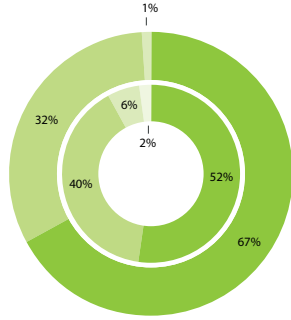


Sustainability by Spoon Guru

99%

OF CEOS FROM COMPANIES WITH MORE THAN £1 BILLION IN ANNUAL REVENUES BELIEVE **SUSTAINABILITY WILL BE IMPORTANT TO THE FUTURE SUCCESS** OF THEIR BUSINESS*



How important are sustainability issues to the future success of your business?

Very Important Important Neither Important / Unimportant Not Important

"No one business can tackle these challenges alone. **We must take collective action as a food industry to drive the transformational changes necessary** to meet the UK's climate commitments."

Ken Murphy, Chief Executive of Tesco

* Accenture UNGC CEO Study, 2019



Make your consumers **sustainability preferences** easier to shop, drive positive behavior change, achieve your ESG goals and unlock revenue



The Challenge

Retailers are facing a clear call to action and the challenge is two fold.

One, shoppers want to live healthier lives and expect our grocers to play an integral role in helping them meet their dietary and ethical needs.

Two, retailers need to achieve their CSR & ESG targets and time is running out.



The Solution

Enable consumers to make **incremental changes** in their behavior that are easy to adopt and sustain while providing transparency on the products they buy.



How We Do It

Identify and categorize products that meet sustainability standards by analyzing metadata on the ingredient, packaging and sourcing level to deliver a wider portfolio of accurate choices to the consumer based on their shopping needs.



Benefits

- Improved NPS, Increased AOV on sustainable products, larger sustainable baskets
- Gain customer trust and increase loyalty by supporting their goals and enhancing their shopping experience
- Pathway to successfully meeting ESG targets
- Incremental Behavior Change to live more sustainably

Sustainability TAGs® Available Now:



Can be Recycled
Recyclable packaging



Better Packaging
Reduce (all unnecessary) packaging



Animal Welfare
Treat all animals in our supply chain humanely at all life stages



Plant Based
Increase the sale of plant-based alternatives



Responsibly Sourced
Achieve zero net deforestation in our sourcing of raw materials by 2020



Chemical / Pesticide Free
Help our customers to eat more sustainably



Sustainable
Sustainably sourced agricultural products & fish



Country of Origin
Locally Sourced, Carbon emission reduction



No Palm Oil
No Palm Oil



GMO Free
Genetic makeup of the plants and animals used in the product have not been altered for the purposes of food production



Organic
Independently certified to have grown on soil free from synthetic fertilisers & pesticides for three years or more

We partner with the best:



www.spoon.guru
hello@spoon.guru



Spoon Guru's specialist algorithms are already meeting the health goals and dietary requirements of millions of Woolworths' customers.



- Ingrid Maes, Managing Director of W23

Spoon Guru