



Keeping things innocent

**P+@Work 9 oktober 2006**



agenda

History

Philosophy and strategy for keeping things innocent



background

Early on, we recognised there was an opportunity, if not need, to launch a drinks brand that made it easy for people to be healthy





from small acorns

We started small





our little family of juice

From those early days our little family of smoothies has grown





agenda

## History

Philosophy and strategy for keeping things innocent



core principle

We have one core principle around which we make all decisions

Create a business we  
can be **proud** of

a.k.a The Nursing Home Test



the main areas

And this thought is brought alive among the team at Fruit Towers in four main areas

Products  
we make

Take our  
responsibilities as a  
food company  
seriously

Our drive for  
sustainability

Internalise the  
external costs of our  
business rather than  
pass them on

Way we  
communicate

Remain friendly,  
honest and a little bit  
altruistic

What we do with  
the cash

Be generous where  
we can



the main areas

Taking these one at a time

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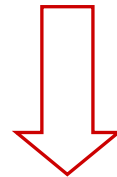
Be generous where  
we can

Our most important responsibility is to make good food and that is enshrined in our product strategy

## Natural drinks that **tastes good** and **do you good**



- Use traditional/ homemade recipes and ingredients
- Avoid commercial shortcuts that are detrimental to drinkers



- Better tasting to other brands in the same category
- If no comparable competition, then majority vote to “tastes great”



- Always health benefits, never bad ingredients
- Positively advocated by independent nutritionists



products

And innocent smoothies live up to that ideal



100% fruit

Never, ever from  
concentrate

Nothing added,  
nothing taken  
away



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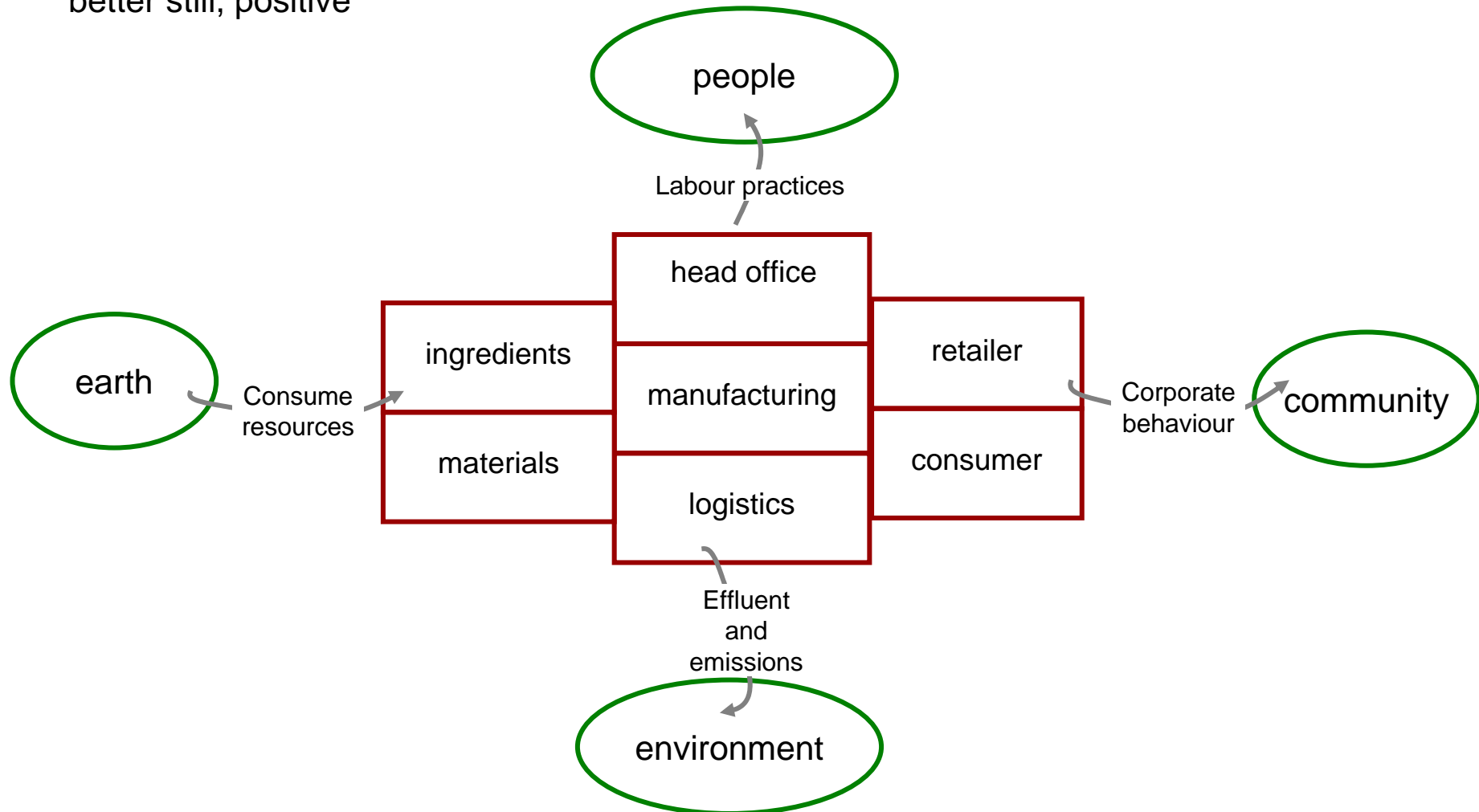
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Our drive for sustainability is about us taking responsibility for all the impacts our business has on the world around us, and moving them from negative to neutral or, better still, positive





