

A SEAT AT OUR TABLE

♥ JAMIE OLIVER

Certified



®

Corporation

RAVE





JAMIE OLIVER

FOUNDER

I'm proud to kick off our Social Impact Report 2022!

“ First I want to say a big thank you to my passionate teams – I'm blessed to be supported by such hard-working people. I hope this report will give you a sense of fulfilment. It's a real moment to realise our day-to-day tasks contribute to our bigger goal to push the boundaries and help people around the world live healthier, happier lives.

At the beginning of the year we'd just come out of Covid, and we thought things could only get better, but it was curveball after curveball. Russia invaded Ukraine, causing a devastating ripple effect around the world and food prices to sky-rocket, we lost our beloved Queen, and we were hit by a cost-of-living crisis that would make life harder than ever.

What we do very well – and what we have precedence of – is stepping up in a crisis. We are brilliant at identifying how we can be most helpful, then delivering – I'm so proud of us for pulling together.

On TV, we pivoted from our *One Pan Wonders* to *£1 Wonders* at record speed, offering nutritious, delicious meals for under £1 a portion. We had the opportunity to publish the recipes in a book, but I wanted them to be available to everyone when times were tight, so created a free space on [JamieOliver.com](https://www.jamieoliver.com), and they've been viewed nearly half a million times.

However, the cost-of-living crisis hit some families harder than others, and I've never had so many requests to help those who are really struggling. It's made me even more determined to push our government for change.



It's unbelievable that 800,000 children in the UK are living on Universal Credit under the poverty line, yet don't qualify for Free School Meals. It doesn't only make moral sense to feed these children; but economic sense too, as we know healthy children go on to be more profitable for UK PLC.

I was honoured to be asked to guest edit Radio 4's *Today Programme*, to shine a light on this subject, and interviewed former Prime Minister Tony Blair, former Governor of the Bank of England Mark Carney, and former Chancellor George Osborne. We then went on to form the #FeedTheFuture coalition with other campaigners who are pushing for the same things.

In 20 years of campaigning, I've never been more committed to using our platform to bring about real change. Growing the business will ensure our voice is as loud as it can be and has the greatest social impact. Our status as a B-Corp is at the heart of everything we do, and means we're always asking ourselves how we can do more to make everyone's lives healthier, inspire future generations, and improve environmental sustainability.

In 2022 we laid important foundations, and I know 2023 will be the year we take a big step forward, becoming a thriving business that can invest in social impact where no other would. I'm optimistic for the future. ”

Big love,

Jamie Oliver



OUR AMAZING PA TEAM

KEVIN STYLES

CEO

“ I may have only been at the company for a year, but it didn’t take me long to realise just how deep the commitment to social responsibility runs in the business. I’ve been bowled over by our passion to be leaders of positive change and the enthusiasm for building our social impact agenda alongside the business.

I want to match our social ambition with a bold new commercial strategy, which will see our business grow, enabling us to drive positive change both in the UK and in our key international markets. There’s room to do so much more, which is why we’re going to further embed social impact considerations across our processes. By ensuring no opportunity is missed in our efforts to improve healthier eating, sustainability and accessibility, we can help bring about real change in food attitudes.

We are rightly proud to be a B-Corp organisation and since our certification in 2020 we’ve made so many improvements to increase our score. This is testament to a business that has real purpose and commitment, but ultimately to an amazing team who brings passion to everything they do.

This next chapter is an exciting one for the business, and it’s a game-changer for delivering our priority: to revolutionise what we eat, one meal at a time. To make food healthier for now and next generations, more sustainable, and fairer and more accessible for all. Together, we can change even more lives for the better. ”

Kevin



A BETTER B-CORP

Our B-Corp journey began in 2020 because of the simple belief that business can – and needs to be – a key driver for positive change in society. We want to be leaders in sustainability, pioneers in making food more accessible and fairer, and inspire current and future generations to eat healthier meals.

We are currently within the recertification process, and aiming to score 100+ points in the B Impact Assessment in 2023, marking some big improvements we have already started to make within our business since our original certification in 2020. Although we won't stop there...

We're at an exciting stage of our business's evolution where B-Corp practices are integral to our success. They are placed at the centre of our development and our goal for 2026 recertification is to maintain or exceed our 2023 score throughout significant company growth.

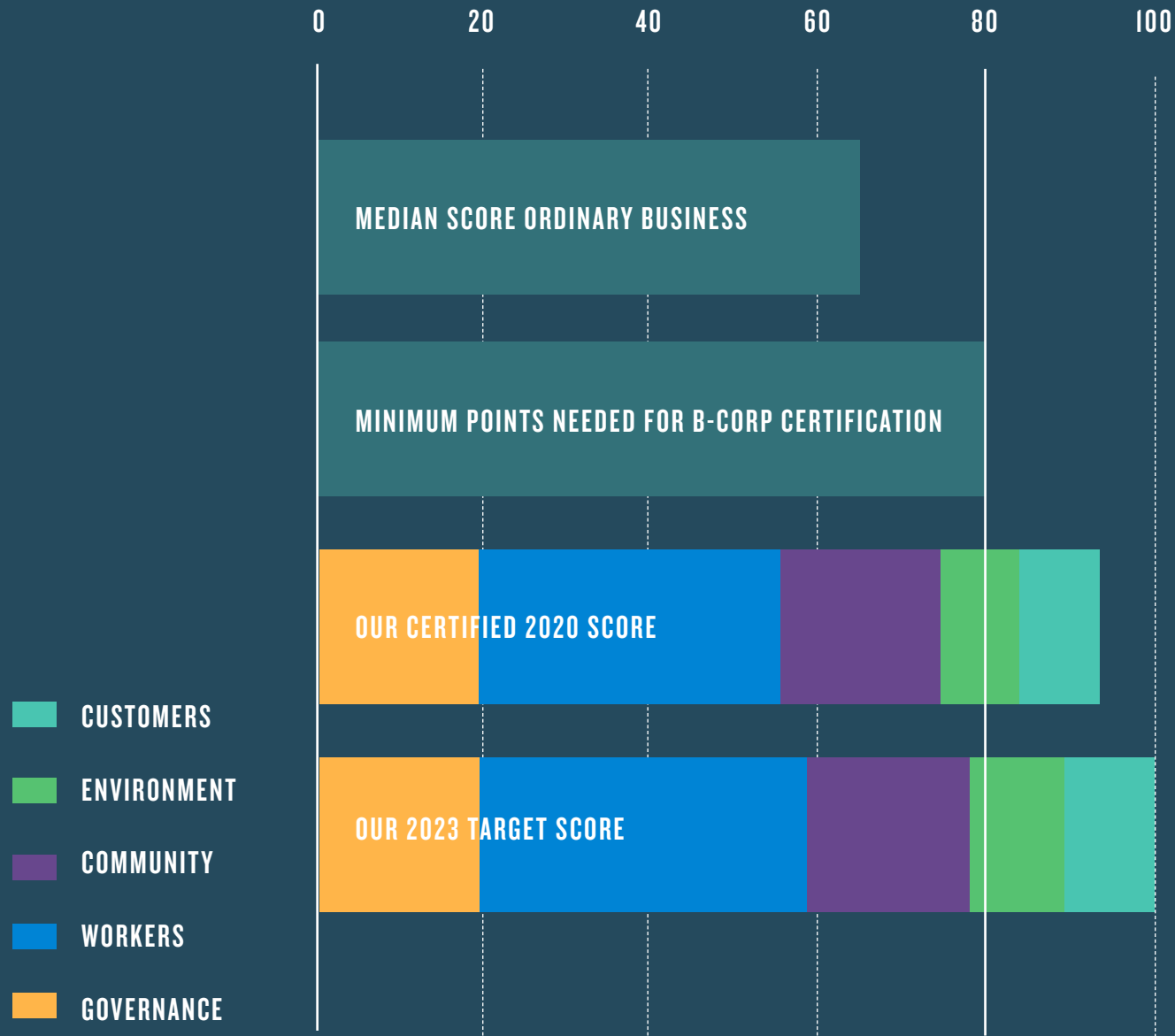
To earn a B-Corp-certified score, there are five B-Corp assessment pillars to satisfy: **Governance, Workers, Community, Environment, and Customers.** Our social impact ambition of revolutionising what we eat, one meal at a time; making it healthier, more sustainable and fairer for all, straddles Community, Customers and Environment, while those around our Governance and Workers are embedded into our company operations.

