

# IMPACT REPORT 2025

*Mindful Chef*

# 2025 IN NUMBERS

Mindful Chef

94%

of packaging used could be recycled



Employer NPS is

+49

72,609kg

CO<sub>2</sub> saved through e-deliveries

4%

fall in emissions between 2023 and 2024

20 MILLION+ MEALS



51% less food waste across the entire life cycle (farm to fork) than the supermarket equivalent\*

1,136,824

low-carbon meals delivered



54% less CO<sub>2</sub>e vs travelling to the supermarket\*

1.2 tonnes

of food donations raised from our Reverse Advent Calendar in 2025

97+ tonnes

of food donated to The Felix Project (that's 239,571 meals!)



2,784

available hours of volunteering time

21% less CO<sub>2</sub>e per serving than the supermarket equivalent\*

donated through



\*Based on 2022 study

**COOKING UP A  
BETTER FUTURE**

**01**

# OUR MISSION

EAT  
WELL.  
LIVE  
BETTER.

That's a wrap on 2025! As we look back on an incredible year, we're proud to share how Mindful Chef has continued to be a business built on purpose. We've stayed true to our mission to make healthy eating easy, while putting people first.

2025 marked our transition from founder leadership. We thank our founders for building a purpose-led brand grounded in strong ethical values and heritage. Their principles remain a core foundation of the business and continue to guide everything we do.

In 2021, we became the first recipe box business to launch a low-carbon range, helping customers make more planet-friendly choices. Since then, we have continued to scale that impact, delivering 1,136,824 meals to our customers last year alone.

Together with our customers, we've now donated over 20 million school meals to children living in poverty through our partnership with One Feeds Two. Closer to home, this year alone we've donated more than over

97 tonnes of food (that's the equivalent of 239,571 meals!) to those in need through The Felix Project. Our community continues to come together through initiatives like our annual Reverse Advent Calendar, helping us take action on the issues that matter most.

As we look ahead, we are unafraid to lead the way, remaining more determined than ever to keep cooking up a better future, one that nourishes people and the communities we serve. We are grateful to our customers, suppliers, and teams for their continued trust and belief in our purpose.

Thank you for being part of the Mindful Chef journey. We hope you enjoy reading about our 2025 highlights and the steps we're taking to make the world a little more mindful, one meal at a time

*Fabien*

FABIEN,  
MINDFUL CHEF CEO

# THE FOOD INDUSTRY



**10.2 MILLION  
TONNES**

of food waste in the  
UK each year

Source: Wrap Report 2025



**14 MILLION  
PEOPLE**

in the UK were food  
insecure in 2024

Source: Trussell 2025



**38%**

of the UK carbon  
footprint comes from  
the food and beverage  
industry

Source: Gov.uk July 2025



**51%**

of UK supermarket food  
& drink is packaged in  
unnecessary plastic

Source: DS Smith

# Shaping a sustainable food system

We started Mindful Chef to help make healthy eating easy, but we also knew that recipe boxes were a fantastic way of addressing some of the problems we now face in feeding an ever-growing population. Our current food system is a leading cause of both climate change and nature loss.

By working towards a better system, we can reduce food waste and move towards healthier, more sustainable diets – better for us.

## SOURCING WITH CARE

We have always prioritised sourcing high-quality ingredients from suppliers we trust, who use methods that have positive impacts on nature and animals. We have also started investing in regenerative agriculture projects across our supply chain to further reduce our impact.

## REDUCING FOOD LOSS AND PREVENTING WASTE

Across our own operations, we use accurate forecasting to help our suppliers plan and ensure we redistribute any surplus food to charity. We also tackle household waste through pre-portioned ingredients (70% of food waste in the UK comes from households).

## GIVING BACK

We've delivered over 20 million meals to children living in poverty through One Feeds Two, and our work with The Felix Project ensures that good

food is never wasted. We also give back to our customers who make this possible with our Customers of the Month.

## PROMOTING HEALTHY, SUSTAINABLE DIETS

Our chefs create recipes that align closely with the Livewell Diet principles. Every week, around half of the recipes on our menu are part of our Low Carbon Range, meaning they are at or below where we need to reduce dietary-related emissions to.

## USING RESOURCES EFFICIENTLY

We're minimising the impacts of our operations by investing in renewable energy, sending packaging waste back to our supplier to make new products, working with logistics providers who are investing in electric fleets, and installing low-flow faucet taps and sensor-activated LED lights.

## OUR AMBITION

Our goal is to inspire a generation to have a more mindful relationship with food from the way we shop to the way we cook and eat. It's about shaping a food system that restores nature, empowers farmers and connects communities, creating a blueprint for the future of food.

**We are unafraid  
to lead the way**

taking others with us on the journey.

**WHAT WE  
STAND FOR**

**022**



WHAT WE STAND FOR

## MINDFUL CHEF VALUES

# Connected

# Unafraid

# Mindful

WHAT WE STAND FOR

# MINDFUL — PASSION FOR QUALITY

## Isle of Wight Tomatoes

During the summer season\* Isle of Wight Tomatoes maximises sustainability by collecting rainwater, using biodegradable systems, composting all glasshouse waste and supporting natural pollination with bees. The farm has two energy centres on site that help supply electricity to the island and they use CO<sub>2</sub> generated from these centres to heat the glasshouses, boosting their tomato yield.

\*Supplied from Isle of Wight May-October



## New England Seafood (fish supplier)

New England Seafood sources wild-caught seafood exclusively from fisheries certified by Marine Stewardship Council (MSC) and responsibly farmed seafood certified by the Aquaculture Stewardship Council (ASC), ensuring that both wild-caught and farmed fish meet globally recognised standards for ocean health, stock sustainability, ecosystem protection and responsible aquaculture.

New England Seafood plays an active role in promoting ethical standards across the seafood sector, serving on the committee of the Seafood Ethics Action Alliance (SEAA) and collaborating with industry partners to strengthen human-rights protections and due-diligence practices throughout global fish supply chains.



