

IMPACT REPORT

2021/22



Hi!

Hi, I'm Olly, one of the co founders of The Jolly Hog, with my brothers Max and Josh. This is exciting - our very first impact report. After setting up the business in 2008 it feels surreal to be drafting our first one of these. Where do i start!?

When I reflect on the last few years so much has changed. The Jolly Hog group spans across hospitality, events and retail. It's been a rollercoaster, and we've seen the shape of our business change over time. We've seen our events and hospitality business shrink; this was part of a plan but probably happened sooner than we originally planned. The flip side was that we saw our retail business go from strength to strength with major growth in distribution nationally.

These changes have been a challenge, but the mission remains the same. We have built a team whose values are aligned with ours, and we are well placed to grow. I don't say that in a smug way because it's easy to sugar coat, and we have had huge hurdles to overcome in our industry. Labour shortages, CO2 supply, packaging and card supply, coupled with unprecedented inflation.

That said, a real career and team highlight was becoming the first meat business to become a B Corp. Covid19 was the catalyst for us to look at how we can operate differently as a business. It was at this time we came up with our 'Jolly Good Deeds' campaign, giving back and supporting our local community. That spurred us on to learn more about other ways to improve our impact, and started our journey towards becoming a B Corp.

B Corp has meant lots to us in many different ways, but fundamentally it makes all of our team at Hog HQ accountable for how we run our business. We are buzzing about plans we have to support our community and improve the impact that we have on the environment.

01

WHO WE ARE

Our Values.

Our Vision.

Our Story.

02

HOW WE DO THINGS

Becoming a B Corp.

Our People.

Our Community.

Our Environment.

Our Products.

Our Consumers.

03

OUR FUTURE PLEDGES

What's Next?

01

WHO
WE ARE

OUR VALUES

WE BELIEVE IN JOLLY GOOD FOOD



WHO WE ARE

At The Jolly Hog, we are three brothers, all totally passionate about food.

To us 'Jolly Good Food' means food full of full-on flavour that you'll want to share. Nothing makes us happier than making people smile by serving them the tastiest sausages. But it also means food made in the right way. We only use higher welfare pigs, and always consider our impact on the environment in the choices we make.

Jolly Good Food for jolly good times – from our family to yours.



“

**TO BE THE MOST
LOVED MEAT
BRAND IN THE
UK AND BEYOND**

”



OUR STORY



2007

Given a sausage maker by his wife for his bday, Olly makes the first sausage in his flat and trade starts in Twickenham stoop car park.

2008

Our first day of trade in Twickenham Stoop



2015

After several years selling sausages at festivals, the brothers open a restaurant.

2015

We get our first listing in retail for our sausages. Bacon quickly follows.



2020

Lockdown changes the shape of our business. Restaurants and events stop and our retail business grows.



2022

Our focus on doing business with responsibility is recognised as we become a B Corp.

02

HOW WE DO THINGS

BECOMING A B CORP

We became a B Corp in 2022. This is just the first part of our journey, with a focus on improving our impact in the years to come.

We plan to increase our score to over 100 over the next three years.

We are going to focus more closely on our environmental impact in the near term, by measuring our Carbon Footprint and putting reduction targets in place.



- 50.9 Median Score
- 80 Qualifies for B Corp Certification
- 80.7 Overall B Impact Score

IMPACT AREA SCORES



Certified



Corporation™

THE HEART OF THE HOG

Our people are at the heart of everything we do at The Jolly Hog. Over the last year, we have worked hard to ensure The Jolly Hog is an amazing place to work for all our people, whether that be at HQ, on the road at events, or at our restaurant.

INITIATIVES WE'VE IMPLEMENTED:



