

# RUBIES IN THE RUBBLE

ANNUAL  
REPORT



2019



# WE SEE PLENTY

The world is full of overlooked things: ideas, creations, people. Details are missed, potential is wasted. But we see what most don't: we find flavour in flaw; abundance in waste; we see beauty where it shouldn't be.

Because we believe there is always a more sustainable way to create from what we have. In a throwaway society, we embrace the imperfect; in a cycle of surplus, we create second life.

All around us we see plenty: plenty promise,  
plenty purpose, plenty flavour.

There are so many rubies to be found in the rubble.  
So let's chase them, embrace them and make  
the overlooked, unmissable.



# 2019 OVERVIEW

Some of our key business highlights this year

18  
Pieces of national  
press secured



Sainsbury's

Increased  
distribution in  
Sainsbury's to  
160 stores



500  
Out of home sites  
now serving our  
ketchup & mayo



36%  
REVENUE  
GROWTH



69,431  
KG CO2E  
OFFSET



1  
Rebrand with  
world renowned  
agency



1  
Product launch -  
our plant-based  
chilli mayo



Launched refillable  
bottles offering  
a packaging  
reduction solution.



£2.1M  
Total raised  
in seed  
fundraising  
round





# WHAT A YEAR!

**I started 2019 with a house move! We moved into a new area and decided to gut the place - keeping the integrity and foundations but refreshing the layout, look and character.**

The project, as everyone always says, took a lot longer than expected with a couple of unforeseen hiccups along the way - but, on the other side, we couldn't be happier!

Looking back on the year at Rubies in the Rubble, there's a rather similar theme... We moved into new products and markets, underwent a major rebrand and adapted new internal systems to set ourselves up for growth. Throughout all this change, we have kept the foundations of what we believe and what we do.

It all took a little longer than expected but I am so proud of the work completed by team, and feel extremely confident in the strong position we've put the business in for 2020 and beyond.

A couple of highlights from the year include revealing our new branding and tomato ketchup at our summer party at HIX Tramshed in Shoreditch, the momentum from our Crowdfund and investment raise closing in July, which went beyond expectations and finally, driving trial of our hero product at our first brand installation at BoxPark, where we sampled over 15,000 portions of fries and ketchup in three days with an online reach of 200k.

An ongoing delight - and highlight throughout the year - has been the overwhelming love for our ketchup, winning a 2\* great taste award, being named Table Sauce launch of the year by The Grocer, and winning the gold Innovation Award at the Casual Dining Show. This new product has won over many customers already - positioning Rubies as an everyday, sustainable alternative to the nation's favourite ketchup. Some early adopters include Marriott Hotels, The Pig, HIX Group, Revolutions, The Breakfast Club, Darwin & Wallace and Hippo Inns.

Initial growth was slower than expected, primarily due to complex establishment of routes to market at the beginning of the year and limited formats of our ketchup for restaurant groups. These are both target areas to be continuously improved, as,

although the love of the product and brand is incredibly strong, the usability and availability are also key.

However, the positive impact that Rubies has on our planet is always our most treasured achievement and will always remain core to the business.

This year we celebrate a huge increase in brand awareness heroing food waste and sustainability through our products, events, podcasts, panels, interviews and content creation on our social media channels. We have supported tens of farmers, creating a market for otherwise wasted produce and preventing 126 tonnes of produce from otherwise going to waste, offsetting 256 tonnes of CO2.

We have also been challenging ourselves to look at our supply chain as a whole, analysing all materials used in our production and both inner and outer packaging to ensure all is either recyclable or has the lowest carbon footprint possible. One testament to the intentions of the business is becoming a certified B-Corp.

We are amidst the paperwork and hope that certification will follow in early 2020.

Overall, it has been a great year for Rubies in the Rubble with numerous awards, an online following growth of +65% from 2018, an investment raise and promising product launch.

We still have lots to learn and a lot of growing to do but are excited for 2020.

*Jenny*







# WHY WE EXIST

We believe food is a precious resource  
that should be valued and cherished

Globally, 1.3 billion tonnes of food is wasted each year, representing 3.3 billion metric tons of carbon dioxide emitted from its production (growing, harvesting, transporting and packaging).

The average carbon footprint of avoidable food waste per person annually is approximately 330kg CO<sub>2</sub>e.

If food waste were a country, it would be the world's third largest emitter of greenhouse gases, behind the U.S. and China.

Currently we produce enough food not just to feed everyone on the planet today, but also the further 2.5 billion people still to come in the next 35 years. Globally we waste four times more food than would be required to feed all the world's malnourished people.

