



IMPACT REPORT

2023

WELCOME

Peach is a group of really great pubs, serving quality, fresh, honest food and drink in relaxed, welcoming surroundings. In 2002, we opened The Rose & Crown in Warwick, believing every town deserves a great pub. Well-kept beer, a quality steak and a glass of decent wine is a recipe for happiness.

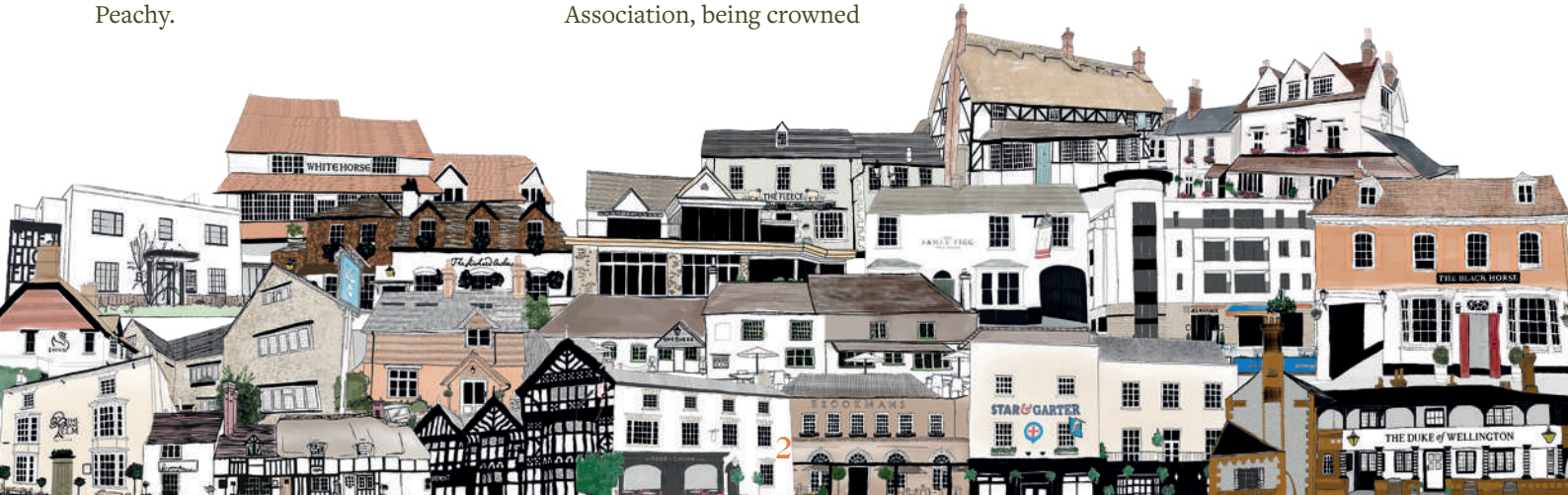
Now at 22 pubs, you'll find us (mostly) in market towns across England, from Surrey through to the Midlands. Each one with its own personality, but all with an undimmed devotion to Making Life Peachy.

In 2019, we launched our social responsibility plan, our version of corporate social responsibility. Derived from the Government Sustainable Development Goals and the framework stipulated by The Sustainable Restaurant Association – our three core principles, and ten promises were developed.

Serving ethical, free-range produce has always been at the core of what we do. More recently our efforts have been recognised with a 3 Star Accreditation from The Sustainable Restaurant Association, being crowned

Best Sustainable Pub Company at the 2022 Publican Awards, and shortlisted for the Sustainable Business award at The Cateys 2023.

This report provides an overview of our achievements and progress in 2023. Follow what we're up to this year at making.lifepeachy.com



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WHAT IS THE BIGGER PEACH?

We are a team of Peachy folk who care about the impact we have on our environment and drive our sustainability and ethics agenda every day. Creating seasonal dishes using the best ingredients from our fields and shores, serving native produce at its absolute best and supporting our British farmers to reduce air miles. From waste-fighting Rubies ketchup and Discarded rum, to only serving English asparagus and strawberries when they are in season - we buy quality ingredients from ethical suppliers we know and love.

