, meaning they meet rigorous standards of sustainable farming practice	
 People & team	Sign up to SEDEX	Ask all our suppliers to sign up to SEDEX (Supplier Ethical Data Exchange) by July 2021 and develop a programme to support smaller suppliers	
	Support health & wellbeing	Ensure every team member has access to physical & mental health support	
	Train 5 mental health first aiders	Train 5 in-house mental health first aiders with Mental Health First Aid England	
	Personal and professional growth	Provide all employees with access to a £500 professional training allowance	
	Life skill training & workshops	Organise life skill training sessions to help people deal with the events and challenges of everyday life	
 Customers & community	Diverse and unbiased	Track diversity among our team to ensure we are being inclusive as a business and highlight areas we can improve upon	
	Company culture	Create an environment in which everyone is aligned to the MC values; Mindful, Personal & Unafraid	
	Grow our Mindful Community	Build a community of like minded people who want to take positive action – both socially and environmentally	
	Give back	Work with our partners One Feeds Two to donate school meals to children living in poverty, as well as UK based charities such as The Felix Project	
	Drive awareness of B-Corps	Continue to be a part of the movement that sets a standard for good responsible business committed to driving change as a collective	
	Help others	Support our team in ensuring everyone takes time out of work to give back to a charity of their choice	

Mindful Chef



Planet

Mindful Chef

Climate Emergency

Climate change is the greatest environmental challenge humanity has ever faced.

We are already seeing devastating impacts of rising global temperatures. From life-threatening weather events, to dying coral reefs, and species extinctions.

Earlier this year the latest Intergovernmental Panel on Climate Change (IPCC) report issued a code red for humanity.

However, we still have time to act.

We recognise that urgent, collective action is required. That's why we joined the B Corp Climate Collective and the United Nations Race To Zero by committing to Net Zero by 2030. We're working across our entire business to bring our emissions as close to zero as possible and keep global heating within the 1.5°C limit.

This is 20 years ahead of the 2050 target set out at the Paris Agreement – which we believe will be too late.

We're working across our entire business to bring our emissions as close to zero as possible and keep global heating within the 1.5°C limit.

Mindful Chef



Cornish seaweed company

Born out of a love for life and the ocean the Cornish Seaweed Company are committed to protecting our valuable marine resources, and this means harvesting in a sustainable and ethical manner, avoiding damage to ecosystems and coastal communities.

Our Carbon Footprint

A company's carbon footprint is split into direct emissions (scope 1) and indirect emissions (scope 2 & 3).

You have less control over indirect emissions, they're the result of activities in your value chain, so these are the hardest to reduce.

For most companies, the majority of greenhouse gas (GHG) emissions sit outside of their own operations. Yet, most large companies only report on their direct emissions (scope 1 & 2).

We can't change what we don't measure. So, following the Greenhouse Gas Protocol standards, we assessed our entire value chain from farm to fork. This allows us to identify our hotspots, engage with suppliers, and make decisions about how to reduce our emissions based on facts, rather than assumptions.

Scope 1	Scope 2	Scope 3	Total
0	670	14,368	15,038 tCO ₂ e

A carbon footprint covers all greenhouse gas emissions (carbon dioxide, methane, nitrous oxide, water vapour and fluorinated gases) and converts them to the equivalent amount of carbon dioxide (CO₂e).

Our total footprint for 2020 was 15,038 tonnes CO₂e. 95% comes from our value chain and 60% of those from our ingredients. So we will only achieve significant reductions by working closely with our suppliers to help them reduce their impact.

Mindful Chef



Scope 1

Emissions from owned & controlled sources
e.g. company vehicles



Scope 2

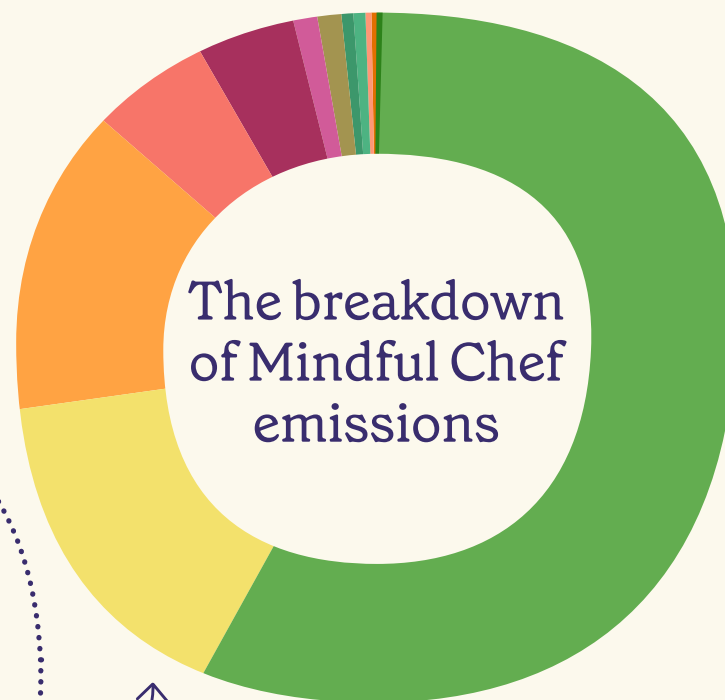
Emissions from the generation
of purchased energy