Mental Health
First Aiders



Annual Personal
Development Budget
per employee



Monthly
Employee Award



Free talking therapy
sessions available



Free breakfast every
day



Becoming a Living
Wage Employer



Life Assurance



Enhanced Maternity
& Paternity Policy



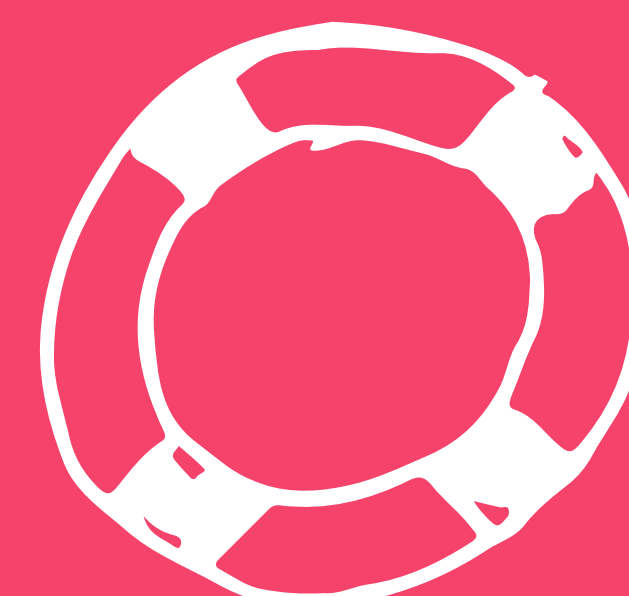
Increased Annual
Leave



Feedback Loop
Process



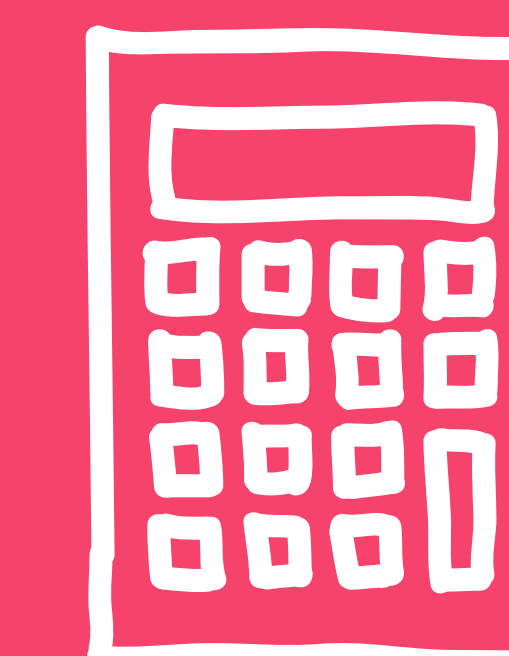
Quarterly away trips
out of the office



Employee Assistance
Programme



Weekly team
lunches



Enhanced pension
contributions

OUR PEOPLE



“The internal demand for improving both our brand and our products, from not only a taste and quality perspective, but also from a sustainability and welfare point of view, all stems from our individual love of the products and brand story. We all want the brand to succeed, and this combined passion and effort leads to a hugely healthy and exciting work culture, where no one is seen in any kind of hierarchy.”

Toby Fleming, National Account Manager

OUR COMMUNITY

Giving back to our local and national community is something we are very passionate about. We love to spread joy through food to all. Last year, we pledged to donate 25,000 packs of product into FareShare, and we ended up donating 38,000!

50

Days volunteering



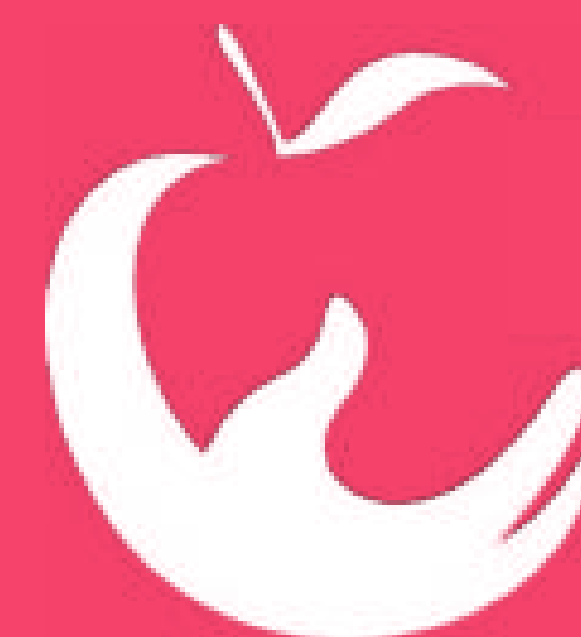
Talks within local schools to pupils



Food Photography workshops for local young people

1800

NHS Staff fed



Volunteering mornings with FareShare South West



Sausage making workshops with local young people



Volunteers at FareShare fed



Many Friday mornings spent at Square Food Foundation



CV & Interview Skills workshops with local young people

OUR COMMUNITY

“We were lucky enough to be introduced to The Jolly Hog at the start of the first lockdown in 2020. Square Food Foundation has just repurposed its cookery into a production kitchen to make meals for local families living with Food Insecurity. By donating food to Square Foundation, the Jolly Hog supported us to cook more the 20,000 hot and nutritious meals for local families between April and August 2020. Since then, our partnership has grown and evolved to include regular weekly volunteers from the whole Jolly Hog team clocking in at 200 hours and counting. The volunteers support the running of our cookery classes for marginalised groups in Bristol. In addition to running classes Square Food Foundation provides 200 recipe kits a week to local families facing Food Insecurity. The Jolly Hog have been kind enough on multiple occasions to provide sausage and bacon for the kits, which always go down a storm with the families. As a small charity, working with the Jolly Hog has been such a privilege, they ensure the partnership is easy, straight forward and most importantly it’s fun they are a genuinely great bunch of people and there is not a bad egg (or sausage) amongst them.”



