

# Vacherin Cares 2016/17

Sustainability & CSR Report



  
vacherin





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## About This Report

Our annual sustainability and corporate social responsibility (CSR) Vacherin Cares report is designed to show our progress in key areas of the business and to engage our stakeholders.

The Directors of the business maintain full governance over the objectives and implementation of environmental and social responsibility.

## From Our Owners



The 12 months since our last report have seen many changes on the national and international stage. The UK's decision to leave the European Union, and the resulting drop in the value of the pound, alongside new leaders on both sides of the Atlantic have left governments and businesses in a state of flux.

At Vacherin, our commitment to future-proofing catering has allowed us to continue to grow as an agile and modern business despite these tumultuous external factors. We have built our business around core principles that extend far beyond simply the financial bottom line. We're not interested in profit at any cost; we deliver organic growth alongside responsible business practices, to build a sustainable business for the future.

2016/17 saw significant progress in all areas of our business, with key contract wins and successes against a number of our sustainability and CSR metrics.

We celebrated our best ever waste audit results in July, reaching our target of becoming a zero-to-landfill organisation 18 months ahead of schedule. We cut food waste per cover by almost 25% across our five busiest cafés, recycled a record 5028kg of coffee waste with Bio Bean and sourced more 1'mPerfect fruit and veg than ever before. We launched a new low-carbon menu offer, A Greener Choice, across our sites. We also extended our community engagement, with over 230 hours volunteered and a new partner charity - Luminary Bakery.

We're delighted that Vacherin continues to be recognised as a sustainability leader in the wider industry. In 2016, we were accredited three stars from the Sustainable Restaurant Association for the second year running, won B&I Caterer of the Year at the Foodservice Cateys and were shortlisted among multi-national organisations for the edie Sustainability Leaders Awards.

All of this has been achieved alongside unbroken financial growth, demonstrating the intrinsic value that sustainability and corporate social responsibility can bring to an organisation.

We've created this report to share our efforts in building a better, healthier and tastier future. We hope you'll join us in achieving our goals.

Handwritten signature of Clive Hetherington in blue ink.

Clive  
Hetherington

Handwritten signature of Phil Roker in blue ink.

Phil  
Roker

Handwritten signature of Mark Philpott in blue ink.

Mark  
Philpott

# We are Vacherin

**Name:** Vacherin Ltd.

**Founded:** 2002

**Industry:** Contract Catering;  
Food & Hospitality Service

**Ownership:** Private Company, independantly owned

**Head Office:** Hatton Garden, central London

**Locations:** 34 operations throughout central London

**Sector:** Foodservice Management operating in corporations such as; Financial services, Legal services, Media, Insurance, Property