Scope 3

The emissions from everything
else from growing crops to
employees traveling to work
(even their emissions from
working at home)

Our Carbon Footprint



- 58.1% Ingredients
- 14.9% Packaging
- 13.5% Cooking & refrigeration
- 5.2% Outbound logistics
- 4.5% Electricity
- 1.2% Waste treatment (products)
- 1.2% Inbound logistics (upstream freight)
- 0.5% Employee commuting
- 0.5% Upstream emissions of electricity
- 0.2% Remote working
- 0.1% Waste treatment
- 0.1% External service providers (fuel)
- 0.0% Water

Ingredients make up 58% of our impact. This is mainly: fuel for machinery, feed for animals and the nitrous oxide released by fertilisers. Yet, soil is the world's largest terrestrial carbon sink (meaning it can absorb carbon), therefore, farms have huge potential to reduce greenhouse gases in the atmosphere.

Packaging accounts for 15% of our impact. We're working to reduce this by eliminating virgin plastic and making sure everything is easily recyclable. However, packaging plays an important role in keeping food fresh, so we must find solutions that don't lead to more food being wasted.

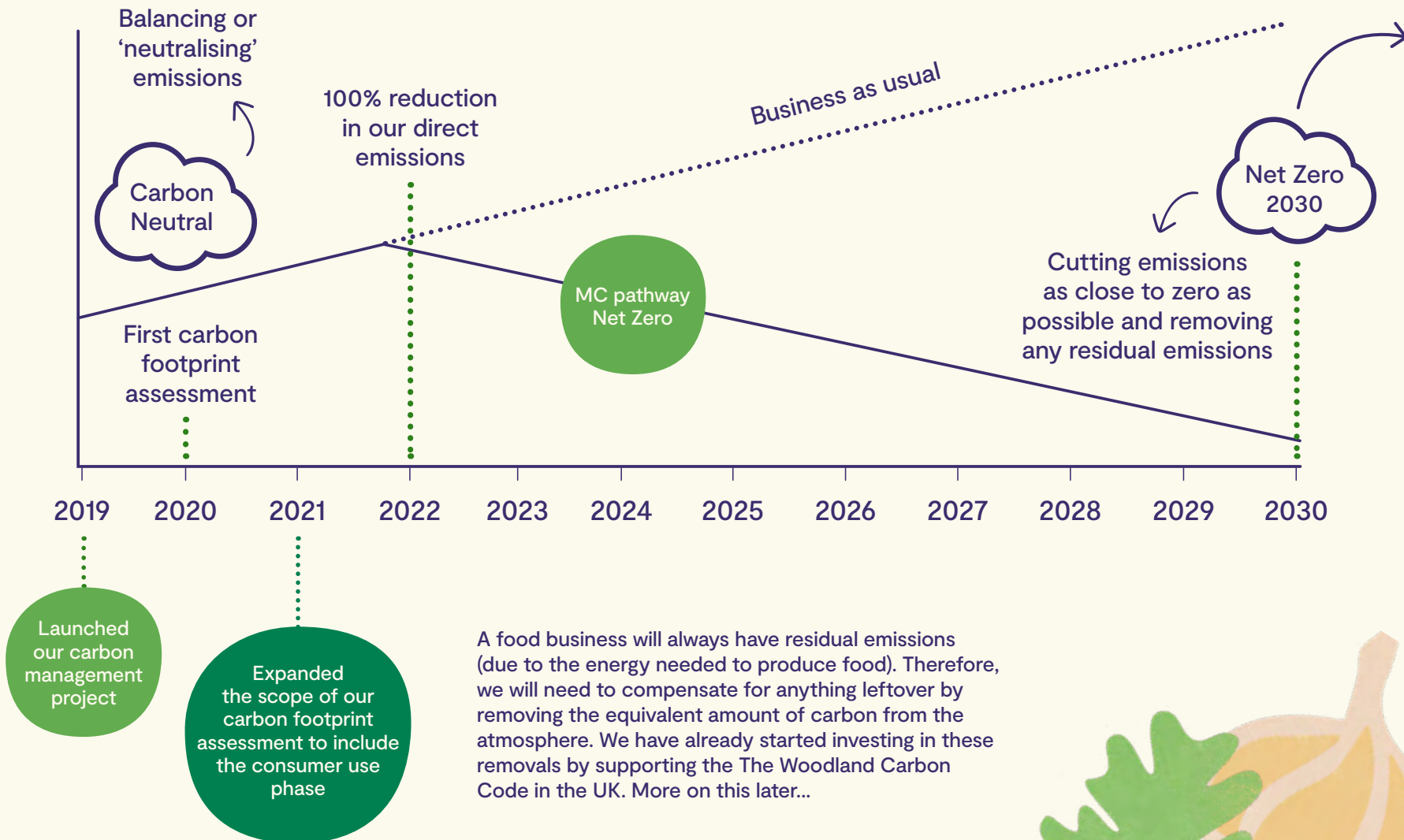
By 2022 our warehouse will be powered by **100% renewable energy**, reducing our footprint by 4%.