# OUR PROMISE TO YOU...

Quality you can taste

Always 100% British meat

Always responsibly-sourced fish

WHAT WE STAND FOR

# MINDFUL — PASSION FOR QUALITY



## Dovecote (beef supplier)

Dovecote Park pride themselves on providing a supply chain for consistently high quality beef; based on a farm to fork supply chain that relies on the relationships held with their farmers, with all cattle coming from approved farms that must adhere to a strict beef scheme protocol, with strong emphasis on upholding the highest welfare standards to ensure maximum quality where cattle must be reared on a high forage based diet, and have access to forage at all times.

Dovecote Park are working with their entire farm base to understand their carbon footprint and to help them understand what improvements they can make to hit carbon neutrality, working to an objective to get all farms to achieve this by 2035.

As a business Dovecote park has operated a zero waste to landfill scheme since 2013 and following a recent solar installation plan, is now able to generate up to 50% of its energy requirements from on-site solar and wind.

## Packington Free Range (chicken and egg supplier)

Packington, our chicken and egg supplier, certified as a B Corp in November 2025, demonstrating a strong commitment to environmental stewardship. Packington participates in environmental initiatives, maintaining grass margins to protect hedges and wildlife, planting over 110,000 trees in the past 20 years, and generating over 25 MW of solar energy across its farms (enough to power more than 7,000 homes).

They also have a significant impact on the community through initiatives like Farmlink and Farm Fresh Revolution, helping tens of thousands of children and families learn about healthy eating and the farm-to-fork journey, while the Mercer Family Charitable Foundation supports local education, healthcare, and community projects.



WHAT WE STAND FOR

# MINDFUL — PASSION FOR QUALITY



## BV Dairy (yoghurt supplier)

BV Dairy, our yoghurt supplier, is part of First Milk, a B Corp and British farmer-owned co-operative dedicated to using dairy as a force for good.

96% of First Milk farms proactively farm regeneratively, with farmer members continuing to deepen their regenerative plans, bringing in more land into the programme across the last year – now covering 90,000 hectares (+7% YoY).

Regenerative initiatives have contributed to the following in 2025: rotational grazing on 48k hectares (+54% YoY), a 3.4% reduction of CO<sub>2</sub>e per kilo of milk YoY, and more than 260,000 boundary trees and 103,000 in-field trees on member farms.



## Tilda (ready-to-eat rice supplier)

Tilda, our ready-to-eat rice supplier, is a certified B Corp. Their Responsible Growing programme partners with over 3 thousand farmers to pioneer sustainable ways of producing rice. The aim is to lower emissions, use less water and energy, improve soil health and biodiversity, and boost farm incomes.

On average, 22.2 billion litres of water have been saved and 5.74m kWh of energy, per year. Yields are higher and less fertiliser and pesticides are used. We're proud to be part of their mission, to help scale sustainable practices across the wider rice supply chain globally.

WHAT WE STAND FOR

# CONNECTED – OUR COMMUNITY

# A force for good

**We believe that when a community comes together as a force for good, we can make lasting, positive change. Here are just some of the things we got up to in 2025...**

We hosted our first B Corp event, bringing together like-minded brands such as THIS, Pip & Nut, Huel, Lily's Kitchen, and more. It was a space to connect, share ideas, and learn.

We leaned into our mission to make healthy eating simple by partnering with ambassadors like Megan Rossi to design gut-friendly dishes. Customers asked

for more meals supporting gut health, so we delivered (and made understanding gut wellbeing easier along the way).

Female entrepreneurs took the lead at Mindful Chef this year. Ambassadors like Megan Rossi and Fearne Cotton helped shape and elevate our menu, and we also welcomed Amelia Christie-Miller, Founder of Bold Bean Co., to collaborate with us. Bold Beans brought a fresh boost of protein, flavour, and feel-good nutrition, giving our menu an exciting new take on healthy eating.

Our Facebook community group is made up of almost 20,000 people who come together to share what they're cooking, swap tips, and cheer each other on. It's more than just a place to post a photo of dinner, it's a space where like-minded people connect over good food.

We run monthly competitions to strengthen that sense of togetherness, giving everyone a reason to, get creative and support each other – whether it's voting for a favourite dish or celebrating someone else's cooking success.

Our customers aren't just cooking the same meals; they're part of a growing, supportive community that sparks inspiration and fosters connection.



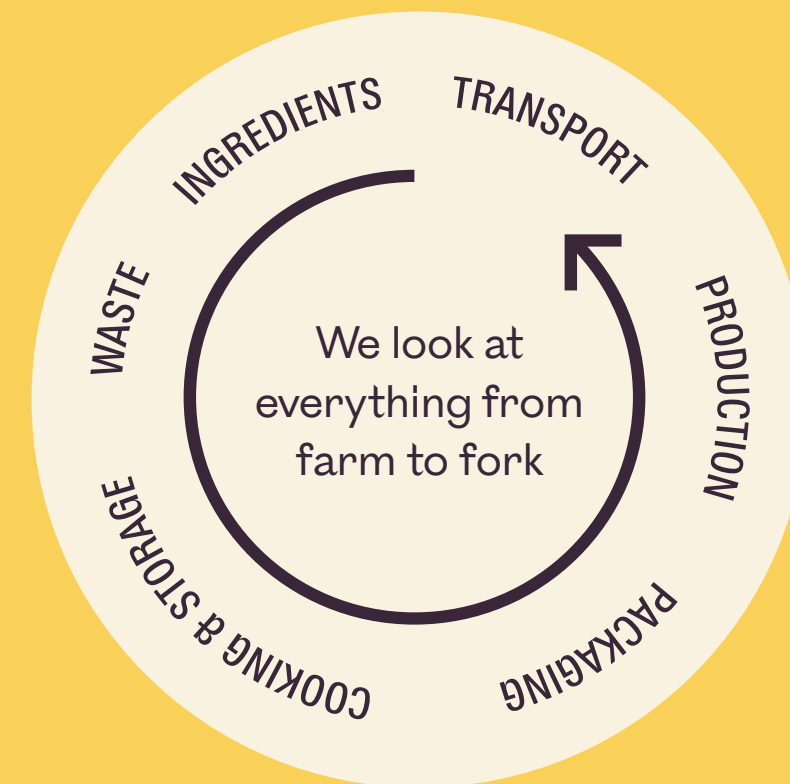
WHAT WE STAND FOR

# UNAFRAID – OUR LOW CARBON RANGE

In 2021, we were the first recipe box to launch a low carbon range, leading the way in educating our customers to make planet-friendly choices. More information here on this pioneering initiative between [ClimatePartner](#) and [Mindful Chef](#) here.