**Employees:** 384

**Revenue:** £17 million

**Suppliers:** 64 (All businesses head-quartered in England & Wales)



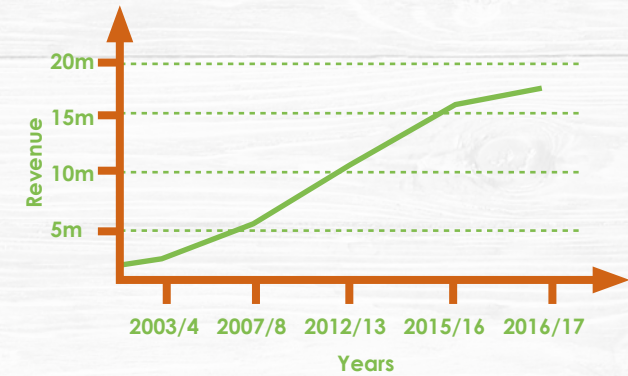


## Value

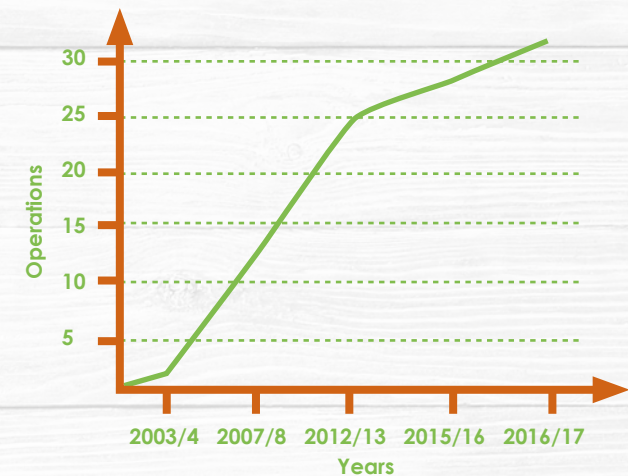
Vacherin has been built on values that stretch beyond just the bottom line; ethics and sustainability are woven into the fabric of our organisation.


In our 14 years of operation, we have achieved year-on-year financial growth, while continuously improving on a wide range of sustainability metrics. We believe we have demonstrated beyond doubt that financial growth and sustainability in business are not, and never should be, mutually exclusive.

## Growth of Financial Value



## Growth in Operations





***Our philosophy has been to create organic and steady growth which is only possible through long-term planning and partnerships.***

## Governance of Business

Economic, environmental and social governance is shared between the Owner Directors with the Operations team taking responsibility for implementation, in tandem with the Sustainability & CSR department.

Vacherin continues to maintain a strong organisational approach to sustainability and CSR, meeting International Standards Organisation (ISO) 9001 and 14001.

Stakeholder engagement is used as a vital tool to long-term strategic growth, as we rely on customers, suppliers and employees just as much as those stakeholder groups rely on us.

We work to provide accurate, balanced and transparent information about our purchasing and food production techniques to our clients and customers, conveying our approach to both environmental and social strategies. We offer environmentally friendly meals, along with providing unbiased information, allowing our customers to make educated meal decisions.

## Awards

Vacherin continues to be an enthusiastic and active member of the SRA, maintaining our 3 Star accreditation in 2016. Four of our individual operations across London have also maintained their own 3 Star accreditations, demonstrating real ambition and achievement in sustainability over the year.

17% of our sites have gained the highest 3 Star award, with a target to have 33% of our sites accredited by 2017/18.



ISO 9001 CERTIFIED  
QUALITY MANAGEMENT  
SYSTEM



ISO 14001 CERTIFIED  
ENVIRONMENTAL  
MANAGEMENT SYSTEM



# Our Food

As a catering company, food is at the heart of everything we do. We're passionate about delivering healthy, responsibly sourced, delicious food every single day.



## A Greener Choice

Research suggests the livestock and agricultural industries are responsible for 25-30% of global greenhouse gas emissions. At Vacherin, we continue to drive the sale of responsible meals which are good for our customers and good for the planet too.

### The Vital Ingredient ~ Naturally

In 2016, we introduced our new marketing campaign titled The Vital Ingredient ~ Naturally. Each month, we featured 'A Greener Choice' menu option; we served the dish on our sites and provided accompanying recipe cards which customers could take home to prepare the meal themselves.

These dishes were specifically designed with expertise from our chefs, in-house Nutritionist and Sustainability Lead to promote healthy and environmentally friendly eating. Each recipe card reports the distribution of food types, and puts emphasis on lower-impact foods such as seasonal fruit & vegetables and plant-based proteins.





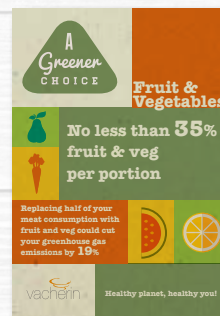
## Looking forward

Our marketing campaign for 2017, launched in January, deepens our commitment to responsible food service, with 'A Greener Choice' options on the menu at our sites every single day.

