

**HÖLY  
MÖLY**

# **Sustainability Impact Report 2022 – 2023**

Certified



Corporation



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*Purer, Tastier, Holier*





R, TASTIER



**OUR BUSINESS**



# DIP, DOLLOP AND SPREADING THE GOODNESS: OUR SECOND B CORP IMPACT REPORT IS HERE

Holy Moly! It's been another fruitful year! We're thrilled to share how we've mashed together sustainability, social responsibility, and some seriously tasty dips. From farm to fiesta, our commitment to doing good has ripened even more. Dive in and see how we're keeping it green, one delicious scoop at a time!



It all started eight years ago with a simple dream shared by my best friend Tom and I: to bring glorious-tasting Guacamole to the UK. Fast forward to today, and we're now a passionate double-digit team on a mission to create dips that not only taste great but make you feel good, by doing things the right way, not the easy way.

**Our goal?** To be a positive force for a sustainable future.

In this report, we reflect on our journey, the challenges we've faced, the progress we've made on our pledges, and the areas where we need to focus to hit our ambitious targets.

This past year, the entire Holy Moly team has been deeply involved in our B Corp journey. We've strengthened our relationships with suppliers to work alongside our B Corp goals, implemented numerous positive packaging changes, shared our knowledge with other brands, and collaborated for the greater good.

We're excited to continue this mission and inspire others to join us on this path!

*Gaz  
+ Tom*







HÖLY  
MÖLY



**WE DO THINGS  
THE RIGHT WAY,  
NOT THE EASY WAY.**

“We offer all the convenience of  
shop-bought, and all the deliciousness  
of homemade.”

Gaz & Tom







**PROUD TO BE  
A B CORP**





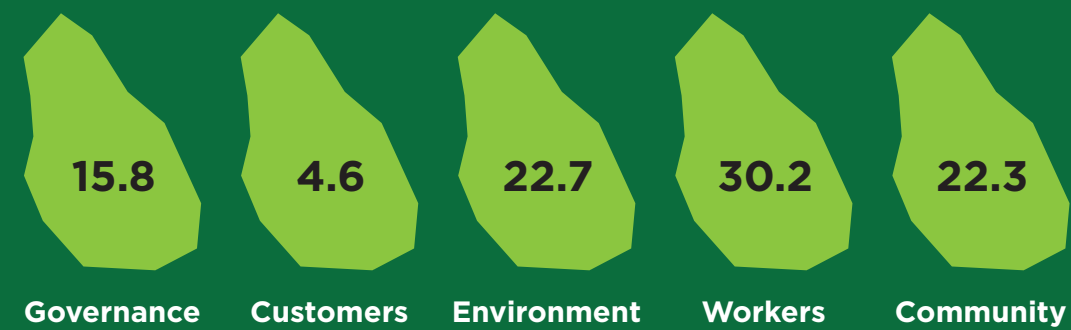
## COMMITTED SINCE DAY ONE

In August 2022, we proudly became a certified B Corporation, showing our commitment to the highest standards of social and environmental responsibility, transparency, and accountability in business. We're not just dipping our toes in-this is a full-on plunge into doing good!

By joining the B Corp community, we're among 1,275 other food businesses in the UK recognised for their efforts to make a positive impact on people and the planet—a mission we've been committed to since day one.

But our journey doesn't stop with certification. We're determined to keep leveling up and aiming to raise our score from 85.2 to 95 by 2027. With our focus on better eating, sustainable practices, and staying true to our core values, we're not just making an impact—we're making it delicious!

### Our Working B Corp Assessment Scores



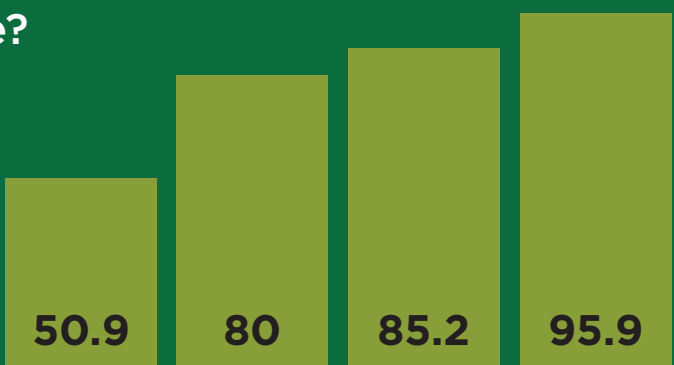
### How do we compare?

