



**LILY'S<sup>®</sup>**  
**• KITCHEN •**  
**PROPER FOOD FOR PETS**

# OUR PAW PRINT *for* **PROGRESS**

2020 / 21 **IMPACT REPORT**





*Hello,* I'm so pleased to be able to share our latest impact report in this, our B Corp recertification year. 2020/2021 was quite possibly our most remarkable year yet, for many reasons.

April was the beginning of a new chapter in the Lily's Kitchen journey, when we joined the Purina family. We continue as a standalone business, running things the same way we always have, led by the same brilliant team of people and with the same delicious recipes and belief in proper food for pets that have always been at the heart of our business. Looking forward to the future, we're excited to bring our recipes to even more cats and dogs around the world.

This was, of course, a year like no other. The coronavirus pandemic began just as we planned to move into our new green office in central London! As lockdowns and restrictions impacted on every aspect of life, our team adapted, as well as everyone in our supply chain, to ensure that we could continue supplying our four-legged customers with the recipes they love. In spite of all the challenges, we've gone from strength to strength, which is testament to all the hard work and dedication in trying times. Thank you to everyone who got us through.

We've also been working hard to make sure that we stay focused on using our business as a force for good. Improving our environmental credentials has been a major focus this year, and having opened our first European warehouse to reduce our freight miles, we're now looking to set ourselves some ambitious carbon goals. There's so much we've done this year to ensure we're continuing to look after people, pets and planet – read on to find out more.

Kind regards,

*David Milnes*

Chief Executive Officer



# WARMING HEARTS

*with a commitment to use our*

**BUSINESS AS A FORCE FOR GOOD**

# FEEDING SOULS

*by inspiring pet parents to feed healthy,*

**NUTRITIOUS, PROPER FOOD WORLDWIDE**

# ENRICHING LIVES

*as we support pet parents & their*

**FOUR-LEGGED FAMILY MEMBERS**

*to better understand each other*





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# LILY'S<sup>®</sup>

## • KITCHEN •

PROPER FOOD FOR PETS

Lily's Kitchen was named after and created for a very special border terrier called Lily. She's the inspiration behind our proper food for pets.

Over ten years ago, Henrietta, Lily's owner, struggled to find a pet food filled with honest, natural ingredients. After Lily fell ill, suffering with sore and itchy skin, Henrietta started cooking from scratch to nurse her back to health. She wondered why all four-legged members of the family couldn't get their paws on the same quality recipes. With the help of some brilliant vets and pet nutritionists, Henrietta then set out to create nutritious, proper food for pets; gentle on the planet and that pet parents can trust. Just like that, Lily's Kitchen was born.



Henrietta & Lily





# Proud to be a B CORPORATION



**Lily's Kitchen is proud to be one of the founding members of B Corp in the UK, as well as the first pet food company in the world to certify as a B Corporation.**

We're part of the B Corp community because we believe in using business as a force for good. We think it's important to balance profit with purpose, building a sustainable way of doing business, and a brighter future for everyone: people, pets and planet.

B Corp is perfectly aligned with our values and the way we've always done things.

One of the brilliant things about being a B Corp is that it keeps us on our toes. Earning certification means completing the rigorous B Impact Assessment and scoring a minimum of 80 points on their very strict scale. We've been working hard this year preparing for our recertification. This happens every three years, evidencing the hard work we've done to continue to be better.

The community of certified B Corps is incredibly open and inspirational. Our team love learning from and collaborating with other wonderful B Corporations across the UK & Europe.

## What is B CORP?

### B Corp is:

A certification for businesses who have a high level of social and environmental performance, accountability and transparency

All about using business as a force for good

A global community of more than 3,905 businesses in 74 countries who use the power of business to solve social and environmental problems

**B Corp** is to business what FairTrade is to coffee or bananas. However, instead of being about just one part of a product (like FairTrade), it looks at every aspect of an organisation.

# MAKING A CHANGE TOGETHER

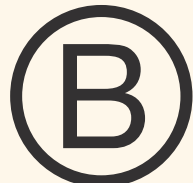


Choosing products or services from certified B Corporations is a great way to help make a positive difference. Look for the B Corp logo to find companies who are genuinely acting in a responsible way and having a positive impact on the world.

To find certified B Corps, or look into certifying your own business, visit [bcorporation.net](http://bcorporation.net)




Certified



Corporation<sup>®</sup>

## Our Overall B Impact Score



91.1

Summary:	Company Score
----------	---------------

<b>Governance</b>	<b>14.1</b>
-------------------	-------------

<b>Workers</b>	<b>29.1</b>
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<b>Community</b>	<b>22.3</b>
------------------	-------------

<b>Environment</b>	<b>25.6</b>
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Our score when we first certified in 2015 was 87 points – we're working hard every year to keep getting better!

# What we stand for

## OUR PURPOSE

Lily's Kitchen exists to make pets' lives better by inspiring pet parents to feed pets properly and have fun doing it.