Mindful Chef

What's included our carbon footprint



Towards Net Zero



Some of the ways we'll get there:

- ✓ Transition to 100% renewable energy in our warehouse
- ✓ Cut virgin plastic in our boxes and supply chain
- ✓ Increase the number of low carbon recipes on our menu
- ✓ Innovate with plant-based recipes and proteins
- ✓ Support our suppliers in monitoring their emissions and setting reduction targets
- ✓ Accelerate the transition to low carbon, regenerative farming methods
- ✓ Engage in nature-based solutions in our supply chain that enhance biodiversity, reduce water use, yield healthier crops and sequester carbon
- ✓ Champion British produce
- ✓ Increase the number of our boxes delivered on electric vehicles

Packaging progress

In an ideal world, there would be no food waste and no landfill.

So we're doing everything we can to make our packaging better for the planet. Our focus is to cut virgin single-use plastic, and ensure that what goes in your box is easy to recycle; reducing the need to rely on raw materials resources, and protecting the natural environment for future generations.

But packaging plays an important role in keeping food fresh, so we have to do this in the right way. Because we have to balance finding solutions that don't compromise the quality of our produce (and contribute to the food waste problem), progress sometimes takes longer than we would hope. Especially when some of the solutions don't exist yet! But we're working with our suppliers to stay close to changes across the industry.

What does good look like?

No virgin plastic

Recyclable from your home

Minimum 30% recycled content

Mindful Chef



How does it keep the food cool?

It has multiple layers of corrugated card, which act to restrict the flow of air and control temperature changes by preventing warmer air entering the box.

That's equal to over 1,400 tonnes in 2022!

One big step forward this year was the launch of our new cool box.

Bringing us one step closer to Net Zero 2030, and another towards all our packaging being easily recyclable.

Why we love it

- ✓ 100% recyclable
- ✓ 30% lower carbon footprint
- ✓ Diverts 630g of material from landfill per box
- ✓ It's made completely from cardboard, with a minimum of 60% recycled cardboard
- ✓ Cuts the emissions from having our old insulation sent back to us

LIFE BELOW WATER

CLIMATE ACTION

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Carbon labelling our recipes

We all need to do our bit to stop the earth's temperature rising.

The food choices we make every day impact the environment – and small changes can make a big difference.

This got us thinking, what could we do to make it easier for our customers to make more informed choices? So we became the first recipe box to put a carbon label on our recipes.

We did full Life Cycle Assessments with the brilliant brains at ClimatePartner to measure the impact of our recipes. This covered everything from growing, harvesting and distributing the ingredients, to customers switching on the oven and boiling the kettle.

Mindful Chef

What does good look like?

- ✓ In the UK the average daily diet-related carbon footprint is 5.17 kgCO₂e. The WWF, say we need to reduce this to 4.09kg CO₂e per day by 2030 to align with the Paris Agreement.
- ✓ All of our Low Carbon Recipes are below 1.6kg CO₂e, which is in line with WWF's target of reducing dietary related emissions. If you want to understand how we got to this number, you can read the full methodology [here](#).
- ✓ Measuring is the first step our goal is to have as many low carbon recipes as we can. More will come as soon as we've got them through the kitchen, watch this space.



Low

We're making climate action delicious.

Recipe boxes create
33% less emissions
than a supermarket shop.

CLIMATE ACTION

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How we calculate the impact

When it comes to food, carbon is generated from more places than you think; from planting seeds for the next harvest, to watering tomatoes that go in your salad.

The tractor that pulls potatoes from the earth and the fishing boat out at sea catching the sustainable cod for your fish pie.

More carbon is produced from the packaging your food goes in, and how your food gets to you. Popping it in the fridge or freezer. It even matters how you cook it (and especially what goes in the bin).

Mindful Chef



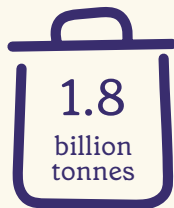
Zero food waste

Across the world, 40% of food produced is never eaten.

When food is wasted, so are all the earth's resources that went into producing it. If we eliminated food waste today, we would cut global emissions by 10% (WWF, 2021).

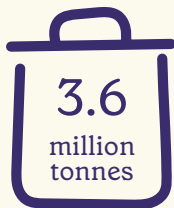
Fighting food waste is one of the key solutions to tackling the climate crisis. According to WRAP, serving the right amount of food every time is the best way to prevent food being thrown away.

Food waste in numbers across the year



1.8
billion
tonnes

Goes to
landfill
globally



3.6
million
tonnes

Is thrown away by
the food industry
in the UK



68
kg

Ends up being
wasted per
person in the UK



zero

Food waste
in a Mindful
Chef box



We have designed waste out of our recipes and operations through:

- Measuring ingredients, we only send exactly what you need
- Portion controlled meals that leave you satisfied
- Taking orders up to 8 weeks in advance, meaning we can work with our farmers to predict demand and update forecasts
- Donating surplus stock to our charity partners
- When it can't go to charity, we make sure it goes to anaerobic digestion, not landfill

This means it can be used instead to make fertiliser, electricity and heat!