Eloise Morten
Managing Director, Square Food Foundation



ANIMAL WELFARE

WHY IS HIGHER WELFARE SO IMPORTANT TO THE JOLLY HOG?

We think that it is important for a brand to drive higher standards in animal welfare. As a small, family-run business, we have the option to insist on better animal treatment and not support the treatment of animals that doesn't meet RSPCA Assured standards. We are happier knowing that the animals we use are well cared for, maintaining a standard that all of our pigs are outdoor bred.

TREATING SOWS WITH RESPECT

On RSPCA Assured farms, the use of farrowing crates is strictly prohibited. Farrowing crates prevent pregnant sows from being able to turn around and often inhibit them from building nests. Around 58 per cent of sows in the UK give birth in farrowing crates. This is a major concern for the RSPCA and something which will never be permitted on RSPCA Assured farms.



WHY DID THE THREE BROTHERS COMMIT TO USING RSPCA ASSURED PRODUCTS?

The RSPCA Assured label offers assurance for us as a brand that we can trust where our meat comes from. It assures the skill and ability of the farmers, as well as the quality and respect for the animals that we expect. It has always been important for us to understand, and have full transparency of where our food comes from.

YOUR CHOICES MAKE A DIFFERENCE

By choosing RSPCA Assured products when you're out shopping or when you're going out to dinner, you help farm animals to have a better life. And by selecting Jolly Hog sausages and bacon, you can be sure not just of getting great tasting products, but also ensuring that the pigs received higher welfare standards.

OUR ENVIRONMENT



"We're really proud to partner with The Jolly Hog on their pork products by assessing their supplier farms to the RSPCA's market-leading standards. Pig welfare is clearly at the heart of their business and integral to their brand story, and they are a great role model for other businesses who are keen to improve and reassure their customers about their animal welfare credentials."

Mike Baker, CEO RSPCA Assured

PACKAGING JOURNEY TIMELINE

2021

Our Ham lines launch in a paper based tray called paperlite . A first for The Jolly Hog to use Paper based packaging. We also launch our new sausage roll in fully recyclable packaging.



2023

We pledge to reduce our overall packaging in weight by 10% by 2024

2022

Our sausages and bacon start trials for a fully recyclable top film in the step to make them fully recyclable by the end of the year.



2020

We launch a scotch egg in fully recyclable packaging BOOM!!

2019

All our products get switched over to fully recyclable clear base trays.



2018

Project starts to change all our packaging to fully recyclable.

2017

We swapped both bacon and sausage to more environmentally friendly clear plastic trays but still non recyclable. This kickstarted the project to change all our packaging to fully recyclable.



2016

Our retailer journey started. our bacon and sausages started with the tray and the film being non recyclable and we knew this would have to change as volumes continued to grow and important from an environmental perspective. Our products started out in black trays and cling film wrap.

