

RUBIES RUBBLE

ANNUAL REPORT



2020



OUR MANIFESTO

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.



OUR MANIFESTO



2020 OVERVIEW

Here's some of the good things that happened in this...what for it..unprecedented year

Launched a Christmas giftset



Launched Ketchup and Mayo's into



Launched taste tester scheme



Launched Mayo into



Secured a monthly column in



BECAME A B-CORP

Certified



Corporation

This company meets the highest standards of social and environmental impact



115 TONS OF PRODUCE SAVED

Featured in a window display at Selfridges



2
Great Taste Awards



3
New team members

WHAT A YEAR!

No-one could have imagined a year with so much change. Some would even call it unprecedented...! Yet staying true to the Rubies brand and forever making the most of what we have, I would like to draw on the positives as we look back.

I am so proud of the team for coming together and overcoming continuous hurdles - the sense of belonging and support for each other was amazing - even when working remotely and more than ever, we have had to push into our core values ensure we live them out as a team.

We started the year focused towards the restaurant trade with some fantastic accounts including The Breakfast Club, Revolution Bars and HIX yet come March, of course, all this set to change as 80% of our business dropped to 0. Over the summer, we continued supporting our OOH customers

with the hope of a speedy recovery but as that became more and more unlikely we started pivoting our attention towards retail landing our first National listing for ketchup and mayo in June with Waitrose - then Co-op followed then Amazon and many others - finishing the year with 70% of sales coming from retail with an overall revenue growth of on 2019.

This change in focus and product mix has come with many obstacles to overcome - new manufactures, supply chains, formats and messaging. Yet despite all these challenges, we became the first condiment company in the UK to become a Certified B-Corp, won so many Great Taste Awards that we're now a Great Taste Producer, lead the way within peers with a new hiring process, developed a pipeline of new products for retail, welcomed 3 new members to the team and said goodbye to 4 old including Alicia who is moving on to train and become the world's greatest environmental barrister!

The times of lockdown also forced us all to slow down, simplify life and question how we consume. To think through what

we really need and what's truly important. 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.

Let's make change!

Jenny



WHY WE ARE

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



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).



28 percent of the world’s agricultural area is used annually to produce food that is wasted.



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.



In the UK, around 9.5 million tonnes of food is wasted annually

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 CO2.



IN THE NEWS



Say it again for the people at the back...2020 has been a BONKERS year. When questioning what large scale behavioural change driven by COVID-19 means for climate change, headlines have thrown up everything from “greenest year ever - no planes and reduction in cars”, to “regression - rise of single use”.

We should be thinking carefully about what comes next, and make choices and plans to build back better, together.

It's been encouraging to see food waste making some big headlines, and with people spending more time at home, it's been reported that household food waste is in decline by a third. We've seen David Attenborough say that the number one thing we can do to protect our planet is not to waste,

“Don't waste anything. Don't waste electricity, don't waste food, don't waste power.... Treat the natural world as though it's precious. Which it is.”

At an industry level there has been a shift too... we've seen Dave Lewis as he exited Tesco, calling on companies, and countries, to take a “once-in-a-generation opportunity” to tackle food waste as the coronavirus pandemic focuses minds on global supplies. We also saw the positive news that Olio (the neighbourhood food sharing app) has launched a partnership with Tesco as a solution to their food surplus at store level and to help feed more people in crisis in the local community, and Too Good To Go have partnered with Morrisons.

These headlines encourage us immensely, as we reflect on the huge progress that has been made since we started out in 2012 when food waste was a taboo subject with connotations of hippy bin divers. It feels as if Food Waste has almost hit the mainstream... that it's finally being taken seriously as a contributor to climate change, in the same way we view transport & manufacturing. We are also encouraged by the news of President Biden rejoining the Paris Climate Agreement, at a time when studies are recognising the need for more focus on farming and food waste, and concerted action to reform the global food production system, for the Paris Goals to be met.

It therefore surprises me to learn that Food Waste isn't referenced in the preparation for COP 26.

More recently we've learned that the UK Environmental Bill, a long-promised legislation intended to improve air and water quality, protect wildlife and cut waste, will be delayed for a third time. You can empathise with why the Government did this, but in reality the climate crisis is an emergency that can't be 'pushed back' a year. Extreme weather in 2020 - including extraordinary wildfire activity in Australia and the US, deadly floods in South Asia, and a Siberian heat wave - has made it clearer than ever that adverse effects of climate change are a severe threat to the biosphere and humanity.

I think this is a huge lost opportunity for the Government — tackling food waste needs to be at the forefront of solving the climate emergency. We urge the Government to put Food Waste on the agenda for COP 26. Let's make 2021 the year that climate action, food waste reporting & acknowledgement at the highest level is taken seriously... 2020 was the joined hottest year on record. The extraordinary climate events of 2020 show us we have no time to lose.





WE ARE E-RUBIES

Despite going virtual this year, we've managed to keep up morale. We have a few ways to keep spirits high and check in on everybody's wellbeing, from fun bonding activities to mental health check-ins.