NO POVERTY

CLIMATE ACTION

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Combining human health with planetary health

We believe the food we eat should be good for us, as well as the planet.

That's why we follow the principles of the WWF Livewell Diet. This means every recipe we design ensures we're eating well, minimising the impact of food production on the environment and protecting the natural resources we depend on for a secure and sustainable food system.

This way of eating has a 32% lower environmental impact (The Carbon Trust, 2016).

These principles match up to the UK Eatwell Guide, WWF recommendations and the Planetary Health Diet (PHD).

Mindful Chef

The principles of the Livewell Diet



Less meat, better meat & 100% dairy free

From January we'll have 22 weekly vegan meals to choose from. That's over 50% of our menu!



British meat & poultry, always grass-fed beef, pasture grazed lamb and free range poultry

When we do eat meat, we believe it should be high quality, sustainably produced, and high welfare. Only 5% of chicken sold in the UK is free range, 100% of the chicken we sell is.



Sustainably certified fish

We only source from healthy fish stocks where fishing practices have minimal environmental impact, and where effective fisheries management is in place.



Zero food waste

The single best thing we can all do to take climate action, reduce greenhouse gas emissions and preserve natural resources.



Natural ingredients & wholefoods, nothing processed or refined

Better for you, better for the planet.



Red Tractor, GlobalGAP, MSC accredited as a minimum requirement

We source ethically and responsibly, and only use suppliers that adhere to the highest welfare and environmental standards. If they don't share our Mindful values, you won't find them in your box.

Regenerative agriculture in our supply chain

The greatest challenge of this generation will be feeding a growing population, while minimising the environmental impact of agriculture.

Food production is responsible for a quarter of all greenhouse gas emissions globally, but agricultural land also holds the key to our largest terrestrial carbon sink; the soil.

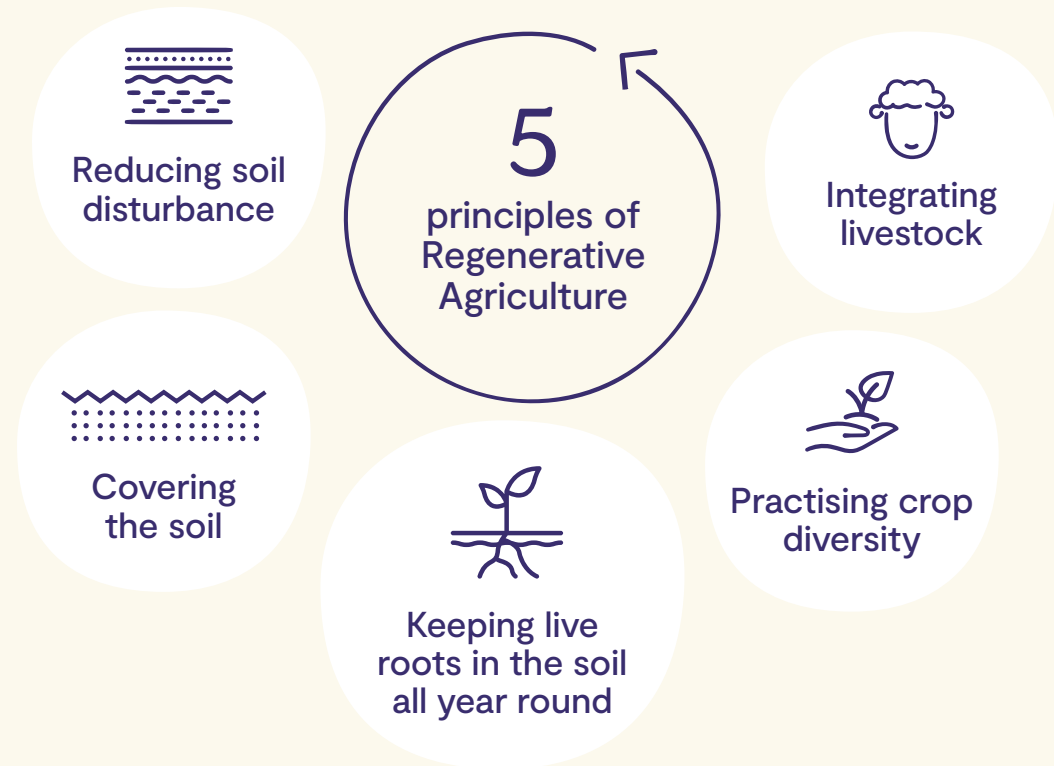
By working closely with our suppliers we can harness the potential of the solution beneath our feet.

Regenerative agriculture is a way of farming that works in harmony with nature, rather than against it. It's founded on principles which aim to put more back into the land than we take out. Many of our suppliers already engage in the principles of regenerative agriculture.

While these principles are rooted in traditional farming techniques they are combined with the innovation and knowledge available to us today.