OUR PRODUCTS

SAUSAGES



BACON



SLOW COOK



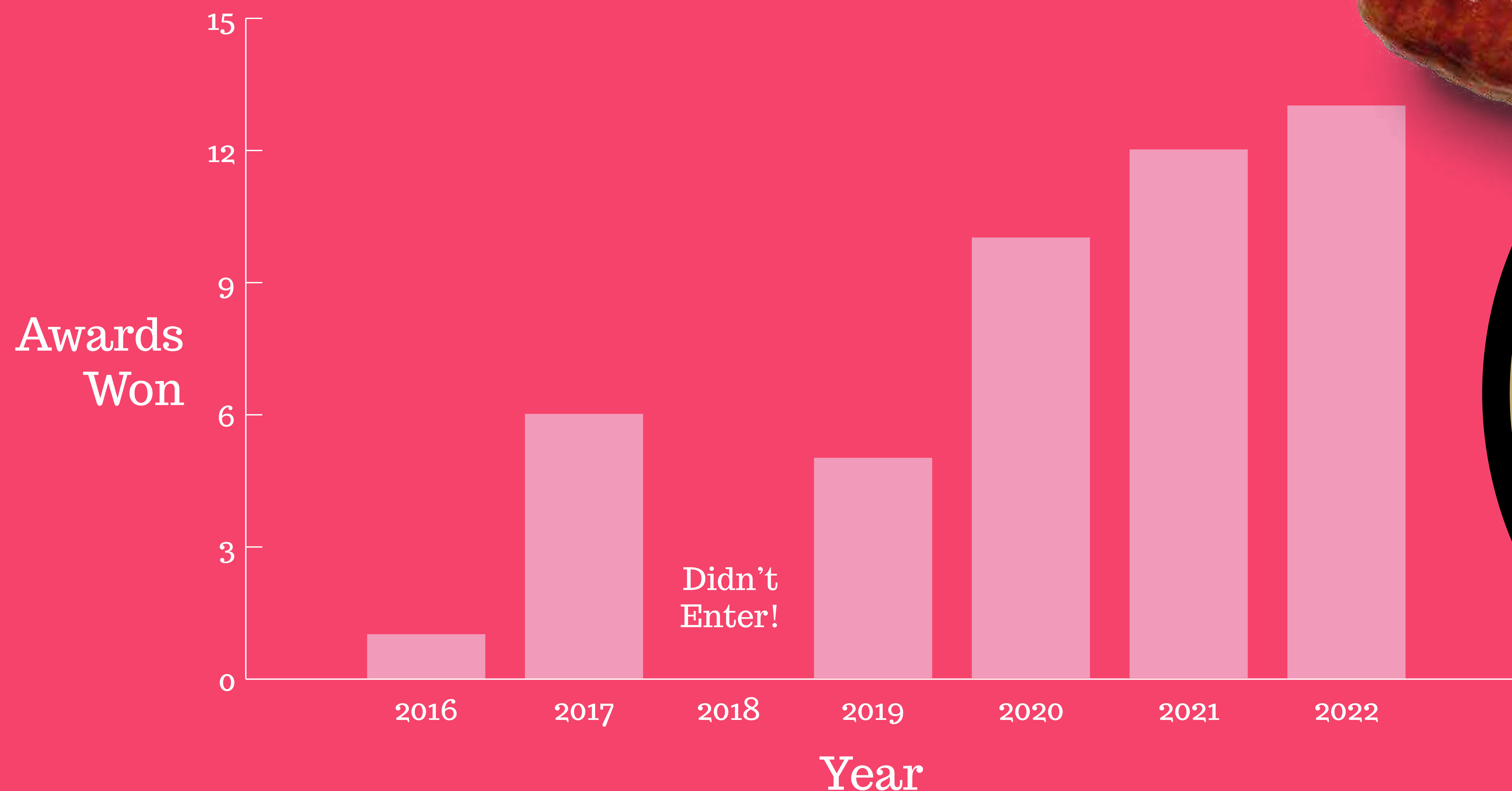
SCM, SNACKING & BEEF





GREAT TASTE AWARDS

We are incredibly proud to have received the most Great Taste awards within our category. Creating great tasting food is what we do it all for.



OUR CONSUMERS

We love getting out and meeting our consumers,
and understanding what makes them tick.
Ultimately they are who we do it for.

Just wanted to say that we buy your Jolly Hog
unsmoked bacon on a regular basis. Fantastic
flavour and best of all, its RSPCA assured & the
piggies are bred & kept in a good environment.
This is extremely important to us.

We have just tried your thick
cut ribs and have never
enjoyed ribs so much they are
so meaty and a lovely taste
you have got it right carry on
doing what you are doing you
have got it right thank you

I'm a guy who likes sausages. Love
them. I've just had a pack
of your proper porkers for breakfast
and I've got to say, that's a
DAMN fine sausage. Superb seasoning,
perfect quality. Top notch!

At last a sausage
that lives up to
its hype.

I just want to say how yummy the
sausages and bacon I've tried, hopefully
ii find other things you do as I can't fault
the taste or quality.

03

OUR FUTURE PLEDGES

PLANS FOR THE FUTURE



OUR TEAM
WILL SPEND

60 DAYS
VOLUNTEERING

TO BE IN

100%
RECYCLED
PACKAGING BY 2024



REDUCE
PACKAGING ACROSS THE
RANGE 10% BY 2025

MEASURE OUR
CARBON
FOOTPRINT
AND SET TARGETS
TO REDUCE IT

1%

OF RETAIL
BUSINESS
TURNOVER



DONATED IN PRODUCTS
TO CHARITIES THAT HELP
FEED PEOPLE LOCALLY
AND NATIONALLY.

THE JOLLY HOG™

THANKS