This report will define the progress we've made on our social impact in 2022, as well as outlining the targets we want to hit in 2023.





OUR B-CORP PROGRESS CHART





2022'S B-CORP SUCCESS STORIES

GOVERNANCE

- Job descriptions with embedded social and environmental objectives
- Building social impact performance into business KPIs
- Enhanced team training on social and environmental issues
- Refreshing our materiality analysis and updating ethical policies
- Establishing a Remuneration Committee to oversee executive compensation

WORKERS

- Providing reactive cost-of-living support to employees
- Increased development and investment in our employee development and learning programme
- Enhancing our induction process
- Surveying our team satisfaction and engagement, and benchmarking this against our peers

COMMUNITY

- Developing our work in diversity, equity and inclusion for employees, and supporting diversity in food media
- Working with suppliers by sharing our sustainable procurement policy and evaluating where we spend locally
- Formalising business volunteering
- Working with Bite Back 2030 and the government to address child health issues, such as Free School Meals



2022'S B-CORP SUCCESS STORIES

ENVIRONMENT

- Completing a full assessment of our carbon footprint, including our Scope 3 emissions
- Setting a target to reduce our carbon footprint to net zero before 2040
- Ensuring our office facility sends no waste to landfill
- Establishing sustainability pledges, including our commitment that at least 65% of all our new recipes will be meat-free or meat-reduced

CUSTOMERS

- Developing our Ministry of Food education programme to include a comprehensive teachers' pack that engages school-age children
- Continuing our work to innovate, develop and promote food in art, media and culture
- Monitoring and sharing customer satisfaction across the business in our all-staff Town Hall meetings





2022: HOW DID WE DO? OUR TARGET TRACKER

IMPACT AREA	OBJECTIVES	DID WE DO IT?
HEALTHIER FOR NOW & NEXT GENERATIONS	<ul style="list-style-type: none">• Enable more people to enjoy healthy, balanced meals• Make healthy, more balanced food decisions easier• Help make the food environment healthy• Drive towards halving childhood obesity	<p>We have engaged 162.2M people with our content</p> <p>69% of our recipes across book, TV, social and online were meat-free or meat-reduced</p> <p>We served over 14M portions of fruit and veg through our products</p> <p>We need to work on building the powerful coalition, #FeedTheFuture, next year</p>
MORE SUSTAINABLE & NATURE POSITIVE	<ul style="list-style-type: none">• Deliver our Regenerative Agriculture roadmap• Elevate the sustainability of ingredients and materials• Increase circularity in our products and packaging• Help people reduce food waste in our value chain• Deliver our goal to decarbonise our business by reaching net zero before 2040 and set science-based targets	<p>A big focus for 2023 is working on our roadmap</p> <p>We only supported products that didn't come from areas subject to deforestation</p> <p>Our Tefal partnership uses 90% recycled material for all aluminium and stainless steel pans</p> <p>No food waste was sent to landfill from Benwell HQ</p> <p>A new sustainability manager in 2023 will ensure we hit our objective</p>
FAIRER & MORE ACCESSIBLE FOR ALL	<ul style="list-style-type: none">• Foster a highly engaged staff culture• Create a happy and healthy working environment• Champion a diverse and inclusive business• Build a more diverse food industry• Make healthy, balanced food accessible• Transform school food for as many as possible	<p>264 hours were spent volunteering with The Felix Project</p> <p>Employees averaged 4.5 days on training and development</p> <p>We are rolling out a new DE&I strategy, as we know we need to do more in this space</p> <p>We supported new talent from diverse backgrounds on C4's <i>The Great Cookbook Challenge</i></p> <p>We made our £1 Wonder TV show recipes freely accessible, which were downloaded more than half a million times</p> <p>We need to continue to campaign hard for the 800,000 children who live under the poverty line yet don't receive a Free School Meal – we want to push this further in 2023</p>

KEY : ■ We smashed it ■ Work in progress ■ Focus for 2023



MEGAN VAN SOMEREN

CHIEF COMMERCIAL OFFICER

“ I’m a proud food geek, who has always believed that what we eat is capable of making a difference – and it’s this simple yet vital mission that’s brought me to the Jamie Oliver Group.

In my first year I’ve discovered how the Jamie Oliver brand is able to positively influence every aspect of life. From waste-saving recipes to rolling out food education programmes across the country, our impact is undeniable. We have an appetite for change and we’re hungry for more.

In 2022, I had the privilege of leading our new brand strategy with our brilliant brand experience team, which aims to further unlock our potential for effecting change by connecting all arms of the business. The brand inspires each of us across the business to realise the power and potential of every mealtime moment – to enable something better, healthier and more sustainable. By establishing an integrated and sustainable business model across media, restaurants and products, as well as the Ministry of Food, we’re able to maximise the benefits of being a socially responsible business.

In the coming years, we aim to be leaders in redistributive commercial models and to be a globally influential food business that enables meaningful impact. As a team, we’re building a brilliant, forward-thinking B-Corp-stamped business by using social impact considerations as the foundation for all our consumer offerings. This report captures some of our proudest moments and highlights from all areas of the business, demonstrating how we can truly make every mealtime matter, for as many people as possible. Enjoy! ”



OUR CREATIVE TEAM WORKS ACROSS ALL VISUAL CONTENT



WE ARE A FULLY INTEGRATED
FOOD BUSINESS WITH A CLEAR SOCIAL PURPOSE

MEDIA

TO INSPIRE

**A BETTER
& MORE
JOYFUL
MEALTIME**

MINISTRY OF FOOD

TO CREATE CHANGE

RESTAURANTS

TO CONNECT & EXPERIMENT

PRODUCTS

TO ENABLE



A YEAR OF DELICIOUS PROGRESS

— 2022's HIGHLIGHTS: AT A GLANCE —



MINISTRY OF FOOD

SADIQ KHAN ANNOUNCED
FREE SCHOOL MEALS
IN LONDON'S PRIMARY SCHOOLS
FROM SEPTEMBER 2023

A NEW PARTNERSHIP WITH
RECYCLING LIVES
LAUNCHED, WORKING WITH THOSE
FACING FOOD POVERTY AND
HOMELESSNESS

JAMIE GUEST EDITED THE
TODAY
PROGRAMME
ON BBC RADIO 4

MEDIA

WE INSPIRED
162.2M
TO EAT WELL AND COOK
NUTRITIOUS FOOD
THROUGH OUR CONTENT

— **CREATED** —
£1 WONDERS
TV SERIES TO ADDRESS
PRESSURE ON HOUSEHOLDS

OUR **£1 WONDERS** RECIPES
WERE VIEWED
HALF A
MILLION
TIMES ON [JAMIEOLIVER.COM](https://www.jamieoliver.com)