Through careful soil management, we can draw down carbon, enhance biodiversity, restore natural habits, improve soil health, increase water retention (preventing floods) and produce healthier crops.

A large part of our journey towards Net Zero will be working with our suppliers to build a more resilient food system and supporting the transition from conventional methods to more regenerative practices and nature-based solutions in our supply chain.



Mindful Chef

Regenerative practices in our supply chain



Barfoots

Barfoots supply us with seasonal squash, asparagus, tenderstem, courgettes, Caulishoots (a new variety of cauliflower with sweet nutty curds on succulent stems) and so much more.

They have been leading in regenerative farming for decades, nurturing both the land and the communities they work in. They use organic fertiliser from their onsite anaerobic digester (which also powers their factory!), reuse 90% of their water, practice minimum tillage and are aiming to be Net Zero on their farm by 2025.



Traditional Norfolk Poultry

TNP are one of the UK's leading producers of free range and organic chicken. To help support the natural ecosystem and further enrich the lives of their poultry, TNP are exploring ways to increase biodiversity on their farms. One way they have done this is through identifying areas where they can plant cover crops to create a new habitats for species. They are also planning to create flower rich habitats around the perimeter of their sites to encourage wild flowers into field corners.

Suppliers

Our suppliers are at the heart of Mindful Chef. The cornerstone of quality that our customers have grown to love and expect.

As we grow, we want to work together on the things that matter to us. This year we updated our Supplier Code, which we asked our suppliers to sign as a commitment to our ongoing shared journey.

Mindful Chef

Our sourcing principles

Mindful Chef sources with care and respect for the people, planet and oceans where materials and services are produced.

Our suppliers apply good labour standards in recruiting, compensating and caring about their workforce and conducting business in an ethical and collaborative way.

Our standards are applied by our suppliers, with the same principles of transparency and compliance upstream including nurturing standards, traceability and improvement.

We strive to work with suppliers who go beyond regulatory compliance and apply leadership in environmental, people and animal welfare principles.

The Tomato Stall

From their fully biodegradable growing system, to biodiversity corridors outside their greenhouses and innovative ways of preventing any tomatoes being wasted, The Tomato Stall are pushing the boundaries when it comes to sustainability.



Suppliers

By the end of this year, 100% of our UK produce will be Leaf Marque certified, meaning our suppliers meet rigorous standards of sustainable farming practices.



Belazu

This year we welcomed Belazu into the B Corp community. From their recycling initiatives to their own charitable foundation, Belazu have always weaved sustainability and social engagement into their business.

BetterNature

On their journey to make plant-based eating accessible and inclusive to all through their delicious tempeh, they are also taking responsibility for their action along the way by becoming a carbon and plastic neutral company.

Mindful Chef

JCS Salmon

A family run business with a passion to be as kind to the planet as possible. They have an internal Eco Group to drive forward their environmental commitments.

The Garlic Farm

Currently in the process of becoming a Soil Association organic certified farm, The Garlic Farm are driven by an approach which looks nurtures the land for future generations and gives back to the people around them who make it all possible.

Greencell

As part of Westfalia Fruit Group, our avocado supplier, Greencell, do a lot of work on the ground to enable small domestic producers to access global markets and ensure their communities receive the benefits and rewards; ultimately, helping local farms to become self-sufficient in the long term. They also have a zero waste policy and use any avocados that can't be sold to make them into oil or ice-cream!



Carbon neutral today

The consequences of climate change vary globally.

Minimising our impact is our priority, but the initiatives we are working on to reduce both our own emissions, and our suppliers emissions, will take time.

While we work on implementing these initiatives, we compensate for our impact today by investing in projects which prevent, reduce or remove greenhouse gases from the atmosphere.

This also allows us to support wider positive environmental outcomes and

sustainable economic change. Some of these benefits include protecting & increasing biodiversity, creating new natural habits, enhancing ecosystems, bringing job opportunities to low-income communities, and supporting the progress towards the sustainable development goals.

Although offsetting isn't a long term solution, it is something we can do to take immediate action while we work on our reduction strategy. We will only ever invest in high quality, verified projects that demonstrate real impact.

This year we are supporting four different projects from forests to food.

Mindful Chef



Carbon neutral
Company
ClimatePartner.com/15364-2108-1001



Woodland Carbon Code

Nationwide, UK (WCC, VCS, CCBS Gold Level)

Woodland Carbon Code Projects are aimed at creating new and/or restoring existing areas of forest that have been degraded. Forests are one of our most important natural assets. They absorb carbon from the atmosphere, are home to a huge diversity of species, help keep the air we breathe clean and prevent soil erosion. Creating, restoring and protecting them will be integral in our fight against climate change.

PARTNERSHIP FOR THE GOALS

CLIMATE ACTION

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The projects we are supporting



Clean cookstoves Abuja, Nigeria (Gold Standard)

People in low-income communities often cook their meals on an open fire, this contributes to around 3% of global emissions and causes 4 million deaths a year from air pollution, disproportionately affecting women. The clean cookstoves project provides communities stoves with a ceramic lining which can absorb and store heat, preventing pollution. The stoves are manufactured and distributed by a local business, bringing opportunities to female community members.