Loving our planet is one of our values, and together as an operations and central team, we are committed to running a sustainable business, that only every serves the good stuff, supports communities and lowers emissions through reduction of energy, food and landfill waste.



We continually develop our food and drink range to suit the ever-changing needs of the guest and source furnishings for our pubs from suppliers who care as much as we do.

Since our acquisition in October 2022 by Revolution Bars Group, we have dramatically improved our ways of reporting, and have aligned our science-based goals with theirs.

It's all these initiatives that make us best in class.

2023

Shortlisted for Best Sustainable Business at The Cateys (The Catering Oscars!)

2022

Enrolled our Planet Heroes - in pub champions to help us on our journey.

2021

24th in Best UK Companies. Switched to green electricity across the entire group, and awarded 3* by SRA.

2020

Supported over 50 charities and raised over £60,000 to those most in need in our towns and communities

2019

Became members of The Sustainable Restaurant Association and Hospitality Action

PRINCIPLES & PROMISES

The Bigger Peach is built around three core principles, and ten promises. Based on The Sustainable Restaurant Association's Food Made Good Report, and aligned with the UN's Sustainable Development Goals (SDGs), they are simple and yet hard to deliver perfectly.

OUR 3 CORE PRINCIPLES

*Making Life Peachy For Our Teams And
Communities
We Always Serve The Good Stuff
We Love Our Planet*

We are a Peachy
place to work,
learn and grow

We feed our
guests well

We serve free-range
meat and more
plant-based dishes

We use seasonal
fruit and veg,
celebrate best
of British

We source
sustainable fish

We support good
global farmers

We support our
community and
charities

We love our
planet and
conserve natural
resources

We focus on
food waste

We reduce,
reuse, recycle

MEET THE TEAM

We're a bunch of enthusiasts who care about making a difference and influencing change. From soft furnishings, to monitoring waste, communicating with our guests and developing products that are good for the planet – meet the team.



KIM WHITFIELD - *Bigger Peach Lead*

What does heading up The Bigger Peach Team mean to you?

It's great to be part of a team that look at all aspects of the business, constantly searching for improvements to do better for people and the planet. Business really does have the power to do good in these areas, so it's very rewarding to feel everything we do really does make a difference.



HELEN JOHNSON - *Talent Team*

What's been your proudest Bigger Peach moment so far?

Signing up to join Hospitality Action's Employee Assistance Programme (EAP). Employee Wellbeing is pivotal, and we know that as a company, we cannot provide all the answers for those facing issues, so the EAP is an invaluable service for any team going through a hard time. Sharing with your peers or manager can be tricky so to have the option to speak to a professional completely confidentially is hugely important in letting team know they do not need to suffer in silence.



BEX WILKINS - *Marketing & Product*

Why does sustainability matter to you?

We can all make a change to the way we live to be more sustainable. No matter how big or small – it all adds up and will have an impact. Protecting the planet for future generations is down to us, we can't sit back and wait. I care about the future, and always look for ways to make an impact in our towns and communities.



SAM COLLINS - *Food Development*

Why does good sourcing matter to you?

Peach have always cared about serving the good stuff. From free-range meat to seasonal British ingredients and working with B-Corp producers. Not only is it important to source well to reduce our environmental impact, but it tastes good too!



LINDSEY HOBBS - *Communications*

What's been your proudest Bigger Peach moment so far?

Definitely our campaign and support for The Burnt Chef Project. Seeing an idea come to life as a campaign, and then the resulting awareness and funds raised for good causes, is so rewarding.



JANET WATTS - *Waste & Utilities*

What's your top tip for doing your bit to look after the planet?

Pick something you are interested in and get involved! Just doing something small – whatever your time constraints – will make a difference.



BRONTE BELL-WARD - *Planet Hero*

What does being part of The Bigger Peach Team mean to you?

Being part of the Bigger Peach is a fantastic opportunity to not only influence my own pub, but have an impact across the entire group. It's so wonderful to work with such passionate people and feel like I'm making a real difference. We collaborate and enact real change in the day to day running of the business, and we've made so many little but impactful changes. I'm so lucky to be involved.