PRODUCT

WE PLEDGED TO SERVE
10 MILLION
PORTIONS OF FRUIT & VEG IN
OUR PRODUCTS – WE SERVED
OVER 14 MILLION

SWITCHED TO
100%
RECYCLED
ALUMINIUM
PAN BODY AND
90% RECYCLED
STAINLESS STEEL
FOR OUR TEFAL PANS



PARTNERSHIPS

**COLLABORATED
WITH TESCO,
ALONGSIDE WWF,
— ON THEIR —
BETTER BASKETS
CAMPAIGN, HELPING
CUSTOMERS FILL
THEIR BASKETS WITH
HEALTHIER
CHOICES AT
LOW COSTS**

OUR RECIPES
CREATED IN PARTNERSHIP
WITH TESCO
AVERAGE £1.25
OR LESS PER PORTION

RESTAURANTS

FOCUSSED ON WORKING WITH
**LOCAL
SUPPLIERS**
FOR HEALTHY AND
SUSTAINABLE
SOLUTIONS

COOKERY SCHOOL

172 CHILDREN
WELCOMED FROM
LOCAL SCHOOLS FOR
FREE COOKING LESSONS

PEOPLE

EMPLOYEES AVERAGED
4.5 DAYS
ON TRAINING & DEVELOPMENT

264 HOURS
SPENT VOLUNTEERING WITH
THE FELIX PROJECT

HQ

WE CONTINUED TO PROVIDE
STAFF WITH AMAZING
BREAKFASTS
AND LUNCHESES EVERY DAY, ALWAYS OFFERING
VEGETARIAN OPTIONS, AND
**60% PURELY
VEGGIE MEALS!**
& NO WASTE SENT TO LANDFILL



ENSURING OUR MEALS ARE FULL OF THE GOOD STUFF

— FOOD STANDARDS —



JENNY ROSBOROUGH & LUCINDA COBB

THE FOOD STANDARDS & NUTRITION TEAM

“ As leaders of the Food Standards & Nutrition Team, it's our responsibility to guide the company in ensuring as many of our meals as possible are full of the good stuff. We champion nutrition during the development of every recipe, whether it's a home-cooked dish or a celebratory meal out. Our manifesto (on the next page) outlines our high standards, and in 2022's cost-of-living crisis, they really came into their own, helping us uphold our belief that delicious, nutritious food should be for everyone; not just those who can afford it.

But, as always, the decision for consumers was made difficult by the abundance of heavily-marketed food and drink products high in fat, salt, and sugar, which, unsurprisingly, continue to negatively impact our health and the environment. This isn't sustainable, and it's why we, as a company, passionately campaign to reduce its impact.

It's because of this that working across the *£1 Wonders* TV series was so important: helping to create recipes that were not only packed with fruit and veg, but also came in on budget. This work was also mirrored in our Tesco content, which met our health and value standards, while also being utterly delicious.

We know the importance of a healthy food environment, and we believe our work in 2022 went some way to making that achievable. Bring on 2023! ”



Our standards came into their own in 2022, helping uphold our belief that delicious, nutritious food should be for everyone; not just those who can afford it



OUR FOOD STANDARDS MANIFESTO

WE AIM HIGH

We champion higher-welfare proteins from certified sources.

PLANT FORWARD

We inspire tasty, plant-forward cooking by ensuring that at least 65% of our new recipes are meat-reduced* or meat-free for book, TV, social and online content.

HIGH STANDARDS

Our food does not contain artificial flavours, colours and sweeteners.

ON BALANCE

We embrace positive nutrition during the development of every recipe: whether it's a quick and easy nutritious dish or a celebratory meal out.

CRYSTAL CLEAR

We believe in transparency: our nutrition data is clearly published in our books and online.

HEALTH ON SHELF

We promote the consumption of delicious, nutritious meals and market our products responsibly: at least 70% of our food retail sales are from 'healthier'** products.

EAT THE RAINBOW

We make eating veg easy and enjoyable, by inspiring tasty cooking ideas and including at least one portion in the majority of our recipes.

GOOD INGREDIENTS

We do not allow GM/GE ingredients in our products and we use palm oil that is a minimum of RSPO segregated.

BUY THE BEST

We encourage our audience to trade up ingredients and buy the best they can afford, where it makes the most difference.

ECO-POSITIVE

We only support products that do not come from an area that has been subject to deforestation.



FIGHTING FOR DELICIOUS, NUTRITIOUS MEALS FOR ALL

— MINISTRY OF FOOD —



We campaigned hard to improve food education, protect kids from relentless junk food advertising and secure Free School Meals for those who need them



AL CORFIELD

HEAD OF SOCIAL IMPACT AND SUSTAINABILITY

“ The Ministry of Food is our social impact engine, driving change through our schools, communities and workplaces. We work to revolutionise what we eat, one meal at a time, for future generations to thrive. Over 15 years we have taught 100,000+ people to cook and changed national policy around kids' health; and 2022 provided us with lots more opportunities for making real progress on a number of issues.

One of the most important moments saw Jamie using the prestigious guest-editor slot on BBC Radio 4's *Today Programme* to highlight why children in Universal Credit households must receive **Free School Meals**. And the spotlight worked, because consequently the cause has been taken up by the **#FeedTheFuture coalition**, which we were proud to join.

At the heart of our mission is a call for delicious, nutritious food to be available at affordable prices for everyone; and the tough circumstances that many families found themselves in in 2022 meant the Ministry of Food became even more relevant.

We worked with people across the country who are taking change into their own hands, as well as like-minded NGOs, organisations, and even some famous faces, to beat our drums as loudly as possible as we campaigned to improve food education, protect kids from relentless junk food advertising, and secure Free School Meals for vulnerable children. Check out more of our highlights on the following pages... ”



**WE SMASHED
2022**

THE #FEEDTHEFUTURE COALITION



To push forward our Free School Meal campaign, we worked with a powerful coalition which included the teenage campaigners at the charity Jamie co-founded, Bite Back 2030, and became part of the **#FeedTheFuture coalition**.

Jamie's two high-profile appearances on Radio 4's *Today Programme* shone a light on the campaign. The first was an interview on 11 October; the second was on 27 December when he guest-edited the show, which has an incredible reach of 3.2M.

Jamie's high-profile guests included Mark Carney, George Osborne and Tony Blair talking about PricewaterhouseCoopers' cost-benefit analysis, which proves that Free School Meals fuel kids *and* the economy.

Christina Adane, a teenage campaigner at Bite Back 2030, opened a petition to help the 800,000 children affected, which was then signed by more than 250,000 people. Bite Back 2030 handed the petition to Number 10 on 14 January 2023. The government has yet to make any commitments.

One incredible success from the campaign is Sadiq Khan's pledge to give every primary school child in London Free School Meals for a year from September 2023.



**WE SMASHED
2022**

FOOD FOR THE FUTURE

Our partnership with The Prince's Foundation educates school kids on how the food production system works and how we can cut our food waste.

The students were challenged to create a food waste solution that could support food security in local communities or a smart way to repurpose or eliminate waste. These ideas were

then presented to industry figures and experts. Students who attended the course had a five-day masterclass on the subject, which finished with a cookery lesson developed by Jamie.

By the end of the course 89% of the students ranked food waste as a 'very important issue'.

The scheme achieved major cut-through and, in fact, the initiative was commended in the Scottish Parliament.





WE SMASHED
2022

RECYCLING LIVES PARTNERSHIP

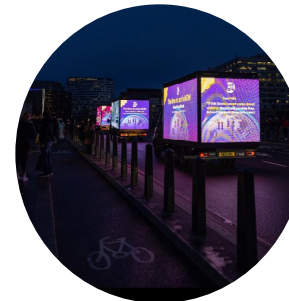
We partnered with social enterprise Recycling Lives, an organisation in Preston that tackles food poverty, and works to reduce levels of re-offending and homelessness.