in a nutshell

Or to put it more simply

**Leave things a little bit better  
than we find them**



vision

We have committed to a vision for the business in this area

To become the world's first  
FM SG



sustainability strategy

And we are tackling 4 areas first

1. Procurement
2. Packaging
3. Emissions
4. Fruit Towers

And each of these areas in turn has a leader, vision and strategy

Area	Vision	Strategy	Leader
Procurement	<i>'To be proud of every piece of fruit we use'</i>	1. Zero tolerance on the basics 2. Buy accredited where available 3. Audit and improve when not	Lucy
Packaging	<i>'To lead the market in sustainable packaging'</i>	1. Reduce virgin finite materials 2. Create a demand for the best recycled or renewable material. 3. Lead our suppliers	Stuart
Emissions	<i>'To contribute to global cooling'</i>	1) Buy green 2) Act green 3) Immediately offset (and over compensate)	Conor
Fruit Towers	<i>'For Fruit Towers set new standards in sustainable behaviour'</i>	1) Use less 2) Reuse and recycle 3) Buy responsibly	Camilla

In the last few months alone we have delivered some big wins

1. 100% of suppliers signed up to our minimum innocent standards (ILO standard and local legislation).
2. We have moved all our bananas to Rainforest Alliance
3. Next up is passion fruit and oranges





packaging

Our quest for more sustainable packaging moves ever forward



2004 - 0%



2005 - 25%



2006 - 50%

Recycled plastic

Plus next year we will be moving away from petrochemical based plastic altogether, with a PLA innocent bottle made from corn starch expected to be on the shelves soon



We've been making some small improvements to our fleet....



Moving to Priuses reduces  
CO2 by 125 tonnes and  
30 L fuel per head



LPG vans since summer

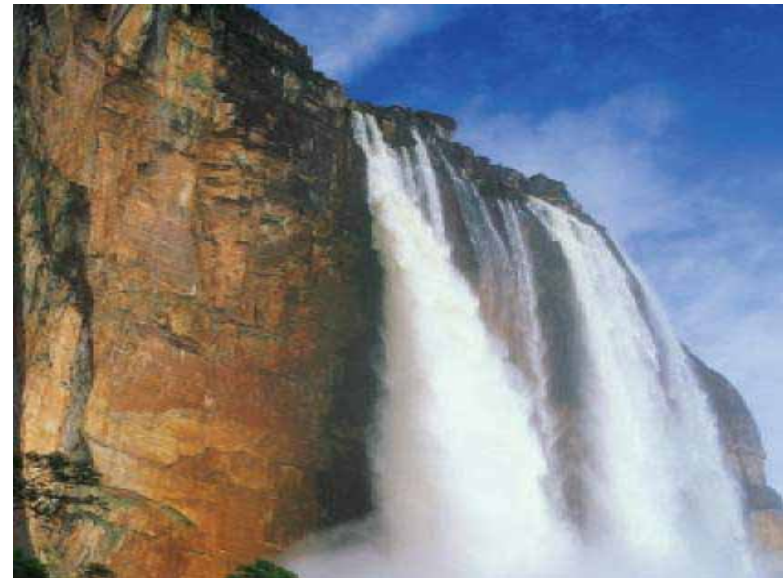


emissions - suppliers

And as a matter of course, we remain a carbon negative business, but we have committed to get our supplier base to match us



1/8 of a hectare of Uganda rainforest



Hydroelectricity scheme in Bulgaria.

