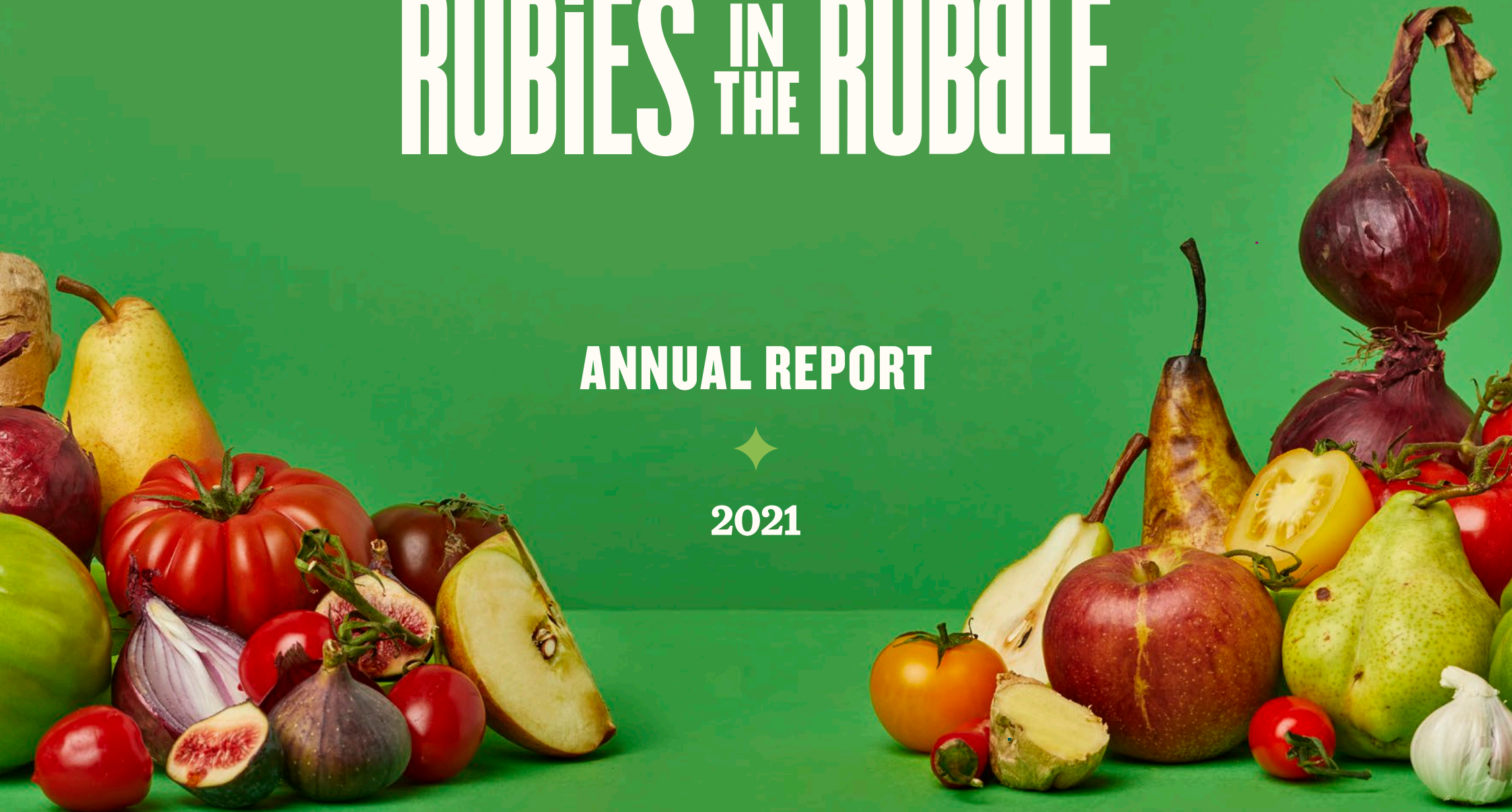


RUBIES IN THE RUBBLE

ANNUAL REPORT

2021



GOODISM

MAKE GOOD THINGS GOODER

Goodism is the act of taking something good
and making it a whole lot gooder.
It's not about settling for the same old, but making something
better; not just for ourselves, but for the planet too.
Now that's what we call Gooder!

At Rubies in the Rubble we're Do-Gooders, after the pursuit
of Goodism. That's why we take condiments and ask ourselves
'how can we make them gooder?', the answer? Pack them full
of delicious fruit that otherwise would've gone to waste.

Condiments. But Gooder.



