

DIVE INTO OUR

2024 IMPACT REPORT





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HELLO

2024 was a big year for me and Rude Health, after almost 20 years of nurture, we transitioned the ownership to Oddlygood, a Finnish plant-based food company.

While it was a wrench to let go and end this part of my life in rude health, I believe that in partnership with Oddlygood, Rude Health can go on to even bigger and better things, especially in pushing forward our foundational belief, to make the healthy and sustainable choice a celebration, not a sacrifice.

Still in rude health,
Camilla Barnard

How it started



How it's going



Certified

Corporation

JOINED FORCES
WITH

ODDLY
GOOD

A YEAR IN

RUDE HEALTH

LAUNCHED

ORGANIC OAT BARISTA



LAUNCHED OUR NEW
CEREALS PACKAGING DESIGN



WORKED OVER

300 Hours

WITH



DONATED

5%

OF OUR PROFITS TO
CHARITY



NO.1 COCONUT
DRINK IN THE UK

CELEBRATED

20%
SALES GROWTH

9,000,000
LATTES MADE WITH OUR

OAT BARISTA



13

PROMOTIONS

FOR RUDE HEALTH TEAM

RUDE HEALTH ACADEMY

CONTINUED WITH
>2 TRAINING SESSIONS

PER MONTH

ZERO WASTE TO LANDFILL

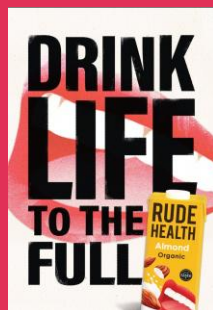
RECERTIFIED
WITH BCORP

Achieving a huge score of

120.7

Continued our biggest ever
Marketing

BILLBOARD CAMPAIGN



CPMU*

*Complaints per
million units sold

<75

Improved our
quality score
through constant
improvement

AFTER 20 YEARS WE SAID GOODBYE TO
OUR FOUNDERS:
NICK & CAMILLA



BOTH WILL REMAIN CONNECTED AND
SUPPORTIVE OF THE BRAND

THE TEAM HAD

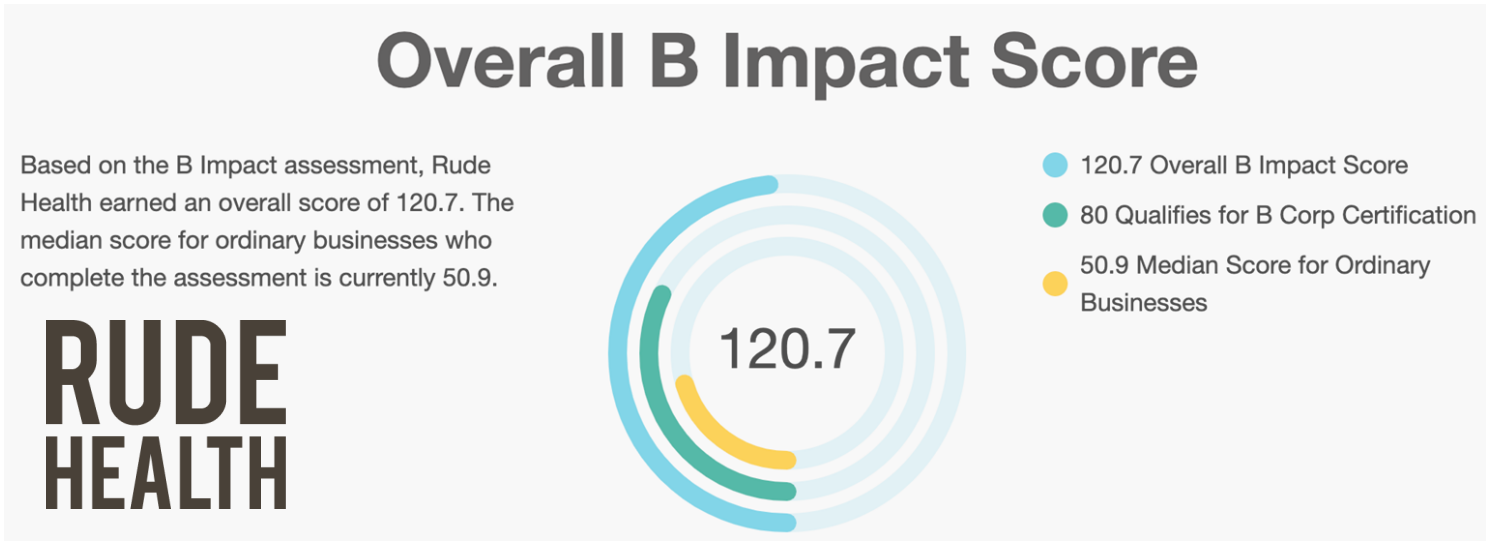
92%
ENGAGEMENT

ENJOYED MONTHLY LUNCHES
IN OUR RUDE HEALTH CAFE

TOASTING ALL THE WINS, BIG & SMALL

05/16

IN 2024 WE RECERTIFIED AS A BCORP AND MADE A HUGE IMPROVEMENT TO OUR IMPACT SCORE.



Impact area	2021	2024	Increase
Governance	16.2	18	11%
Workers	24.4	34.3	41%
Community	13.9	19.1	37%
Environment	26	45.1	73%
Customers	3.3	4	21%
Total	84.1	120.7	44%



TACKLING FOOD WASTE & REDUCING TRANSPORT EMISSIONS

In **2024** we...

- ✔ Maintained our **0** waste to landfill policy
- ✔ Signed up to WRAP food waste reduction roadmap
- ✔ Audited our suppliers on food waste
- ✔ Reduced waste by **19.5%** since 2022

**0 WASTE TO
LANDFILL**



- ✔ Moved orders via road only **2.5%** of the time, prioritising train intermodal services
- ✔ Intermodal transportation reduces CO2 emissions by **73%**

NO COMPANY IS AN ISLAND