Fruit Towers is aiming to lead the way in terms of more sustainable office practices



- All Towers to be green powered by end 06
  - Tighter management of procurement and waste (KPI on 'green' versus normal spend, measurement of recycled versus landfill)
- Asking our suppliers to make the move to green in 2006



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communicating innocently

We've always striven to grow awareness of the brand through innocent means



Ever changing label copy



A fleet of "Cow Van" delivery vehicles



Dancing Grass Vans



Innovative and interesting literature



fruitstock

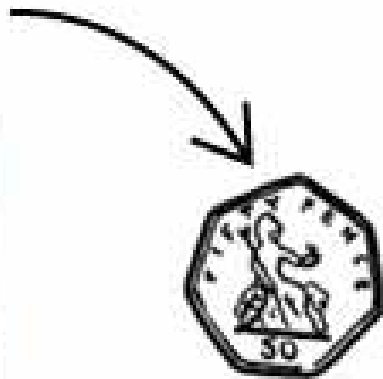
And we favour marketing where we are putting something back





supergran

One of our favourite examples of marketing that puts back is an annual project called Supergran



warm & happy people

hou Amsterdam lekker warm deze winter



€ 0,70  
alle innocent smoothies hebben vanaf 6 december zelf gebreide mutsjes. Voor elke gemute smoothie doneren Coffee Company en innocent samen € 0,70 aan het Nationaal Fonds Ouderenhulp die er een Amsterdams kerstdiner voor oma's en opa's voor organiseert.

Coffee Company

innocent little tasty drinks



some new friends we made

...local grannies help us with the knitting.





in store

The hats get put on bottles and on shelf...



We get loads of PR



### Winter warmers

Innocent Drinks, the sandwich chain Eat and grandmothers everywhere have teamed up this Christmas to produce thousands of little knitted bobble-hats to keep innocent drinks warm. Yes, it sounds mad, but for every bottle topped with a bobble hat sold in an Eat outlet, 50p goes to the charities Age Concern and Extra Care to help 'keep old people warm this winter'. Innocent smoothies, from £1.49 [www.innocentdrinks.co.uk/supergran/](http://www.innocentdrinks.co.uk/supergran/)



### A BOBBLE HAT WORTH DRINKING TO



You can help for a cause with Innocent Drinks. Innocent everywhere are getting their smoothies but to create more bobble hats for the charities in aid of Age Concern, and you can join them. Just buy an Eat outlet [www.innocentdrinks.co.uk/supergran](http://www.innocentdrinks.co.uk/supergran) to download a pattern. The drinks will be available in Eat outlets from December 20. Your smoothie bottle sold, 50p will go to Age Concern and Extra Care to help keep our old people warm this winter.

Flickr: The Tiny Random Hat Project Pool - Microsoft Internet Explorer provided by FreeServe

Address: <http://www.flickr.com/groups/tinyhats/pool/page2/>

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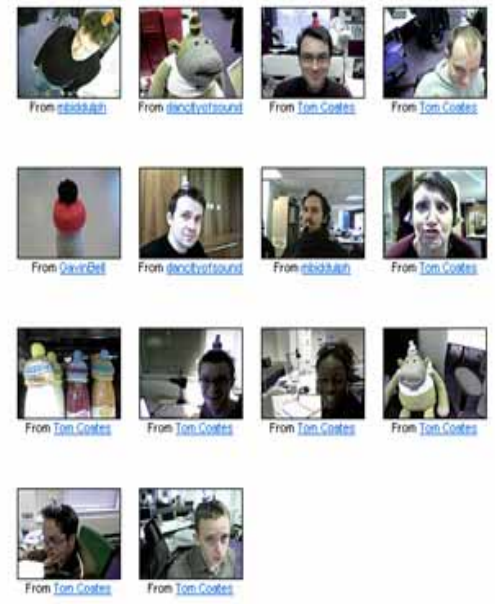
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Site dedicated to Tsunami Missing friends search