We're moving forward from prescriptive recipes and instead have provided a set of criteria which all dishes must meet. Our chefs have the freedom to create their own new and innovative dishes, providing more creative autonomy for our staff and more variety for our customers.

### A Greener Choice Standard

-  No more than **3oz** of meat or fish
-  No more than **30%** animal proteins- look for plant-based alternatives
-  At least **35%** seasonal and locally-sourced fruit and vegetables
-  Ethical supply chains
-  Processed food free



## Try A Greener Choice at home:

Chargrilled tuna steak with smoked tofu and bean salad with spinach and soy

**Ingredients**, serves 4:

- |                        |                           |
|------------------------|---------------------------|
| 4 x 3oz tuna steak     | ¼ x bunch of Chervil      |
| 1 x Lemon              | ¼ x bunch of Chive        |
| 2 x tbsp. of Olive oil | ¼ x Parsley               |
| 2 cloves Garlic        | 400g Spinach              |
| 200g Smoked tofu       | 2 tbsp. of Soy sauce      |
| 100g Navy beans        | 4 tablespoon of Olive oil |

### METHOD

1. Marinate the tuna in the lemon, olive oil & garlic for 24 hours
2. Cut the smoked tofu into even cubes and set aside
3. In a pan of seasoned water, boil the Navy beans until soft and cooked, drain and allow to cool
4. In a mixing bowl mix the cooked beans, herbs, spinach, soy sauce and olive oil. Set aside for later use
5. Sear the tuna on both sides and leave to rest
6. Deep fry the tofu until golden brown
7. Serve the tuna and tofu on top of the bean salad and dress with oil

## Nutritious & Delicious

At Vacherin, we understand that being a responsible business is about more than just our carbon footprint. We're passionate about supporting our customers to make healthy choices and to be happy and productive in the workplace.

Our award-winning, healthy-eating and wellbeing range Nutritious & Delicious (N&D) is central to our menu ethos. With over 160 recipes, N&D has been created with our customers in mind and the importance that nutrition plays in the workplace. Eating healthy is vital to keep the brain and body sharp and at their most productive.

Each N&D recipe has been analysed through diet software and falls into one of four categories: Well-balanced, Food & Mood, Energising and Superfoods.

**Based on 2016 sales, we estimate that compared to eating high street brands our customers have consumed:**

 **4.24 kg less salt**

 **37.8 kg less saturated fats**

 **26.8 kg less sugar**

**Nutritious  
& Delicious**

**Our N&D range continues to grow in popularity.**

N&D sales of total grab n go sales at our key operations.

2014  **20%** of sales

2015  **23%** of sales

2016  **30%** of sales

## Health Matters

'Health Matters' are Vacherin's health promotion days that demonstrate our commitment to improving our customers' wellbeing. These promotions provide diet and lifestyle advice on a variety of topics relevant to the workplace such as Stress, Heart Health and getting fit for summer. The result is a diverse annual plan of health promotion for our customers. Each month, we give information on a particular topic and promote certain dishes that contain key nutrients to support that topic.



## Food in Focus

Vacherin's Food in Focus programme is an opportunity for us to help our customers understand some basic science and the truth behind certain key foods in our diet. Our Nutritionist Gary Baverstock helps to demystify foods ranging from Sugar, Fats and Carbohydrates, to Coconut, Sodium and Chocolate.



*“Achieving a realistic dietary balance that is sustainable is key in promoting and maintaining good health.”*



**Our Nutritionist, Gary Baverstock**

Gary is an experienced and highly-qualified Nutritionist, with a first class honours degree in nutritional therapy and 30 years experience as a professional chef. As a key member of our food development team Gary works alongside our chefs and Sustainability Lead to ensure that as well as being delicious our menus and food promotions are good for our customers' health and good for the planet.

**Giving back:** Gary also provides diet and lifestyle advice for Transport for London and has helped to set up and run community-based wellbeing and cooking workshops. He runs a catering project for people with mental health problems and holds healthy eating cookery classes for vulnerable adults in London.