TEAM - MURDER MYSTERY ZOOM



TEAM



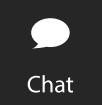
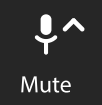
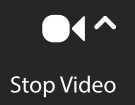
SOPHIE - WATERMELON CARVING & COCKTAILS



JENNY READY FOR HER CLOSE-UP



NORA PRACTISING HER SOCIAL DISTANCING



End Meeting



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.

TEAM SESSIONS

We get together once a month and have a team development session. Time as a group to improve our communication and gain new skills.

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 Gasses. 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.





WE ARE NOW A B CORP

THAT'S GREAT! WHAT IS IT?



THE LOW DOWN ON B CORPS

B Corp Certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it. And increasingly that's what people care most about.

Certified B Corporations achieve a minimum verified score on the B Impact Assessment—a rigorous assessment of a company's impact on its workers, customers, community, and environment—and make their B Impact Report transparent on bcorporation.net.

Certified B Corporations also amend their legal governing documents to require their board of directors to balance profit and purpose. The combination of third-party validation, public transparency, and legal accountability help Certified B Corps build trust and value.

“We must be the change we seek in the world.”

- EXCERPT FROM THE B CORP 'DECLARATION OF INTERDEPENDENCE'



PROFIT

Being a B Corp is the equal balance of profit & purpose

PURPOSE

OUR SCORE CARD

	GOVERNANCE	WORKERS	COMMUNITY	ENVIRONMENT	CUSTOMERS	OVERALL
RUBIES ACCREDITATION SCORE	8.4	28	16	26.3	2.1	80.9

SOME BITS & BOBS WE'RE PROUD OF:

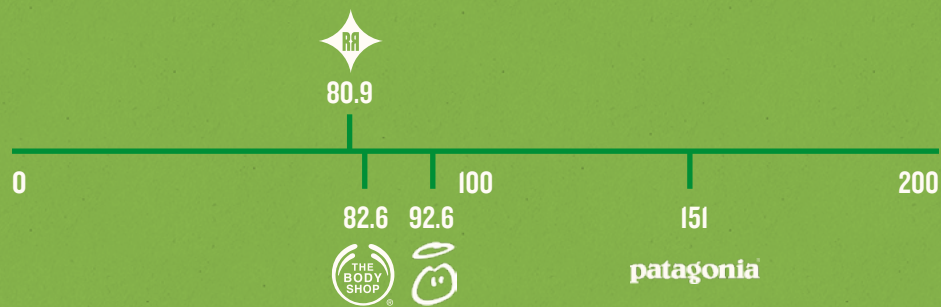
Working with farmers to reduce what they send to landfill

Educating our customers on the impact that food waste has to climate change

Having transparent objectives and holding our environmental impact in line with revenue and other commercial metrics

Building a tip top team, tracking mental & physical health and employee happiness

WHAT DOES IT MEAN?



- ◆ EACH BUSINESS IS RANKED OUT OF 200
- ◆ THE MINIMUM REQUIRED FOR B-CORP CERTIFICATION IS 80 POINTS
- ◆ AVERAGE COMPANIES THAT COMPLETE THE ASSESSMENT SCORE 50

Certification is just the beginning... being a B Corp is about the journey. In 2021 we want to build on what we've achieved this year, and add 8 points to our score.

In 2021 we're committing to starting our journey to become

CLIMATE NEUTRAL

	GOVERNANCE	WORKERS	COMMUNITY	ENVIRONMENT	CUSTOMERS	OVERALL
RUBIES 2021 GOALS	9.07	29.84	16	31.31	2.77	88.9

Building a formal program to incorporate customer testing...

Measuring & off-setting our carbon footprint

Team developments, diversity commitments and promotions



DOES GOOD TASTES GREAT



THE VOTES ARE IN. AND OUR TOMATO KETCHUP AND CHILLI MAYO BOTH CLEANED UP AT THIS YEARS GREAT TASTE AWARDS. IN FACT, WE HAVE NOW WON SO MANY AWARDS WE ARE AN OFFICIAL GREAT TASTE PRODUCER.



HERE ARE SOME SNIPPETS OF THE JUDGES' VERDICT.

“With visible flecks of chilli, this mayo packs a lot of punch!”



“This beautiful coral coloured mayo would be excellent with so many dishes if you want to add an exciting level of spice without doing any damage to your taste buds!”

“The heat builds slowly from a gentle tingle to full-on fieriness, with just enough coolness from the creamy mayo to keep you going.”



“An excellent ketchup that’s hard to fault.”



“The flavour and taste are delightful - fruitily sweet, but in no way cloying; bright with acidity but not aggressive.”

“Beautiful gloss and deep orangey red. You might think it would be too sweet with the pear, but far from it - it adds a warmth and depth of flavour.”





**HAVE A
DOLLOP**



**MAKE A
CHANGE**



HITTING THE SHELVES

NEW YEAR, NEW HUSTLE.

We've reacted to the events of 2020 by making retail a major focus. We're thrilled to be in 1000s of supermarkets across the country, offering shoppers a choice of sustainable condiments.