Ordinary business = 50.9

Pass mark = 80

Our last score = 85.2

Current score on our way to recertifying = 95.9





# OUR JOURNEY TO B CORP



**1.** Holy Moly was founded by two best friends. Creating a business that focused on their people and the planet.

**2.** Using a fourth generation family owned avocado orchard using wonky fruit to reduce waste.



**3.** Choosing to ship our products by sea rather than air freight helps us significantly reduce our carbon footprint. Sea freight generates far lower emissions compared to air transport, making it a more environmentally responsible option.



**4.** Introducing flexible working to the team. Letting employees adjust their schedules and work locations, improving work-life balance and productivity.



**5.** Introducing industry leading unlimited holiday scheme.



**6.** We kickstarted our relationship with City Harvest where we help threefold, with monthly donations, volunteer team days, and donating stock.



**7.** Becoming Bcorp certified to show our commitment to high standards of social and environmental standards.



**8.** We activated our first Marketing campaign through the line, focused around 'They will never believe it is shop bought'.

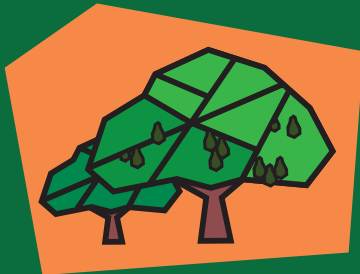
**9.** Securing a team NPS score of over 50 assuring us we are on the right lines to reach our 2027 target'.



**10.** Reducing plastic usage within the supply chain.



**11.** Becoming a double digit workforce.



**12.** In the process of setting up carbon mapping to closely monitor and improve our carbon usage.



**13.** Preparing our workforce for the recertification process for accreditation in 2025.





## **OUR SUSTAINABILITY STRATEGY**





# Strategic Pillars



## Where do we want to be?



## How are we going to get there?







## **OUR CARBON**





## SCOPE 1

### Significantly reduce and offset all Scope 1 emissions

To reduce our Scope 1 emissions, we are in the process of converting our entire company car fleet to fully electric vehicles, with the transition set to be completed by mid-2024.

## SCOPE 2

### 75% reduction in like for like Scope 2 emissions

To help us along our way towards our 2027 target we have implemented new office policies and procedures to redefine how and when we use air conditioning, lighting and other electrical items – reducing our energy intensity on a like for like basis each year.

## SCOPE 3

### 20% like for like reduction in Scope 3 emissions

Our third party haulage suppliers are in the process of introducing a new fleet of fully electric articulated lorries, these will enter service early in 2024 and we are working on maximising our usage of these vehicles once up and running.

**We've just embarked on our carbon mapping journey, allowing us to monitor, track, and manage our carbon footprint more closely, so we're excited to showcase the results in our next Impact Report.**





## OUR PACKAGING & WASTE





### Reduction of packaging and packaging waste

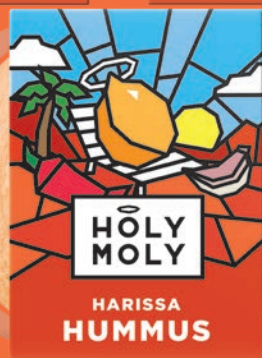
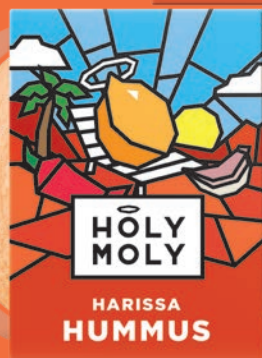
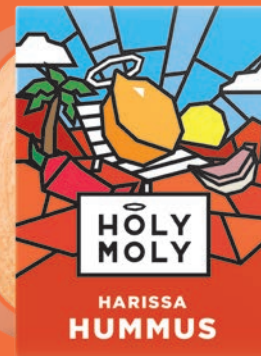
- We've made significant strides in reducing plastic by removing lids from all our avocado, hummus, and creamy dip products and we are on the journey to moving from PET plastic to rPET plastic and looking to introduce recycled material into our packaging to improve our packaging range.

### Increasing our efficiencies during transportation

- Our hummus is on the way to transitioning into a square design therefore when importing and distributing our hummus we are aiming to gain pallet space and improve efficiency, thus reducing our carbon footprint. We will continue to find ways and improve our inbound logistics efficiencies from all our product locations.

### Effective design of our packaging range

- We are continuing to use cardboard sleeves and cardboard boxes that are 100% fully recyclable in all our products across the Holy Moly range of dips.







