

# OLD SPIKE

COFFEE WITH IMPACT

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WHETHER YOU GROW,  
SERVE OR BUY OUR  
COFFEE, WE ARE HERE TO  
MAKE A POSITIVE IMPACT  
ON THE WORLD TOGETHER

*Old Spike - Mission Statement*









OUR APPROACH

OUR FOCUS IS ON THE  
PREMIUM END OF THE  
SPECIALITY COFFEE MARKET

*From coffee to design, we operate at the top end of the market*

*Our social enterprise, part not-for-profit shows our commitment to impact*

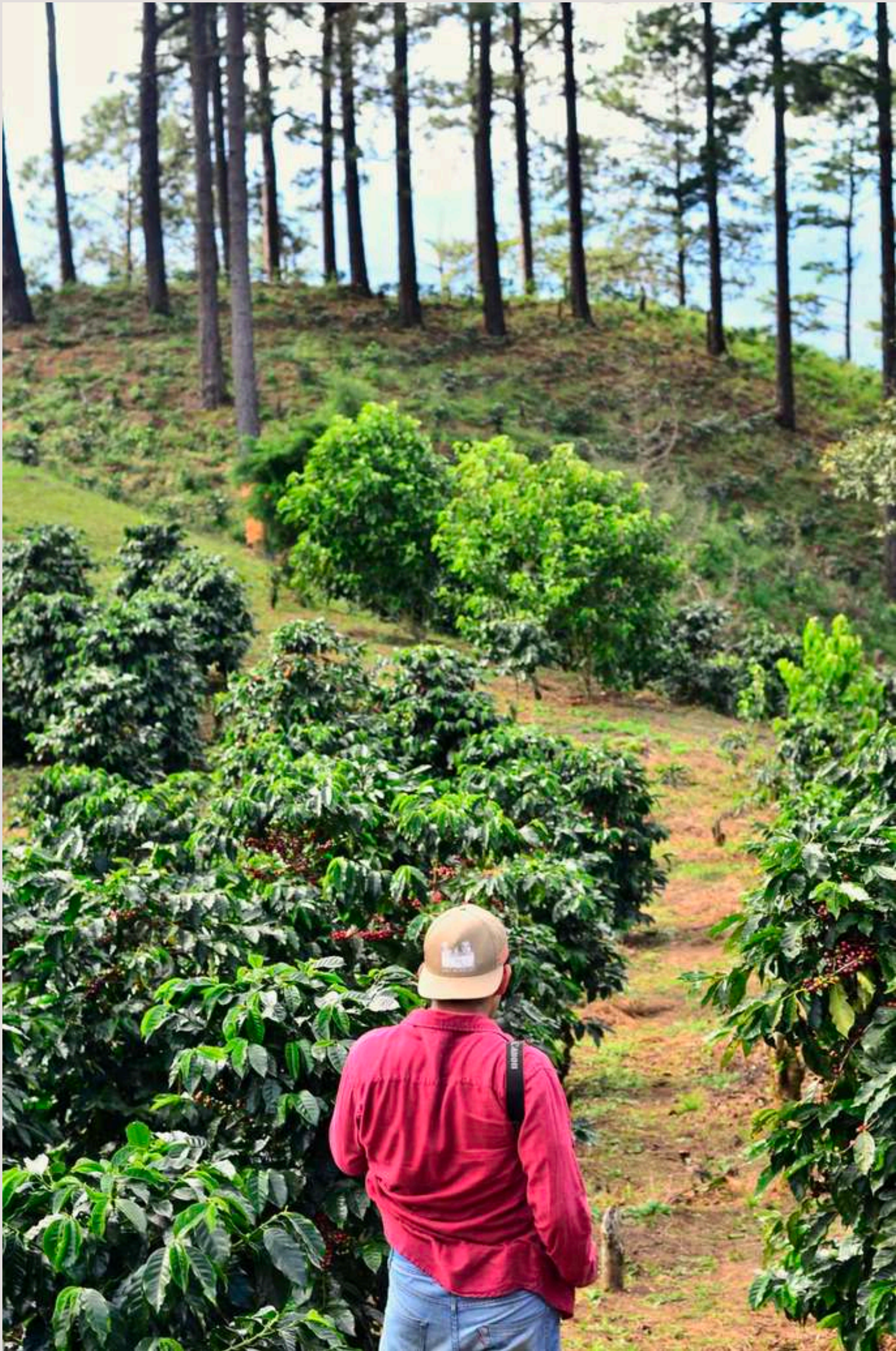
*Our core mission is to offer training and employment opportunities to those experiencing homelessness*

*We are environmentally conscious across everything from our packaging to the sourcing of our coffee*



200g Retail Bag





# PEOPLE & PLANET

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65% OF PROFITS DIRECTED  
TOWARDS TRAINING AND  
EMPLOYING PEOPLE  
EXPERIENCING HOMELESSNESS

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6 WEEK TRAINING PROGRAM  
INCLUDING THEORY, PRACTICAL  
AND WORK PLACE READINESS

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DIRECTLY SUPPORT COFFEE  
FARMERS TO ENSURE BEST  
QUALITY COFFEE AND LONG TERM  
SUSTAINABILITY AT ORIGIN

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CARBON AND PLASTIC  
NEUTRAL CERTIFIED