The range is made up of recipes which fall below where we need to reduce our dietary related emissions to by 2030, according to the WWF Food in a Warming World Report (2018).

To calculate the impact of our recipes, we consider everything – from the ingredients we use, to transportation from farms to our kitchens and customers, to emissions from processing and production, packaging, cooking, and refrigeration, as well as any leftover waste.



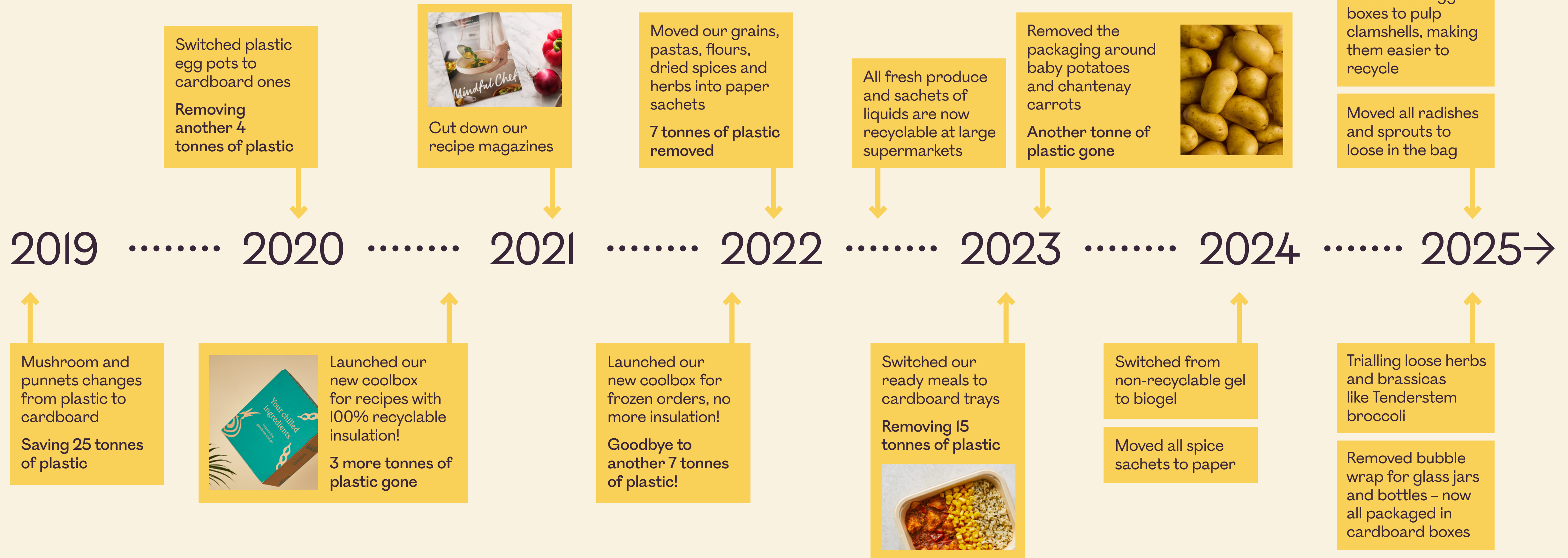
**1,136,824**  
low-carbon meals delivered this year – that's the same as driving around the world 281 times in a petrol car

**4.6 million+**  
low-carbon meals delivered, since launching, saving around 4,600 tonnes of carbon

**Around 50%**  
of our weekly menu is part of our Low Carbon Range.

WHAT WE STAND FOR

# UNAFRAID – FACING PACKAGING HEAD-ON



\*All stats are per year based off 2022 sales

## TOGETHER THESE CHANGES ARE SAVING OVER 67 TONNES OF PLASTIC A YEAR

Scan to find out more  
[mindfulchef.com/packaging](https://mindfulchef.com/packaging)



# OUR CARBON FOOTPRINT

033

# WHAT IS A CARBON FOOTPRINT?

A carbon footprint measures impact on the environment by accounting for all greenhouse gas emissions, not just carbon dioxide, but also gases such as methane and nitrous oxide. Everything has a carbon footprint, including companies, countries, products, and individuals. Measuring it helps us understand our impact and make changes that ultimately reduce it.

Scope 1 0 tonnes CO <sub>2</sub> e	Emissions from sources that we own or control directly e.g. company vehicles
Scope 2 0 tonnes CO <sub>2</sub> e	Emissions that we create indirectly as a result of the energy we use.
Scope 3 10,877.72 tonnes CO <sub>2</sub> e	Emissions that occur indirectly across our value chain, as a result of our activities, both upstream and downstream (e.g. farming emissions, packaging).

## Key message

All of our emissions now sit in Scope 3.

## Additional insights

As in previous years, the vast majority of Scope 3 emissions are embedded in our purchased goods.

\*Scope 3 emissions from the upstream chain of electricity, heating, cooling, and vehicle fleet have been combined under fuel and energy-related emissions to improve readability

Emissions are broken down into scopes which indicate your level of control. CO<sub>2</sub>e is a measure of the total greenhouse gases emitted, but expressed in terms of the equivalent measurement of carbon dioxide. We have 0 emissions from energy (scope 2) because we invest in renewables.

