

IMPACT REPORT

2023 - 2024



A juice brand that makes a difference



Karina Sudenyte
Founder and CMO

Maciek Kacprzyk
Founder and CEO

FLAWSOME! ISN'T JUST A JUICE BRAND, IT'S A MISSION.

We set up Flawsome! to make delicious, healthy, nutritious drinks that help save food waste and make a difference.

The scale of food waste is staggering.

Of all the food grown across the world, approximately one third is wasted. Food waste feeds climate change.

Climate change is a recognised global problem. Food companies are major contributors to greenhouse gas emissions and deforestation. As food systems are impacted directly by climate change, businesses in the sector have a responsibility to drive environmental action.

We do our part to create a sustainable and healthy world for everyone.

We work with local farmers to turn their surplus and wonky fruit into juice that saves at least 3 pieces of fruit per bottle.

We align with UN Sustainable Development Goal 12.3 to halve global food waste per capita by 2030. Reducing food waste, or better yet, eliminating food waste altogether is one of the most effective solutions for mitigating climate change. (CHAMPIONS 12.3)

Our 2023 Impact Report explains how we're creating positive change for the planet, what we achieved in 2022 and our plans for 2023.

WE HELP OUR FOOD SYSTEM THRIVE

While the concept of wonky fruit has gained attention in recent years, the issue of surplus fruit often gets overlooked. Millions of tons of perfectly good fruit go to waste every year due to overproduction, resulting in unnecessary environmental impact and economic loss. At Flawsome! we believe in giving all fruit a chance, including those that are surplus.

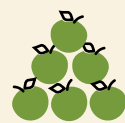
We're solving key issues for farmers in various scenarios. Discover how we're making a difference:



Wonky wasn't a good fit? Too big, too small, misshapen, discoloured? We take it.



Last minute order cancellations by supermarkets leaving farmers with no market to sell their food too? Yes, please!



Farmers overproduce because there is pressure to always meet buyer orders, or risk losing contracts. We take this surplus fruit.



We're proud of the impact we've been able to achieve:

2722 TONNES
OF SURPLUS & WONKY
FRUIT SAVED

Read on for more juicy details →

FEELING FLAWSOME!

4137 tCO²e

all time footprint
as of 2024



2500 tCO²e

reduced in 2021 for a carbon
positive position

1 tonne

carbon emissions
equivalent to



23,000

miles in the average car
57,500,000 MILES SAVED

By preventing food waste and off-setting our emissions we became a carbon positive company which means our footprint is 50% smaller than the average juice company.

48 MILLION



pieces of fruit saved

=

2722 tonnes

equivalent to 227 double
decker buses



5.7 MILLION

plastic bottles avoided



=

172461 tonnes



equivalent to filling x195
Olympic swimming pools

CHARITY PARTNERS

The Felix Project and Fare Share

**59,163 portions
+ 35,498 drinks**
donated to people
in need.

Our donations helped children, families and others facing hunger. These donations bring us closer to our 5 year mission to donate 1 million drinks to charities around the UK!

GIVING BACK

to charities and causes*

We **invest nearly 2%** of our sales, not just our profit, in environmental causes and charities around the world.

We invest in biodiversity conservation that help protect the tropical rainforests, install wind farms and improve cook stoves for families in Peru.

***£63.949 donated to charities**

The Projects:


→ Peru
Qori Q'Oncha
Cook stoves Project

Tambopata Bahuaja
Rainforest Conservation,


→ Turkey
Fuatres Wind Farm



BUSINESS AS A FORCE FOR GOOD




Certified B Corp: Flawsome! is all about positive impact. We are part of a global community of businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability.



Social Enterprise: We aim to make a profit like any other business, but it's our commitment to using those profits for positive social change that sets us apart. Every day brings us closer to our 5 year mission of donating 1M drinks to charities around the UK. We invest nearly 2% of our revenue, not profit, in environmental causes around the world.

87.3

Impact Score: Our latest verified impact score is 87.3. We're incredibly proud of this achievement and continue to improve every year. We support systemic change.



Circular Economy: Rather than taking from nature and giving nothing back, we have rejected a linear economic model and chosen to produce our drinks in a circular, sustainable way. From the wonky fruit we source to the glass we package our juices in, we go above and beyond for people and planet.



Equity for All: We have implemented an adapted EMI scheme that provides our staff with the option to own shares in our company. All Flawsome! employees are owners in the business, giving them a voice in its future.



Impact Score: 87.3

Our B Corp performance scores:

1. GOVERNANCE 17.8	4. ENVIRONMENT 15.8
2. TEAM 24.1	5. CUSTOMERS 1.4
3. COMMUNITY 28.0	



1. GOVERNANCE 17.8

Governance is an essential element in our company structure and actions, as part of our long-term commitment to shared responsibility.

A key principle of our governance is that we place social and general responsibility at the heart of our management and strategy.