... No matter how much Coconut Drink they glug. That's why we partner these bold and brilliant causes for a brighter future:



2.6 tonnes of food, equivalent to around 6,000 meals, have been donated to FareShare. This has been distributed to 1,000 charities.

4.55k meals were made using Rude Health foods and drinks by the Felix Project. 3.42 tonnes of CO2 were not needlessly generated as a result.

VOLUNTEER PROGRAMME

In 2024 Rude Health's company- wide volunteer program continued. As a B Corp, we are committed to consider people and our community as part of business decisions. Our team have the opportunity to take at least one volunteering day per year.



FARESHARE

Together with FareShare, the UK's national network of charitable food redistributors, Rude Health has donated the equivalent of over **297,000 meals** since the start of our partnership. The food donated helps frontline charities, community organisations, school breakfast clubs, homeless shelters and community cafés.

FELIX PROJECT

The Felix Project is the largest national food distribution charity in the UK, supporting London's community organisations and homes. We arrange monthly donations from our office to local depots.



CONSUMER

What our consumers told us...

1

Our Pure Almond Drink is made with just two ingredients: almonds and water. When you keep things that simple, nature takes the lead. Almonds can vary from harvest to harvest, which means the flavour can too. Sometimes a little more bitter, sometimes creamier, sometimes with a stronger almond hit. It's all part of the natural flavour variation that comes with real food. But we've heard you. Some of our consumers told us they wanted more consistency. While the ingredients stayed the same, the flavour wasn't always what they expected.

2

We're proud to use only *kitchen cupboard ingredients* in our drinks, nothing artificial, no emulsifiers, binders, or hidden nasties. Instead, we use rice or oats as natural thickeners, keeping our recipes pure, simple, and as close to homemade as possible. However, it hasn't always been clear to our consumers that these drinks are oat or rice based.

FEEDBACK

We listened...

We have made a switch to now using roasted almonds to bring a richer, smoother, and perfectly balanced sip every time and less of that bitterness. We wanted to give our almond drink a more rounded, roasted nutty flavor.