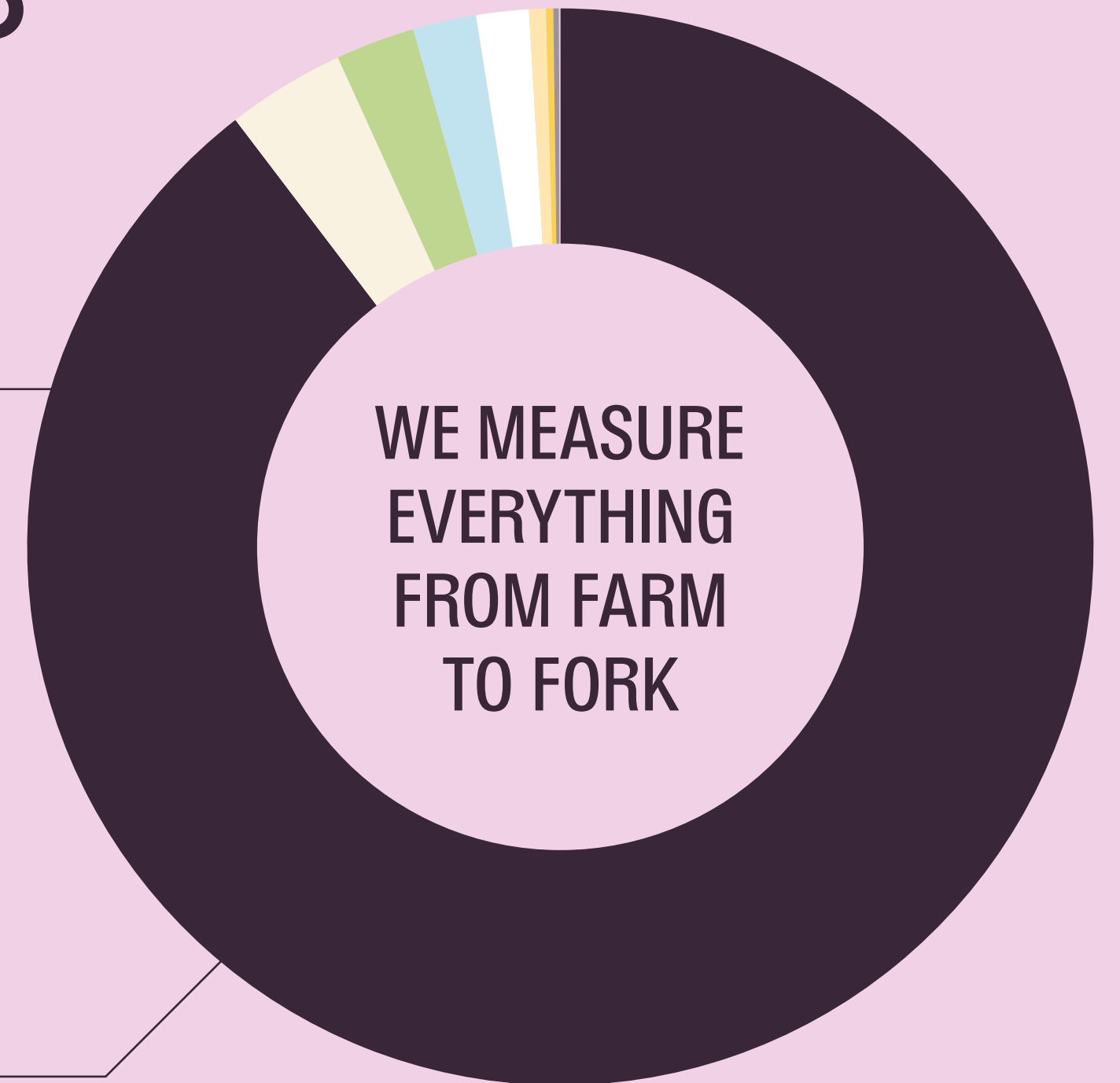
# Break down of our scope 3 emissions

## PACKAGING

Packaging is our 2nd largest contributor to our 'purchased goods'. This covers everything from the box, cool box, gel packs, magazines and recipe bags, to the individual sachets for pastes and herbs.

## INGREDIENTS

Ingredients are the largest contributor to our 'Purchased goods' foot print. These emissions relate to on-farm activity. Including inputs of seedlings, fertilisers, pesticides, water for irrigation, and land use change. It also includes emissions related to machines, operations and infrastructure used on farms.



- Purchased Goods and Services (89.57%)
- Downstream Transportation and Distribution (3.58%)
- Use of Sold Products (2.4%)
- Upstream Transportation and Distribution (1.92%)
- End-of-life treatment (1.59%)
- Employee Commuting (0.51%)
- Waste Generated in Operations (0.22%)
- Business Travel (0.17%)
- Fuel and Energy-Related Activities (0.04%)



OUR CARBON FOOTPRINT

# HOTSPOT: RECIPE BOX INGREDIENTS

**ANIMAL PRODUCTS**  
**71.1%**

- Beef (23.6%)
- Poultry (17.5%)
- Fish (10%)
- Pork (7%)
- Venison (4.6%)

**FRUITS & VEGETABLES**  
**17.1%**

- Legumes and Pulses (3.1%)
- Ambient Salad (1.31%)
- Allium (0.68%)
- Brassica (0.64%)
- Exotic (0.55%)

**OTHER NOTABLE INGREDIENTS**  
**11.8%**

- Rice Products (5.67%)
- Plant Protein (2.86%)
- Pastes (2%)
- Nuts and Seeds (1.86%)
- Stock Powders (0.36%)

# COMPARING 2024 & 2023 CCFS

## Notable Scope 3 Categories

Emission Source	2022		2023		2024		Change [2022-23]		Change [2023-24]	
	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]
Booklet	349.3	2.4%	222.7	1.5%	116.9160	1.1%	-126.6	-36.2%	-105.8	-47.5%

Emission Source	2022		2023		2024		Change [2022-23]		Change [2023-24]	
	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]
Oaklands Elec	0		0		417.1730	3.8%	0		417.2	

Emission Source	2022		2023		2024		Change [2022-23]		Change [2023-24]	
	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]
Business Travel	21.7	0.0	10.4	0.0	18.9850	0.2%	-11.3	-52.1%	8.6	83.1%

Emission Source	2022		2023		2024		Change [2022-23]		Change [2023-24]	
	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Emissions [t CO <sub>2</sub> ]	Share [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]	Absolute [t CO <sub>2</sub> ]	Relative [%]
End of life treatment of sold products	184.6	1.3%	109.8	0.8%	164.1760	1.5%	-74.8	-40.5%	54.4	49.6%

40% ↓  
**DECREASE  
 IN EMISSIONS  
 BETWEEN 2023  
 AND 2024**

### 2024 CARBON INTENSITY:

Our emissions per meal have marginally decreased compared to last year:

- 3.865kg CO<sub>2</sub>e per meal
- 0.12% decrease relative to 2023

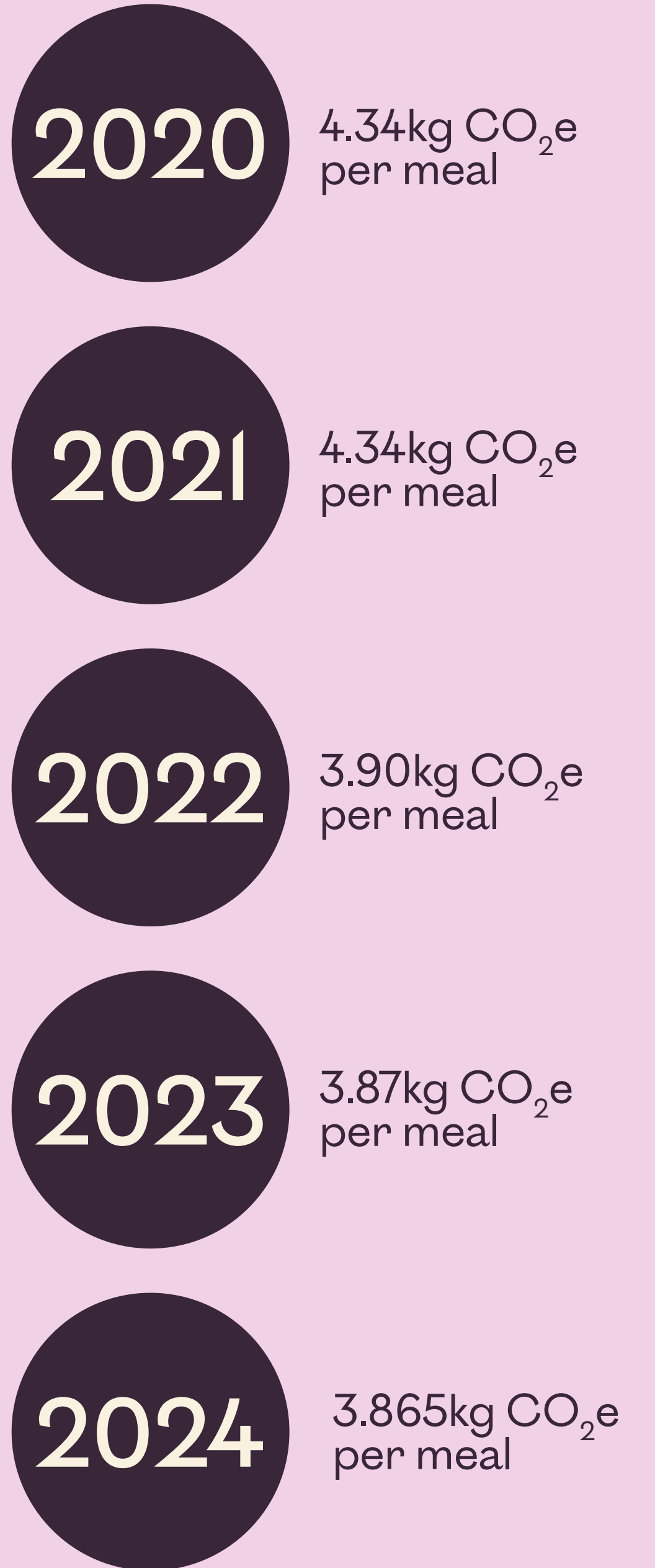
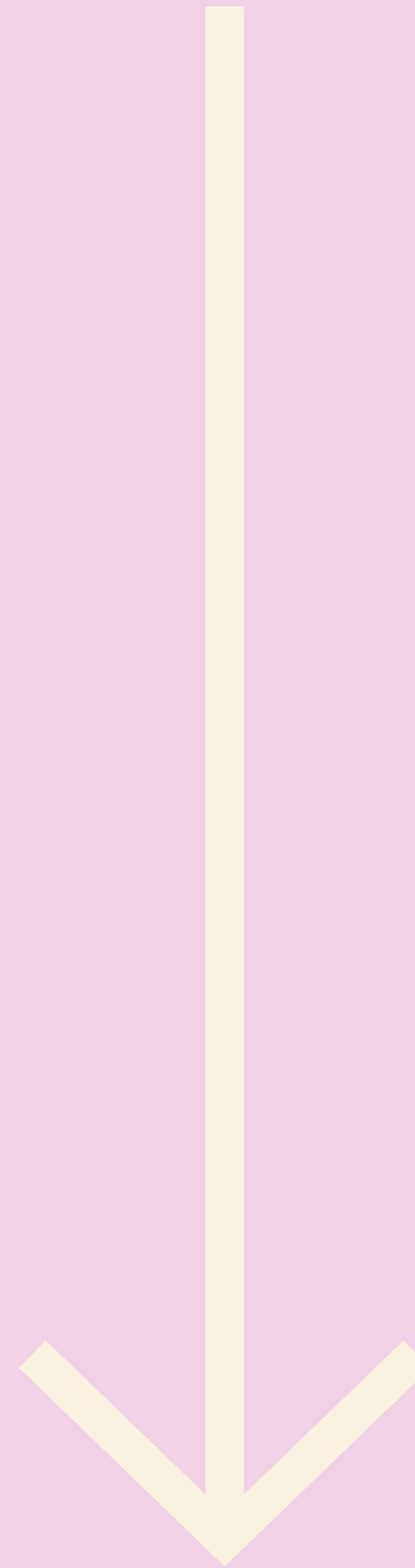
### NOTABLE CHANGES IN EMISSIONS:

- 47.5% reduction in booklets
- Electricity moved into Scope 3 83.1% increase in business travel; still down 12% versus 2022
- End of Life emissions increased by almost 50%, still down 70.5% versus 2022

# CARBON FOOTPRINT

# OVER TIME

We calculated our baseline carbon footprint in 2020. On a per meal basis we continue to improve our carbon footprint, reducing carbon intensity from 4.34 kg CO<sub>2</sub>e per meal in 2020 to 3.865 kg CO<sub>2</sub>e in 2024. This reduction is thanks to lots of small changes adding up to make a big difference



# CHALLENGING OURSELVES TO DO MORE



## CHAMPIONING PLANTS

In 2024, we launched our new vegetarian range in addition to our vegan meals. The response from customers was incredible, so we expanded the number of veggie meals on offer in 2025. And we're not stopping there: in 2026, the menu will feature more plant-based options than ever.

