

Helping ambitious food brands to grow and make an impact.

IMPACT REPORT 2022

**THE FOOD
BRAND GUYS®**

thefoodbrandguys.com

Certified



Corporation



How can we help?

We are an independent creative agency for food and drink brands, working with clients of all shapes and sizes — from disruptive challengers to market leaders — all of them looking for a creative partner who can connect with their target audience. So how can we make a positive impact and change the world for the better?

Agency partners, Paul and Andy are big believers in the power of the brand and how we can influence decision-making through clever communication. We've spent many years helping brands to maximise their profits and satisfy shareholders. Our shared passion for more purposeful brands is what prompted us to rethink how we operate and consider who we work with.

In 2020, we embarked on the first stage of our B Corp journey. This was the start of a new era, our mission was to find out what we could do differently to become a better business.



What is B Corp?

Certified B Corporations meet the highest standards of accountability, performance and transparency across a range of factors. This includes environmental impact, employee benefits, charitable giving and supply chain practices.

B Corp certification is unique, in that it independently measures a company's entire social and environmental impact, evaluating how operations impact on colleagues, communities, the environment and customers in the pursuit of sustainable growth.

Certified



®

Corporation

Be the change

As part of the B Corp certification process, we made numerous changes and pledges to improve the way our business operates. Here are some of the highlights, but there is always more to come:

- We are adding more B Corp-certified clients and suppliers to our roster.
- We launched our Food Folk event series, which has continued to attract other like-minded businesses and purposeful brands.
- We provide three days paid time off each calendar year, so that our team can engage in charity work and volunteering.
- We are supporting our team's personal wellbeing with private healthcare cover.
- We offset our carbon footprint each month by supporting climate action projects with Ecologi.

Our vision is to show the world that successful business means more than profit. In a world that needs to change, and fast, we believe that businesses should lead the way and be a force for good.

Ecologi

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OUR B IMPACT SCORE

Working better

What inspires us most are the brands that make a difference. The way we see it, brands should exist to improve people's lives. We now look for clients who share our values, helping brands to engage their audiences, so that we can play a small part in making better businesses accessible to everyone.

Based on the B Impact assessment, The Food Brand Guys earned an overall score of 86.0. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 86 overall B Impact score
- 80 qualifies for B Corp Certification
- 50.9 median Score for ordinary businesses

Overall B Impact Score

GOVERNANCE 17.2

WORKERS 31.7

COMMUNITY 22.9

ENVIRONMENT 10.6

CUSTOMERS 3.4

And we continue working hard each year to improve our scores!

Certified



This company meets the highest standards of social and environmental impact

Corporation

Get in touch

CONTACT US

hello@thefoodbrandguys.com

+44 1628 823007

www.thefoodbrandguys.com

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