



*Made with responsibility.*

# **Made with Sustainably Sourced Ingredients.**

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Sustainability has evolved from a “nice-to-have consideration” on consumers’ shopping lists to a “must-have”. Now more than ever, sustainability-minded consumers are demanding food products that not only have a positive impact on their health and well being but also on the planet, ecosystems and biodiversity.

As consumers raise more questions about sustainable ingredients, about the source of those ingredients and how they’ve been tracked. We’ve gone beyond their requests to develop “Made with Sustainably Sourced Ingredients”, a snack seasonings solution that satisfies consumers’ craving for taste and environmental, social and ethical responsibility.





## What is “Made with Sustainably Sourced Ingredients” about?

**Sustainability** is a key priority within Griffith Foods to grow our business by positively impacting people’s lives, our farmers and their communities and our customers’ Health & Nutrition, while taking environmental management and Climate Action to help protect our Planet.

In response to increasing consumer demand for sustainably sourced products, Griffith Foods has launched a pilot concept “Made with Sustainable Sourced ingredients”. A range of seasonings that is sourced from sustainable ingredients as all of our raw materials comply with our three-tier approach and all suppliers will be EcoVadis certified by 2025.

### How do we measure sustainability?

Griffith Foods has developed a three-tier approach to measure the sustainability and traceability status of each material:

- ✓ Sustainably Certified by a third party (Rainforest Alliance, Global Gap,...)
- ✓ Fully traceable: From field to fork
- ✓ Full supply chain mapping

By collecting data such as farm and community metrics, purchasing and transportation information, and details on the facilities and processing, we can provide unprecedented transparency for customers with regards to how and where our sustainably sourced ingredients are cultivated and processed. In addition, we’re fully committed to providing community support. This includes hands-on training and education of local farmers - so that each farmer can benefit from integrating sustainability principles that leads to better yield results.

### Can we claim “Made with Sustainably Sourced Ingredients”?

The ingredients utilised to support the claim are well substantiated, transparent, backed by data and verified certification and adhere to our Three Tier Sustainability approach. The claim “Made with Sustainably Sourced Ingredients” can be made on pack if desired\*.

\* Disclaimer: It is the responsibility of the food manufacturer to always consult local legislation for the on-pack ingredient declaration/claims.



## You can have Sustainably Sourced Ingredients Combined with great Taste.

“Made with Sustainably Sourced Ingredients” snacks seasonings have been developed by our research and development team to deliver on taste. They can be experienced in 6 beloved flavour profiles:

- ✓ Paprika & Chilli
- ✓ Sea Salt & Black Pepper
- ✓ Sour Cream & Onion (dairy free)
- ✓ Oriental BBQ Rib (vegetarian)
- ✓ Campesinas (a selection of garden herbs & spices)
- ✓ Cheese

These seasonings can be applied on a variety of substrates including crisps, popped chips, potato crisps, tortillas, nuts and seeds, vegetarian-based extruded snacks and baked snacks. They can also be tweaked to better suit local palate across Europe and the UK.

In addition, all the ingredients used in the range are gluten free, nut free, egg free, fish free and suitable for a vegetarian diet.



## Why go with Made with Sustainably Sourced Ingredients?

In addition to being the right thing to do for the planet, the use of sustainable ingredients increases the perceived value of a product to consumers. These consumers, in turn, also show a willingness to pay more for these products - which results in higher margins and increased profit.

The long term benefit, of course, is that when consumer and product values are aligned, loyalty, trust and relationships are forged. And that is the beauty of this story - regardless of any price.





**Get in touch**



Join us as we help pioneer the next generation of culinary innovation.

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