OUR MANIFESTO



2021 OVERVIEW

A few of the gooder things
which made 2021 such a
brilliant year!

Launched
Garlic Mayo



Launched Ketchup
and Mayos into



Our Ketchup
went to COP



Launched
Apple &
Cranberry
Chutney



INTRODUCED OUR
GOODISM PHILOSOPHY
ACROSS LONDON



Launched
Goodism blog

As a team,
gleaned
seven tonnes
of apples



WON 6
GREAT TASTE
AWARDS

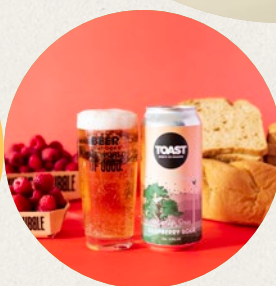


Launched
into

FLIGHT CLUB



Collaborated
with
TOAST
HERE'S TO CHANGE



5
New team
members



180 TONNES OF PRODUCE SAVED



WHAT A YEAR!

I hear everyone shout, surely not another year of it!! Having thought 2020 challenged every food business, then came 2021... I therefore pat every food business on the back to have survived probably the toughest year in retail history.

From COVID, Brexit, availability, inflation, and short notice closures it was not a year for the faint hearted therefore, reflecting on Rubies in the Rubble year, I couldn't be prouder of our achievements.

We closed the year having sold over 193 tonnes of condiments and saved over 180 tonnes of fruit and veg – the equivalent to a whopping 143 tonnes of CO2, or flying from London to New York 135 times!

Some great highlights were:

- ♦ launching our ketchup and mayo range nationwide in both Morrison's and Waitrose;
- ♦ seeing restaurants building back confidence and launching in Flight Club, Star Pubs, Butcombe and Peach pubs to name a few!
- ♦ becoming a proud a sponsor and supplier of Forest Green Rovers (the most sustainable football club in the world);
- ♦ collaborations with Gousto;
- ♦ taking Rubies message to the streets of London with 800 outdoor ads throughout July;
- ♦ and being THE chosen suppliers of condiments for all COP26 sites and hotels.

But my favourite part of the year hands down was our COP26 celebration which involved a Charity Glean in one of our longest standing farmer's orchards. After a lot of picking we donated 7.8 tonnes of otherwise wasted apples to charity, as well as picking enough for our Limited Christmas Chutney which launched in Ocado in November.

Along with some great achievements in 2021, we have been shaken to the core and challenged to the max. We have all learnt an enormous amount and are excited for 2022 with new products and customers lined up to launch – it's going to be a fun one.

There's a heightened urgency to care for our wellbeing, the preservation of our planet and ensure fair rights for all.

Within this, the link between food waste and the environment is finally being recognised as a mainstream going concern

and therefore, looking forward to 2021, we feel our brand is more than ever relevant with many opportunities in retail to bring our mission and flavour nationwide. So join us in ensuring the good that has come from this time, with an awoken growing demand for conscious consumption and action remains into 2021.

We all need to be bold and take collective action to tackle climate change.

Jenny



WHY WE EXIST



**“Don’t waste anything.
Don’t waste electricity.
Don’t waste food.
Don’t waste power.
Just treat the world as
though it is precious.”**

DAVID ATTENBOROUGH

About a third of all the world’s food goes to waste, and producing, transporting and letting that food rot releases 8-10% of human-made global greenhouse gases ^(FAO).



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.



#1

**Project Drawdown
ranked reducing food
waste as our number
one solution to the
climate crisis.**

Wasted food accounts for more greenhouse gas emissions globally than all of the commercial flights we take each year.



Nearly 30% of all available agricultural land on earth is used for food which is left uneaten ^(FAO).



SAVING FOOD IS AT OUR CORE

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 2012 WE HAVE SAVED:

**474
tonnes**
OF SURPLUS
FRUIT AND VEG

EQUIVALENT TO
**496
tons**
OF CO2E

THAT'S ENOUGH TO PACK:



**9 DOUBLE
DECKER BUSES**

THAT'S EQUIVALENT TO:



464 FLIGHTS
from London to NY
(average long haul
flight per passenger)



**493 YEARS
AS A VEGAN**
(compared to an average
meat eater's footprint)



The amount of carbon
2,465 TREES
sequester in their
lifetime (100 year life)



OR enough to send
6 PEOPLE TO OUTER SPACE
on Elon Musk's
Falcon 9 Rocket!!

IN THE NEWS

JUST WHEN WE THOUGHT 2020 WAS THE PINNACLE OF CRAZINESS, 2021 CAME ALONG AND STOLE THE SHOW...

