

# RESPONSIBLE BUSINESS FACTSHEET

*Our series of factsheets provides detailed insights and key highlights from the past year, focusing on the issues that could impact our business performance, as well as the areas where we can make the greatest difference and drive meaningful change.*

## PACKAGING

### WHY IT MATTERS

We need to reduce the impact of our packaging as part of being a responsible business. Each year, the world produces 460 million tonnes of plastic packaging, using large amounts of energy and water. At the same time, packaging plays a key role in keeping food fresh and helping prevent food waste. We can solve this challenge by using packaging more responsibly; by choosing lighter materials, designing packaging so it can be recycled, reused, or repurposed, and making sure it still protects the product. We're committed to improving our packaging in this way, while still making sure it's fit for purpose and keeps the product in tip-top condition so it can be enjoyed rather than wasted.

**Delivering action on the UN Sustainable Development Goals (SDGs):**



### OUR COMMITMENTS

- By end of 2030, we will ensure that 100% of our packaging is recyclable or reusable
- By end of 2030, achieve 30% average recycled content across all our plastic packaging

### OUR APPROACH

We're directly responsible for packaging we place on the market through our brands. We also place packaging on the market through retailer own brand products, and we work with customers to make informed decisions.

Our focus areas include prioritising plastic packaging that's made from a single material type (making it easier to recycle) and ensuring packaging is recyclable. For paper packaging, where possible, our paper comes from sustainably managed forests, and we ask our suppliers to have FSC (Forest Stewardship Council UK) or PEFC (Programme for the Endorsement of Forest Certification) accreditation. We work with suppliers to minimise the overall weight of the packaging that we buy.

We aim to ensure all the packaging we use is fully recyclable and contains recycled materials where possible. We're looking at packaging throughout our entire supply chain and working with suppliers to drive change beyond our immediate business. We want to replace the use of virgin materials where we can.

Our Packaging Forum manages our Packaging strategy. We've established structures to manage data and key performance indicators through which the Packaging Forum evaluate our ongoing performance.

## OUR PERFORMANCE

We're actively working to improve our data collection systems as reviewing progress against our targets and key performance indicators is currently limited and we recognise that better and more easily available data will allow us greater analysis of our performance.

In 2024, we have worked to progress our data gathering, with a focus on legal requirements for Extended Producer Responsibility. This has involved improvements to our packaging data collection and validation processes.

MEASURE	TARGET	2022	2023	2024
Percentage of packaging that is recyclable	100% by end of 2030	63%	Not reported	Not reported
Percentage of average recycled content	30% by end of 2030	5%	Not reported	Not reported
Percentage of paper and board from sustainably managed forests (FSC/PEFC) (volume)		Not reported	Not reported	Not reported
Total plastic packaging (tonnes)		11,303	8,372	Not reported
Total own brand plastic packaging (tonnes)		Not reported	803	586