## OUR MISSION

Our mission is to help as many dogs and cats as possible around the world tuck into our proper food.



## WE ARE...

*Passionate, Respectful,  
Audacious, Responsible,  
Dedicated*



## LILY'S KITCHEN PACT

*We promise to...*

### ALWAYS MAKE PROPER FOOD FOR PETS

**Always** use proper meat

**Never** use meat meal, cheap fillers, or added sugars

**Always** label our recipes clearly

**Always** make nutritionally complete meals using proper, freshly prepared meat

### BE A FORCE FOR GOOD

**Donate** 50,000 meals to charities every year

**Become** 100% recyclable by 2025

**Always** listen and answer honestly

**Remain** a B Corp, certifying every 3 years

### MAKE YOUR TAILS WAG

**Never** lose our Lily's Kitchen magic and always serve up the good times

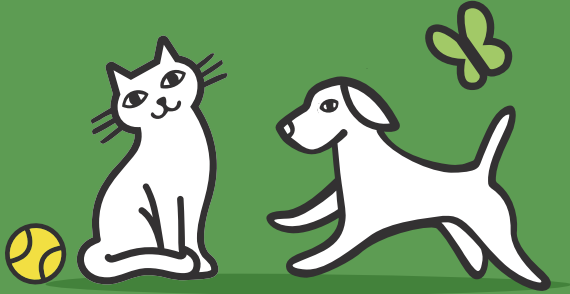
**Make** sure you have fun with your furry family





# PETS, PEOPLE, PLANET = PROFIT FOR ALL

Lily's Kitchen is dedicated to providing proper food for pets, with a commitment to tread carefully on the planet and actively engage with our community. Having a successful and profitable business allows us to do even more for people, pets and the planet.



## PETS

- Prioritising pets' experiences of our proper food from palatability to **health and wellbeing**.
- **Celebrating unproper pets** and all the mischief they get up to.
- **Working with experts** like vets and pet nutritionists on all things dog and cat.
- **Supporting pets** that need a helping paw.
- **Educating** pet parents to make decisions that help their pets live their best lives.



## PEOPLE

- **Treating everyone fairly** and with respect, from prospective team members to stakeholders (yes, that means you).
- **Championing causes** we believe in, for two legs as well as four.
- **Supporting our community** locally and further afield through our fundraising and volunteering.



## PLANET

- Being at the forefront of **innovation** in pet food packaging.
- Evidencing **responsibly sourced ingredients**.
- Regularly monitoring our carbon footprint and **proactively** working to reduce it.

# Our PETS

**We believe** all pets deserve proper food because we are family. Working with vets and nutritionists, we make sure our recipes are complete, balanced and delicious. They're all filled with top notch ingredients, fresh or freshly prepared meat and absolutely no nasties.



## WHAT MAKES LILY'S KITCHEN SPECIAL?

While some makers of food for pets are both fun and foodie or foodie and good, we're proud to always serve up **proper food** and **fun times**, with a side of **goodness** too.



## PROPER *food*

Proper food means delicious, healthy complete meals made by pet owners and experts using proper meat and natural, responsibly sourced ingredients. Why all the hard work? Because we believe **pets are family** and they deserve the best.

Proper food also means food you can trust and this is what drives **our promise** of transparency and a commitment to never compromising on quality.

As the leading brand in **natural pet food**, we will work to improve recipe transparency across the industry, taking pet food on our mission to make sure every single cat and dog eats proper food.



## PROPER *goodness*

Proper goodness means pets, planet and people first. Yes, over profit. Selling millions of non-recyclable pouches of cat food that'll end up in landfill? No thanks.

**As a B Corp**, we use business as a force for good. This means putting our money and our manpower where our mouth is - and we have the certification to prove it.

**We partner with charities** big and small to make sure we're lending a paw in all the right places, as well as donating food to pets in need.

## PROPER *fun*

Proper fun means **we will make you smile**, your woofers' tail wag and your feline purr.

**Sharing life's special moments** from Christmas to Birthdays to Sunday Lunch with the **whole family, together**. We'll make it happen and we'll make it fun.

# PROPER FOOD FOR PETS

All pets deserve proper food. That's why we take care to make sure pets have access to our wholesome recipes and that we make it the very best it can be.

## WHAT IS PROPER FOOD?

Honest, natural food using responsibly sourced ingredients that supports pet wellbeing, treats people fairly and takes care of the planet.

Proper food is **crafted by purpose** not profit.

Proper food **doesn't cost the earth** to make.



FRESH AND FRESHLY  
PREPARED MEAT



RESPONSIBLE  
SOURCING



DELICIOUS,  
NATURAL RECIPES



TRANSPARENT,  
CLEAR LABELLING



COMPLETE, BALANCED  
NUTRITION AT EVERY  
STAGE OF LIFE



VET APPROVED  
RECIPES



# HEALTH YOU CAN SEE



Eating properly means tucking into food that supports good health. **We're always chuffed** to hear our pet parent community tell us about fewer vet visits, pick-up-able poo and **glorious glossy fur**.