Sustainable Sourcing Policy is key to our commitment to being a leader in sustainability. Our Sustainable Sourcing Policy

ensures that we are not adding to the problem, but rather utilising what is already available to create delicious drinks that not only taste great, but also make a positive impact on the environment. We deliver value to our customers, shareholders and employees while simultaneously reducing our environmental footprint.



"Tastes like freshly squeezed Juice and planet friendly...perfect!"

G, Amazon Review

2. TEAM 24.1

We want to safeguard our employees as much as we can and provide us all with a comfortable, friendly and fair environment.

We pay above London Living Wage and everyone in the team is part of EMI share option scheme.

We believe that flexible, hybrid working working can increase

staff motivation, promote work-life balance, enrich employee well-being and improve performance and productivity.

Flawsome! introduced a "do any sport you love and we will pay for your membership" initiative to support team well-being.

"As a creative, it's amazing to work in an environment with an innovative approach - it's inspiring. Flawsome! is a human-centred business and the people are the best!"

Julia, Graphic Designer

"I love working for Flawsome! because I get to do something good for the planet, whilst gaining experience, knowledge, and growing myself. And personally, I love the flexibility and friendly atmosphere that we have built over the years."

Alisa, Operations Manager



3. COMMUNITY 28.0

GIVING BACK FOR SOCIAL GOOD



Flawsome! helped the Felix Project deliver 30 million meals to hungry Londoners.

We delivered **1.86 TONNES** of drinks = **4460 MEALS**



SUPPORT FOR UKRAINE

We raised funds to support the people of Ukraine by committing the proceeds of our limited edition No Planet B jumpers while also donating drinks directly to displaced communities.

We are donating 100% OF SALES TO THESE CHARITIES:



The Ukrainian Red Cross



Unicef Ukraine



Nova Ukraine

We are donating our drinks to:



Support Ukrainians



FLAWSOME! SUPPORT CARBON OFFSET PROJECTS

Land-use transformation, biodiversity conservation, and Qori Q'Oncha cookstove projects in Peru.

With a fast developing urban economy, many people are being left behind in Peru. The country is ranked 43rd in a list of the most vulnerable countries to climate change, compounding poverty and reducing health outcomes. By improving living conditions, such as dangerous cooking stoves, we can make a difference to people and the planet.

PROJECT 1



BENEFITS

- 30,449 improved cookstoves supplied to impoverished families in two regions of Peru; Huancavelica and Ayacucho.
- Local development of more environmentally friendly cooking techniques, personal hygiene and richer diet.
- Awareness-raising of health and

environmental impacts of traditional cooking methods.

- The improved cookstoves help to improve social development and reduce malnutrition in children.

Fuatres Wind Farm, Turkey

Grid-connected electricity generation from a Turkish wind farm

Helping Turkey commercialise the use of grid connected renewable energy, this project proves that wind farms can support energy security, improve air quality, and improve livelihoods.

BENEFITS

- **30MW** of installed power.
- In addition to reducing CO₂, the projects reduce SO_x and NO_x emissions by displacing electricity generated from mainly coal-powered plants.
- **92GWh** of green electricity supplied to the grid per annum.
- **55,000t CO₂e** avoided emissions each year.
- Create local employment during the construction and operation phase of the wind farm
- Helps to reduce Turkey's increasing energy deficit
- Crediting period:
Nov 05, 2016 — Nov 04, 2023



Tambopata-Bahuaja Biodiversity Reserve, Peru

Land-use transformation and biodiversity conservation in Perus

This project conserves lush rainforests that are habitat for rare and endangered wildlife. By integrating sustainability into economic development, they help local farmers to transition to better forms of production that preserve the land for future generations.

BENEFITS

- **591,851 hectares** of land protected
- **4,000 hectares** restored to produce high value fine aromatic cacao
- **4mtCO₂e** avoided emissions
- Over 30 species protected, including giant river otters, spider monkeys and jaguars
- **339 land titles** secured for local farmers
288 farmers are members of a cooperative supporting 1,152 people.
- **27%** of farmers are women

4. ENVIRONMENT 15.8

PACKAGING

At Flawsome! we use aluminium cans and glass packaging that support circularity because both materials can be indefinitely recycled without loss of quality. We do our bit by using recycled glass, encouraging customers to recycle or reuse the bottles.

Close to **70% of all aluminium drinks cans are recycled globally**, making the aluminium drink can the most recycled

drinks container on the planet.

Recycling aluminium takes **95% less energy** than producing it from its raw materials. The recycling process also generates only **5% of the greenhouse** gas emissions. 75% of the almost one billion tonnes of aluminium ever produced is still in productive use, some having been through countless loops of its lifecycle.



We use fully recycled cardboard for our packaging. Our tissue is FSC Certified and made from acid free paper.



In 2021 we removed shrink wrapping from all of our bottle cases, now all our juices are packed in recyclable cardboard boxes.

In 2022 we worked to eliminate shrink wrapping from our can multipack deliveries and trialling a new label material for our glass bottles.