OUR HIGHLIGHTS

EMBARKED
ON A NEW
FOOTPRINTING
PROCESS WITH
ENERGISE



FOOD WASTE
MEASUREMENT TRIAL
COMPLETED USING
GUARDIANS OF GRUB
METHODOLOGY



OVER 50%
OF MENU IS
PLANT-BASED

15 TEAM TRAINED
IN **MENTAL**
HEALTH
FIRST AID

INTRODUCED
A FOURTH
VEGETARIAN
MAIN ONTO OUR
MENUS



DONATED OVER **1,825KG**
OF **USED COFFEE**
GROUND TO LOCAL
GUESTS TO RE-USE IN
THEIR GARDENS
(THAT'S THE EQUIVALENT
WEIGHT OF A CAR!)

SHORTLISTED FOR
THE BEST SUSTAINABLE
BUSINESS
AT THE CATEYS

punchy

INTRODUCED
SUSTAINABLE SODAS
FROM PUNCHY

IMPROVED OUR BURGER
SERVE AND **REDUCED**
CARBON EMISSIONS BY
REDUCING THE MEAT
CONTENT BY **10%**.

CAMPAIGN
AGAINST
LIVING
MISERABLY

DONATED OVER **£5K**
TO **CALM** - A CHARITY
FOCUSED ON SUICIDE
PREVENTION

RAISED OVER

£16K

FOR GOOD CAUSES

**ZERO CLINGFILM
USED ON OUR
BARS**

INVESTED IN
SMARTCELLAR
COOLING IN ALL PUBS,
MEANING REGULATED
TEMPERATURES AND
REDUCED ENERGY USE

LAUNCHED AN **ONLINE
MENU** TO ALLOW
GUESTS TO REVIEW
THE ALLERGENS AND
INGREDIENTS IN ALL OF
OUR DISHES

SOLD 32%
MORE BRITISH
ASPARAGUS
STARTERS

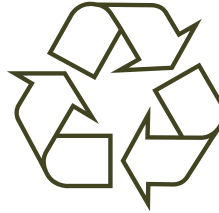


100% BRITISH
CHEESE ON
OUR CHEESE
BOARDS



5 SUPPLIER TRIPS

ENHANCED
REPORTING
FROM BIFFA
TO IMPROVE
RECYCLING
ACROSS THE
PUBS

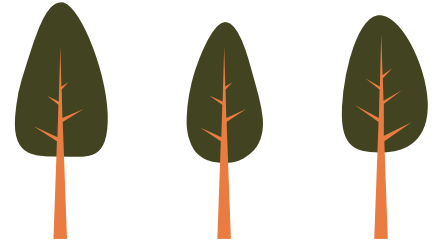


12 CERTIFIED
B-CORPORATION
SUPPLIERS

TRIALLED
FREEZE-DRIED
PASSIONFRUIT
IN OUR
MARTINIS



OFFSET ALL MENU PRINTING
WITH **THE WORLD LAND TRUST**



PUB HIGHLIGHTS

Each year our pubs support their communities through hosting events, donating to local causes and fundraising for charity. From quiz nights to gift collections at Christmas here are some of the highlights.



THE EMBANKMENT

Raised just under £400 for Battersea Dogs Home through their seasonal dog walks.



BROOKMANS

Donated pumpkins to their local community and host a carving competition.



THE ONE ELM

Offset their carbon footprint for the day in association with Earth Day.



THE RICHARD ONSLOW

Raised money for The Royal British Legion with their blackout night.



ROSE & CROWN

Continued to support Myton Hospice, donating £2k to their cause.



THE DUKE OF WELLINGTON

Donated £2k to support a fund to help a terminally-ill four year old fulfil his wish of visiting Disney.



THE HIGH FIELD

Supported Macmillan and donated all hot beverage and cake sales on the World's Biggest Coffee Morning.



THE JAMES FIGG

Goldie grew his 'mo' to raise money for Movember.



THE THATCH

Donated sales of their tote bags to a local food bank.



THE CHEQUERS

Donated essential store cupboard food items each month to the Yateley Community Pantry.



THE WHITE LION

Stefan continued to support Helping Hands, a local Warwickshire charity who provide hot meals to those in need.

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PROMISES

PROMISE 1:
We are a
Peachy place
to work, learn
and grow.