We started the year, hoping we had seen the back of Covid, but fell straight into another lockdown for Q1. This was a hard hit on all restaurant businesses, and we felt it too for our hospitality side of the business. Then, a few months out the other side – our supply chains were tested to the max. The combination of both Covid and Brexit hit supply of products and labour throughout the summer. These shortages affected every business from petrol stations' fuel deliveries – to manufacturers' supplies – to farmers' seasonal fruit pickers.

In the summer the long-awaited IPCC report was released – regarded as the most comprehensive scientific evaluation of the state of earth's climate.

It's been 8 years in the making and the report concludes that, unequivocally, the global warming spikes are a result of human activities and excess (thank you very much Mr Trump), and unless we take urgent action now, our future is pretty bleak.

António Guterres, the UN secretary general, warned: “[This report] is a code red for humanity. The alarm bells are deafening, and the evidence is irrefutable: greenhouse gas emissions from fossil fuel burning and deforestation are choking our planet and putting billions of people at immediate risk.”

THE CALL COULDN'T BE ANY CLEARER.



Our actions are the cause of the rapid changes to climate, flooding, droughts, melting glaciers, rising sea levels and heatwaves.

But the more pressing message from the report was that unless we have deep intervention and action NOW to reduce our emissions, our global temperatures will rise above 2°C by 2100.

SO WE NOW HAVE A CHOICE.

We either act now to save ourselves or simply keep chugging along in the same gear until we drive ourselves off the cliff, as if nothing changes, we are on track for a rise in temperatures of between 4-6°C. To put this in context, the difference in temperatures between now and the last ice age was around 4°C.

The report highlights two big culprits – the burning of fossil fuels and deforestation as killer attributors to the rapid increase in global warming (over the last 2000 years).

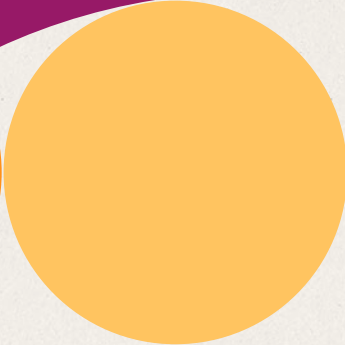
Unless we make drastic changes in the next decade, we will not keep below the 1.5°C increase above pre-industrial – set out as a target for the 197 countries at the Paris agreement, and to be readdressed and challenged again this November in Glasgow at Cop26.

It doesn't sound like much, just 0.5°C, but it would lead to 3x insect loss and 2x loss of plant species, let alone the impact on human life.

Following this damning report, all eyes were on World Leaders for significant action at COP 26.



A LOT OF NEW FACES
JOINED RUBIES IN 2021
AS WE ACCELERATED
POST-LOCKDOWN



WE ARE RUBIES

HOW WE RUBIES

LOLAGER

[LOL + MANAGER]

A monthly social event organised by a different team member. There's been beach cleans & dance classes (pre-Covid), to virtual cook-a-longs and murder mysteries (during Covid). There's a token budget of £50 to cover basic expenses (or a round of drinks) – small enough that it doesn't break the bank and encourages everyone to be creative!

FEELBACK

[FEELING + FEEDBACK]

This is our pulse barometer, an anonymous survey that goes out to the team. There's a short monthly survey and a deeper quarterly survey. We track the team's mental and physical wellbeing, their happiness at Rubies, workload and how supported they feel. We then discuss the results as a team and make appropriate changes.

FRI-YAY

Ultimately we have to hit targets, so if we hit our monthly budget we get the last Friday of the month off. A Friday treat, to unwind and have fun, after all the hard work.



OUR VALUES

BRING OUT THE RUBIES

We always look for the positives in the negatives, celebrate our success, care for one another, and thank our suppliers, partners and friends for joining us on this journey.



DARE TO BE DIFFERENT

We have a big goal. We want to be in supermarket shelves and restaurant tables across the country, providing a sustainable choice. To do this we need to ACT BOLDLY. We need to stand out, get noticed. This is David vs. Goliath right here.



BE RESOURCEFUL

This business was started to provide a solution to food surplus, as food waste is a major contributor to Green House Gases. We want our impact to be minimal. We want to be the most resourceful, and efficient team out there...with our time, our money and our energy.

BRINGING THE RUBIES OUT

From a team glean to beach cleans, we're loving getting out there and living our values.