Forest protection Portel, Brazil (VCS, CCBS Gold Level)

The way the Brazilian law is set up means allow any unused land (including conservation sites) can be cut down and farmed. Typically, this has resulted in land being taken and defrosted for soy plantations. This forest protection project helps give the rights to the land back to the inhabitants of the Amazon. This prevents 3,000 hectares of forest being cleared every year and secures the livelihood of local people who are among the poorest in all of Brazil.

Wind energy Ovalle, Chile (Gold Standard)

The growth of renewable energy production is essential to limiting global warming, securing energy supplies, and displacing the use of fossil-fuels. Alongside supplying Chile with renewable, clean and zero-emission power, this project also supports the environmental and social development plan in place at the wind farm. These plans ensure processes are in place to limit impact in construction and operation phases, while encouraging local employment and community engagement in environmental education.



People

Healthy eating made easy

Back in 2015 we had an idea to make healthy eating easy, and it's been our mission ever since.

Good food should fuel you properly. We're all for more energy, better sleep and less stress. That's why our recipes never contain refined carbs, refined sugars or cheap fillers. Instead we use generous portions of ethically sourced protein to keep you full, complex carbs that release energy slowly and fresh, seasonal produce that has travelled from field to fork in the shortest time possible.

Mindful Chef

Our recipe approach

A healthy, balanced diet is one of the most important ways we can look after ourselves and our health. We want to help our customers feel they best they can, so every recipe we design is:

- 1 Always free from refined carbs, sugar, gluten & dairy
- 2 450 to 650 calories per serving
- 3 Natural ingredients & wholefoods, nothing processed
- 4 Diverse range of nutrients
- 5 Portion controlled

We asked some of our customers how they feel since using Mindful Chef

70%
are more
energised

77%
now eat
more veg

91%
feel healthier

80%
say their overall
wellbeing has
improved



Meet Claire

MSC, RD.

Our new Mindful Chef Dietitian. Look out for her tips in our weekly magazine.

Heart healthy

In 2020, we partnered with the British Heart Foundation and introduced a range of weekly heart healthy* meals to help raise awareness of how a healthy, balanced diet can support heart and circulatory health.

Each week we feature 2 heart healthy* recipes, developed with The British Heart Foundation to help support your heart and circulatory health.

These heart healthy recipes are *an excellent source of Thiamin which contributes to normal heart function and or an excellent source of Folate which contributes to normal homocysteine metabolism.

Mindful Chef

Click [here](#) to find out more about our heart healthy recipes

Look out for the BHF logo on your menu



In partnership with
 **British Heart Foundation**



In partnership with
 **British Heart Foundation**

Our team

Over the past few years
we've grown a lot, and fast.

At the end of 2019 there was just 45 of us.
Now, coming to the end of 2021 we're a team
of over 100 people. As we grow, we want our
team to grow with us too. How do we do this?



Nigel & Jack at
the warehouse

Meet one of
our office
dogs Bentley



"Mindful Chef is one big family, our
suppliers are also an extension of that.
It's not just the people I work with at
MC and now consider friends. It is also
the relationships I am able to develop
with our suppliers. Which is something
I have never really been able to
experience in previous companies."

Adam Rotheroe, Frozen Technical
Manager



GOOD HEALTH & WELLBEING

GENDER EQUALITY

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Meet some of
our MC chefs

Mindful Chef

More than just a job

Flexible working

We are very flexible when it comes to where and when our team work, as long as they are fulfilling their role to the best of their ability.

30 days annual leave, plus bank holidays

So people can take time to wind down and enjoy life outside of work.

Enhanced maternity & paternity leave

We offer 6 months full pay for primary caregivers and 6 weeks full pay for secondary caregivers.

We asked our team
what they wanted
and improved our
benefits based on
their feedback

An inclusive place to work

Monitoring diversity amongst our team

Mindful Chef should be a place where everyone can feel welcome regardless of race, ethnicity, gender, sexual orientation or age. Having a diverse working environment fosters diversity of thought, sharing of ideas, and drives innovation. We collect and monitor diversity data to:

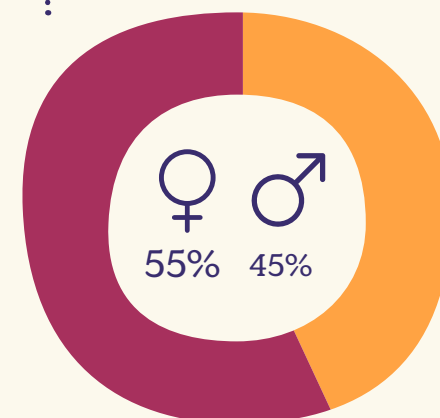
Learning & development

Each year everyone is granted a £500 professional development budget, which they can choose how to spend as long as it helps to develop their professional skills.

Lunch & learn sessions

As important as it is to support our team in developing professionally, it's also important to help them develop personally. This year, we started running lunch & learn sessions covering topics such as well-being & resilience and financial health.