We think our pubs are great, but it's our team who really make us Peachy. We continue to provide opportunities to develop and grow, are proud members of Hospitality Action, and have trained 15 team members on Mental Health First Aid. In the last 12 months we have enhanced maternity and paternity cover, visited five different suppliers to learn all about what they do, and added life assurance for all salaried team.

A photograph of three people sitting outdoors at a wooden table. On the left is a woman with long brown hair, wearing a tan blazer over a white and brown striped shirt. In the center is a man with a beard and glasses, wearing a white t-shirt and grey overalls. On the right is a woman with short brown hair, wearing a black blazer over a patterned top. They are all smiling. In the background is a lush green hedge. In the foreground, a small white pot with yellow and purple flowers sits on the table.

85
Internal
Promotions
in 2023



As we offer more options to guests opting for meat-free dining when visiting in the pubs, we've seen a 3% increase in the number of vegetarian mains sold vs 2022.

PROMISE 2: We feed our guests well

We believe in a balanced diet, and guests can now view the allergens, and all ingredients in our dishes through our newly-launched menu page online. We also reduced the calorie content across our Autumn main menu by 9% vs the previous year.

PROMISE 3: We serve free-range meat and more plant-based dishes

The only serve free-range meat and never buy on price. Our beef is British from Aubrey Allen, our lamb is Cornish and our duck from Merrifield farm. We have long-standing relationships with suppliers with outstanding ethics. This year we added an extra vegetarian main to our menus, giving more choice to our those looking for plant-based choices.



58.2k plant-based mains
sold in 2023

PROMISE 4: We celebrate best of British using seasonal fruit and veg

Provenance and seasonality is key! From native lobster (when the price is right) and hand-picked crab from Devon, to only ever English asparagus, strawberries and rhubarb, we celebrate the abundance of produce from our fields and shores.



Always 100%
English Asparagus

A chef with a beard and mustache, wearing a white chef's coat and a green apron, is smiling and holding up two large fish. In his right hand, he holds a large flatfish (flounder) by its head. In his left hand, he holds a large salmon vertically. The background shows a kitchen with stainless steel equipment and a scale.

PROMISE 5: We source sustainable fish

Only ever native crab and
lobster!

Daily market boat fish, native where possible, and always sustainably farmed. We following the latest sustainability advice and only ever serving MCS 1-3 rated fish.

“

Union Hand-Roasted Coffee is a certified B Corporation and from day one have been a mission-driven business with the goal to create sustainable livelihoods for coffee producers. From farm to roastery and beyond, they are committed to improving their social and environmental practices, and their award-winning sourcing initiative, supports transparency and traceability of their coffee from 13,000 family farms across 14 countries.

”



PROMISE 6: We support good global farmers

We support farmers growing ethical produce and only work with suppliers who source well. From B-Corporation Union Hand-Roasted coffee, to sustainable wine makers, who match our ethics.

PROMISE 7: We support our community and charities

We have always been passionate about giving back, and as we've grown, we've continued to do as much as we can, both near and far. From local and national charities, to donating to local projects and offering our spaces to groups and volunteers.

MACMILLAN
CANCER SUPPORT

**BREAST
CANCER
NOW** The research
& care charity

RBL
ROYAL BRITISH LEGION

mind
for better mental health

**CAMPAIGN
AGAINST
LIVING
MISERABLY**

Helping Hands
Free, varying, professional advice

MOVEMBER®

myton
hospice

In 2023 we have
supported over 10
Local & National
Charities

PROMISE 8:

We love our planet and conserve natural resources

All pubs now running on 100% renewable energy

We constantly look at ways to conserve natural resources, and this year we installed SmartCellar cooling in all of our cellars. By controlling the temperature, we reduce energy use – a win for the planet. We've also started swapping tumble driers for heated clothes airers in team accommodation, and have conducted ESOS visits to investigate ways of improving.

Our partnership with Energise also now provides half hourly reporting of energy use, allowing us to monitor overnight use, showing opportunities for reduction.

Working closely with Biffa, we have also been able to keep a close on our recycling, and bin audits allow us re-educate the team.

PROMISE 9: We focus on food waste

We educate our chefs on root to tip cooking, and only put necessary ingredients on our plates. Throughout each summer we avoid used coffee grounds ending up in waste, by packaging them in recyclable bags for guests to use as compost at home.