## Rapeseed Oil

We use rapeseed oil in our cafes; it has a better balance of Omega 3 to Omega 6 than other oils, and it's a great source of vitamin E.

**Last year, Vacherin recycled 6200 litres of used rapeseed oil.**



We source our rapeseed oil from the Cotswolds and recycle it back to be turned into biofuel for agricultural equipment. The solid by-products from processing this fuel can be used as animal feed, ensuring zero waste.

*“The story behind R-Oil is not just about our products' versatility and health benefits. We've always placed great emphasis on sustainability & responsible farming. We cut waste by collecting used oil from our customers to turn into bio-diesel used on our farm and a neighbouring farm. We've also developed a system to fertilise our rape in rows at the exact point where the plant needs it most, cutting our fertiliser use and increasing our efficiency.”*

Hamish Campbell, R-Oil

## Our Suppliers

### Responsible Sourcing

For us, it's not just about serving great tasting food it's also about being confident in where our ingredients have come from.

We pride ourselves on sourcing only the highest quality ingredients from responsible farms and producers. Local, seasonal and ethical are priorities at the very heart of our menus, and working together in partnership with our suppliers is how we continue to meet these standards right across our operations.

Vacherin partners with 64 suppliers, all of which are headquartered and registered as companies in England and Wales. Our rigorous selection process ensures that each of our partners meet our high standards, and regular audits mean that our customers can rely on high-quality and responsibly sourced food- every single day.



### Our commitment to Free Range

Vacherin are committed to sourcing 100% free range eggs from British farmers. We won the Good Egg Award in 2015 for this policy and have continued to uphold our commitment to use eggs from free range happy hens into 2016 and beyond.

Over the past year, we have prepared 383,760 delicious and free range British eggs.



## Union Hand Roasted

Union Hand Roasted – speciality coffee, ethically sourced, hand roasted in London.

***“Our coffee is sourced through Union Direct Trade, which is our business model for sustainable trade. At its heart is the production of high quality Arabica coffee sourced through long-term relationships with small scale farmers. We love working with companies like Vacherin who share our passion and drive to offer customers a cup of coffee that is not only the highest quality, but that is ethical too.”***

Kerry Lawrence, Union Hand Roasted

**UNION**

HAND-ROASTED  
COFFEE



## Our Fish

**“Companies like Vacherin are a vital link in the seafood supply chain and have the power to influence the sustainability of the seafood they buy and serve to their customers.”**

New analysis released in 2016 by the United Nations Food and Agriculture Organisation suggests that nearly 90% of global fish stocks are now either fully fished or overfished. Added pressure from the effects of climate change and pollution are contributing to a situation in which the future of fish on our menus is under threat.

Vacherin have been taking this threat seriously for many years now. In 2008, we were the first central London caterer to sign the Sustainable Fish Cities pledge. We maintain a strong fish procurement policy and commit to never buying fish listed as Fish to Avoid (Red rated) on the Marine Conservation Society's Good Fish Guide.

We actively engage both our customers and our staff on sustainable fish sourcing. In November 2016, a group of Vacherin chefs attended a workshop run by Billingsgate Seafood Training School. The group met with vendors at Billingsgate Fish Market, heard talks from experts on the importance of sustainable sourcing, and practiced some valuable techniques in cooking with seasonal fish.

### The Marine Conservation Society

The Marine Conservation Society (MCS) is the UK charity dedicated to the protection of our seas, shores and wildlife. It is the voice for everyone who loves the sea! MCS works to secure a future for our living seas, and to save our threatened marine wildlife before it is lost forever.

*Photo contributed by the Marine Conservation Society*

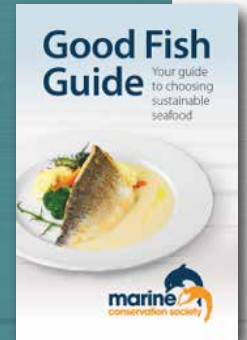
## The Good Fish Guide

The definitive guide to sustainable seafood for all consumers including fish buyers and suppliers who want to make the right choice, whether it be at the supermarket fish counter, fish market, wholesaler or quayside.