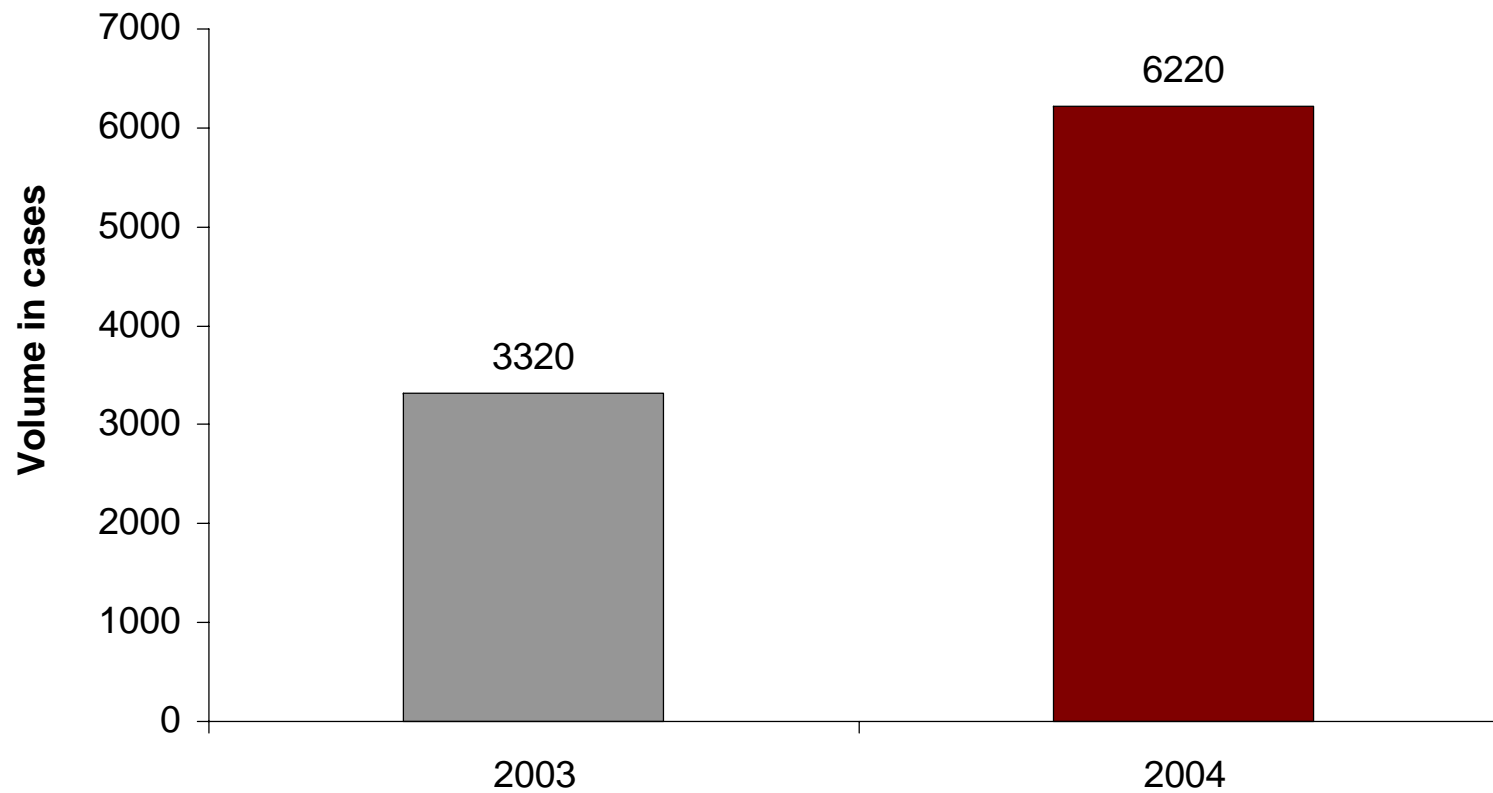
**HipsterCards.com**  
Send clever, stylish & filthy eCards All Free!





supergran = super sales

And it generated a 100% uplift in sales in stores in the pre-Xmas promo period.





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We invest a fair proportion of the money that the company makes in the people that make it happen

Hard	Soft
<ul style="list-style-type: none"><li>○ Appropriate remuneration</li><li>○ Profit share for all (15% PRP in 05)</li><li>○ Small share for all permanent team members</li><li>○ Six monthly assessments</li><li>○ 8 training days per year per person</li><li>○ Private Health care</li><li>○ Interest free loans</li><li>○ Flexible work hours</li><li>○ Flexible work location</li></ul>	<ul style="list-style-type: none"><li>○ Innocent scholarship</li><li>○ Quarterly social events</li><li>○ Extra weeks holiday if you get married</li><li>○ Nature weekend</li><li>○ Lunch Mate Programme</li><li>○ Brontë's Brownie Points</li><li>○ Tennis, film, cheese and wine evenings, culture club, drum club</li><li>○ Free massages and yoga</li><li>○ Natural, low density work space</li></ul>



foundation

Plus, so far a minimum of 10% of each year's profit has been paid to charitable projects.



CHICKS: UK.  
Organisation helping disadvantaged inner-city kids



Future Forests: Brazil.  
Funding reforestation and protecting endangered areas of rainforest



India. Find Your Feet.  
Empowering women to revitalise their local economies



KIDA: Uganda.  
Training HIV sufferers in bee-keeping to become self sufficient



Lesotho: Send a Cow.  
Training & implementation of agriculture & livestock programmes



being innocent

- All natural, healthy, delicious drinks
- Made by a business system that takes its environmental and social responsibilities seriously
  - Marketing that hopefully adds rather than subtracts
- And where some of the wealth is shared with those that need it