Here are some of the ways that a Lily's Kitchen diet can benefit your cat or dog, so they can concentrate on being the most *unproper* pet they can be.



## for OUR CATS



### HEALTHY HEART

from essential taurine



### CHELATED MINERALS

for better nutrient absorption



### HEALTHY EYES

from essential taurine



### NATURALLY NUTRITIOUS

no meat meal, no bone meal – ever



### FRESH AND FRESHLY PREPARED MEAT

fresh and freshly prepared cuts of meat and offal that cats thrive on



### SHINY COAT & HEALTHY SKIN

omega 3 and 6 and essential vitamins

## for OUR DOGS



### FEWER UPSET TUMMIES

prebiotics to support healthy digestion



### SHINY COAT & HEALTHY SKIN

omega 3 and 6 help cleanse the skin and support a glossy coat



### CLEANER TEETH & FRESHER BREATH

crunchy dry food helps support clean teeth, helping keep breath fresher



### HEALTHY JOINTS

glucosamine, chondroitin and MSM may naturally slow the breakdown of cartilage



### BRAIN SUPPORT

with omega 3 for healthy growth and function



### GOOD POO

proper meat and offal make our recipes easier to digest, helping make firmer poop that's easier to pick up



# EDUCATING PET PARENTS



## HOW DO WE EDUCATE PET PARENTS?

- ✓ Reaching out to **pet bloggers**
- ✓ With **targeted in-store campaigns**
- ✓ **By connecting on social media** with a mixture of fun and informative content – with an extra special focus this year on boredom-busting content, **including games, recipes and colouring pages**, to help our community through lockdown.
- ✓ **By sharing relevant articles, FAQs, guides & other informative content** over email and on our website
- ✓ Provision of in-house **nutritional training**
- ✓ **Creative PR campaigns** structured around expert veterinary advice, and an invitation to pet parents to join us in tackling issues close to their hearts. We launched our Peace for Pets Bonfire Night campaign to start a conversation about what can be a stressful event for pets and pet parents alike.



## PARTNERING WITH THE PFMA



We work with the PFMA looking at technical and vet nutrition, committing ourselves to **compliance standards** and legislation. The PFMA advocate on our behalf as an industry to make sure that **proper food for pets** is on the agenda at an EU level. Throughout the Covid-19 pandemic, we have worked with the PFMA and other members across the pet food supply chain to ensure that everybody could access safe and quality pet food that meets the nutritional needs of the nation's pets.

## SUPPORTING PET PARENTS WITH HELP & ADVICE

Pets don't come with manuals so we help pet parents with **tips and guidance** for looking after their four-legged friends.

We always recommend vets as the experts, but we have a dedicated **customer care** team to give a helping hand with **advice on food and care** when needed.

# HELPING PETS IN NEED



Our Acts of Goodness initiative is a force for good for pets and within the pet community.

**£273,053**  
**OF OUR PROPER FOOD**  
**WAS DONATED TO DOGS**  
**AND CATS IN NEED –**  
**THAT'S THE EQUIVALENT**  
**OF 339,856 MEALS**

**We believe** that every pet deserves to eat proper food. To make sure that as many **cats and dogs** have the opportunity to get their paws on a proper meal, we're doubling our donations. From this year forward, **we promise to donate at least 50,000 meals** to charities annually through charity partnerships and food donations.

# PROUDLY SUPPORTING

## Partnering with **DOGS TRUST**

This year, we began a partnership with our friends at Dogs Trust who are doing important work through their Change the Tale campaign to provide for dogs in need now, and in the future. Many families have been struggling to cope with the effects of the coronavirus crisis, including dogs who have become more likely to develop behavioural issues, such as separation anxiety.

Through the sale of our Christmas dog range and our limited edition Be My Valentine recipe, and with the support of our customers, **we've been able to donate £50,000 to the charity's support work**, while also helping to raise awareness around this important issue.



Our donation will help to rehome 27 dogs in Dogs Trust's Care

## Supporting Cat rescue **L.I.C.K.**

**It's important to us that we help in our local community**, as well as offering support nationally. Another charity we've partnered with this year is London Inner City Kitties. Entirely volunteer-run, they've been doing amazing work in east London rescuing and rehoming cats and kittens in search of forever homes.

We gave them the keys to our social channels in December so that they could tell our online communities all about the help they give our feline friends, and in February, ran a #TongueOutTuesday campaign which **saw us donate £5,000** from the sale of our new cat treats, Tasty Cuts in Gravy, and Smooth Paté ranges.



#londoninnercitykitties



# TOP RATED BY OUR FURRY FRIENDS



Our food speaks for itself but in case you haven't heard it, take a look at what our lovely customers have to say...