## OUR PRODUCT SOURCING







**100% NATURAL  
AVOCADO.  
ETHICALLY SOURCED.**

*Seedling*

*Sapling*

*Avocado tree*

*Avocado fruit*





## Expanding ethical trading practices

- We are currently finalising a comprehensive set of ethical trading policies with our suppliers in Mexico, Colombia, the EU, and the United Kingdom. Our focus includes establishing robust codes of conduct, implementing effective pesticide management practices, refining trading policies, and ensuring thorough employee training and welfare.
- We continue to prioritise sourcing our products from smaller, family-owned businesses. For our avocado products, we choose suppliers that are vertically integrated, meaning they directly manage every aspect of the process - from growing and harvesting avocados to crafting our dips.

## Increasing sustainable production methods

- For our avocado products, we still use 100% 'wonky' avocados. In Colombia and Mexico we only use avocado fruit that cannot be sold for export either because of the shape, size or skin is below 'export' standards and would otherwise go to waste.
- We repurpose part of the inedible avocado skin and stone from our Holy Moly production to create avocado oil - talk about making the most out of our holy guacamole! Plus, we send other food waste like onion skins and jalapeño stalks for composting, maximising the harvest and minimising waste.
- Our avocado production relies on 80% natural rainfall for irrigation. The remaining 20% of water needed is sourced from collected rainwater or mains, depending on the orchard's location, time of year, and altitude.
- Our Mexican avocados are grown in the heart of the Trans-Mexican Volcanic Belt, amid more than 100 volcanoes. The ash from these volcanoes supplies the surrounding area's soil with precious nutrients, which in turn creates a particularly fertile landscape in which avocado trees can thrive and reduces the need for additional fertilizers.

## Locking out unsustainable production methods

- We only ever ship or truck our products from origin to the United Kingdom, we never airfreight our products. We never transport the skin and stone of our avocado products, we only transport the edible parts of the fruit, thus reducing our carbon output.
- We fully comply with EU pesticide regulations - because no one likes uninvited guests, especially bugs! We use only approved substances to protect our customers, the environment, and product quality.
- We efficiently recycle and repurpose water used in High-Pressure Processing (HPP) across our production stages. This reduces water waste, enhances sustainability, and supports our commitment to environmentally friendly practices while maintaining 'heavenly' products.







HÖLY  
MOLY



OUR TEAM



# GAINING INVESTORS IN PEOPLE ACCREDITATION

We are a smart and dynamic team, composed of brilliant individuals from diverse backgrounds, each bringing unique perspectives and approaches to our work. While embracing this diversity can lead to differing opinions, it's precisely this diversity that drives our success for the business, our customers, consumers, and each other.

As of 2023, we became a double-digit team, and we know that the secret to a happy team is just like the perfect dip: the right blend of ingredients! Some of the key elements for keeping our team smiling are:

- Personal development plans with a focus on long-term goals
- Tailored training and exposure opportunities
- Market-leading holiday allowance
- Flexible working hours and hybrid work options
- Exciting bonus scheme
- Managers' reviews for career growth
- More upcoming initiatives to enhance team members' experience
- Team bonding days
- Dog friendly office







### **PDP for achieving our goals**

Our goal is to foster a workplace that promotes prosperity and high performance, both professionally and personally which is why we introduced personal development plans for the whole team. These aim to empower our team members, fostering growth and aligning individual goals with our business vision.

### **NPS score of 50 for the team**

We're proud to have smashed a team NPS score of 100, proving that we've guac'd the talk when it comes to employee satisfaction and engagement! It's all thanks to the care and attention we give to each and every team member - because we believe happy teams make the best dips!







## OUR COMMUNITIES







### 100% of employees volunteering for charity partners

We're on a mission to make a smashing impact by continuing to have 100% of employees volunteering with City Harvest to prepare food for charities across London while we also look to expand partnerships to other local food charities. We're spreading goodness just like we spread guacamole - everywhere!

### Fundraising event for charity partners

We are committed to supporting City Harvest through ongoing fundraising events and are excited to announce that we are in the process of extending our charitable efforts to include additional new charity partners. Our goal is to make an even greater impact by broadening our support and helping more communities in need.

### Increasing food donations Year on Year and working with local food redistribution charities

As part of our ongoing commitment to reducing waste, we've seen a decrease in surplus stock available for donation, which led to a drop in contributions to our charity partners in 2022-2023. In response, we're focusing on increasing donations in 2023-2024 by boosting our monthly contributions to City Harvest and starting partnerships with additional food distribution charities by year end.