**“Vacherin have used the Good Fish Guide for a number of years and first became aware of the Guide through their work with the Sustainable Restaurant Association. MCS Good Fish Guide ratings are an integral part of the company's decision-making when buying fish and are written into their sourcing policies.**

**Through working together we can help sustain the health of our seas and ensure there is a plentiful supply of fish for the future.”**

Bernadette Clarke, Good Fish Guide Programme Manager



Over 1000 sustainable fish dishes served every week.



# Our Environment

**2016 was a year of turbulence on the international stage. Big political shifts on both sides of the Atlantic ended the year with a great deal of uncertainty for society, business and the environment.**

Despite this, much environmental progress was made in retail and foodservice. The plastic bag tax delivered an 80% reduction in usage by July, Hugh Fearnley Whittingstall brought the issue of coffee cup wastage right into our living rooms, and food waste hit the headlines with EU-wide reduction targets being drawn up in early 2017.

## Food Waste: Valuing our Resources

In 2015, the United Nations launched 17 Sustainable Development Goals to transform our world. Goal 12 tackles responsible consumption and production. It sets targets to 'halve per capita global food waste at retail and consumer levels' and to 'reduce food losses along production and supply chain, including post-harvest losses' by 2030.

To achieve this, producers, retailers and consumers need to work together.

At Vacherin, we're engaging with the issue in a number of ways. We provide extensive training on sustainability, waste management, and resource efficiency to our staff, including a popular workshop for chefs on cooking with surplus ingredients. We engage our customers through regular promotions, including Waste Not month every year. We've worked with a number of clients to develop innovative and engaging bin signage that helps our customers segregate their food waste for recycling.

**Our hard work is paying off; Over 2016/17 we cut our food waste per cover by 25% across our 5 busiest cafes.**



## I'mPerfect Fruit & Veg

A significant amount of food waste in the UK occurs before produce even reaches consumers. Cosmetic standards applied to fruit and vegetables mean that some crops are simply left in the field or thrown away after sorting because producers know they won't be able to sell them.

Vacherin have led the industry on cutting this waste in the supply chain. We launched our I'mPerfect programme to source wonky fruit and vegetables through our suppliers in January 2015, and have been pioneering the concept ever since. This wonky produce might not look perfect, but it tastes great and it helps us to cut waste and to support our local farmers.



Dan Kelly, Director of Food

***"If we didn't tell them, none of our customers could tell which dishes contain I'mPerfect produce and which do not. There is a place and time for any size, shape or colour of produce – it's just a matter of planning, education and creativity"***

**I'M PERFECT**

In 2016, we diverted 3,900kg of I'mPerfect fruit and veg from being left in the field or lost in processing and packaging.




## Red Meat Free Mondays

Our Red Meat Free Mondays have been hugely successful since we launched the concept in 2014 and have really proved that small changes can make a big impact. Just switching red meat for white meat, fish or plant-based proteins on one day a week can help us cut our carbon footprint, and keep our customers healthy. Many of our sites have found Red Meat Free Mondays so successful that they've taken the concept on for more than one day a week.

**Beef uses 28 times more land, 11 times more water and results in 5 times more greenhouse gases than pork or chicken.**



In 2015/16, we served over 150,000 red meat free meals.  
Estimated carbon dioxide savings:

 2014/15 – 65 tonnes

 2015/16 – 72 tonnes

 2016/17 – 74 tonnes

## Bio Bean

An important aspect of waste management at Vacherin is ensuring all of our waste goes to the most sustainable end-of-life solution. Vacherin partner with Bio Bean at several of our sites to divert our used coffee grounds for the production of advanced fuels.