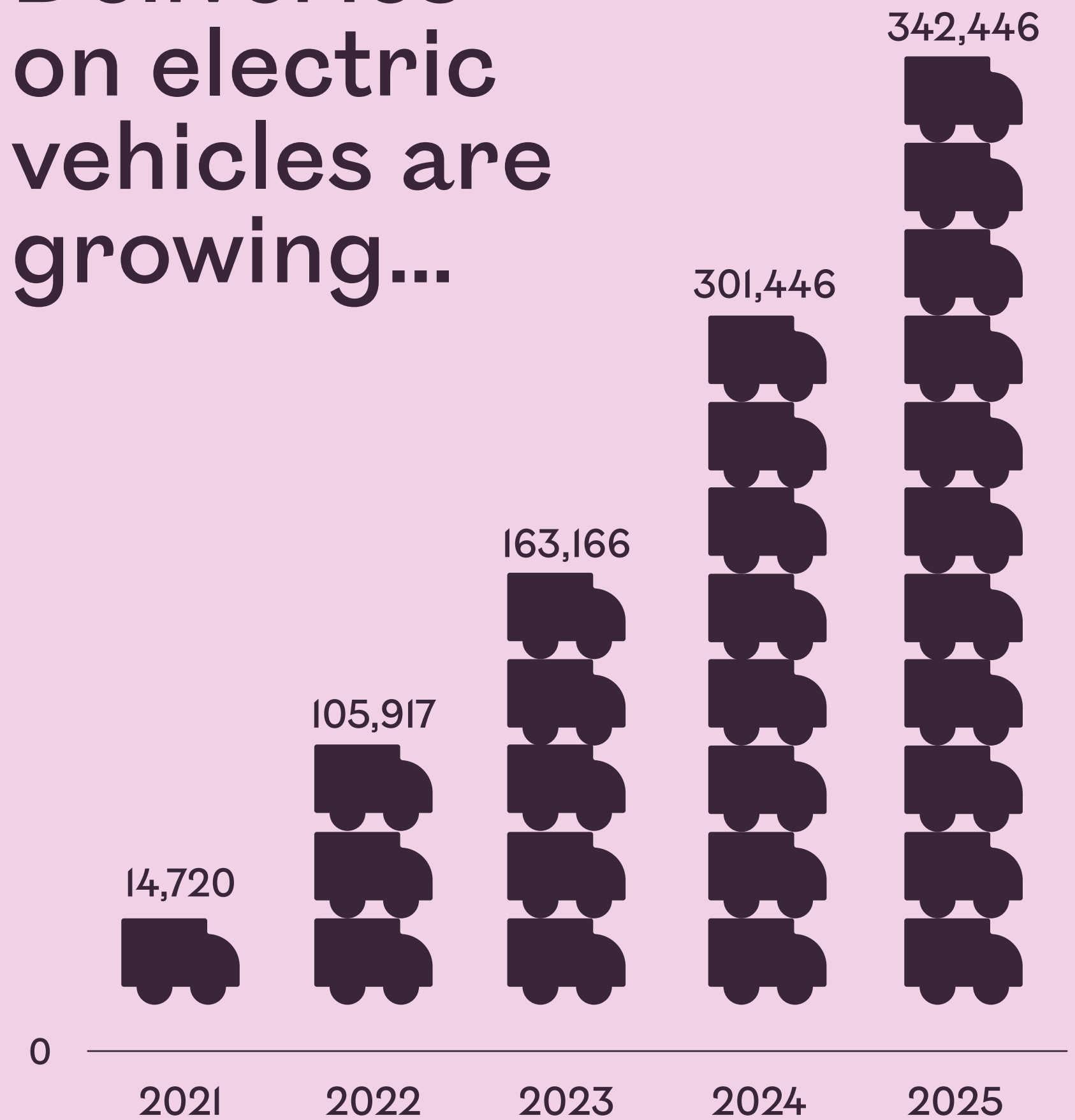
## REDUCING OUR IMPACT

We're dedicated to reducing the amount of plastic in our boxes, but we also know that packaging plays a vital role in keeping food fresh and minimising food waste. To make an even bigger impact on our carbon footprint, it's not just packaging that needs to change – it's the ingredients we source and feature on the menu each week.

## HIGH-IMPACT INGREDIENTS

Food makes up more than 65% of our overall carbon emissions as a business. We're examining the biggest contributors (like beef and dairy) to explore ways we can work with our suppliers to reduce their impact.

## Deliveries on electric vehicles are growing...



# Our packaging pledge

We constantly challenge ourselves to do better, particularly in the areas our customers want to see more change, like packaging.

Packaging plays a crucial role in delivering our recipes to customers in the same condition they leave us, but we have always been committed to minimising its environmental footprint. That's why we've made changes over the years, such as moving away from the industry-standard plastic mushroom punnets to cardboard, developing a single-portion egg carton, and switching our frozen meal trays to cardboard, to name just a few.