Sainsbury's



Farmdrop



NATOORA



PLASTIC WASTE?

With the increase in restaurant deliveries this summer, we challenged our restaurant partners to not to contribute to the 11 billion sachets that end up in landfill each year, and instead...sachet away.



Thanks to Mac & Wild for partnering with us on this mission.

SACHET AWAY

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



Pure.



CHOSEN BUN
DELIVERING THE ULTIMATE BURGER

HONEST
BURGERS



DARWIN & WALLACE



GRANGER & Co.



Marriott



STREET EATS FOOD LTD
GOOD FOOD ON THE MOVE

SEAFOOD MERCHANT
WRIGHT BROS. LTD
OF BOROUGH LONDON



Birch

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

The  INDEPENDENT

"BEST CONDIMENTS THAT WILL SPICE UP YOUR HOME COOKING

We think Rubies is the best in class. and it tastes just like the real deal. This fabulous ketchup... makes our bacon sarnie even sweeter seeing the CO2 we're off-setting"

**CROWD
SOURCING
WEEK**

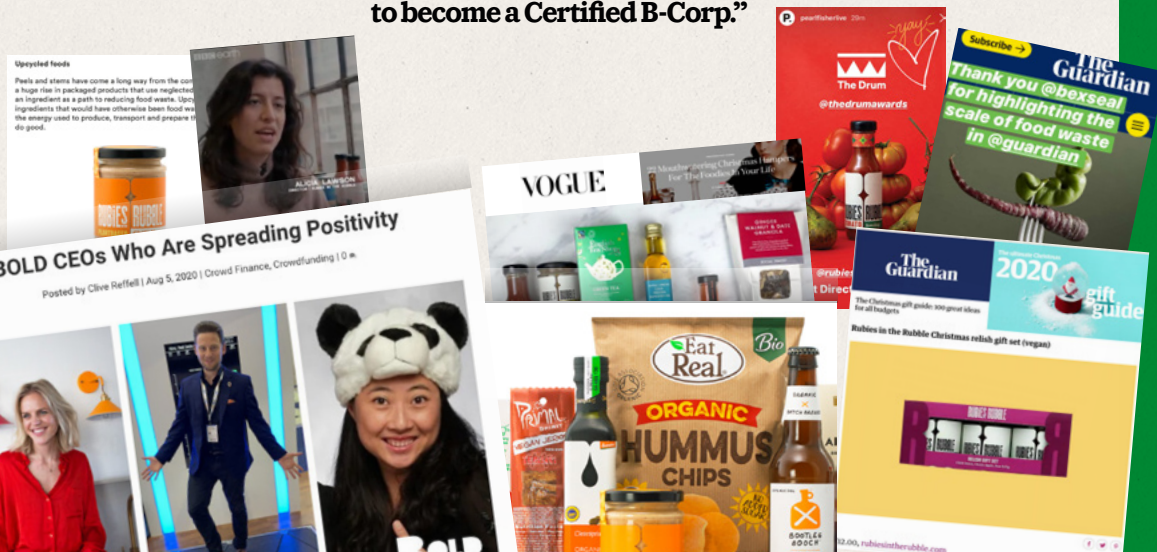
"BOLD CEO'S WHO ARE SPREADING POSITIVITY

Jenny is an inspiring leader."

**The
Grocer**

"CHAMPION OF GREAT FOOD & SUSTAINABLE LIVING.

The first condiment company in the UK
to become a Certified B-Corp."



"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

...These are the products you want
for the apocalypse."

”

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

"Life-changing mayo"

"Introducing the best
ketchup in town"

"I never thought I'd like a
ketchup more than Heinz
this definitely tops it"

PRESERVE THE PLANET

Despite the newer additions to the range, our roots are in preserves, relishes and chutneys. This year we've seen new arrivals: the launch of our christmas gift box and a sad passing: the delisting of our Piccalilli.



RIP-ICCALILLI



The Rubies range was sadly not immune from the fallout of 2020 and we have sadly said goodbye to one of our longest standing products, Piccalilli relish. So please join us in raising a glass to the iconic condiment that is Piccalilli.

Truly, a relish to remember.

IN LOVING MEMORY 2012-2020

LET'S FA-LA-LA-LA

Introducing our relish Gift Set with three of our best-selling relishes: Classic Apple, Onion & Chilli and Pear and Fig. The perfect stocking filler for foodies and eco-warriors alike, each set rescues 1 apple, 1 pear and 8 onions from going to waste!

WINTER WARMER RECIPES:



FIGHT FOOD WASTE

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 THEN WE HAVE SAVED:

352 tons
OF SURPLUS FRUIT
AND VEG

295 tons
OF CO2E OFFSET



◆

LOOKING AHEAD TO 2021

In 2021 we're starting our Carbon Neutral journey, with the goal of our ketchup & mayo to be carbon neutral.



We're aiming to have the biggest impact to date, with a target to save over 237 tons of surplus produce.



We want to carry on creating fun flavours in Mayo & getting our range into more supermarkets across the country.



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

GET INVOLVED

Introduce your friends & 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





Thanks for
fighting food
waste with us
this year!