By delivering Ministry of Food classes in their newly refurbished kitchen we helped add another exciting dimension to their project.

MORE OF THE GOOD STUFF

We increased our Ministry of Food community reach by 60% from the previous year.

44% of people reached through the Ministry of Food in 2022 were from underserved communities.





INSPIRING PEOPLE TO COOK GREAT MEALS

— MEDIA —



ZOE COLLINS

MANAGING DIRECTOR OF MEDIA

“ In 2022 our focus on social purpose was further sharpened due to the pressures placed on household budgets. And, as the Media business, we were in the unique, exciting position of being able to be really supportive, using TV, books and JO.com to connect with our audience and help address the big issues that everyone faced.

Soaring food prices were cutting people adrift from healthy, nutritious ingredients, so we wanted to show how smaller budgets could still produce delicious, healthy meals. In October our broadcast partner Channel 4 aired a one-off show, *Jamie's £1 Wonders*, which was so successful a series was commissioned for March 2023. We took the average price from four main supermarkets to ensure we were being as helpful as possible.

Our book of the year, *ONE*, with its accompanying series *Jamie's One-Pan Wonders*, showed how to cut waste, save money and reduce environmental impact without compromising on flavour. From batch-cook meals that saved time, energy and money to cooking everything in one pan to save on washing up, the recipes were practical but also utterly delicious – and all portions averaged 1.6 of your 5-a-day.

But it wasn't just our audience who we looked after in 2022 – we also took care of our team. To increase inclusivity and opportunities for people from lower socio-economic backgrounds and those with disabilities, we worked with organisations such as Creative Mentor Network and Deaf & Disabled People in TV (DDPTV) to open the doors to our industry ever wider. ”



Our media offering provided a unique and exciting position to be supportive and help address the big issues everyone faced



OUR TV TEAM – THE BRAINS BEHIND OUR BRILLIANT PROGRAMMES



WE SMASHED
2022

**WE SCORED THE
HIGHEST RATING
ON THE ALBERT
SUSTAINABLE
PRODUCTION SCHEME
ON MOST OF OUR
TV SHOWS**

£1 WONDERS

PERFORMANCE HEADLINES*

7.4% AUDIENCE
SHARE

16% ABOVE THE C4
SLOT AVERAGE

16 - 23 DEMO:

8.1% SHARE

11% ABOVE THE C4
BENCHMARK

1.4M CONSOLIDATED
AUDIENCE

**[18.9% UPLIFT
FROM LIVE]**

**COOKING BUDDIES' YOUTUBE AND INSTAGRAM CHANNELS
NURTURED A LOVE OF COOKING IN THE YOUNGER GENERATION
- THE GENERATION WE KNOW CAN MAKE A REAL CHANGE**

*Source Overnights.TV

THE EDITORIAL TEAM WORKS ACROSS ALL OF OUR CONTENT





CHAMPIONING NEW VOICES

ON OUR SOCIALS...

Jamie's Cookbook Club, a Facebook group with more than 6,000 members, shines a light on amazing authors, cultures and food from all over the world, and connects inspiring talent with a broad international audience. In 2022, it represented a different chef each month, increasing awareness of new or under-represented talent and supporting the sales of their books. We covered everything from Vietnamese to Mexican, British Cypriot to Ukrainian, with our audience being able to try a handful of recipes from each of the books.

...AND ON TV

The Great Cookbook Challenge set out to identify and nurture new talent, with the winner receiving a book deal with Michael Joseph at Penguin Random House. The show gave a platform to a diverse and talented group of food writers and also exposed our audience to inspiring stories from across the world of food. As well as the winner, three other chefs also secured a book deal.



THE TALENTED LINE-UP FOR THE GREAT COOKBOOK CHALLENGE



MEDIA'S 2022 VITAL STATISTICS

2MILLION
GLOBAL BOOK SALES

WE INSPIRED
162.2M PEOPLE
ACROSS OUR CONTENT,
SURPASSING
150M TARGET

101.21M
SOCIAL MEDIA ENGAGEMENT

4.99
MILLION
UK TV VIEWS*

48M
WEBSITE USERS

69%
OF ALL NEW RECIPES ACROSS
BOOK, TV, SOCIAL AND ONLINE
WERE MEAT-FREE OR
MEAT-REDUCED
SURPASSING
65% TARGET

5.8 MILLION
YOUTUBE SUBSCRIBERS

*CONSOLIDATED AVERAGES



ENABLING BETTER MEALTIMES WITH EXCITING SOLUTIONS

— PRODUCT & PARTNERSHIPS —



2022's AIM:

To serve 10 million+ portions of fruit and veg across our food products. 2022's GAIN: We hit 14.2 million portions!



DUNCAN TATE

DIRECTOR OF PRODUCT & PARTNERSHIPS

“ Like Kevin, I haven't been at the Jamie Oliver Group for long, but I've been equally impressed by the progress the team has made with our partners across health, sustainability and accessibility. It's meant we're in an incredible position to influence healthier eating across the globe.

Our passionate team has fostered collaborative and strategic relationships with our partners and licensees, which resulted in some amazing products and initiatives in 2022.

We sold 16 million units of Jamie Oliver food products in 26 countries, and our Italian range with Viva Foods is available in many of these. As the Viva range grows, so too does our ability to bring healthier options to global mealtimes.

We made a commitment to increase accessibility to healthier products, aiming for 70% of all our food product sales to be healthy (defined by the government's nutrient profiling model). We raced past that, with 78%.

Our close partnership with Tesco meant we were able to connect directly with its customers and help them create delicious, nutritious meals for less during the cost-of-living crisis.

There's still more to do – the team is thinking through the end-to-end potential of impactful change with initiatives aimed at reducing food waste and packaging, as well as close cooperation with partners to improve factory sustainability. We also have ambitious plans to accelerate our progress, through both our existing partnerships and expansion into exciting new categories. ”



THE PRODUCT AND PARTNERSHIPS TEAM ENSURES OUR COMMERCIAL PRODUCTS ARE BEST IN CLASS



ELEVATING EVERYDAY ESSENTIALS

VIVA PARTNERSHIP

WE SMASHED
2022

REDUCED FOOD WASTE

Several of our partners' factories (pasta, antipasti, olives) have new processes to reduce food waste. They transfer vegetable waste to companies that manage the by-product into natural fertiliser products or natural animal feed.



GREEN CREDENTIALS

Our partners' factories continue to boost their environmental standards. In 2022 the factory for antipasti and olives installed solar panels on the factory roof, aiming to convert 50% of the energy needed for production from solar.



RECYCLING POLICY

All partner factories have a recycling policy for water packaging, which either involves it being returned to the supplier or third-party recycling companies.



NO ADDED SUGAR

Made in Italy with locally sourced ingredients, the Jamie Oliver cupboard pasta sauce range has been leading the way since 2006 with best-in-class nutrition and no added sugar.



REFORMULATION

All of our products meet with UK salt reduction targets.



INSPIRING SIMPLE & JOYFUL MEALS

TESCO PARTNERSHIP

WE SMASHED
2022

BEST OF HEALTH

With Jamie appointed Tesco's Good Food Ambassador, the partnership continued to be underpinned by health, with 96% of recipes created being classed as healthy.



VEG HEROES

To encourage less meat-eating we produced lower-impact recipes in partnership with WWF, featuring new, meat-reduced Tesco products, like their Meat & Veg Mince. 83% of all recipes created for this partnership in 2022 were meat-free or meat-reduced.



**Better
Baskets**

BETTER BASKETS

In May 2022 Tesco launched Better Baskets, featuring Jamie, helping customers to make healthy, affordable and environmentally friendly meals. WWF endorsed the content, due to the use of seasonal and low-impact ingredients.