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WE PLANT A TREE FOR EVERY BAG  
OF COFFEE WE SELL THROUGH OUR  
PARTNERSHIP WITH EDEN  
REFORESTATION

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CONTINUALLY EVALUATING AND  
IMPROVING ALL ASPECTS OF  
OUR SUSTAINABILITY  
PRACTICES

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# OUR APPROACH TO SOURCING





## SOURCING COFFEE

# WE VALUE HIGH QUALITY

*Every part of the product and brand is considered - whether its where we source our coffee or what materials we use for our packaging.*

*The quality of our coffee is paramount and is measured in taste and sustainability. Our roasting style is geared towards higher sweetness levels, with balanced acidity, either brewed as espresso or filter.*

*Our overall aim to establish ourselves as a premium coffee business who values great product and being good to people and the planet.*



*Cupping at Peckham Rye cafe*





SOURCING COFFEE



*One of the coffee*

# WE USE TRACEABLE COFFEE

*We source our coffee with transparency, focussing on producer relationships, and crucially the prices paid to them.*

*Our coffee isn't certified Fair trade or organic, as we'd rather 100% of the money we pay for our beans goes directly to the farmer and their employees, rather than being spent on certifications.*

*By supporting initiatives like the Ethiopian Stumping Project, we can use our money for good and ensure the sustainability of coffee across the globe.*



# OUR APPROACH TO IMPACT







SOCIAL IMPACT



# WE ARE IMPACT LED

*Our program is unique in that we re-invest 65% of the profits we generate back into the business to ensure we are delivering against our impact goals.*

*This means that each purchase of coffee contributes directly to improving the life of someone experiencing homelessness through our training and employment programme.*

*Our ability to deliver impact is reliant on traded income so the amount of ‘good’ we can do is in direct correlation to our scale. Every one of our customers has the ability to deliver impact simply by deciding where they buy their coffee.*





OUR TRAINING PROGRAM

| REFERRAL   | BARISTA TRAINING  | WORK PLACEMENT   | EMPLOYMENT   |
|--|---|--|--|
|  | <div>2 WEEK PROGRAM<br/>32 HOURS</div> <div>THEORY &amp; PRACTICAL<br/>TRAINING IN COFFEE</div> | <div>4 WEEKS<br/>64 HOURS</div> <div>PAID SHORT TERM LLW<br/>CONTRACT AT OLD SPIKE</div> | <div>EMPLOYED AT OLD SPIKE<br/>OR WITH ONWARDS REFERRAL<br/>PARTNERS</div> |
| WRAP AROUND SUPPORT FOR ALL TRAINEES VIA OUR CHARITY PARTNER                       |   |  |  |



4 - 6 WEEKS





SUPPORT & IMPACT

THE FOLLOWING AREAS OF SUPPORT  
ARE OFFERED TO ALL TRAINEES:

4 - 6 WEEK BARISTA COURSE & PLACEMENT

PRACTICAL AND THEORY BASED LEARNING

FINANCIAL ASSISTANCE WITH ACCOMMODATION

MENTAL HEALTH SUPPORT AND WORK  
READINESS TRAINING

ONWARDS EMPLOYMENT

IMPACT

*July – Dec 2021*

*18 Trained*

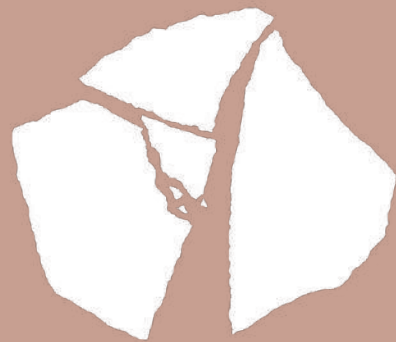
*12 Placement*

*9\* Employed*

*\*Remained in continuous employment  
for a minimum of 6 months*



# OUR APPROACH TO SUSTAINABILITY







SUSTAINABILTY

# WE ARE COMMITTED TO PROTECTING THE PLANET

*In 2020 we looked at environmental impact as a business and decided we could do better.*

*We are proud to be both carbon and plastic neutral and in Nov 2021, we launched the UK's first carbon and plastic neutral cafe in London's Piccadilly Circus.*

*To show our commitment to the environment, we partnered with the Eden Reforestation Project and have planted over 60,000 trees with our 'one bag, one tree' initiative.*



Partnership with Eden Reforestation Project as of Dec 31st 2021





SUSTAINABILTY

# CARBON & PLASTIC NEUTRAL CERTIFIED

*We regularly review how we can improve the sustainability of our operations:*

CARBON & PLASTIC NEUTRAL CERTIFIED BUSINESS

WE PARTNER WITH EDEN REFORESTATION PROJECT, PLANTING A TREE FOR EVERY BAG OF COFFEE THAT WE SELL

LOCAL DELIVERIES ARE MADE VIA PEDALME, WITH DELIVERIES FURTHER AFIELD USING DPD (ALSO A CARBON NEUTRAL BUSINESS)

WE USE REUSABLE BUCKETS AS PACKAGING TO LOCAL WHOLESALE CUSTOMERS

ALL PACKAGING USED IS FULLY RECYCLABLE AND WORKING ON PLASTIC FREE OPTION

GAS AT THE ROASTERY USED TO ROAST THE COFFEE IS 100% CARBON NEUTRAL