The UK creates  
10 million tonnes  
of food waste  
per year



The UN's Food and Agriculture Organisation estimates that food waste is responsible for 6.7% of all global Greenhouse gas emissions.

Disposal of food waste in landfill produces GHG emissions, particularly methane. Methane is 84 times more harmful than CO<sub>2</sub>.





# IN THE NEWS

Sustainability has been firmly on the agenda for 2019 and is showing no signs of leaving the headlines. 2019 has been the year of climate strikes with children leading the way around the world. Although Greta Thunberg began her climate strike in August 2018, thousands have joined global climate strikes from March 2019. Over four million are thought to have participated in the September Climate Strike.

Adding their voices are the protesters of Extinction Rebellion who, together with the school strikers, are tirelessly demanding action from those in power and raising public awareness of the peril of our planet.

Undoubtedly, public awareness of environmental issues is increasing with The Oxford English Dictionary declaring “Climate Emergency” to be the word of the year in 2019 with usage increasing by 100% on previous years.

This increased awareness is unsurprising with recent unprecedented weather events occurring across the planet. Raging fires are still ongoing in the Amazon and Australia and the Victoria Falls has dried to a trickle following the worst drought in 100 years, while parts of the UK received one week’s worth of rain during just one hour in October.

**OXFORD DICTIONARY DECLARED “CLIMATE EMERGENCY” TO BE THE WORD OF THE YEAR IN 2019 WITH USAGE INCREASING BY 100% ON PREVIOUS YEARS.**

In what has been termed as the “Sixth Mass Extinction” we are losing species at an unprecedented rate. We rely on strong ecosystems to provide clean air, water and food and such loss of biodiversity is critical. Today, more than ever, we are aware of the impact humans are having on our planet. ‘Seven Worlds, One Planet’ is the latest output from David Attenborough which poignantly depicts the effect we are having on life around us, & encourages action from all.

But it isn’t all doom and gloom, there’s good news too. Many people are acting to reduce their individual impact and all of our seemingly small acts can add up.

**BUT IT ISN'T ALL DOOM AND GLOOM, THERE'S GOOD NEWS TOO.**

Increasing pressure from consumers is encouraging producers to reconsider packaging, in particular plastic. Most UK supermarkets have signed up to the UK Plastics Pact, with Greenpeace awarding Iceland the top spot in their Plastic League Table for UK supermarkets.

Furthermore, Loop are piloting a scheme with reusable packaging for products from fruit juice to skin care resulting in lower emissions over the lifetime of the packaging.

Another area where we are making an impact is through the food we choose. The new “Planetary Health Diet” which encourages a reduction in meat and dairy consumption in favour for more vegetables and legumes is a win-win for both health and the environment. Environmental concerns have resulted in low meat consumption, with 10% choosing to eat vegetarian food on Christmas Day this year.

But it's not only the food we eat which has an impact – it's also the food we waste. An estimated 10 million tonnes of food is wasted in the UK annually, equating to more than 25 million tonnes of greenhouse gases.

But progress is being made. In 2019 Ben Elliot, the UK’s new Food Waste Champion was appointed and the government put forward £6 million to fund food waste reduction. Along with ourselves, other food businesses including Sainsburys, Waitrose and Tesco have signed up to The Pledge to halve food waste by 2030 demonstrating the recognition of this important environmental and social issue.

Protection for our natural spaces has also increased. 5% of the world’s oceans and 15% of land now holds protected status ensuring vital carbon sinks and biodiversity will be preserved. This year in the UK, the Isle of Wight has been recognised as a Unesco Biosphere Reserve recognising its biological significance.

Although there is room for progress towards environmental sustainability the UK ranks 13th out of 162 countries in the 2019 Sustainable Development Goals Index with progress to many of the goals ‘on track’ or ‘moderately increasing’. But to understand your individual impact better, try the WWF’s Footprint Calculator and find out how you can make a difference.



WE ARE A BUNCH OF FOOD LOVERS,  
WASTE WARRIORS, AND CONDIMENT  
CONNOISSEURS. WE ARE REBELS  
WITH A CAUSE, LEFTOVER LOVERS  
& SURPLUS SUPERSTARS  
WE'RE OUT OF  
THE BOX  
THINKERS,  
TALKERS,  
ADMIT WHEN  
WE'RE WRONG  
-ERS, PLANET PRESERVERS AND  
ENVIRONMENTAL MENTALISTS.