↓ CUT DOWN PACKAGING

↑ SUSTAINABLE MATERIALS

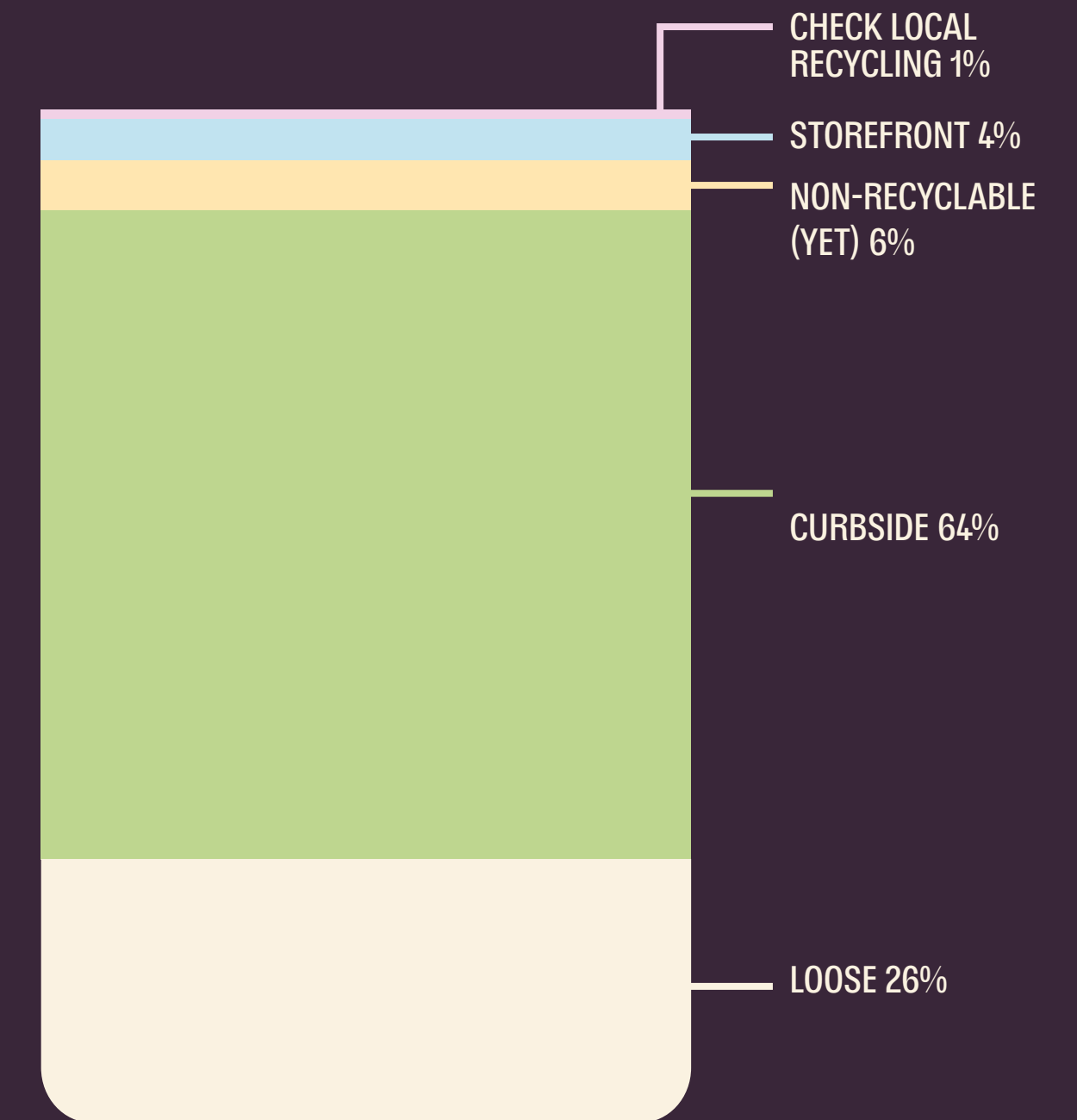
↑ EASY RECYCLING

In 2025, across our entire business, only 6% of the total of packaging we sent to customers could not be recycled. This is a massive decrease from the 13% in 2023 and highlights the importance we're placing on trying to reduce the amount of unnecessary packaging in our boxes.

Across all of our ingredients, 64% of the packaging we use is easily recyclable and 4% is now recyclable from large supermarkets.

We are still working to find solutions for certain items (like the seals on chicken and fish packets or the airtight pouches used for mince), but we're collaborating closely with our suppliers to address these challenges.

## Recyclability across our ingredients



To make it easier for customers, we created a couple of handy recycling guides and updated our recipe pages explaining how to recycle our packaging.

[Click here to see the guides →](#)

**GIVING BACK**

**04+**

# REVERSE ADVENT CALENDAR



We launched the Reverse Advent Calendar as a way to give back to those in need at Christmas.

Every December, we partner with The Felix Project and turn the traditional advent calendar on its head. We call on our community to fill their Mindful Chef box with an ambient food item daily until 20th December, we then donate the remaining four days' worth of food until Christmas. The donations are all sent back to The Felix Project who distribute the food to those who need it most.

“The support The Felix Project has received from Mindful Chef is so wide ranging! We see employees coming to volunteer, our depots receive recipe box surplus all year round and we also get donations from customers via the Reverse Advent Calendar. This unique collaboration provides much needed and vital ambient products; we regularly hear from the organisations we support just how much of a difference these products make to people struggling with food insecurity. It is a delight to work with Mindful Chef and I am thrilled to be able to say thank you for the impact their food has made”

Paul Bains  
Supply Manager, The Felix Project

Since 2018, together with our community with have donated over 83 tonnes of food

**THAT'S  
EQUAL  
TO OVER  
295,000  
MEALS**

GIVING BACK

# ONE FEEDS TWO:

In 2017, we partnered with the charity One Feeds Two. For every Mindful Chef meal our community enjoy, we donate a hot school meal to a child living in poverty.

8 years later, we have surpassed 20 million school meals. An incredible achievement and one we are most proud of at Mindful Chef.

The meals are distributed throughout schools in Malawi, one of the poorest countries in the world where over 500,000 Malawian children face the risk of malnutrition.

But it's more than just a meal. Every donation helps lift local communities out of poverty.