As we grow, we've maintained an equal gender split, 55% of our workforce are female, including 50% female representation across our senior management



Our team

Health & wellbeing

Mental Health First Aiders

We trained 6 Mental Health First Aiders to act as a point of contact for people to speak with. They are there to listen and not judge. The more we talk about it, the more we can raise awareness.

Private health care

All employees have access to private healthcare through Vitality who have strong links to our mission of making healthy living easy and rewarding healthy choices.

Engagement and satisfaction

We asked our team to fill out the 'b-Heard' survey run by Best Companies to give people a chance to anonymously tell us what it's like to work at Mindful Chef.

Mindful Chef

We're in the Best Companies top 10 food and beverage companies to work for!

Physical & mental health

We offer subscriptions to the FIIT and Calm apps so people can look after both their physical & mental health wherever they are. We also have a new office gym.

Healthy food

We cover breakfast, lunch and snacks in our office as well as 50% off all our products.

Sunshine hour

Last year we introduced a "sunshine hour" running from 12:30-1:30 where we ask for no meetings to be held to ensure people are able to take a much needed break in the day without distraction or pressure to be online.

Siobhan, Head of Customer Care



Giving back

Doing good, feels good.
We believe everyone
should be able to spend
time supporting causes
that matter most.

We actively encourage our team to volunteer by offering everyone 32 hours (4 days) a year paid time on top of annual leave. The goal is to see our employees working for a charity, helping an individual supported by a charity, or volunteering their time to directly address a social or environmental issue.

This year we joined forces with onHand so we can do more to help our local communities. Being a business that has always been more than profit, we wanted to partner with a company that made volunteering easy and help our team access thousands of local good causes. From a call with a lonely person to shop drops for someone in need, it's flexible volunteering that lets our team do good whenever and wherever they want.

onHand

Helping & doing
good boosts
employee
wellbeing by
80%

"I have used the onHand app to join a mentoring program that helps young people build hope, skills and opportunity for the future. I have been paired with a graduate keen to get into the world of finance and have shared practical tips on CV writing & interviews, as well as sharing my career experience & discussing her longer term aspirations. It's a great program that I would never have gotten involved with if it wasn't for onHand.

Kate, CFO



"Spent a really enjoyable morning at Park Royal last Thursday helping with the Felix Project. So interesting to see all the food coming in, the sorting processes and then going out again – great to work with such a friendly and welcoming team!"

Victoria, Head of Legal



Mindful Chef

Our values, at the heart of everything we do

Mindful

Healthy. Responsible. Aware.

This is intrinsic to everything we do.

From the healthy recipes we design, to the local, expert and caring suppliers we select, to the way we treat each other, our customers and the environment.

We constantly challenge ourselves to be aware of our actions and mindful in everything we do.

Personal

Real. Approachable. Trustworthy.

We started Mindful Chef with our friends and families as customers and those are the kind of relationships we want to maintain however big we grow. Always approachable and open in the giving and receiving of feedback that helps us learn. And most important of all, always trustworthy and reliable.

Unafraid

Ambitious. Imaginative.
Lead by example.

We want to be the best – to challenge conventions, to think differently and be imaginative in how we solve problems. Brave enough to take on the big players and to do what's right even when it's difficult. We believe success comes to those who lead by example.

MC Champions

We want to drive our values through every aspect of the business.

To help us do that we launched MC Champions, a rewards and recognition programme which aims to reinforce our values by encouraging & recognising positive behaviours.

Every quarter we ask the team to nominate who our new champions should be. We have awards for:

Mindful Chef

Mindful Champion

This might be going the extra mile to help a fellow team member or customer.

Personal Champion

Someone constantly going out of their way to help boost morale or create a positive, inclusive work environment.

Unafraid Champion

Identifying an area for improvement, taking on extra responsibility or being creating and developing an idea.

Chelya, people manager and brains behind the MC Champion programme



Unafraid In Action

Every year, we will send up to four people away on a month long paid sabbatical and contribute £1,000 to help fund the trip. There is no script, people can choose what they do. All we ask is that it has some relevance to Mindful Chef or wider society. And they have to tell the whole team about it when they return.

Our community

We're more than just a food service - we're a community.

Striving to create value for our customers goes beyond the benefits of healthy eating made easy. Whether that's helping people save time so they can do the things they really love through our speedy meals, learning new skills and connecting with others through our events and Facebook Community, or seeing health benefits like weight loss and better sleep through our nutritionally balanced meals – the list goes on.

MC Customer of the Month

Every month our team take the time to appreciate some of the fantastic people in the Mindful Chef community. We have teamed up with Belazu to give the winners an amazing hamper of Belazu.

Mindful Chef

"Simply brilliant food"

This has changed my life for the better, which sounds dramatic but it's true! I'm physically and mentally healthier from cooking delicious, fresh food every day without the stress of meal planning and shopping. I've eliminated my food waste and I know my money does good by investing in local suppliers and the One Feeds Two scheme. Mindful Chef is flexible, helpful and I can't fault it. Do yourself a massive favour!

Vicki, MC Customer



"Life changing, absolutely 100% recommend"

I love it! I'm not a chef and this is changing my life: easy to follow recipes that are healthy don't take long to make, no waste, and I'm diversifying my diet. Amazing value proposition, makes total sense cost wise. I could not recommend it more!"