THE TASTIEST RECIPES

Jamie created three bespoke recipes to kick off the Better Baskets, which all delivered on health (green/amber traffic lights; 2 of your 5-a-day), value (£1 or less cost per serve), and sustainability (seasonal ingredients, recipes endorsed by WWF).

MORE OF THE GOOD STUFF

In March 2022, we supported Tesco in achieving #1 in the Global Brand Tracking scores for "Tesco helps customer and their families lead healthier lives"



BRINGING JOYFUL SOLUTIONS TO COOKING

TEFAL PARTNERSHIP

WE SMASHED
2022

PERFECT PACKAGING

We've reduced packaging, shifting away from single-use plastics to more recycled materials and using $\frac{3}{4}$ boxes instead of full boxes where possible, saving on cardboard and shipment volume.



RECYCLED MATERIALS

We switched to 100% recycled aluminium pan body and 90% recycled stainless steel pan body, and are now using recycled material for all our aluminium and stainless steel pans.



SHARP COOKIES

We launched a range of premium knives using cardboard holders instead of plastic trays. We also removed plastic bags and polystyrene from pots and pans packaging.



CUT WASHING UP!

Both the Big Batch Pan and our All-in-One Pan help to simplify everyday cooking and reduce washing up.



BATCH IT UP

We launched the Big Batch Pan with a handy batch cooking recipe booklet to help facilitate cost-effective batch cooking, and waste reduction





CREATING SPECIAL MEALTIME MOMENTS

— RESTAURANTS —



ED LOFTUS

DIRECTOR OF RESTAURANTS

“ We’ve served over 40 million guests around the world since we opened in 2011, and we’re proud to say we always give them more than a delicious meal – we also support local producers, delivering on our promise that our food is as ethical as it is delicious.

Demonstrating this ethos is our restaurant Chequer Lane, which opened in Dublin in 2022. Our beef is supplied by farmer Padraic Gilligan, who plays traditional Irish songs to his cattle in an effort to keep them happy. Jane Russell, whose family has been making sausages in Kildare for 160 years, supplies handmade sausages made from higher-welfare pigs.

And on those occasions when we can’t find suppliers who match the quality we demand, we use this as a chance to raise global standards. When we launched Jamie Oliver Kitchen in Kuta Beach, Bali, there were no chicken suppliers who met our benchmarks, so we worked with a Balinese chicken farmer to improve standards and spread animal-welfare awareness. In a similar move, we worked with a farmer in India to create buffalo mozzarella. Work like this sparks generational change in farming methods.

Food with a conscience is important to us. We’re always working on how to make our dishes healthier, reducing fats, salt, and sugar; while never skimping on our reputation for flavour and quality. But I know that with our team, we have the right ingredients to create dishes that are as healthy as they are joyful. ”



Food with a conscience is important to us. We’re always working on how to make our dishes healthier, while never skimping on flavour or quality



MEET OUR INCREDIBLE RESTAURANT TEAM



WE DELIVERED HEALTHIER, MORE JOYFUL RESTAURANT EXPERIENCES AROUND THE WORLD...

6 MILLION
TOTAL CUSTOMERS
SERVED GLOBALLY

63,600
DELICIOUS, BALANCED
KIDS' MEALS SERVED

IMPACTED PEOPLE IN
22
COUNTRIES

We apply nutrition standards across all of our menus, and champion responsibly sourced ingredients and local producers wherever possible.

Each meal on our kids' menus is nutritious and balanced, including at least two portions of vegetables and three food groups.

We remove any unnecessary amounts of saturated fat, sugar and salt in our recipes, and increase vegetables, without compromising on quality and taste.

Continuously review our menu to look for opportunities to improve quality, taste and nutrition.

MORE OF THE GOOD STUFF

In December 2022 we offered internships with Future Hope. Six students interned with us for three months, with two interns joining us afterwards as full-time employees. One is now a part of our kitchen brigade, while the other aims to be a bartender.

During 2022's Christmas season we ran a Plate For A Plate campaign at our Jamie's Italian outlets in Delhi. We donated a plate of food to Future Hope for every meal from a specials menu we sold, donating a total of 468 plates of food.

All of the packaging used for our delivery brand Pasta Dreams is fully recyclable: the ink is water based, our bowls, lids and bags are recyclable and all woods sourced for our packaging are FSC-certified.





TEACHING & INSPIRING THE JOY OF COOKING

— JAMIE OLIVER COOKERY SCHOOL —



At The Jamie Oliver Cookery School it's our job to spread the love for delicious home-cooked food, giving people the confidence to cook epic meals for their friends and family.

By making it super accessible for people – they can choose between learning in our amazing Cookery School in London, where they can interact with other students, or connecting with us via an online class – we ensure we cater for as many people as possible. At the end of the classes our students sit down together and enjoy delicious self-cooked food, and a greater cooking confidence.

But more than that, we want to be available and have a positive impact on our local community. So in the past year we've welcomed 172 children from local primaries to our School, in a series of free lessons, helping nurture a new generation of chefs and increase awareness of healthy eating choices.

Thanks to our commitment to sustainability, we have little clearing up to do, as any leftovers are whisked over to the chefs at Benwell House to use in staff lunches. The JO family shares everything, from ethos to ingredients!

When it comes to our classes, we offer plant-based options for all of them; 90% provide at least 1 of your 5-a-day, and over half of the recipes in our in-person classes are healthier





TEACHING THE NEXT GEN OF FOODIES

For 14 weeks of the year, we ran discounted classes for families, enabling them to learn to cook together. The parent bought a place for £49 and took their child for free. An additional 250 children learnt to cook with us for free this year.

Up to £1,000 of cookery school vouchers were given away to independent charities and fundraisers throughout the year.

MORE OF THE GOOD STUFF

All our lessons uphold our business wide approach to nutritionally balanced meals, with our 60:40 approach.

The number of kids (8-14 years) joining a paid-for class increased: In-person: 391. Online: 260

We tripled the amount of people we taught last year.



SOCIAL IMPACT REPORT 2022

SUPPORTING A HAPPY, HEALTHY WORKFORCE

— PEOPLE & DEVELOPMENT —







SUSAN COOPER

GROUP HR DIRECTOR

“ I am immensely proud of the culture we have built at JO and how it feels to be part of such a special community. We are nothing without our people, so creating a happy, creative and inclusive environment is the starting point that leads to all of our success.

In 2022 our employee survey reinforced this with 100% of employees supporting the statement 'I am proud to work for the Jamie Oliver Group'.

But we've had to face relentless challenges in the last few years, with the current cost-of-living crisis taking the wind out of everyone's sails and the fallout from Covid still being felt by many. A key objective for 2022 was to ease the burden in any way we could. Financial advice was offered to everyone, and financial support given where it could really help. Mental health support was provided for management and teams, and for those individuals finding themselves in the eye of the storm.

At the same time, the innovative ways of bringing people together that have become such a huge part of the culture at JO continued through creative workshops and inspo sessions, alongside the joy of eating the most delicious food together every day.

One thing that really stood out in 2022 was the selfless desire of so many to give back and help others who were struggling in our communities. The volunteering that took place across the business at the Felix Project during the winter months had a huge impact on the teams.

2022 was another year I could reflect on how lucky I am to have been part of such an extraordinary business and just how much more there is to still do. ”



What stood out in 2022 was the selfless desire of so many to give back and help others who were struggling in our communities



P&D DOES A GREAT JOB OF TAKING CARE OF US



LOOKING AFTER OUR PEOPLE AS A BUSINESS WITH PURPOSE



EVERYONE GETS TOGETHER AT LUNCHTIME



FOR OUR EMPLOYEES...