We've shouted it from the top of the pack. Now every drink proudly says "with rice" or "with oats" loud and clear. No guessing, just straight-up honesty.

SHINING FROM THE INSIDE OUT

When it comes to sustainability, not all ingredients are equal. We're picky when it comes to quality and sourcing. Choosing ingredients from where they grow best. Selecting Organic where possible. As little processing as possible. Letting their goodness shine through.

ALMONDS

Our Organic almonds are grown in sunny Sicily. Our harvests are small and our flavours are big. With no pesticides to be seen and with natural pollination from a thriving bee community ; they are markedly different from their Californian friends.



COCONUTS

Our Sri Lankan and Filipino Organic coconuts are sustainable sourced without the use of slave monkeys. Our ethical and delicious Coconut Drink won not one but two great taste stars.



OATS

Organic oats grown where they grow best. In the rain rich fields of Northern Europe. Our farmers grow with nature in mind, allowing biodiversity to flourish on their farms.



SOYA

We wouldn't settle for anything less than sustainable, non GM, organic soya to use in our drinks. We're proud to source our soya beans from Europe, with no links to deforestation.



WHY ORGANIC?

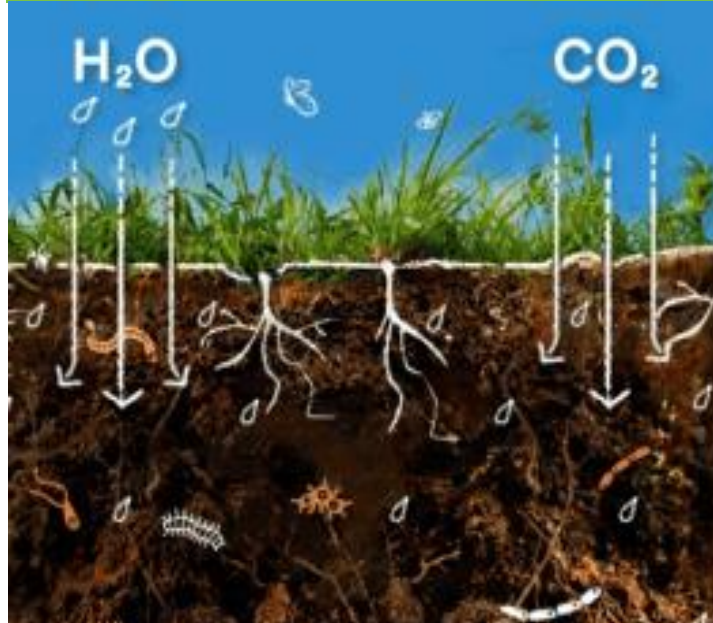
The organic movement began 100 years ago in 1924. It was founded with the belief that we need to work with nature to restore our soils and the surrounding biodiversity on farms. It was the original regenerative agriculture movement. That's why we have been certified organic since we started in 2005.