This year we donated
15,000 bags to our
guests!



100% fully recyclable
santa hats throughout
December

PROMISE 10:

This year, we swapped single use piping bags for reusable ones, and trialled freeze-dried passionfruit in our martinis. For those enjoying a Christmas party – we sourced crackers without any plastic and hats were made of paper - so nothing ended up in landfill!



SOURCING THE GOOD STUFF

Changing our menu with the seasons allows us to showcase the very best ingredients right in their prime.

This year we had the privilege of taking our team to visit some of our suppliers to learn what they do. Jude's Ice Cream, just like us, source carefully and locally and focus on their footprint, reducing their carbon intensity by 21% since 2020.

Aubrey Allen has been our butcher since the very beginning, and sources British beef, Cornish lamb and free-range chicken and duck.

A trip to West Chiltonington saw a small gang visit the vineyard of Nyetimber – one of the leading English wine makers in the world. From turning pressed grape waste into fertiliser to using innovative technology, they really are leading the way in sustainability!

And a visit to one of our favourite wallpaper makers, family-run Rapture & Wright, highlighted the work that goes into creating outstanding décor for our pubs.



RUBIES IMPACT

Since serving Rubies Ketchup,
we have prevented:

7,005 KG
OF FRUIT GOING TO WASTE

AVOIDING
3,012 KG
OF CO₂e

This is equivalent to:

30,122
HOURS STREAMING
ON NETFLIX

10,738
MILES AN AVERAGE
PETROL CAR

IT'S THE SAME CARBON AS
42
HOURS LIGHTING UP THE
EIFFEL TOWER

3
3 FLIGHTS FROM LONDON
TO NEW YORK



TOGETHER WE CAN MAKE A DIFFERENCE

Every little thing we do daily has an impact on the planet; from our dietary choices to the cars we drive. The good news is that with each small change to our lifestyle, we can contribute to having a less negative impact on the environment.

1.



Planning your meals for the week ahead is the simplest way to avoid food waste. Understand best before dates and rotate your ingredients to avoid throwing food away.

2.

Get greenfingered - growing a range of plants and flowers will invite more wildlife.

3.



Adorn your home with handmade decorations at Christmas. Try knitting or dry out old fruit to dress your tree, a reason to get festive with friends or family.

4.

Swap kitchen towel to reusable cloths.

5.



Use eco-friendly washing-up liquid in refillable glass bottles.



SUPPLIERS WHO CARE AS MUCH AS WE DO

We seek out the very best suppliers, and are proud to have 12 B-Corp certified suppliers in our pubs.



UNION HAND-ROASTED COFFEE

Committed to improving social and environmental practises, and increasing positive impact.



TRACKLEMENTS

The life and soul of the pantry, doing business the right way. From paying British farmers and growers fairly, to reducing food waste, generating their own green electricity and giving back to the community.



JUDE'S ICE CREAM

Pioneering radical change to reduce carbon omissions, and using their business to do good for people, community and planet.



LUCKY SAINT

Doing business in a way that benefits both people and the planet.



RUBIES IN THE RUBBLE

Award-winning condiments from surplus ingredients that would otherwise go to waste.



BAILEYS IRISH CREAM

From paying a premium for top-quality milk, to reducing water use and using 100% renewable energy, being B-Corp Certified shows their aim to making a positive difference to our communities and our planet.

SUPPLIERS WHO CARE AS MUCH AS WE DO

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ALPRO

One of the highest certified food and drink organisations in the UK, you'll find their soya milk in our fridges.



VEGETARIAN EXPRESS

Because top-quality plant-based ingredients matter too! They have been supplying vegetarian and plant-based ingredients to chefs and food businesses for over 35 years!



DUPPY SHARE

A great quality rum who have made a positive impact on people, planet and community!



PUNCHY SODAS

A low calorie and low sugar soft drink supporting The Great Oven and offsetting with Ecologi.



CALEÑÕ

Committed to looking after people and planet as they continue to grow.



PIPER-HEIDSIECK

By lowering their bottle weight to their sustainable practices, their status gives recognition to the strides they are making to be a great business.

SUPPLIERS WHO CARE AS MUCH AS WE DO

We're always told we don't make enough noise about our wonderful ingredients so here are a few more of who we work with.