We already offered free breakfasts and fruit to our employees, but in 2022 we further subsidised the cost of our chef-prepared lunches. This meant that all employees could enjoy 10 nutritious meals a week for just £7.50.

We made a commitment to pay above the London Real Living Wage salaries for all roles, and introduced a reactive “cost-of living support” payment to those under a certain salary to help them cover their increased costs.

We also hosted a Financial Wellbeing inspo session for all employees and launched regular financial drop-in clinics to encourage the conversation around money.

We increased our training offer for all managers and employees on mental health, and brought inspirational speakers into the business to open up the conversation on ways to support each other through these difficult times.

FOR OUR COMMUNITIES...

Over the winter months we rallied together to help out at The Felix Project, a charity that helps tackle the challenges of food poverty through utilising the surplus food our food industry produces. Combined, our employees spent 264 hours in warehouses, delivery vans and kitchens in Enfield, Deptford and Park Royal; sorting, prepping or delivering food to those in need across the city.

We also donated the money we would usually spend on client gifts to the charity, enabling them to deliver 27.5K meals.

In 2023, we want to set a target of at least 75% of our head office workforce donating their time and efforts to help others.

**In 2022, employees could
enjoy 10 nutritious meals
a week for just £7.50**



BUILDING A DIVERSE & INCLUSIVE TEAM

With truly diverse and inclusive teams we have a wider range of perspectives and generate better, more creative ideas, enabling us to have a greater positive impact on our products, content, colleagues, audiences and partners around the world.

Diversity, Equity & Inclusion and Mental Health At Work training is mandatory for anyone new to our business so they can quickly feel a sense of belonging and can play an active part in our journey. We run regular training sessions on DE&I for all employees, and in 2022 welcomed speakers to the business to talk to us about LGBTQ+ history and Disability Awareness.

For several years we have worked closely with two amazing DE&I partners: Creative Mentor Network (a charity that works with young people to make the creative industries more socio-economically diverse) and Creative Access (a social enterprise providing opportunities, support and training for people from under-represented groups, to make the creative industries reflect society).



MEET OUR AMAZING INTERNS

ALAN

(2021 INTERN, NOW EMPLOYEE)

“As a total newcomer to the industry, I found the JO team incredibly welcoming. I was given the time to explore a range of varied departmental roles, before settling on video editing as my path. The team were genuinely invested in passing on practical skills and knowledge, which then contributed to the offer of a permanent role.”

DIDEM

(2022 INTERN)

“The transition from university to professional life is not easy, but at the height of the pandemic a professional career felt out of reach. When my position as a creative intern was confirmed I counted down the days until the position began. There’s such an array of teams, from food development to campaigning, which makes no other place like The Jamie Oliver Group. I couldn’t think of a better place for a young person at the start of their journey.”

SEBASTIAN

(2022 INTERN)

“My experience as a creative intern has taught me so much, and I am thrilled to continue expanding my skills and creativity in such an inspiring and dynamic environment. I’m so grateful for this opportunity at such an incredible company and I’m excited to continue contributing to this extraordinary team.”





ENABLING OUR PEOPLE TO THRIVE

CLOCKWISE FROM TOP LEFT: OUR PROJECT MANAGERS; JAMIE'S DEPUTY, LOUISE HOLLAND; SOCIAL; THE FOOD STYLING TEAM AND FINANCE





We want our people to thrive and to reach their full potential with us. In 2022 we continued to provide a range of development and learning opportunities, aiming to inspire, engage and enable learning.

We delivered 780 hours of formal training, alongside specific skills-based training provided through inspo sessions and creative workshops.

We also provided learning outside of a formal training room, and broadened minds through an array of guest speakers, such as The Ellen MacArthur Foundation – a charity committed to creating a circular economy, and The Felix Project, who told us about the brilliant work they do to fight food poverty and food waste in London.

Our creative workshops included how to carve pumpkins without creating waste, a coffee-making masterclass, and for Christmas we were taught how to make mince pies and sustainable decorations for the festive period.

We hosted monthly cross-team collaboration events through our Forward Fridays, where we bring employees from different teams together for a day of discussions, workshops and brainstorming on different themes. They have proven to provide a brilliant tool and forum for idea generation and problem solving, proving the power of different perspectives and collaboration. Last year's Format Friday themes included looking at our cupboard food product range, developing frozen food products, and conceptualising a new homeware range.



FORWARD FRIDAYS HAVE PRODUCED SOME GREAT IDEAS



MORE OF THE GOOD STUFF

Enabling people to thrive at JO is such a huge focus for us, so we continuously invest in a wide range of best-in-class formal and informal learning and development programs.

In 2022 alone we upskilled our teams across many subjects, including:

- Project Management, Presentation Skills, Commerciality In A Creative Business and Cultivating A Growth Mindset
- Managing Change, Resilience & Hybrid Working
- 360 Insights Discovery available to all employees
- Leadership Skills for our managers, including; Leading A Hybrid Team; Managing Myself; Motivation, Influence & Impact; and Dysfunction & Conflicts within Teams

We offered at least five days of training per year to every team member, covering technical skills, soft skills, management skills and personal development.

Mental health training and DE&I training is mandatory, and provided to all employees within six months of joining.





CREATING A HAPPY, HEALTHY WORKPLACE

— FACILITIES —



KATE SAMSON

FACILITIES MANAGER

“ We know the kitchen is the heart of every home, which is why our kitchen is at the very centre of the JO HQ and the first thing you see when you come in. From there the vibe spreads throughout the office, setting everyone up for a great day.

Running the show is the amazing facilities team, who are also our resident sustainability champions. There isn't a toner cartridge, banana skin, or old sofa that we don't try to find a better and environmentally friendly home for.

We make sure that nothing is wasted. Leftover food from shoots is used to cook staff lunches, unused ingredients from shoots are sent to food banks and charities, and no waste ends up in landfill, a result of our partnership with Pulse Environmental. Rather than buried for future generations to deal with, any waste is recycled or repurposed.

All this work, combined with continued partnerships with B-Corp suppliers like RedBox, makes the JO HQ a place of inspiration for our current and future social impact plans. Our HQ is the frontline of our aspirations for change. ”



OUR JO FACILITIES TEAM

**We make sure nothing is wasted.
Rather than buried for future
generations to deal with, any waste
is recycled or repurposed**



7.64 TONNES
OF WASTE
WAS CONVERTED
INTO ENERGY

— WE USED —
100%
RENEWABLE
ELECTRICITY
ENERGY SOURCES
& **72%**
RENEWABLE GAS

THE COOKERY SCHOOL RUNS ON
ELECTRIC ONLY,
USING INDUCTION HOBS

WE HAVE OFFSET OUR
CARBON EMISSIONS FOR
SCOPES 1 & 2 FOR THE
FULL YEAR OF 2022 WHILE
WE WORK TOWARDS
ZERO EMISSIONS
ACROSS BOTH FOR
THE FUTURE

OUR OFFICE CHEFS
USE SURPLUS
PRODUCE FROM
SHOOTS TO CREATE
WEEKLY MENUS,
ELIMINATING FOOD
WASTE ACROSS
OUR BUSINESS

95% OF STATIONERY
IS PURCHASED
THROUGH FELLOW
B-CORP COMPANY
REDBOX

WE SMASHED
2022

WE'VE PARTNERED WITH
REDBOX ON THEIR
RED2GREEN INITIATIVE,
**FUNDING THE
PLANTING OF
20 TREES**
PER YEAR IN A
DEVELOPING COUNTRY

— WHERE —
**WE BUY OUR
COFFEE THROUGH
CHANGEPLEASE,**
**100% OF
PROFITS**
GO INTO GIVING
PEOPLE EXPERIENCING
HOMELESSNESS A
FRESH SHOT AT A LIFE

A collage of various food items including a bowl of olives, a mortar and pestle with ground meat, a bowl of salad, and roasted eggplants on a tray.