Lina, MC Customer



We love seeing your creations and hearing your feedback in our Facebook Community. This is also a great place to hear first about upcoming announcements.



Virtual Lockdown Series

At the beginning of the year we launched a series of virtual live events.

To help our community through lockdown we hosted live cooking masterclasses, cocktail masterclasses, guided meditations and sweaty home-workouts.

You can still find all of these on our Instagram @mindfulchefuk

Mindful Chef



Ambassador takeover with Olympic athlete, Morgan



Live workout with ambassadors, Ben & Dave



Chefs tips live with Pollie



Women in the Workplace with Pip & Nut Founder, Pip



Live workout with ambassador, Lawrence



Plants masterclass with Patch Plants

Thank you NHS workers

In March 2020, we launched a discount as a way of saying thank you from our whole community to our NHS heroes.

This year, we were so proud to announce that we would be continuing a permanent 15% discount for all NHS workers. Since we announced the discount last year, we've delivered over a million discounted meals.

"Thank you so much to the Mindful Chef team for the permanent NHS staff discount! The thought of cooking & enjoying my Mindful Chef meal in the evening is the highlight of a stressful day. Surely got us through the lockdown! Really means the world to me & I'm sure to all NHS staff as well."

Shatha, NHS Worker and MC Customer

"Thank you so much for continuing to provide the discount for NHS staff. It has really helped my husband and I during these difficult times and the healthy meals have surely helped my immunity working as an A&E nurse throughout the pandemic."

Sarah, NHS Worker and MC Customer

Thanks a million!

Mindful Chef



10 million meals through One Feeds Two

This year we reached an extraordinary milestone; donating 10 million school meals.

That's equivalent to feeding 50,000 school children for an entire academic year.

We joined forces with One Feeds Two in 2017 to support their mission of using hunger to end hunger. And it wouldn't be possible without our Mindful Chef community.

For every meal you enjoy, you give a school meal to a child living in poverty in Malawi. We set out to donate 1 million meals, and it's remarkable to think that in just four years, together we've given tenfold.

Mindful Chef

Watch our latest video



SCAN ME



Raising communities out of poverty

The meal is more than just that. It helps educate and empower the local communities, keeping children in school and providing an income to the farmers who grow the crop.

Happy, healthy children

Regular nourishing meals help children concentrate and prevent them becoming ill, meaning they can spend more time learning.

Tackling hunger

Malawi is one of the poorest countries in the world. For some children, the school meal is their only meal of the day.

“Congratulations Mindful Chef and your community for reaching the incredible milestone of donating 10 million school meals!”

Over the last 18 months your contribution has been especially valuable as operations on the ground have pivoted to providing school meals to home learners – and when so many traditional fundraising activities have been impossible.

Each school meal has the power to transform a child's day, opening up learning opportunities and a brighter future. Thank you, 10 million times!”

Owen, Co-founder of OF2



one feeds two

NO POVERTY

ZERO HUNGER

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2021 MC Coast Clean

For our founders who grew up on the coast in Devon, this event is particularly close to our hearts.

To help raise awareness and spread the word, every year we partner with the Marine Conservation Society (MCS) and ask people to become citizen scientists for the day by carrying out a litter survey. This data is used to call for policy change, tackle ocean pollution at its source and support the MSC vision of seas and coasts where nature flourishes and people thrive.

Mindful Chef

Ben Fogle, our new MC ambassador joined us



To kick the event off our team cleaned up along the Thames in Battersea



DID YOU KNOW?

12 million tonnes of plastic enter our ocean every year

60-90% of marine debris is plastic

30% beach + 69% inland cleans found face masks and PPE

COAST CLEAN 2021

4,397 people across the UK took part

Together, we cleaned 600+ different sites, includes beaches, rivers, parks and woodlands

Collected over 157,860 litres of rubbish

That's the equivalent of 315,720 plastic bottles!



LIFE BELOW WATER

CLIMATE ACTION

Reverse Advent Calendar

20 days to make a difference.

Everyday, 1.5 million adults and 400,000 children in London struggle to afford to eat. No one should ever have to experience hunger.

This December will be the fourth year of our Reverse Advent Calendar. In the countdown to Christmas, we turn the traditional advent around, asking our community to donate 20 non-perishable food items a day for 20 days. We make up the last four days until Christmas and send all the donations to our charity partner, the Felix Project.

The Felix Project distribute everything to charities, food banks and schools across London, helping the most vulnerable have a brighter Christmas.

Mindful Chef

We're aiming for
200,000
food items
this year!



ITEMS DONATED
ACROSS THE YEARS...



2018

20,000

2019

77,500

2020

150,000

Felix | THE FELIX PROJECT
GOOD FOOD FOR GOOD CAUSES

NO POVERTY

ZERO HUNGER

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Thank you for reading our 2021 Sustainability Report. None of this would be possible without you.



If you have any feedback or questions please email hello@mindfulchef.com, we always love to hear what you think.

Mindful Chef