BIODIVERSITY



Organic farms have on average 30% more biodiversity

CARBON STORING



Soils in organic farms store more carbon

HEALTHY SOIL



Organic farms have healthier soils



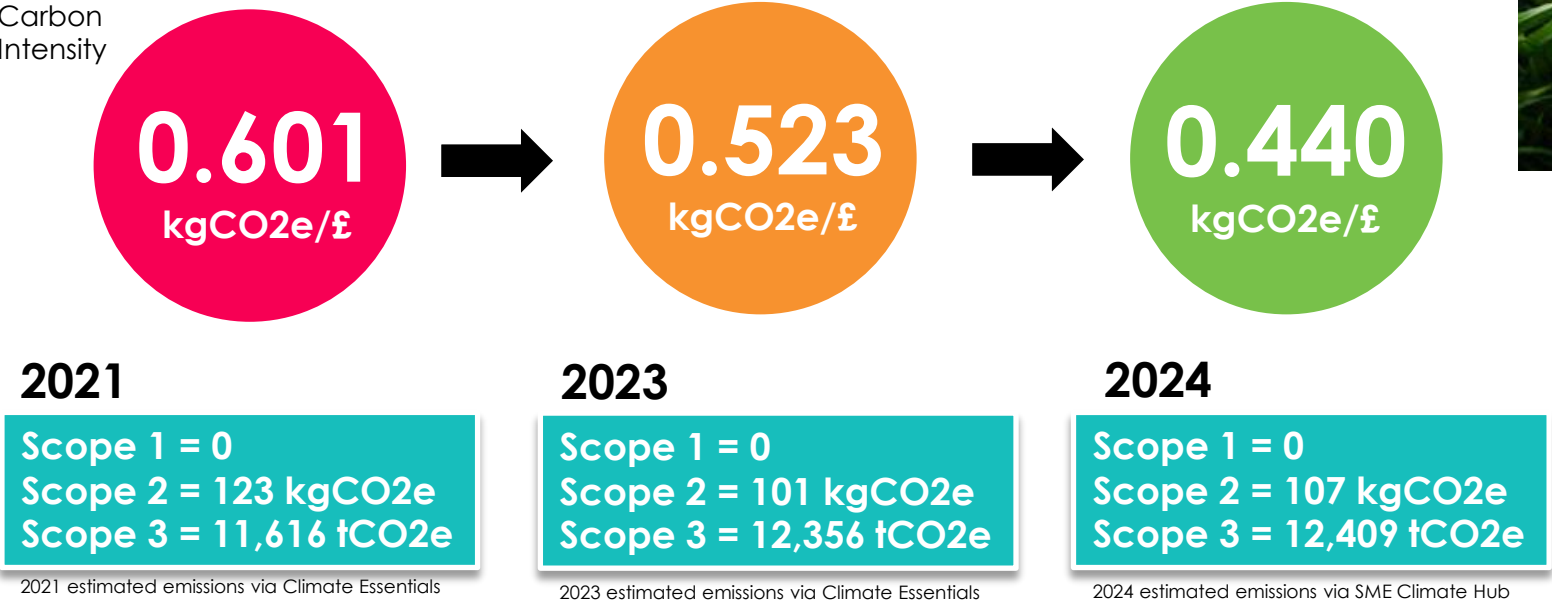
WE'RE A GLASS HALF FULL TEAM

OUR UK TEAM PERKS

- ★ Core hours from 10am-3pm
- ★ Flexible working hours
- ★ Enhanced maternity and paternity leave
- ★ Mental Health support through EAP
- ★ Flexible bank holiday policy so our team can celebrate the days which matter most to them
- ★ Company-wide learning & development workshops
- ★ Hybrid exercise: on-site gym and yoga classes
- ★ More Rude Health foods and drinks than you can shake a stick at
- ★ Free hot drinks and 50% off food at our Rude Health Café
- ★ Birthday days off
- ★ 1 hour to use for sport / exercise per week

RUDE HEALTH NET ZERO

In 2024 Rude Health joined forces with our Finnish friends Oddlygood to bring more plant-based joy to Europe & beyond. Instead of running separate net zero plans, we decided to work on a combined goal which will be communicated in the 2025 impact report. This doesn't mean we're slowing anything down in Rude Health, we will continue to push forward on all our sustainable actions.



In 2024 our scope 3 emissions increased by 0.4% but our sales increased by 20%

So, our carbon intensity per £ reduced by **16%**

THE LAST SLURP

2024 was a big year for our Rude Health mission.

- ★ We joined forces with our Finnish friends, Oddlygood to double our positive impact on the world.
- ★ Our Head of Sustainability, Bertel, is now leading sustainability for the total group, including Oddlygood. This way we can ensure our strategy and goals are aligned and ambitious.
- ★ We worked hard with our inbound logistics partners to understand our emissions while transporting our goods around Europe.
- ★ We recertified with BCorp achieving a massive score of 120.7, one of the top scores in UK Food & Drink.
- ★ We delivered 20% growth for the total business, with all of our channels growing.

**Best,
Tim Smith**



If you'd like to know more about anything we've discussed in this report, please contact:

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RUDE HEALTH