ENABLING BETTER MEALTIMES FOR OUR PEOPLE

— STAFF LUNCHES: REPORT HIGHLIGHT —



GEORGE & SANTOS

MEET OUR KITCHEN HEROES

George and Santos are the business's best double act. Every day of every week they produce stunning restaurant-quality dishes, cooked with premium ingredients and packed with nutrition, but at an affordable price for staff.

We want to thank them for being the heart, soul and sustenance of the business – every forkful of their meals is the brand spirit in one bite.



THANK YOU!

EVERYONE AT JO HQ JUST WANTS TO SAY TO GEORGE AND SANTOS...

“ Thank you George and Santos for everything. You are AMAZING. ”

“ I love the food we’re offered. We are soooo lucky and George and Santos are so accommodating! Love you guys! ”

“ Thank you for looking after us so well. ”

“ The chefs do an amazing job and I am so grateful for anything that is on offer. No other office provides people with such amazing variety and options cooked by such talented chefs. Thank you to Santos and George for all you do! ”

“ Santos and George, you keep the office going with your delicious lunches. Couldn’t thank you more! ”

“ I love what the boys do. I’m so grateful for a lovely home-cooked lunch so I don’t have to go out. Also, I really appreciate the filling but healthy options they’ve been doing. Thank you! ”

“ You guys do an incredible job, we are so very lucky. THANK YOU! ”

“ You make coming into the office a genuine pleasure and we are all so grateful for what you do, and how you do it. ”

“ SO appreciate what you guys do for us. ”



OTHER THAN A WHOLE LOTTA LOVE, HERE'S WHAT GOES INTO OUR STAFF LUNCHES...

First and foremost, we use up what we already have, whether that's leftovers from events and shoots, or from the week before.

Chefs meet with our Facilities Team at the end of every week to plan a menu for the following week, using everything we have available and ordering seasonal produce to create healthy dishes.

All lunches are designed to be as inclusive as possible for any dietary requirements. We really try to mix it up for everyone.

As we're a hybrid-working office, our chefs don't know how many meals they're preparing that day until 10.30am each morning. Lunches are served at 12:30pm, so they always have to think on their feet and be resourceful, making the most of their ingredients to create healthy, fulfilling and sustainable meals.


Vegetarian options are offered daily, and most days our offering is totally vegetarian.

All suppliers adhere to our Food Sourcing Standards, as with our restaurants and Cookery School.

Lunches are made to order on the day every day, so they rarely produce any food waste, but we always ensure any leftovers go to a good home.

On those rare occasions that there is food waste, the chefs transform them into pickles or preserves, which then act as flavour bombs to multiple dishes. For example: preserving lemons that are then used for months afterwards in our lovely veggie tagines.



A close-up photograph of two hands cupping a small green seedling with dark soil. The hands are positioned in the center of the frame, with the fingers gently holding the base of the plant. The background is blurred, showing more of the hands and the seedling.

LAYING THE FOUNDATION FOR OUR CARBON FOOTPRINT PLAN

— OUR ENVIRONMENTAL PROMISE —



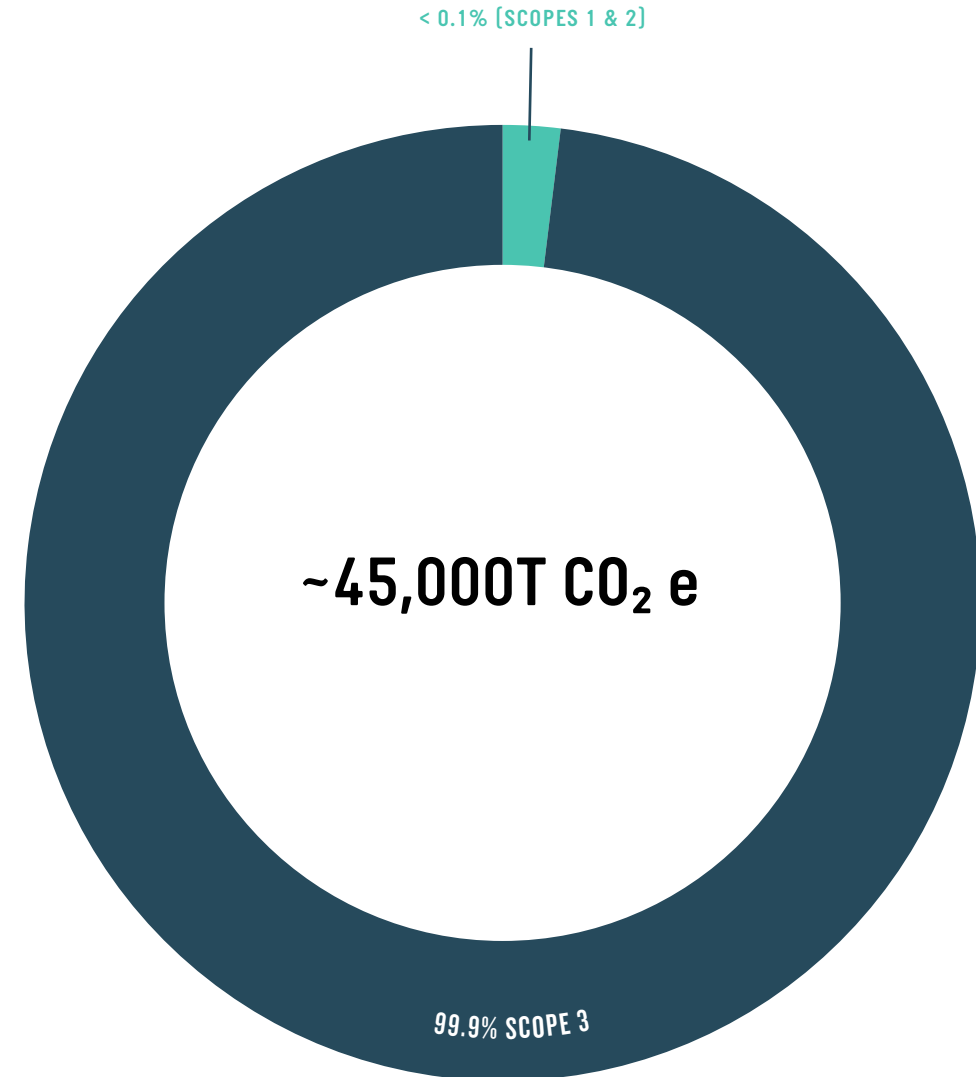
WHAT IS OUR CARBON FOOTPRINT?