*Expanding Our  
Guac Community*







“Since 2021, City Harvest has had the great pleasure of working with Holy Moly to help rescue food, people, and planet. Not only do Holy Moly donate their delicious surplus dips, but they also donate essential pantry items when needed. Being truly outstanding donors, the team rolls up their sleeves and throws on a hi viz to volunteer at the depot. We’re so grateful for their support as they are incredible donors of food, time and money!”

Jamie Dyck  
Food Sourcing Manager,  
City Harvest





# WHAT PROGRESS HAVE WE MADE?

Holy Moly! What a year this has been. From nailing our strategy and earning B Corp status in 2022 to cutting waste, starting our carbon mapping, supporting our holy team, it's been a ride! With big goals for 2027 ahead, we're dipping dollop ready to have you with us for the journey!

Although we still have a long way to go, we are proud of our progress to date and know we will be taking even bigger leaps forward in 2023/2024.



Amen to that, we're on track!



Holy Moly, we're getting there!



Goodness, we've got some work to do!

## Strategic Area of Focus



### OUR CARBON FOOTPRINT



### OUR PACKAGING & WASTE



### OUR SOURCING



### OUR TEAM



### OUR COMMUNITIES



### B CORP

## Progress

#### 2027 TARGET:

Significantly reduce and offset all Scope 1 emissions



75% reduction in like for like Scope 2 emissions



20% reduction in like for like Scope 3 emissions



#### 2027 TARGET:

Reduction of packaging and packaging waste



Increase our efficiencies during transportation



Effective design of our packaging range



#### 2027 TARGET:

100% of suppliers signed up to our supplier code of conduct



Increase sustainable production methods by year end



Lock out unsustainable production methods



#### 2027 TARGET:

Achieve Investors In People (or similar) accreditation



All staff to have Personal Development Plans for long term goals



Reach an NPS score of 50 from the team



#### 2027 TARGET:

100% of work force doing two days per year



Work with two additional charity partners based within the local community of Milton Keynes



Run Annual Fundraiser for charity partners



Increase food donations by 10% Year on Year to City Harvest and local food redistribution charities

#### 2027 TARGET:

Achieve a BIA score of 95







## OUR BIG WIN MOMENTS



*Purer, Tastier, Holier*



## No more plastic lids

We have removed plastic lids from all our avocado, hummus and creamy dip products and look to constantly improve our films on all products.



## Less of the sticky stuff

We've eliminated plastic tape from our sendout boxes and now use only a Holy Moly sticker to seal them, reducing plastic waste.

## Reducing carbon outputs

We only ever ship or truck our products from origin to the United Kingdom, we never airfreight our products. We never transport the skin and stone of our avocado products, we only transport the edible parts of the fruit, thus reducing our carbon output.



## Plastic reduction

We have started to transition from using virgin PET plastic to rPET, working to incorporate a minimum of 30% recyclable material in our packaging.



## 40,000 trees a year planted

We only work with regulated suppliers (via the local governments) for the sustainable growing of avocados in Mexico that stops deforestation linked to avocado growing. We also promote the replanting of indigenous trees, (one scheme plants 40,000+ trees per year) and use 80% of 'wonky' avocados in our products.



## 100% recyclable

We are continuing to use cardboard sleeves and cardboard boxes that are 100% fully recyclable in all our products across the Holy Moly range of dips.



## Progression opportunities

In the last year, 20% of our workforce earned internal promotions, showcasing our dedication to employee growth and development.



## NPS

Scoring an amazing NPS score of 100 from the team.



## 2,319 meals from food waste

We've partnered with City Harvest to make a meaningful impact by supplying surplus stock, regularly volunteering at their Acton food rescue depot, and donating a monthly grocery shop. So far, we've provided 974kg of food waste, providing 2,319 meals to Londoners and preventing over 3 tonnes of GHG emissions.







## OUR PRODUCTS





# DISCOVER OUR RANGE OF 5-STAR HEAVENLY DIPS







*Holy Moly*



## OUR CUSTOMERS' FEEDBACK



Hi guys, I tried your new guacamole last night!! OMG we loved it 🥑🌶️

### Great taste & no nasties.

These are really nice, no added nasties and saves time making my own.

★★★★★ 5 out of 5

Written by ChelleStar  
19th May 2023

Just smashed another pot. Addicted to your avo 🥰🥰

It was UNREAL 🤯 I have been devouring avo on toast for days 🤪🤪 can't get enough of it!!