“ I just wanted to let you know that I think your cat food is brilliant! You never fail to deliver the highest quality food. I think you guys are amazing. My kitty Shadow is a very fussy eater and not once has he refused Lily's. I'm so thankful to have found a company who puts so much love and nutrition into their products. His fur is always so soft and silky! I definitely put it down to him eating your cat/kitten food products from such an early age. Keep up the brilliant work and thank you. ”



**Kym & Shadow**

“ Just wanted to send you a quick note telling you how much our lovely Lola (Border Terrier) loves Lily's food. We used to get another brand of natural dog food and while we knew it was good for her she never really seemed enthusiastic about meal time... and then she got poorly. Nothing too ill but just not right and her tummy started making very loud noises during the night. Then she went off her food completely. I started making her roast chicken and rice and her appetite slowly started to come back. But I knew I couldn't sustain making chicken and rice forever, so started searching for a new dog food, and that's when I found Lily's! She now runs to her food dish when it is meal time. Her tummy gurgling has stopped and she is back to her joyful, playful self. ”



**Kerry & Lola**

# LAST YEAR WE SAID...

## PET EDUCATION



We created lots of online content and training videos with a dog behaviourist to help owners of all dog breeds, in all spaces, play with their pets and help them learn new skills. We took to the streets to chat all things proper food, and we invited pet parents to visit our pop-up Doggy Dentist to find out how to bust bad breath.

## BETTER WEBSITE



We updated our website, improving it for pet parents and are updating our Lilyland section to include more articles, advice and support for cat and dog lovers.

## CLEARER LABELS



We refreshed our packaging to make sure that the recipes we're oh-so-proud of, are listed clearly and transparently so pet parents know exactly what they're feeding their furry family.

## RECIPE INNOVATION



We continued to work with vets and nutritionists to develop a plant-based recipe which we'll be adding to our menu in 2021. Complete nutrition with all of the environmental benefits.

# IN 2020 WE DID

## ✓ PET EDUCATION



...and advocacy! This year, not only did we keep sharing helpful online content designed to support and educate pet parents, but we launched campaigns focused on issues close to pet parents' hearts. We raised awareness with our Peace for Pets petition calling for more consideration of pets on Bonfire Night, and used our Pawliday campaign to profile pet-friendly staycations that every member of the family can enjoy.

## ✓ BETTER WEBSITE



We put a lot of time and thought into making our website easier to use and a better resource for pet parents. A subscription feature was added so now customers can ensure they're always stocked up on their pets' favourite recipes – but with minimal time spent ordering.

We also expanded our FAQs, provided essential Covid information relevant to our products and service, and added policies which let everyone know what we're about, including our Modern Slavery Statement and Environmental Policy. With even bigger plans for Lilyland in development, we can't wait to see the evolution of our site over the next year.

## ✓ CLEARER LABELS



We've signed up to On-Pack Recycling Label (OPRL) to make it clearer to our customers how each piece of packaging can be recycled. We've already added the OPRL logo and information to many of our products, and are working on getting this added to everything else as soon as possible.

## ✓ RECIPE INNOVATION



We introduced our first ever vegan dog recipe – nutritionally complete, and full of delicious plant-based proteins, so now woofers can get involved in Meat Free Mondays too. With Lamb Tagine and Beef Goulash, we added some international flavour to our dog menu and, in response to customer requests, we created our lowest calorie dog recipe yet, Lean Machine.

We also relaunched our cat menu with our new Tasty Cuts in Gravy and Shredded Fillets textures which cats love. The packaging for our Smooth Paté recipes got a refresh too, and we added two flavours of cat treats made with proper meat. Watch out next year for some exciting new dental treats and range expansions for cats and dogs alike.



# Our PEOPLE

Two-legged folk. They're just as important to us as our pets. That means we treat everyone fairly, champion causes beyond pet wellbeing and roll up our sleeves to lend a hand wherever we can.





# COPING WITH CORONA

In March 2020, nobody thought we would spend an entire year working from home. But we're incredibly proud of the dedication and resilience our team has shown through very difficult circumstances.

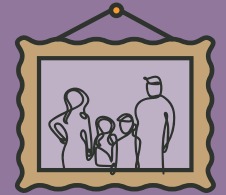
We decided at the beginning of the crisis that nobody would be expected to go to the office, even when lockdown measures were eased. With a return to the office not looking likely until this summer, we truly cannot wait to see everyone again (safely, of course)!

To help our team adjust to 'the new normal', we offered equipment to create safe working spaces at home, while we extended our flexible working policy and offered paid time off for dependents to support parents and carers who have had to juggle homeschooling and caring responsibilities alongside work. We also facilitated a number of staff working from their home countries during this extraordinary period.

Regular updates were sent advising of evolving government restrictions alongside tips and guidance designed to support our staff through remote working. From healthy eating and reminders to take exercise breaks, to good sleep hygiene, screen breaks and green home office guidelines, we tried to cover every angle!