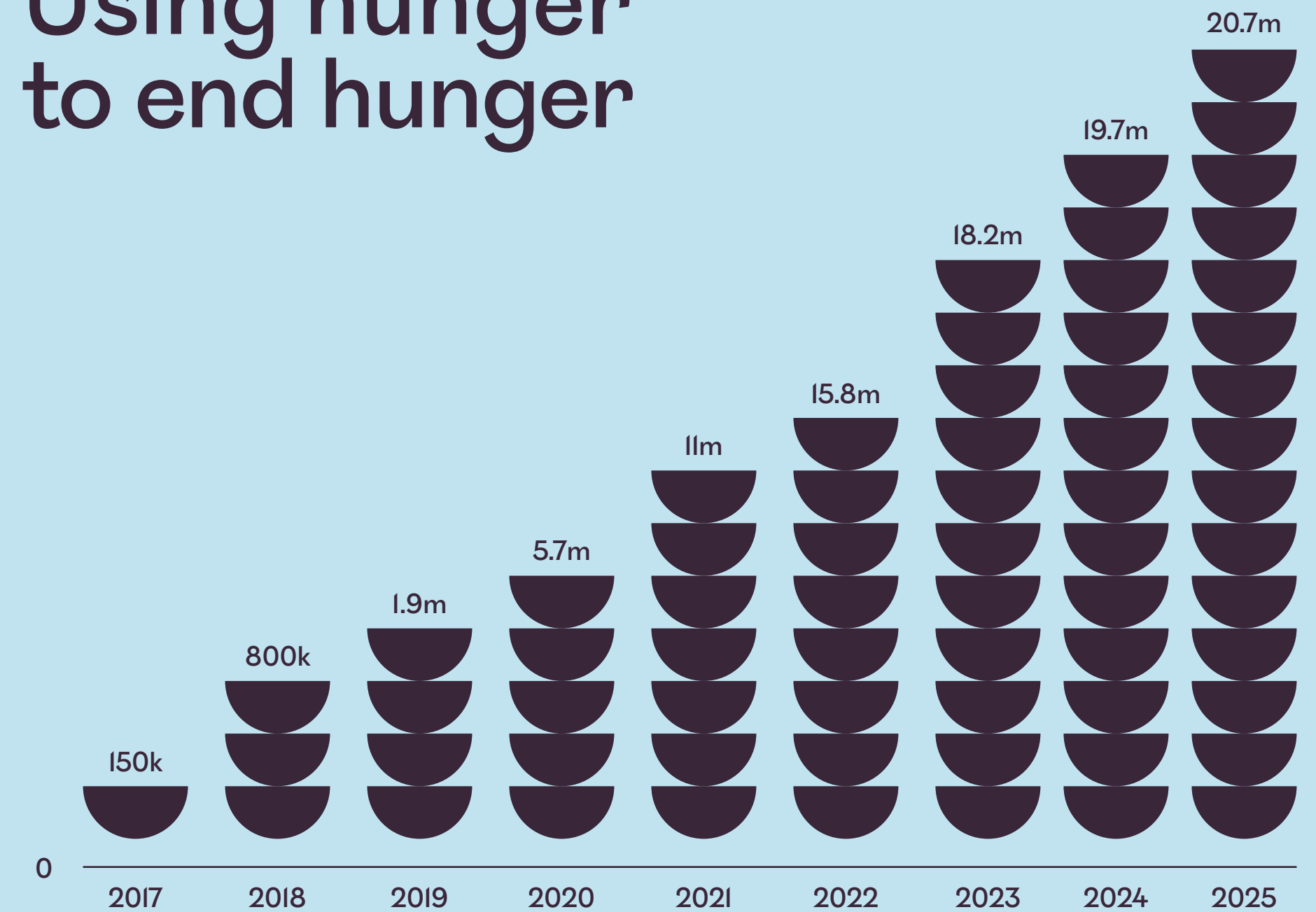
# WE'VE DONATED 20 MILLION+ MEALS

**1** The meals are made from crops grown by local farmers and distributed by people in the community.

**2** Providing the meals in schools increases attendance and helps the children concentrate and learn whilst they are there.

**3** The hot, nourishing meal reduces the children's risk of becoming ill.

## Using hunger to end hunger



**LIFE AT  
MINDFUL CHEF**

**05**

# CELEBRATING PEOPLE & DIVERSITY

## MONTHLY NEWSLETTER

Each month, we highlight what's happening across the workplace in our monthly digest. It's also an opportunity to share our In My Shoes blog series, where team members can anonymously contribute personal reflections on topics that matter most to them – such as race, ethnicity, sexual orientation, and other lived experiences. This space helps amplify diverse voices, build understanding, and foster a more inclusive workplace

## EQUAL OPPORTUNITIES

We're an equal opportunity employer. Our hiring process has policies in place that makes hiring conditions equal for all applicants, making it easier for people from minority groups to achieve their full potential.

## CONNECTING THROUGH FOOD

We use our monthly team lunches as a way to connect, learn, and celebrate one another. Each month, a team member shares a part of their heritage – often by bringing in a dish they've cooked for everyone to enjoy. It's a meaningful time for us to come together, share stories, explore different cultures, and strengthen our sense of community as a team. Some of the highlights have been French, Italian a traditional English roast and a potluck lunch!

## MC CHAMPIONS

Twice a year we nominate three MC champions. The winners will have done something which embodies one of our core values: Mindful, Connected and Unafraid.



Inspiring Women in leadership talk with the CEO of Sweaty Betty for International Women's Day



Pride Bake Off



French lunch

Making time at Mindful Chef

# MORE THAN JUST A JOB

# Development & Collaboration

## DEVELOPING LEADERS AT EVERY LEVEL

We co-created a thought-provoking, mentally stimulating leadership development programme called U-Thrive to give managers the tools and resources they need to strengthen their leadership skills in an impactful way.

This year, we developed our department heads through a bespoke leadership development programme in partnership with Dawn training. The training focuses on how each Head of can lead authentically while keeping our values at the heart of their work.

## TEAM BUILDING WORKSHOPS

We nurture internal relationships even further through team building workshops (such as DISC personality assessments) to increase awareness and understanding of our different communication styles and how to get the best out of each other.



Gnocchi making class

## WELLBEING AND FAITH ROOM

We created a dedicated space in the office for prayer, meditation or simply some quiet, private time.

## WELLBEING MANIFESTO

Our Wellbeing Manifesto helps to give everyone at Mindful Chef a common language.

## TIME AWAY FROM WORK

We offer 30 days holiday plus 8 bank holidays, enhanced maternity/ paternity leave and flexible working hours. We also have a daily meeting-free 'Sunshine Hour', and this year we launched new summer hours.



32 hours of volunteering

## VOLUNTEERING

We offer everyone 32 hours worth of 'giving back time' a year. This is paid time, on top of annual leave, which our team can use to give back to a charity of their choice, or take part in the volunteering activities that we organise.

## HEALTHY FOOD

Breakfast, lunch and snacks are provided daily in the office.

## PHYSICAL AND MENTAL HEALTH

We have an office gym, health insurance, access to mental health support and our own trained Mental Health First Aiders in the team.



Dog-friendly office

THANK YOU

Mindful Chef