BELU

A social enterprise that give 100% of their profits to WaterAid, to help make clean water, decent toilets and good hygiene normal for everyone, everywhere.



TAYLORS OF HARROGATE

Everyone loves a good cuppa and it's important to serve the right tea that matches our ethics. Carbon neutral and sponsoring tree-planting in the UK and Kenya, it's proper tea for a great Gastropub Company!



LIBERTY WINES

Committed to curbing the effects of climate change to ensure the sustainability of the global wine industry. The first 'carbon neutral plus' national wine distributor in the UK and accredited by the Sustainable Restaurant Association since 2015.



THE BREAD FACTORY

Focusing on the way they interact with employees, suppliers, customers and physical environment, they believe they can make a positive difference to the world around us. From sourcing locally to reducing, reusing, and recycling and long-standing commitment to give back to society.



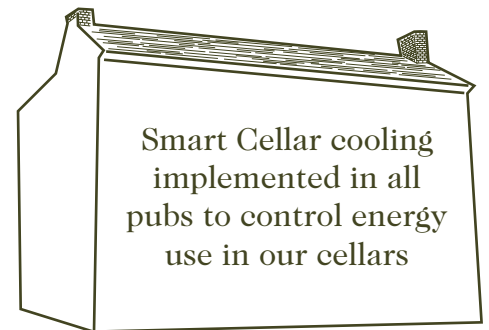
PURITY BREWING

Producing great quality beer in a way that has the least impact on the environment and surrounding community. Working from the ground up to brew beer which is 'crafted with a conscience'. 2020 SIBA Green Business Award Winners.



DENNYS CLOTHING

Royal Warrant Holders and focused on continual review of their environmental and social impact, water consumption, carbon footprint, charitable support and employee welfare.



DESIGN & DECOR

Designing our pubs is all about creating a Peachy environment, seeking out environmentally-friendly choices that will last. Luckily, an English pub goes hand in hand with making these choices.

Vintage and antique furniture is recycled and adds character to create a unique space to complement the building.

Pleasing, natural fabrics such as leather, pure wool and velvet are sourced from traditional English makers.

We focus on reusing - with furniture and artwork being reupholstered and reframed before we buy new.