And to let everyone know we were still thinking of them, we sent everyone on our team happiness packages of chocolate, houseplants and brownies. While this year has been far from easy, we've also learned a lot. Recognising the benefits of working from home as well as the office environment, we plan to continue working from home several days a week even when the pandemic is over.

**NEED  
A PAW...?**





# LENDING A HELPING PAW THROUGH TOUGHER TIMES



This was a year like no other. Alongside our regular programme of food donations, we made larger individual donations of our dog recipes to City Harvest, treats to Dogs Trust, and cat recipes to the Celia Hammond Trust, all of whom continue to do amazing work in challenging times. It's an honour to be able to help and to know that our food can make a real difference.

## ST. MUNGO'S

work tirelessly to help homeless people and their four-legged friends. In August we supported their first ever Take the Lead challenge. Pet parents across the country were encouraged to walk the length of a marathon with their woofers in order to raise much-needed funds. We raised awareness for the challenge on our social platforms, and some of our own team members got involved too. We also provided poo bags and treats for participants, along with expert tips and advice in the training pack. And the walkers who clocked up the most mileage were gifted with their very own Lily's Kitchen tins. With over **5,000 miles walked**, and over **£19,000 raised**, we were proud to support this worthy cause and can't wait to do it again. Well done walkers!



*Ziggy's Take the Lead challenge*

## POSITIVELY IMPACTING OUR COMMUNITY

The **Coronavirus crisis** meant that we had to re-evaluate how we approach volunteering. Our newly formed Communities & Volunteering committee sought out remote opportunities, like online literacy programmes, as well as **Coronavirus-support for people shielding in our communities**, which meant we could still lend a helping hand within pandemic regulations. Other staff manned charity helplines and got their family involved with beach and park cleans when restrictions allowed.



*Cassie's Beach Clean*

# LOOKING AFTER OUR EMPLOYEES

## WE ARE A LIVING WAGE EMPLOYER

We pay 100% of our employees above the Living Wage and are proud to be Living Wage Certified!

Living Wage Foundation

## EMPLOYEE SATISFACTION

### HAPPY SHINY PEOPLE

Our staff have reported **77% employee satisfaction**. Psst... the industry average is 71%. **10% of our staff have been promoted!** What's more, **90%** of respondents rated their **happiness levels at work as 7/10 or higher.**

## FLEXIBLE WORKING

Our team asked for more flexible working options and we listened. We offer a flexi-time policy that gives our team the flexibility to manage their working hours. The scheme allows the team to be the most productive so their work is not only done, but gets done to the best possible standard whilst maintaining a good work-life balance.

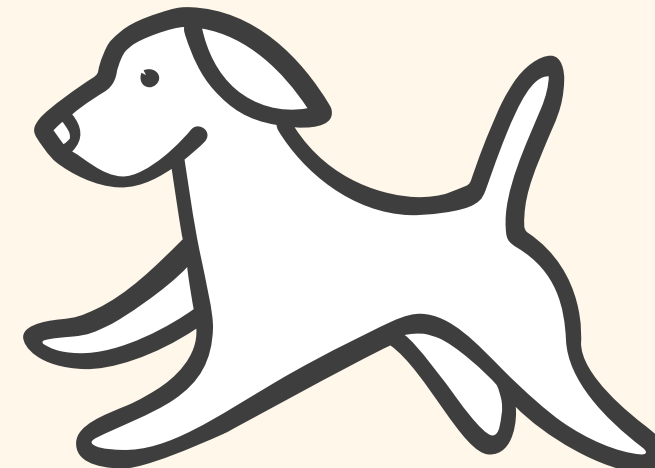
### WE ALSO OFFER THESE FLEXI OPTIONS:

- ✓ job-sharing
- ✓ working from home
- ✓ part-time work
- ✓ comeback coaching



## GOOD HEALTH INCLUDES MENTAL HEALTH

We've teamed up with the charity, Mind, who provided our staff with eLearning for Mental Health awareness and Managing Mental Health training for line managers. We've also signed up to Mind's Wellbeing Index which will help us to improve our mental health credentials even further. We are working on a Mental Health Plan for 2021, with the support of our newly formed Mental Health Workstream, and have an Employee Assistance Programme which provides everyone with the option of professional counselling support.





# EMPLOYEE BENEFITS

## FEELGOOD PERKS

Having our four-legged friends at work is incredibly beneficial - it helps us feel more social and relaxed and gives a great opportunity for exercise on nearby Parks.

### OUR TEAM ALSO BENEFITS FROM:

- ✓ Holiday purchase scheme
- ✓ Cycle to work scheme
- ✓ Meditation Classes
- ✓ Life insurance
- ✓ Discounted gym membership



*always working hard*

## EMPLOYEE FEEDBACK

We make sure to listen to every member of the Lily's Kitchen family. Everyone has the opportunity to share feedback to members of the team regardless of reporting structure. Each employee receives written guidance for career development with clearly-identified and achievable goals. And from 2021 onwards, these will include specific Social & Environmental objectives.