Bio Bean has been operating since June 2015 and is the first company in the world to industrialise the process of recycling waste coffee grounds into biofuels and biochemicals.

In 2016/17, Vacherin has recycled an estimated 5,028kg of used coffee grounds; turning waste into a sustainable product to help heat homes in London.



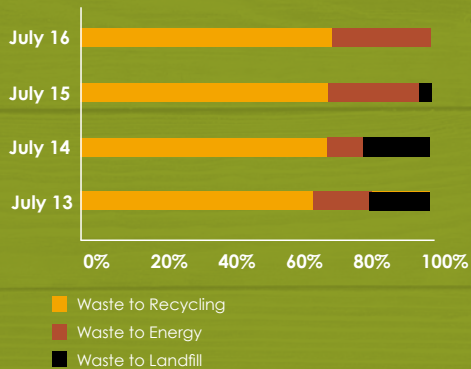


## Measuring our Impact

The UK produces over 300 million tonnes of waste every year. All this waste costs us time, money and has a big impact on the environment.

At Vacherin, cutting waste is our top priority. We work with our employees, clients and suppliers to identify opportunities for greater efficiency, and we deliver and monitor improvements. Year on year, we have been improving our recycling rate and cutting our waste per customer across all operations.

### End of Life Waste Solution



## Waste Audit 2016/17

- 69.6% to recycling and anaerobic digestion
- 30.4% to waste to energy,
- zero waste to landfill



We continue to work towards our ambitious target of 80% recycling by 2018 and will work with all new and existing clients to maintain our Zero to Landfill status in coming years.

## Zero to Landfill

In 2015, we set ourselves the target to achieve Zero Waste to Landfill by 2018. In 2016, we delivered on this target 2 years early.

**We are proud to be the first contract caterer to achieve Zero to Landfill status. In January 2017, we were finalists alongside major national and international organisations for the edie Sustainability Leaders Award in Waste Management.**



# Our Community

Part of building a sustainable business is ensuring that our customers, our employees and our wider society are happy and healthy. Throughout 2016, we continued to place our focus on being a good employer as well as a valuable member of our local community.

## Our Employees

We're passionate about our staff and making sure they're happy, healthy and achieving their goals. Our Vacherin 'Life Plan' gives our employees the opportunity to view their time at the company holistically; to take a step back and think about what they want to achieve at home and at work over short and long term. Vacherin supports and funds extensive internal and external training programmes for our staff. Our employees can work towards NVQs or specify particular skills they'd like to develop and sign up for a relevant course. When our staff thrive, our business thrives with them.

## Great Employers



Turnover Rate 28.2%



Gender Balance  
55.5% male  
44.5% female

Vacherin also offer annual travel card interest-free loans and a cycle-to-work scheme, to help our staff get into work without worrying about how they'll afford it.





## Employee Spotlight



### **Carly Hicks, Site Manager**

Carly manages our services for a leading global real estates organisation, with a team of 50 across three sites in central London. In the last 12 months Carly has overseen a 27% increase in sales, driven by a successful refurbishment combined with effective marketing initiatives and improved efficiency.

Alongside financial success, Carly has maintained a keen focus on sustainability. Under her leadership, waste per cover across her units has been cut by 22% and recycling has increased by over 10%, her teams have successfully delivered on charity fundraising targets, and food waste and coffee grounds recycling has been adopted as standard across the service.



### **Paul Matthews, Head Chef**

Since joining Vacherin as Head Chef at one of our central London sites, Paul has increased sales volumes by at least 50%. In 2015, breakfast sales on site rose by 50%, sandwich sales by 82% and canapes by 168%.

In 2016, Paul's exceptional talent and skills were recognised industry-wide with an Acorn Award, Chef of the Year at the FSM Awards, and a shortlisting for the Roux Scholarship.

Paul has supported and nurtured team members, going above and beyond to assist his apprentice, Chandni Vyas, establish herself as a successful pastry chef.