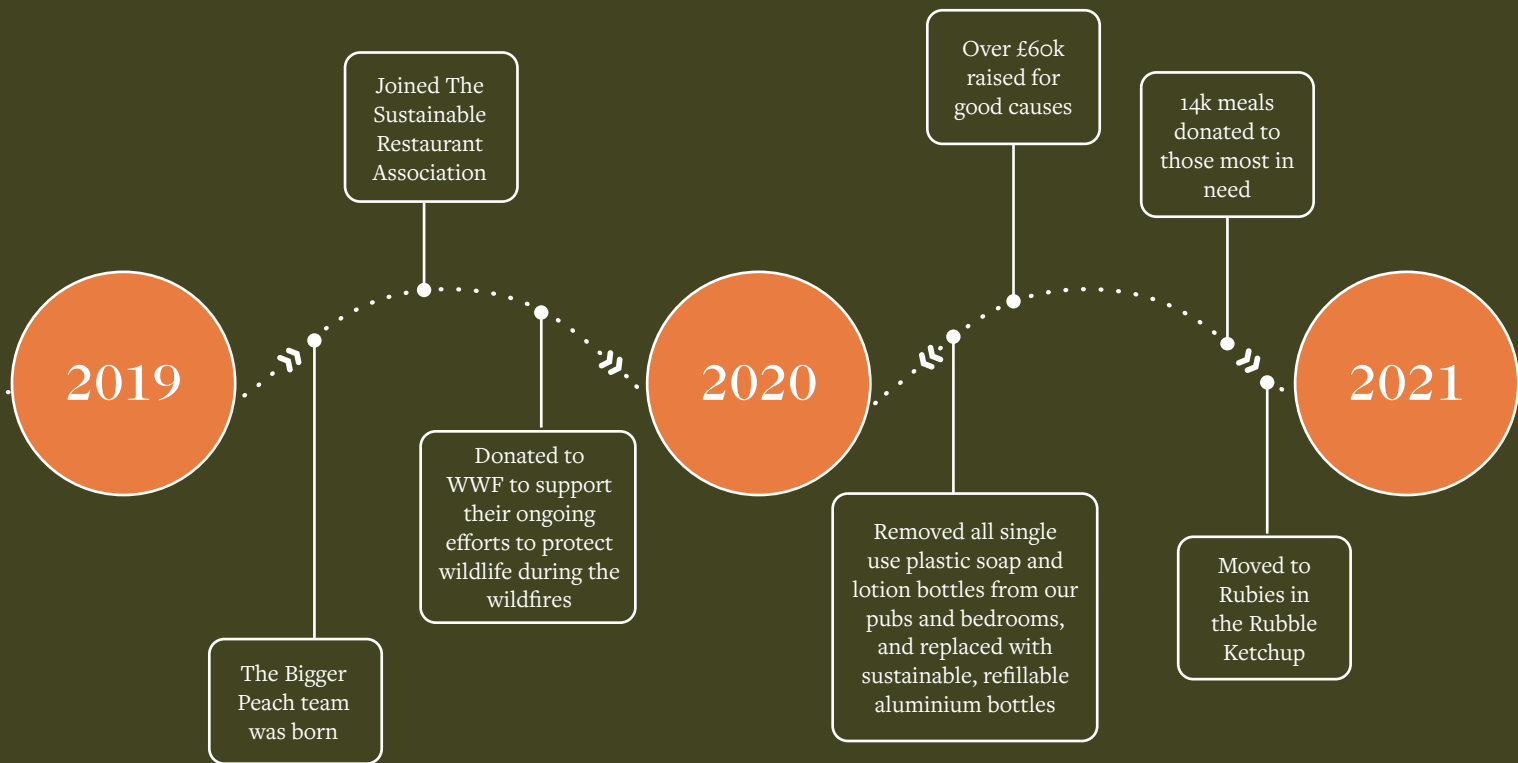
Doing new fit outs doesn't have to be wasteful, in 2023 we did a number of sparkles of our pubs where we avoided unnecessary waste. Notably, when we refreshed The High Field in the spring, we were clever with what we changed and what we kept. The eagle-eyed guests will spot the same artwork on our walls, just moved to new locations. This allows us to inject freshness to our pubs while keeping some of the much loved character. For the dining chairs in the eatery we kept the same quality wooden frames and recovered the fabric, this time working with suppliers to use up off-cuts of fabrics.