# WE ARE RUBIES





The main focus of this year has been on launching a classic ketchup.  
Ours tastes just like your favourite (not mentioning any namez...)  
but contains half the refined sugar and twice the fruit!



“Smooth & well  
balanced, this  
ketchup delivered  
full tomato flavour  
and delicate spice.  
The reduction of  
sugar makes this a  
fantastic product  
with grown up  
appeal.”

- GREAT TASTE  
AWARD JUDGES



“

Rubies is the new Heinz.  
It's got everything:  
the taste, the story...  
we love it.”

- MARK HIX,  
FOUNDER,  
HIX RESTAURANTS







BETTER FOR  
**YOUR PLATE**



BETTER FOR  
**THE PLANET**





We embarked on the immense project of updating our branding to give us a solid platform for future growth. We worked with world-renowned design agency Pearlfisher who created a design based around “putting the ruby in the rubble”.

The starting point for this concept was the idea of seeing something that other people don't see, and creating a positive out of a negative. Having the Bs in Rubble facing each other, a ‘ruby’ shape was created in the negative space. Our bottle and jar design takes this idea further, with the labels being stuck on back to front, to create a ruby-shaped window looking through to the product.

This ruby shape has become one of our key, ownable design assets, and you'll see it throughout our design, in the form of illustrations and icons.

# PUTTING THE RUBY IN THE RUBBLE

**NEW LOOK. WHO DIS?**

**This year we invested in redesigning our brand to set us up for the next phase of business, moving from Farm Shop charm to Supermarket Success!**



# BRINGING MORE

This year we are thrilled to have begun working with these fantastic companies who are championing sustainability!



# TO THE TABLE

Where would you love to see us next?  
Get in touch and our team will get on it.





**“WAR ON WASTE”**



**“SPLASH OF CASH FOR JENNY COSTA’S  
KETCHUP START-UP”**



**“HOW RUBIES IN THE RUBBLE IS  
TAKING ON HEINZ”**



Fancy a packet of salmon skin crisps? Don't scoff, it's just one of the new treats made from leftovers

By Alice Smellie for the Daily Mail  
21:09 22 May 2019, updated 21:12 22 May 2019

**Splash of cash for Jenny Costa's  
ketchup start-up Rubies in the Rubble**



**Everything you need to know about the  
growing business of fighting food waste**



**“Our customers LOVE Rubies and really engage with the story, we’re so happy we made the switch!”**

**- EVE BUGLER,  
FOUNDER, BABABOOM**

**“I’ve loved Heinz ketchup since I was a little boy. I’ve grown up on it and grown old on it. It got me through my teenage years and made my Uni food edible. I even built a cafe business on it. I love Heinz. But....I love Rubies more!”**

**- JONATHAN,  
FOUNDER, THE BREAKFAST CLUB CAFES**

**“  
YOUR  
WORDS,  
NOT OURS  
”**

**“A standout tomato ketchup & a genius way to tackle food waste.”**

**- TRISTRAM STUART  
FOOD WASTE CAMPAIGNER  
FOUNDER, TOAST ALE**

**“This ketchup is better than Heinz. We absolutely love it.”**

**- DUCK & WAFFLE**

**“I never thought I’d like a ketchup more than Heinz this definitely tops it”**

**- ROBIN HUTSON  
CEO, THE PIG HOTEL GROUP**



“

“Cracking mayo... Tastes amazing and is better for the planet. Win win.”

TOM BARTON  
FOUNDER, HONEST BURGER



# & IT WAS ALL MAYO

OUR PLANT-BASED MAYO WAS ANOTHER BIG FOCUS FOR 2020.  
THE TOP HIGHLIGHTS INCLUDE:

Launching a chilli flavour



Increasing our distribution in Sainsbury's



Launched larger jar sizes and a new  
and improved recipe



# SAVING FRUIT IN A PICKLE since 2012

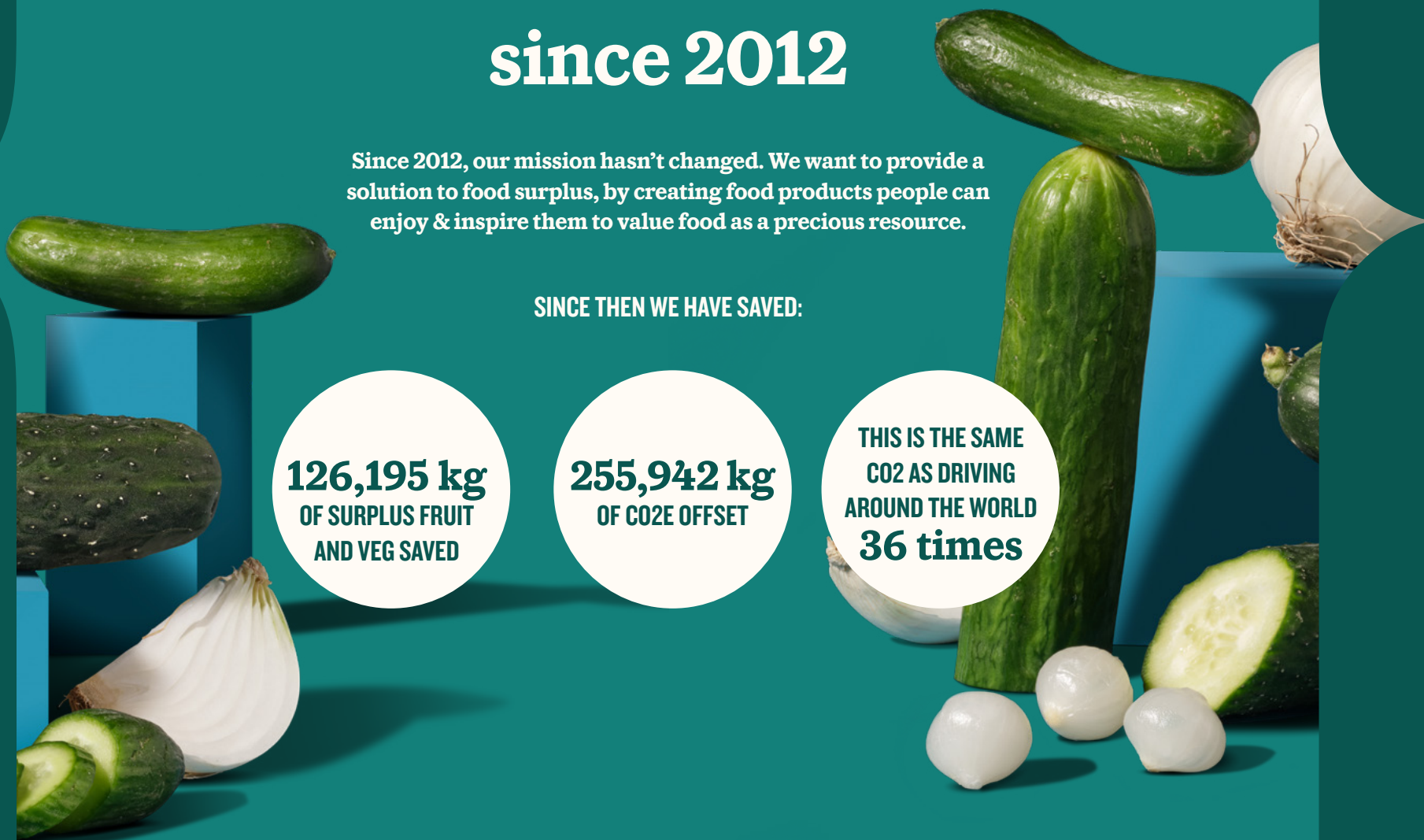
Since 2012, our mission hasn't changed. We want to provide a solution to food surplus, by creating food products people can enjoy & inspire them to value food as a precious resource.

SINCE THEN WE HAVE SAVED:

**126,195 kg**  
OF SURPLUS FRUIT  
AND VEG SAVED

**255,942 kg**  
OF CO2E OFFSET

THIS IS THE SAME  
CO2 AS DRIVING  
AROUND THE WORLD  
**36 times**





# LOOKING AHEAD TO 2020



2020 will be our biggest year yet.  
Our aim is to offset 115,183 kg of CO2e

Continue to focus on ketchup, accelerating our presence  
out of home & trying to gain national retail listings

We are working towards becoming a B - Corp

Measuring the end to end total carbon  
emissions of ketchup

Campaigning for more action to be taken reducing  
food waste & inspiring everyone to value food

## GET INVOLVED

There are lots of ways you can help us!

Introduce your friends & family to  
our products!

Encourage your local café  
or favourite restaurant  
to stock us!

Follow  
[@rubiesintherubble](#)  
on social media







**THANKS FOR  
FIGHTING FOOD  
WASTE WITH US  
THIS YEAR!**

Alicia  
Nish  
CLAUD

Jess  
Lucy  
ella

Jenny  
Fran  
Ava  
Flora  
Jo