## PRIVATE HEALTHCARE

Our team's health and wellbeing is very important to us, so we offer private medical cover as an optional benefit to all employees. Where this was previously available upon completion of a probation period, last year we set the target of making this cover available to all full- and part-time employees from the moment of hire, as well as adding additional benefits, including private dental cover. We're pleased to say, this is now the case.



## PENSION

We offer a pension plan with contributions that go beyond what we're legally obliged to offer. Unless the team choose otherwise, they are auto-enrolled into the pension plan from their 3rd month of employment, with the option for salary exchange. Our pensions are defaulted to an ethical pension fund in line with our values as a brand and a team.

## HAVING FUN TOGETHER

We work with lots of lovely like-minded people who have always enjoyed the social aspects of Lily's Kitchen office life. While we might not be able to have lunch or chat in person right now, our office co-ordinator has kept us all going with regular motivational emails. By moving our socials online – with baby showers, quizzes, escape rooms and more hosted via video call – we've still been able to share some fun.





# BEING TRANSPARENT



## CUSTOMER CARE AND FEEDBACK

**We do everything we can for our customers.** We took ownership of our Trustpilot account this year so that we can support customers on both major platforms. We've set ourselves the target of improving our average Trustpilot score, and maintaining our impressive 4.8 on Feefo. In addition, we set a target to respond to all negative reviews within 24 working hours and do our best to ensure every customer has a positive experience.



## EMPLOYEE EMPOWERMENT

We believe it's important for all staff to understand how the business is doing, and to have their voices heard. Our monthly huddles and quarterly financial updates provide an opportunity for the whole team to discuss progress and learn about future goals. This year, we went further and provided finance for non-finance training which 70% of our staff have now completed. We also created several employee-led committees so our staff can actively contribute to how we do things.

## SUPPLIER PRE-QUALIFICATION QUESTIONNAIRE

We work with suppliers who share our values and commitment to operating responsibly. When sourcing new suppliers, we give potential partners a 'Pre-Qualification Questionnaire' to review their values and policies. We also audit existing suppliers to make sure their social and environmental practices are aligned with ours before continuing or choosing to work with them.

## DIVERSITY & INCLUSION

Last year, one of our goals was to create a Diversity & Inclusion committee to help us look at how we can be more compassionate and considerate both as a business and as individuals. The employee-led committee formed in September and has already shared resources and insights on race and gender identity, as well as sending copies of Why I'm No Longer Talking to White People About Race by Reni Eddo-Lodge to mark Black History Month. In December, the group conducted our first Diversity & Inclusion survey, from which they are building our first D & I roadmap.

**50%**  
**OF OUR LEADERSHIP TEAM IS FEMALE AS IS 29% OF OUR BOARD OF DIRECTORS**

Our directors are David Milner, Tom Sirett, Calum Macrae, Claire Robinson-Davies, Jeff Hamilton, Matthew Chandler & Helen Thompson

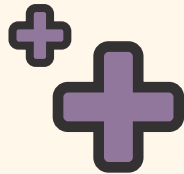
## WHISTLEBLOWING POLICY

We have a Whistleblowing Policy which applies to everyone who works with and for Lily's Kitchen. The aim is that everyone feels confident to raise any matters of genuine concern without fear of reprisals, in the knowledge that they will be taken seriously and that matters will be investigated appropriately and regarded as confidential.

# LAST YEAR WE SAID...



## IMPROVING EMPLOYEE'S LIVES



We passionately believe that mental health is just as important as physical health, so this year, we trained our first mental health first aider. Available to talk about issues big and small, while offering tips for good mental health hygiene, we couldn't be happier to have this key support within the Lily's Kitchen family.

## INCREASE STAFF UPTAKE OF VOLUNTEER DAYS TO

# 50%

While we didn't achieve our target last year, we're renewing our efforts for 2020. We've made plans to gather a group of dedicated volunteering champions to support at least half of our team use their annual allowance to help the community.

## EMBRACING DIVERSITY



To meet our previous target, we started talking to recruiters about benchmarking best practice and putting processes in place to remove any information that may lead to any possible unconscious bias. We're committing to moving our focus on diversity higher up our agenda. So to build on this, next year we'll be putting in place a Diversity & Inclusion programme to encourage awareness and positive change across the business.



# IN 2020 WE DID



## ✓ IMPROVING EMPLOYEES' LIVES



With everyone working from home and coping with a new way of living, it was more important than ever to let our team know that their mental health is our priority. In addition to working with Mind, we recruited a second mental health first aider to our team.

## ✓ VOLUNTEER DAYS



With the addition of home schooling, caring responsibilities and coping with lockdown, finding a healthy work-life balance has been harder than ever before. That means that we've fallen short of our target to see 50% of staff take up their volunteer days.

For the coming year, we're renewing our commitment, spearheaded by our Communities and Volunteering committee, and are excited to incorporate what we've learned about remote volunteering into our future civic engagement programme.