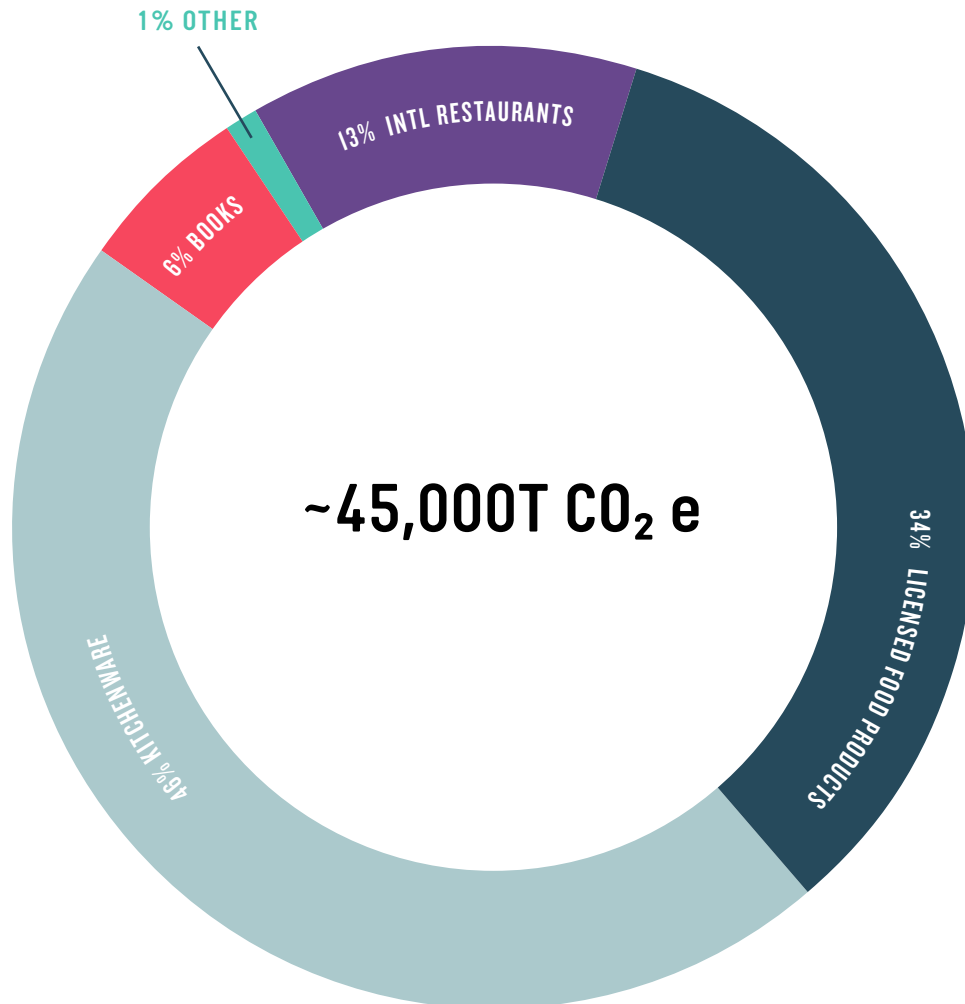
In 2022, we took a step forward in our environmental sustainability journey, to properly understand our carbon footprint with an external evaluation.

This initial footprint covered the core activities of our teams, as well as our franchised restaurants internationally, and licensed products bearing the Jamie Oliver name.

In 2021, our overall footprint was 45,000 tonnes CO₂e, against which we can set out future targets.

We found our most direct emissions (known as Scope 1 and 2) make up only a tiny fraction of our footprint. This means, while we'll continue to work to reduce these emissions, we will need to focus on working with our partners to reduce the bulk of our footprint (Scope 3).





BREAKING IT DOWN

The majority of our emissions are associated with our licensed food and non-food products, collectively making up 80% of our emissions. This is due largely to the footprint of the materials used, such as agricultural produce in food products, and metals in pots and pans.

Our international restaurant franchises make up a further 13% of emissions, and Jamie Oliver books only 6%.

While this footprint captured the majority of our activities, there are some gaps in our data. The impact of Covid on restaurant sales in the baseline year might also mean restaurant emissions increased in a more typical year. We will work on closing these data gaps in future years.



WHAT WE'RE NOW DOING

Now we have a better understanding of our carbon footprint, we're working on creating a comprehensive climate action plan and targets. This includes working with our partners to improve our emissions data, so we can build a more complete footprint and accurately monitor our progress.



In addition, we have identified three priority short-term actions:

USING OUR PLATFORM FOR CHANGE

We are committed to using our reach with consumers to continue to encourage a shift to plant-based food consumption.

NON-FOOD PRODUCTS

We'll work with our partners to improve product design, materials and longevity, and make GHG performance a key part of selection criteria for new partnerships.

FOOD PRODUCTS

Continue to decrease meat content in Jamie Oliver food offerings, including licensed products and international restaurants.





WHAT'S COMING IN 2023?





WE ARE SO EXCITED FOR NEXT YEAR WHEN WE WILL FOCUS ON REVOLUTIONISING WHAT WE EAT, ONE MEAL AT A TIME, FOR FUTURE GENERATIONS TO THRIVE.

THIS WILL ENSURE FOOD IS...

1

HEALTHIER FOR NOW & NEXT GENERATIONS

Enable more people to enjoy healthy
balanced meals

Make healthy, more balanced food
decisions easier

Help make the food environment healthy

Drive towards halving childhood obesity

2

MORE SUSTAINABLE & NATURE POSITIVE

Deliver our Regenerative Agriculture roadmap

Elevate the sustainability of ingredients
and materials

Increase circularity in our products and packaging

Help people reduce food waste in our value chain

Deliver our goal to decarbonise our business
by reaching net zero before 2040 and set
science-based targets

3

FAIRER & MORE ACCESSIBLE FOR ALL

Build a more diverse food industry

Make healthy, balanced
food accessible

Transform school food for
as many as possible



AND WE HAVE EVEN BIGGER IDEAS THAT WILL PUSH OUR OWN STANDARDS HIGHER AND STRENGTHEN OUR POSITION AS A B-CORP.

THEY INCLUDE...

MINISTRY OF FOOD

Launch a pilot in 20 schools in the UK called the Ministry of Food Schools Programme, which teaches KS3 students (ages 11-14) to cook, and provide a robust evaluation to roll out to further schools.

Kick off our inaugural Good School Food Awards.

60% of recipes used in Ministry of Food programmes to be meat-free or meat-reduced.

Grow our Learn To Cook in 12 Hours workplace cooking programme.



PRODUCT

Increase circularity in our products and packaging.

Help people to reduce food waste, and reduce food waste in our own value chain.

Decarbonise our work with partners.

Create simple mealtime options without any trade-offs in value, time, taste, health, or experience.

MEDIA



Inspire 165 million people through our content with the launch of a FAST channel in the US.

Target for Cooking Buddies in 2023 – inspire one million young viewers to eat healthily.

Hit 65% 'healthier' recipe targets across all platforms.

Deliver on and off-screen diversity standards as set by broadcasters through the Diamond Scheme.





RESTAURANTS

Transparency of health and nutrition data, accessible health indicators and incentives for healthier options.

In July 2023 we'll open our first vegetarian restaurant in Ahmedabad Gujarat, India.

Secure first location for the new Jamie Oliver COFFEE brand – which will have a 50% plant-based offering.

Work with Only A Pavement Away for our new restaurant, Catherine Street.

Partner with Future Hope in India and deliver an apprenticeship programme.

COOKERY SCHOOL

Offer 1,000 free places to children in schools.

Free cookery classes for NHS workers, with the target of reaching 450 workers.

For 14 weeks of the year, we run discounted classes for families, enabling them to learn to cook together. The parent buys their place for £49 and brings the child for free. We want an additional 250 children to learn to cook with us for free.



PEOPLE

Have a minimum 75% take-up of our next volunteering drive.

Roll out a new five-year DE&I strategic plan aimed to help us deliver more meaningful change. This plan will provide the platform for delivering important objectives that will continue to 2028 and beyond.

Continue offering employees a minimum of five training days, and expand our training catalogue to cover technical skills.

Work with Hospitality Action to ensure we provide targeted mental health support for our planned UK restaurant opening.





AND THAT'S A WRAP!

Not an *actual* wrap but, if it was, it would be full of veg, zingy flavours, and be totally delicious.

Thanks for taking the time to read about everything we've accomplished this year – we're already working hard to meet our goals for 2023.

And look, if you're still after a wrap, George and Santos will see what they can do...

BIG LOVE