### Delicious!

I regularly buy hummus and this is delicious! It tastes good quality and has a lovely flavour with a slight "kick" to it. I can recommend this product and will definitely be buying again for my lunches.

★★★★★ 5 out of 5

Written by ChelleStar

### Simply The Best

This is by far the tastiest guacamole around - it tastes so fresh and is beautifully creamy with small chunks of avocado. It works brilliantly as a dip or on toast and saves the hassle of having fresh avocados available

★★★★★ 5 out of 5

Quality

Taste

Value

Hi there,

Just finished a hamper that I got from one of my students at the start of the summer holidays. Inside were 3 of your guacamole dips. I love Avocados and the kids always joke to me about it, I also have an avocado plush on my desk called Guac 🥑

I have to say I've never tasted guacamole this lovely before and I think your products are absolutely fantastic. My husband "doesn't like guacamole" and he is definitely a convert!

Just wish we'd had better weather so I could have enjoyed them in the sunshine making me feel like I'm actually in Mexico and not rainy Northumberland!

Will absolutely be putting these in my basket as a weekly treat.

Thanks Hazel







Jordan

Lamorna

Gaz

Tom

Sophie

Abbie

Tom

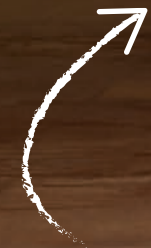
Peter

Chris

Juliet

Laura

Karolina



Love the whole  
Holy Moly team!





# FAQs

## 1. How can you receive a B Corp accreditation if many of your products contain avocados, which are notoriously bad for the environment?

We are on a mission to make the avocado industry more sustainable. That is why we partner with manufacturers committed to sustainable agricultural methods; why we prepare our guacamole in the country the avocados are grown, ensuring we aren't transporting excess avocado skins or stones; and why we use cold press technology to keep our guacamole naturally fresher for longer and to reduce food waste.

There is a lot more progress to be made in avocado the industry, but we are proud to be recognised by B Corp for the positive impact we have made so far.

## 2. Are the avocado manufacturers you work with contributing to deforestation?

We are committed to only buying avocados from carefully regulated orchards. Our partner manufacturers must be regulated by their local authorities who carefully control new deforestation. Many of the orchards we work with in Mexico are members of the "Association of Avocado Producers and Exporters of Mexico" who in 2011, launched a reforestation initiative in an attempt to strengthen the natural biodiversity of Michoacán.

Since then, more than 1,500 hectares have been replanted with several native species of the area. These trees and plants are grown in nurseries before finding homes in nature, where they are planted according to elevation to obtain an impressive survival rate of 85%.

## 3. Are the avocado manufacturers you work with contributing to water shortages and droughts?

Our production is harvested from avocados that have been matured in orchards that are naturally irrigated with rainwater. The steep mountainous terrain is ideal for growing avocados because of the characteristically draining soil. Our partners grow avocados at high altitudes between 1000m – 2500m above sea level where there is a lot of natural rain for 6/7 months of the year. The excess rainwater (of which there is lots), is not wasted it is collected in reservoirs and used to supply water if needed!

## 4. Why does your guacamole or smashed avocado go brown so quickly once opened?

Because our avocado products are 100% natural, just like an avocado you'd buy in the supermarket, when they are cut open and the flesh makes contact with oxygen, they turn from green to brown quickly.

The brown part of an avocado might look unappetizing and can taste bitter, but it's still safe to eat. We'd much prefer it if you ate our avocado products in one sitting and if the packs too large, we also offer 57g mini pots for those occasions!

## 5. Is the guacamole or smashed avocado still safe to eat when it is brown?

Because our avocado products are 100% natural, just like an avocado you'd buy in the supermarket, when they are cut open and the flesh makes contact with oxygen, they turn from green to brown quickly.

The brown part of an avocado might look unappetizing and can taste bitter, but it's still safe to eat. We'd much prefer it if you ate our avocado products in one sitting and if the packs too large, we also offer 57g mini pots for those occasions!

We recommend that once opening our avocado products that you consume immediately!

## 6. Why do you say your packaging is recyclable when the film on your pots isn't?

Currently, the only film available to us contains a barrier polymer or other plastic components, which recycling facilities in the UK unfortunately cannot process. These barrier polymers are very important in protecting our delicious dips and extending their shelf-life so you can enjoy them for longer. As technology progresses Holy Moly is committed to being at the forefront of what new materials are available. We are continuously exploring alternatives and hope to move to an easily recycled alternative as soon as possible.