## ✓ EMBRACING DIVERSITY



One of our major goals last year was to implement a Diversity & Inclusion programme across our business. Having succeeded in setting up a D & I committee to focus on our internal progress, we also achieved our target of making our job descriptions more inclusive by adding an inclusivity statement at the start of each one. We also put in place a series of unconscious bias training modules for all of our team. For the next 12 months, our target is to work with recruitment partners to ensure all applications are blind reviewed.

# Our PLANET

We have a responsibility to our planet and everything in it. So whatever we do, from eco packaging to organic ingredients, we try to tread carefully on the planet our pets love so much.



# WORKING WITH SUPPLIERS

## SUPPLIER SURVEY ON ENVIRONMENTAL RESPONSIBILITY

Every year we ask our main suppliers to fill out a survey about their social and environmental practices. We're proud to work with suppliers who have high standards, and who are keen to work with us to constantly review and improve their ethical practices. Where possible, we work together with small scale suppliers and do business with them in the same way we work with larger suppliers. We're also delighted to be able to say that we still work with many of the same suppliers that we did when Lily's Kitchen began. Collaborative, long term relationships are important to us.

100%

of our significant suppliers monitor energy and water usage. 80% track this data to support improvements, and are on track for this to be 100% next year.



# CREATING PLANET FRIENDLY PRODUCTS

We know the country of origin of every one of our ingredients and the standards at which they are reared and grown, but we want to know more. We're working on increasing the transparency of our ingredient suppliers.

## OUR FIRST VEGAN RECIPE

**We launched** our first ever totally plant-based and nutritionally complete recipe – a win for dogs, and the planet! We want to do more to help pet parents reduce meat consumption responsibly and are committing to expanding this range.

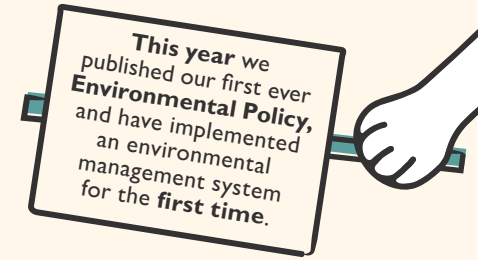
As part of our efforts to reduce our carbon footprint and tread carefully on the planet, we had been making plans to open our first ever warehouse in continental Europe. We made the decision to bring this forward and thanks to our Supply Chain team, are proud to have been able to deliver this for January 2021.

### KEEPING OUR PAWS ON THE GROUND

Our food is never air-freighted, except in exceptional circumstances



# OUR PACKAGING



We're committed to sustainable packaging.

**2025**  
**OUR TARGET TO BE FULLY RECYCLABLE**

In our efforts to tread as lightly as possible on the planet, we always consider the environmental impact of our packaging.

**88%**

is made from **compostable** or **recycled material**, or is recyclable. We're working towards increasing this to 100%. Always check with your local recycling provider to find out which materials they can process domestically.

**WE WORK WITH TERRACYCLE** 

to make sure that pet parents can still recycle any packaging that can't be collected kerbside.



In 2020, everything we sold came with **1874 Tonnes** of packaging. We made and delivered 39% more proper food for pets than in 2019, but kept our increase in packaging lower at 35%. We're still working with UK packaging regulations, to offset this amount through fees which go directly to UK recycling programmes and schemes.

**THIS YEAR**

we delivered on our target of reducing the size of our meaty treats bags and are on track to move the range over to PEPE within the two-year timeframe we set last year.



# OUR OFFICE & THE ENVIRONMENT

## WE USE 100%

### RENEWABLE BRITISH ENERGY

Our new HQ is up and running, and thanks to careful planning by our office management team and our landlord, we've implemented energy and water efficiency improvements, as well as a waste reduction programme.

## FRESH AIR

We use an air circulation system that pumps fresh air throughout our office, and measures the air quality regularly so our whole team can breathe easy.

## WE RECYCLE BASICALLY EVERYTHING THAT CAN BE RECYCLED!



TIN



TONER  
CARTRIDGES



PAPER



GLASS



PLASTIC



FOOD WASTE



BATTERIES

## WE USE & PURCHASE

### RECYCLED PRODUCTS, INCLUDING:

Toilet roll, paper, notebooks, paper towels, batteries, milk bottles, refillable soap and hand sanitiser containers.

Certified



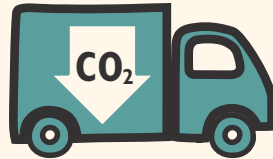
Corporation





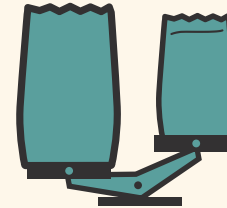
# LAST YEAR WE SAID...

## REDUCING CO<sub>2</sub> IN OUR SUPPLY CHAIN



Wherever possible, we make sure our vehicles don't run empty journeys. We're also delighted to say that our logistics partner Simarco uses low emission vehicles and is working towards reducing the use of fuel in the future.