## Sustainability for our Staff

Sustainability at Vacherin isn't just championed by our managers or our chefs, it's for absolutely everyone. We expect every member of staff to play their part in building a sustainable business and, as such, sustainability and social responsibility terms are set into every Vacherin job description.

### Inductions

We deliver sustainability inductions as part of our mandatory training programme, which every member of staff is required to attend. These sessions provide a solid background on the principles of sustainability and corporate responsibility, the principles are applied directly to our business and to specific job roles. We empower all of our staff to play their part in making a difference in their teams, their units and their wider environment.

43 staff attended  
Sustainability  
Focus Groups  
in 2016.



## Sustainability Focus Group

An important aspect of our ongoing staff development in sustainability is our quarterly Sustainability Focus Groups. Four times a year, we arrange an outing to a sustainable venue or foodservice location for our staff to learn more about how other organisations are tackling sustainability. The visits are open to all Vacherin staff and give an opportunity to hear about sustainability in a wider context, and problem-solve with staff from across the business.



**Wahaca** run a small group of restaurants, themed around Mexican street food. They source locally, ethically and seasonally, implement environmentally efficient technology in their restaurants, and emphasise effective training for all staff. Our team were given a tour and a talk at a local restaurant, before having a chance to try some delicious Mexican dishes.



## Fourpure Brewery

Brewing is a very intensive process, using a huge amount of water, gas and energy and producing large amounts of waste. Fourpure is a London-based family brewery, working hard to limit the environmental impact of their business. Our team enjoyed a tour of the brewery, hearing more about how beer is made and Fourpure's efficiency measures.

# Volunteering

Vacherin offers 2 paid days per year for our staff to volunteer their time to charity.

## Luminary Bakery Our new Partner Charity

A social enterprise in Hackney, Luminary Bakery offers opportunities for women who have experienced social or economic disadvantage to build their skills and improve their futures.

Vacherin are pleased to have established a formal partnership with Luminary Bakery in 2017. We will support the enterprise as it grows through fundraising, project support, and volunteering.

*“Vacherin are an excellent partner for Luminary, we are both passionate about food and about investing in people. We’re so thankful to be working with such an ethical business to provide opportunities for the women we support.”*

Alice Williams, Luminary Project Founder



LUMINARY  
BAKERY



## Deptford Reach

Deptford Reach is a community centre, helping people affected by homelessness, mental illness, substance abuse and social isolation to rebuild their lives in a safe environment.

*“The support from Vacherin staff is invaluable for a small but busy organisation like Deptford Reach. I am always impressed by their enthusiasm and look forward to the team signing up to volunteer.”*

Dee Saund, Deptford Reach  
Team Leader



232 hours volunteered in 2016, we're aiming to double that in 2017.



# Our World



70% recycled across all our operations

Recycled over 5,000kg of used coffee grounds to be turned into biofuel

25% reduction in food waste per customer at our 5 busiest operations

Over 3,900kg of l'mPerfect fruit & veg sourced

*"We're so thankful to be working with such an ethical business"*

*"I am always impressed by the enthusiasm of Vacherin staff and look forward to them signing up to volunteer with us"*

*"We love working with companies like Vacherin who share our passion and drive to offer customers a cup of coffee that is not only the highest quality, but that is ethical too"*

*"Companies like Vacherin are a vital link in the seafood supply chain"*



# Our Year



Some highlights from a fabulous 12 months





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London EC1N 8AT

 020 7404 2277

 taste@vacherin.com

[www.vacherin.com](http://www.vacherin.com)

## Want to learn more...

Vacherin Ltd a specialist London caterer, dedicated to delivering the highest quality food and service to discerning business organisations. Focused on creating an exclusive portfolio of clients within a very tight geography, to whom our commitment is to remain -

small enough to care, **large enough to deliver**

### Contact:

Zoe Stennett-Cox  
Sustainability & CSR Lead

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