

# Together we are making a difference

**With hundreds of customers serving thousands of our drinks each day, we're excited about the impact we can have on sustainability.**

We've been supporting producer groups and paying well above the Fairtrade base price since Day One. To minimise our carbon footprint, we buy consumables from British suppliers wherever possible. But we've always aspired to do more too.

Now we're proud to say, every single Roast & Ground coffee is Fairtrade or Rainforest Alliance certified.

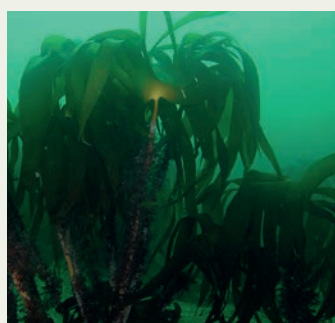
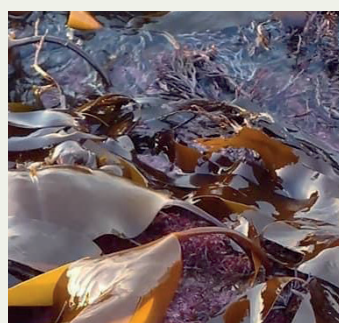
So you and your team can rest assured that all our Roast & Ground beans are speciality grade, ethically traded, fully traceable and kind to the planet.

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## **What about carbon emissions?**

We use the most energy efficient coffee roasting technology in the UK, with catalytic converters to manage carbon emissions. Electricity at our Chessington base comes from 100% renewable sources and we use thermostatic, timed heating controls.

In addition, we help combat climate change by supporting Blue Marine Foundation in the reforestation of kelp beds off the Sussex Coast. Kelp forests are an extremely valuable marine habitat. Not only do they remove CO<sup>2</sup> from the atmosphere, they provide a haven for wildlife, reduce coastal erosion and boost fisheries.



## **How we can help you?**

Our hygiene and maintenance contracts, which keep your machine in tip-top working condition, are your guarantee of ongoing energy efficiency. We also recommend low-power consumption, 13-amp coffee machines wherever possible and install your machine with energy efficiency modes that suit your needs.

We can supply compostable cups, biodegradable disposables and reusable mugs as you prefer, plus we have a range of great-tasting water solutions that will help you cut down on plastic bottles and the storage space they demand.

And, as you'd expect, all Roast & Ground branded boxes are fully recyclable, and are themselves made from 70% recycled cardboard.

## **For London accounts**

Great news! We now have facilities for parts storage in central London so our engineers have easy, ongoing access to the parts they need. This means our high first-time fix rate is now virtually locked in, keeping machine downtime to the absolute minimum. Bonus: when our engineers can walk or take public transport to City and West End postcodes, there's fewer vehicles on the road and less CO<sub>2</sub> emissions!

### In the community

We're supporting Only A Pavement Away, who help people facing homelessness find employment in the hospitality trade.

You can lend a hand, too, by enjoying our Roast & Ground coffee Fuel Their Day. With every pack sold, our customers donate 25p to the charity, and we at Roast & Ground then match the donations, so that 50p per pack goes to Only A Pavement Away.

Fuel Their Day is a rich, warming blend of hand-selected arabica and robusta beans from Latin America, Ethiopia and Vietnam, certified by the Rainforest Alliance.

Its medium-dark roast and smooth chocolate and butterscotch flavours make it perfect for all-day drinking. You'll find it works brilliantly in our automatic bean-to-cup machines as well as in traditional Barista machines.



## Our 10-point CSR checklist

This 10-point checklist shows the many ways we're committed to acting responsibly, both environmentally and socially.

- ✓ **Greener world:** we fund kelp reforestation projects that help absorb carbon dioxide and boost marine habitats.
- ✓ **Fairtrade and Rainforest Alliance products:** we use these certified products to help support farming communities abroad and ensure sustainability.
- ✓ **Charity fund-raising coffee:** our Fuel Their Day blend helps Only A Pavement Away support people facing homelessness find employment in the hospitality trade.
- ✓ **Compostable cups and biodegradable disposables:** we offer cups and other disposables that promote sustainability.
- ✓ **Recycled boxes:** all Roast & Ground branded boxes are made from 70% recycled cardboard and are fully recyclable.
- ✓ **Energy efficiency:** machines are set utilizing a sleep mode to suit your needs and we recommend 13 amp coffee machines wherever possible.
- ✓ **Local sourcing:** most of our consumables are bought in the UK to minimise our carbon footprint.
- ✓ **Green office:** we recycle paper, reuse packaging, minimise electricity use, utilise thermostatic and timed heating controls and more.
- ✓ **Central London parts storage:** when our engineers can travel on foot or by public transport, it helps reduce CO2 emissions and the number of vehicles on the road.
- ✓ **Community initiatives:** we donate coffee to Kingston's branch of Your Local Pantry so that visitors can enjoy a free cup when they visit.