## REDUCING PACKAGING



While the majority of the materials we use are recyclable, we're working hard to find sustainable solutions for all the packaging used on our products. We're making plans to move our dog treat bags over to PEPE, which is fully recyclable, and with exciting plans ahead for our cat menu, we're recommitting to our promise never to use pouches which end up in landfill.

# IN 2020 WE DID

## ✓ TACKLING OUR CARBON FOOTPRINT

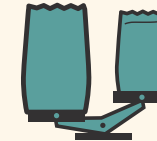


We opened our first ever European warehouse this year. By storing our recipes closer to customers in these key markets, we're able to significantly reduce freight miles. We also work with our commercial customers to ensure our methods of transport are as efficient as possible, combining journeys and loads to save on wasted space.

Our new European transport partner uses vehicles with modern, fuel-efficient engines, as well as rail transport which removes traffic from the roads. Our long-term logistics partner Simarco continues to track and control carbon emissions, while our shipping partner DPD is leading the green-charge in parcel services with electric and pedal-powered last-mile delivery services.

Alongside all this, we've initiated a project to understand our carbon impact and set our future carbon targets – check back with us next year for some ambitious goals.

## ✓ REBEL CATS SAY NO TO POUCHES



We re-launched our cat range this year and although pouches would have been the easier and cheaper option for our wet recipes, we chose mini-tins and aluminium trays instead, which are fully recyclable. Millions of pouches end up in landfill every year, and we just aren't prepared to contribute to that figure.

We've also ensured that our shelf-ready packaging and cat multipack boxes are 100% recyclable too.

Now we're looking at the packaging we use across our other ranges, from the materials to the inks, so that we can achieve our goal of being fully recyclable by 2025.



# Profit FOR ALL

By being a successful and profitable business, we can make sure there's benefit for all - including the planet, people and, of course, pets.



# LILY'S KITCHEN IS GOOD FOR BUSINESS

“Lily's products are always of high quality and one of our best selling treats in the shop. Throughout the years we have had continuous support from our sales rep keeping us up to date with offers and new products. There is always a happy, welcoming voice on the end of the phone”

*Rangebourne Petcare of Devizes*



# THOUGHTS & FEEDBACK

## ON PETS

“My little dog Sky absolutely loves your food. It makes her coat so shiny and makes her a happy smiling dog at every dinner time. She’s so full of energy because of your dog food!”

Debbie  
& Sky



## ON PEOPLE

“Throughout the recruitment and onboarding process it became clear that Lily’s live their B Corp values, nothing was forced or staged. The character of a genuine and passionate team that is working together to do the right thing has come through not only during the recruitment process but during my onboarding as well.”

Anonymous survey response  
Lily's Kitchen employee

## ON PLANET

“When it comes to feeding our furry friends, Lily’s Kitchen makes a real effort to reduce its impact on the planet, and that’s why I’m proud to be part of the team here. Working for a B Corp has opened my eyes to lots of environmental issues. Even the smallest improvements to processes and packaging can make a big difference to the planet.”

Marco,  
Sales Team



# BEST IN SHOW



By Appointment to  
HRH The Prince of Wales  
Manufacturer of Pet Food  
Lily's Kitchen Ltd  
London

## Royal Warrant from HRH The Prince of Wales

One of our biggest 'pinch me' moments to date. In 2019 we were granted a Royal Warrant from HRH The Prince of Wales and we couldn't be prouder of the honour.



## Queen's Award for Enterprise: Innovation

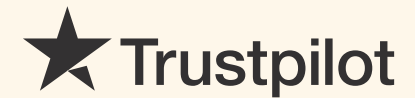
We are the first pet food company to win a Queens Award for Enterprise in Innovation and it speaks volumes about the food we make and the way we do business.



When it comes to doing good, we're like a dog with a bone...



**Feefo Score: 4.8 / 5**  
**Gold Trusted Service Award**  
4,274 service reviews over the past year on Feefo pays testament to our commitment to supporting the pet parent community.



**Trust Pilot: 4.5 / 5**  
**Ranking: Excellent**  
1,706 reviews since we took ownership of our profile in July 2020. Being active on Trustpilot means we've been able to support even more pet parents through this channel.

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# LOOKING

— to the —

# FUTURE

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**There's always room for improvement – after all, nobody's perfect!**

We're an innovative company and it's important to us that we're always moving forward at Lily's Kitchen. Everything we do is a work in progress and we know we can always do more in the future.

**We're working hard** on ways to improve, and you'll see what we've achieved in next year's report.

One thing we can promise you is our values and commitment to **people**, **pets** and the **planet** will always be at the heart of what we do.





# Thanks for reading

We would love your feedback on what you'd like to see from us in the future. You can get in touch with us via

**[hello@lilyskitchen.co.uk](mailto:hello@lilyskitchen.co.uk)**

You can also follow us across our social channels to find out how we are progressing on hitting our targets – find us on