PICKING OCEAN BOUND PLASTIC FROM THE THAMES



LOLAGERS



PADDLE BOARD PARTIES



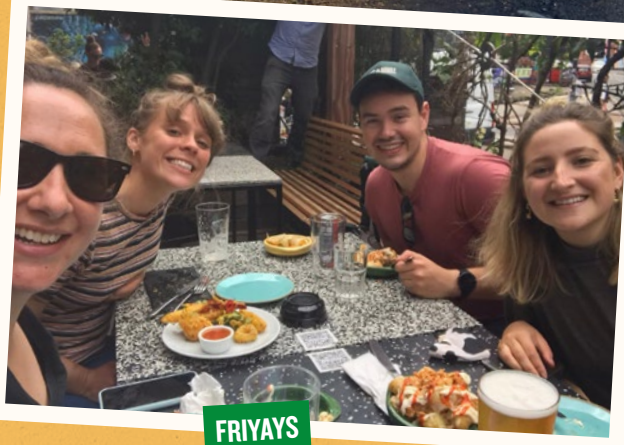
THIRSTY THURSDAYS



BREAKFAST CLUB



FRIYAYS



DOES GOODER. TASTES GOODER.



CHILLI MAYO

A really smooth shiny mayonnaise which has been executed extremely well and one would not be able to detect that it was vegan.

GARLIC MAYO

A full creamy mayo with a luscious mouthfeel and earthiness from the garlic and mustard.



SPICY TOMATO RELISH

A full creamy mayo with a luscious mouthfeel and earthiness from the garlic and mustard.



MAYO

A deeply creamy and well-seasoned mayo. The texture is rich and full bodied. Very tasty indeed!



TOMATO KETCHUP

A really well-made product that's perfectly glossy and smooth. The sweetness and seasoning are extremely well judged, while the tomato flavour comes through well. The use of pears here is clever, making a delicious condiment.



BANANA KETCHUP

A really interesting product with a clever combination of flavours. The deeply fruity, slightly overripe banana flavour works well with the chilli and ginger, delivering a unique, warm, spicy, and sweet sauce that would be good with anything savoury. Delicious.





With a lot we want to say about sustainability, trying to squeeze our brand philosophy into one billboard was a challenge. We are so happy to have landed on Goodism, something we think encapsulates our values of sustainability and great-tasting food. And it was epic to have our message plastered on 800 billboards across London!

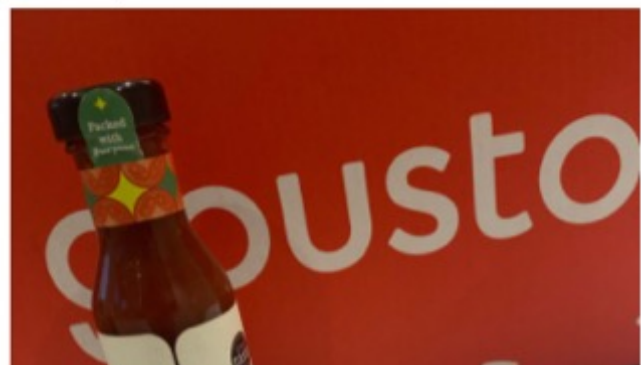


BUILDING THE BRAND



Commercial Analyst at Reckitt
19h • 🌱

Got this super cute gift from Gousto in our box yesterday evening & it's fair to say I was SUPER excited. We're really passionate about limiting food waste and recycling in this household so this Rubies In The Rubble sauce was perfect ❤️ can't wait to try it!!



It was amazing to see Rubies was tried and loved by over 300,000 Gousto customers. Like us, Gousto are true foodies with a focus on fighting food waste, so this was the perfect intro to their foodie fanbase.



Honestly it's like Christmas Day when there's a surprise in my gousto box 🍅🎁

HITTING THE SHELVES

NEW YEAR, NEW HUSTLE.

We've reacted to the events of 2021 by making retail a major focus. We're thrilled to be in over 2000 supermarket stockists across the country, offering shoppers a choice of sustainable condiments.



RESTAURANTS DOING GOODER

With growing distribution in pubs and restaurants across the UK, we've collectively saved 107 tonnes of fruit and veg from being wasted in 2021.

That's the same as...



101 FLIGHTS

from London to NY
(average long haul
flight per passenger)



**107 YEARS
AS A VEGAN**

(compared to an average
meat eaters footprint)



The amount of carbon

535 TREES

sequester in their
lifetime (100 year life)

Thanks to our amazing restaurant partners for helping us on our mission. Together, let's make food waste history.

This year we are thrilled to be working with these trailblazers, who have survived one heck of a year!