In 2022 we introduced an easy peel label for our functional glass range so customers can easily remove them and recycle accordingly.

In 2023 we created a paper wrapper to house the paper straws for our new kids' carton range. Our Wonky Fruit Water is 100% recyclable.

In 2024 we are looking into engaging in biodiversity conservation initiatives.

Our ultimate goal is to create product packaging which is completely reusable whether by the consumer or through a Deposit Return Scheme to be introduced by 2024 in England, Wales and Northern Ireland.



TRANSPORT



Flawsome! utilises freight exchange platforms for lowering our impact. We have created a network of over 20 haulage companies that are delivering goods to UK to eliminate potential risks that some businesses will face when switching their trucks to the EU.

OUR JOURNEY TO NET ZERO

Current position: **CARBON POSITIVE**

Our carbon emissions are our problem. We're here to reduce climate change, not add to it. In true Flawsome! style, we went beyond offsetting our CO2.

Our all time footprint as of 2024:

4137 tCO²e

In 2021 we reclaimed 2500 tCO²e. - all of the CO2 our company has ever emitted for a CARBON POSITIVE position and are on track to further offset MORE emissions than we generate.

We measure our full carbon footprint and to compensate for our emissions. We supported three carbon offset projects to mitigate our historical greenhouse gas emissions and go carbon positive. Most emissions occur in our supply chain, so we're working further to reduce them as part of our B Corp Climate Collective commitment to become Net Zero by 2030.



Our partner Plannet Zero found and procured carbon offset credits to rebalance our carbon emissions dating back to our foundation. Together with Plannet Zero we are looking at investing further into biodiversity conservation.

5. CUSTOMERS 1.4

We transform wonky and surplus fruit into delicious juices, making their production fairer to farmers and 50% less impactful on the environment than the average small juice company. Wonky fruit allows us to make our high-quality juice available at lower price points.

Our juices are cold-pressed and crafted from surplus produce, enabling our customers to make a genuinely sustainable choice without compromising on flavour.

We choose not to alter our juices with artificial sweeteners. By using real wonky fruit, we reduce food waste and give consumers a natural option.

“Flawsome! are a great partner to our business, great flavours, great innovation, and a great supplier who’s sustainability goals align with our own”

Azzuri Group Procurement



WONKY ISN'T A FAD, IT'S A MISSION



We've been wonky since 2016, and for us, nothing is more important. Wonky makes a real difference - for farmers, for the planet and for slurpably delicious flavour.

Instead of striving for perfection, we see the potential in everything. Being sustainable is about thinking beyond our limitations by building a vision that's inclusive and innovative. Fruit is wasted every day, but together we can change the narrative.

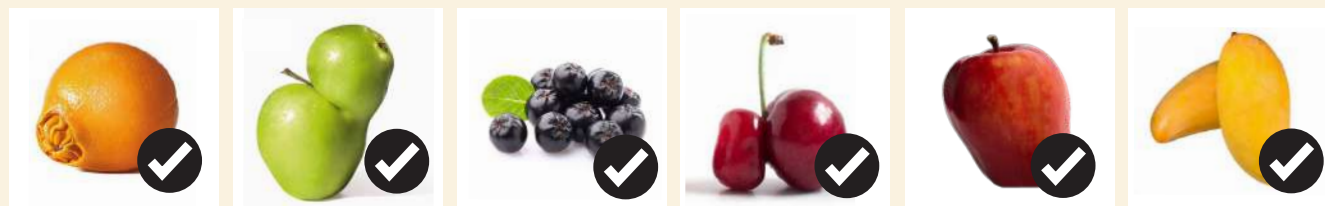
**The future is wonky.
Join us and Give Wonky Fruit A Chance.**

INTRODUCING WONKY FRUIT WATER

A game-changing product that's a delicious and healthier alternative to sugary drinks.



FRUITS WE WILL SAVE:



A PAPER STRAW IN A PAPER WRAPPER

Since the UK government announced its ban on single-use plastic straws in England in 2020, drinks companies have scrambled to create “sustainable” alternatives. But they have switched to paper straws while continuing to package them in plastic wrappers. Considering 4.7 billion straws are used every year in England alone*, the number of plastic wrappers being wasted in landfill is huge.

Children are the future of our planet. And yet, their toys, clothes, and snacks are often packaged in materials that are detrimental to the planet they will inherit. We decided to take a step to change that. We're starting a paper revolution.

**EVERY CARTON SOLD
PLANTS A TREE IN BRITAIN**

**84KG PLASTIC SAVED
PER 200K CARTONS**

With Hello Straw, the provider of the highest-quality straws on the market, our Wonky Fruit Waters can be recycled where facilities are available. Let's make a positive change towards sustainability, one sip at a time.



This is the first paper wrapper in the kids' drinks category!





GIVE **WONKY** **FRUIT** A CHANCE

Get in touch

marketing@flawsomedrinks.com