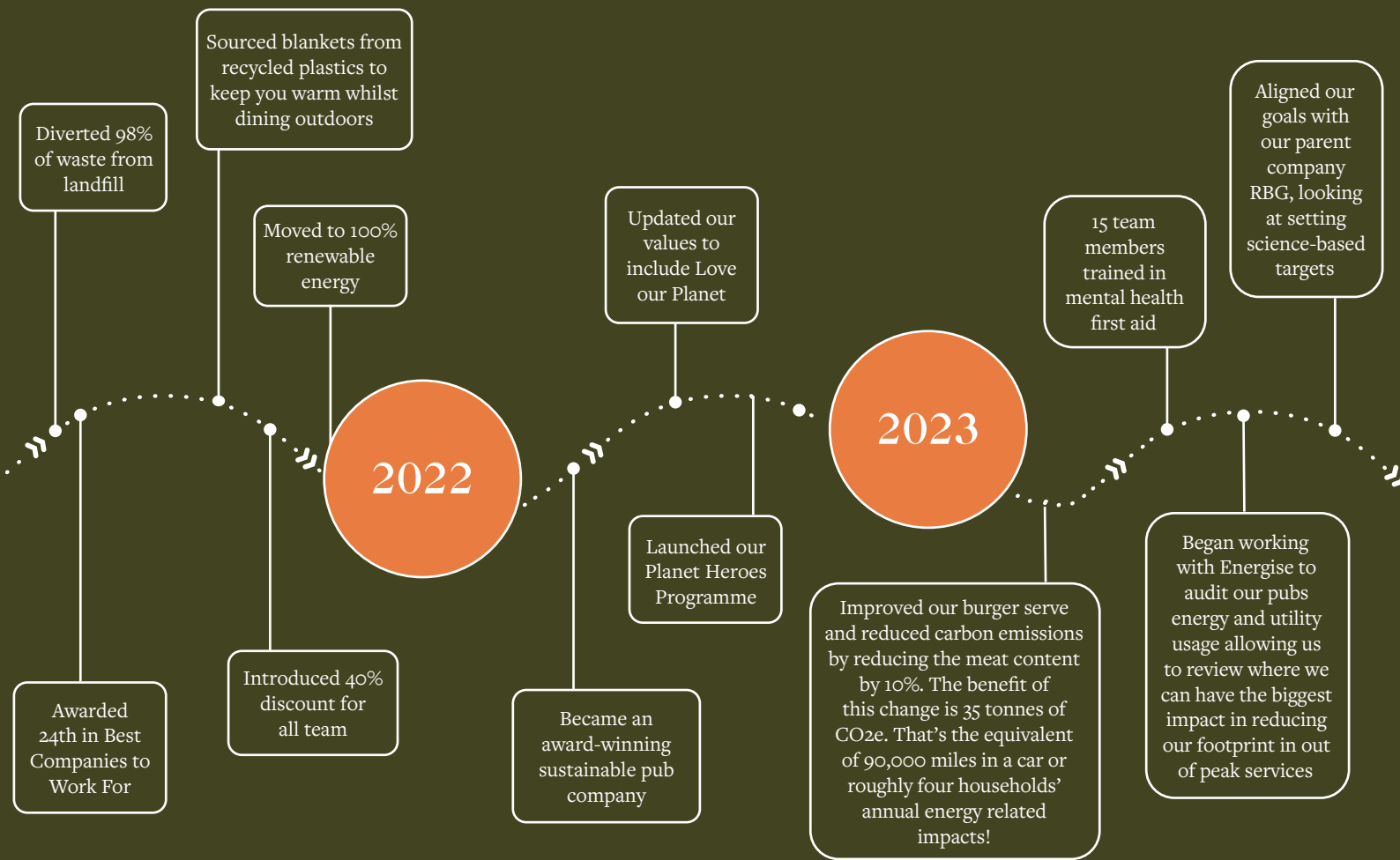
We completed two hotel room projects this year where we utilised antique buying for furniture and artwork. Bedrooms are also a great place to get creative with wallpaper, this year we discovered Dado Atelier who are a great supplier committed to being an ethical business. Their wallpapers are strictly printed to order in the UK to minimise waste, using high-grade, non-woven paper grounds made using environmentally-friendly, water-based inks. We love discovering and showcasing brands such as them with strong values.

We're really proud to have some historic buildings in our care, this year we undertook the rethatching of the roof at The Thatch in Thame. Working with the local thatchers, who are members of The Guild of Master Craftsmen, it was great to learn more about this traditional method. Thatching is one of the most sustainable roofing material choices and its harvesting methods are eco-friendly. They are also naturally insulating so help retain heat and reduce energy usage.



THE MOVES WE ARE PROUD OF





WHO'S HELPED US ON OUR MISSION

OUR PLAN

This year we have partnered with Energise who are Net Zero consultants and sustainability experts. They have supported us by leading the carbon footprint measurement and they now measure our emissions every quarter in order to help us move towards our reduction goals. They have also provided us with detailed electricity usage data allowing us to pin-point areas of wastage by pub.

Peach are part of the Revolution Bars Group family who are recognised for their own sustainability work, leading the sector with new initiatives including becoming the UK's first bar group to commit to Science-Based Targets to achieve Net Zero before 2030.


FIND OUT
MORE



If you'd like to support us, or offer advice on our mission, email us hello@peachpubs.com

PLANET HEROES

2023 was our first full year running our Planet Hero programme. This group of sustainability champions get together each month to learn, share, suggest and challenge. This year they have been focused on removing cling film from our bars, reducing overnight energy use and increasing the % of waste recycled. We have also had 9 of our wonderful suppliers join the training sessions to tell us more about how they are improving sustainability in their business, so that we can all learn together and improve the industry.



Thank you to all our heroes who are continuously helping create change in our pubs!



PEACH PUBS
— Making Life Peachy —

FIND OUT MORE AT
WWW.MAKINGLIFEPEACHY.COM