FLIGHT CLUB

HONEST

THE PIG
ROOMS &
KITCHEN GARDEN FOOD

CHOSEN
BUN
DELIVERING THE ULTIMATE BURGER

neat
burger

REVOLUTION

HACHÉ
BURGER SOCIAL

PEACH
Making Life Peachy

DARWIN & WALLACE

THE ALCHEMIST

HIPPO INNS - TREEHOUSES
PROUD TO BE A HIPPO

LAINÉ

BLACK BEAR
BURGER

Marriott

PUB
PUBLOVE

BOB'S Lobster
SEAFOOD EXTRAVAGANCE ON A PAPER PLATE

GRANGER
& Co.

CABANA
RIO BAR & GRILL

Birch

STREET
EATS FOOD LTD
GOOD FOOD ON THE MOVE

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

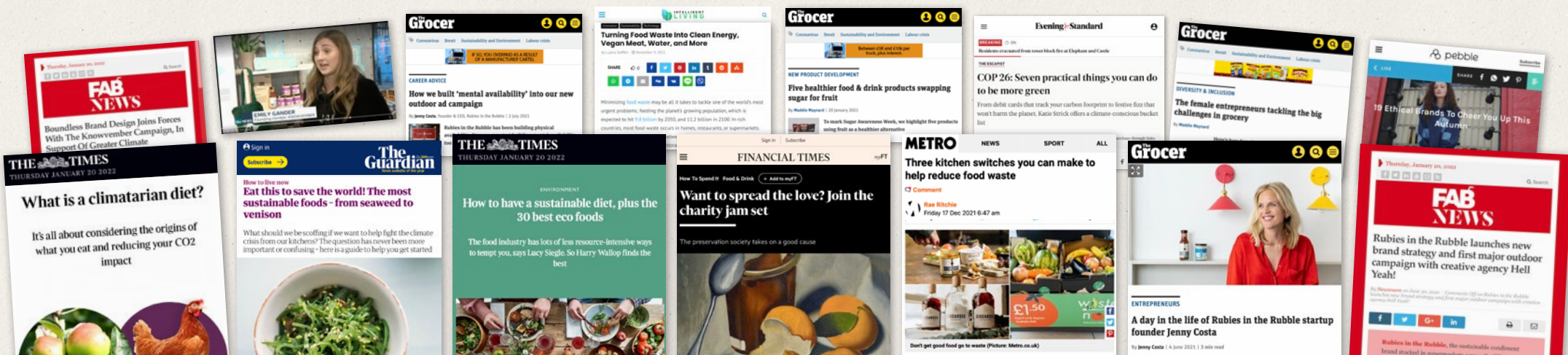


HOT OFF THE PRESS



“With the business approaching its 10-year anniversary in February, it has saved 351,600kg of produce from the scrap heap, and Costa’s ideas, once considered quirky, have been fully vindicated.”

“There are also climate-friendly brands that can help you join the war on food waste. Rubies in the Rubble makes condiments using wonky fruit and veg that has been rejected by supermarkets”



SOME OF THE PRAISE FROM OUR CUSTOMERS AND TEAM OF TASTE TESTERS:

“You have gone and done it. I understand now. You are basically drug dealers for garlic mayonnaise!”

“My reaction upon tasting was a very loud, ‘Oh god yes!’”

“It changed my life. I LOVE these condiments. These are the products you want for the apocalypse”

“Life-changing mayo”

“Introducing the best ketchup in town”

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

LEAVE NO CRUST BEHIND

Despite our best intentions, pizza crusts often suffer a sad fate. We get it, who can compete with bubbling mozzarella?

Designed for dunking leftover crusts, our a garlicky, creamy mayo is made with aquafaba, a plant-based alternative to eggs which is usually thrown away.

As one of our Taste Testers, poetically put it “**You’ve gone and done it. You’re basically drug dealers for garlic mayo.**”



SPREAD CHUTNEY. SPREAD CHEER.

Jam-packed with sweet apples, fresh cranberries, and deliciously balanced mulled spices, this our Apple & Cranberry an absolute MUST for any Yuletide nibbles.

Whether it's accompanying your boxing day sarnie or levelling up your leftover lunch, this festive number will make sure no sprouts are left on the side lines.

LET'S DO GOODER IN 2022



HELP OUR FOOD WASTE FIGHTING MISSION

Introduce your friends and
family to our products!

Become one of our taste testers.

Encourage your local café
or favourite restaurant
to stock us!

Follow [@rubiesintherubble](#)
on social media.

Subscribe to our newsletter for
everyday ways to do gooder!





Thanks for
fighting food
waste with us
this year!