## 7. Why don't you use a more sustainable alternative to plastic for your packaging?

Currently, plastic is the only available material that is able to withstand the high pressures cold pressing requires. This unique method allows us to naturally preserve our dips and keeps them fresher for longer, reducing food waste and ensuring we only include ingredients you'd find in your kitchen cupboard. As technology progresses Holy Moly is committed to being at the forefront of what new materials are available. We are continuously exploring alternatives and hope to move to an easily recycled alternative as soon as possible.

## 8. Are Holy Moly guacamole and smashed avocado products as healthy as fresh avocado?

100%! Our Holy Moly avocado products only contain natural ingredients that have had nothing taken away and nothing added. Because of the cold press technology we use, the nutritional credentials are just as 'healthy' and 'nutritious' as the whole fruit. Plus, we do all of the prep work for you so you're smashed ayo is ready to spread or dollop straight away!

## 9. Do your avocado manufacturers have any affiliation with cartels?

Absolutely not! All our manufacturing partners are regulated by local authorities in the country and our fully vetted by our experts in the UK.

## 10. Why do you source from Mexico and Colombia?

Avocados taste most delicious when they have a high oil content. We work with growers in Mexico and Colombia that leave the fruit on the trees for as long as possible so that time encourages more oil to develop. Normally this naturally ripening process would not leave enough time for the fruit to be transported before spoiling. However, our Holy Moly packs and the cold press technology we use to naturally preserves the fruit for longer!

Our production is harvested from avocados that have been matured in orchards that are naturally irrigated with rainwater. The steep mountainous terrain is ideal for growing avocados because of the characteristically draining soil. Our partners grow avocados at high altitudes between 1000m – 2500m above sea level where there is a lot of natural rain for 6/7 months of the year. The excess rainwater (of which there is lots), is not wasted it is collected in reservoirs and used to supply water if needed!

## 11. Why do your products say they are not suitable for freezing?

Freezing our dips could result in spoilage and we want to ensure our consumers get the best possible taste experience.

## 12. How do your avocado products stay fresh when you say there's no additives?

We use cold press technology to naturally preserve our dips, so they stay fresh without the need for additives. This technology is the reason our dips taste so natural and fresh!

## 13. Why are Holy Moly products so much more expensive than own brand?

At Holy Moly we believe in creating dips in the best way possible, which means they cost a little more to make than some of the other dips out there. When you buy a Holy Moly dip you can be confident that it contains only the highest quality ingredients, contains no additives due to

our market leading cold press technology, and offers something unique to the dips aisle – such as the UK's first branded plant-based creamy dips.

## 14. What does B Corp stand for?

A B Corp, otherwise known as a Certified B Corporation, is a business that has met the highest standards established through social and environmental performance, its impact on its workers, its public transparency, and accountability. To find out more information on how you can help and to understand more, click [here](#) or check out our Holy Moly B Corp page [here](#).

## 15. Why does B Corp matter?

Certified B Corporations are leading a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, Certified B Corps are distinguishing themselves by offering a positive vision of a better way to do business.

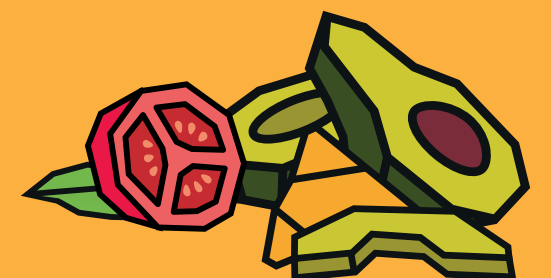
## 16. How can you become B Corp certified?

B Corps are certified by the non-profit B Lab. To become certified, a company must:

- 1) Meet the Performance Requirement: Complete the B Impact Assessment and earn a reviewed minimum score of 80 out of 200 points.
- 2) Meet the Legal Requirement: Adopt the B Corporation Legal Framework into its legal DNA. This allows the company's values to thrive under new management, new investors, and new ownership.
- 3) Make it Official: Sign a term sheet and Declaration of Interdependence to make the certification official.

## 17. Why do the nutritional's differ across the packs of 150g and 57g minis?

The variations in nutritional content are due to each avocado's differing oil levels, which can affect the final nutritional values. As a result, the numbers can vary depending on which avocado is tested in the lab.





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Holy Moly Ltd,  
Carina East, Sunrise Parkway,  
Milton Keynes,  
MK14 6LS, UK.



@holymolydips  
[www.holymolydips.com](http://www.holymolydips.com)



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