



GALLIES

SOURCING MAKING SHARING

A baker's approach to sustainability

2023

We are craft bakers. The ethos of a craft baker is simple – source high-quality ingredients from people you trust, apply your experience, skill and knowledge with the utmost care and gift your well-made loaf to people in your community. When you wake up the next day, you do this again with the same attention and dedication. There is no room for anything but thinking sustainably. You have selected your tools, your ingredients, from someone you know has a similar level of dedication and you understand the effort they have put into making it. You show this respect and care.

You do not make 11 because you need 10. You operate in ways that are not wasteful because you need to keep it simple to deal with nature's complexity. You take time to do it right with the minimum amount of distractions. Making a loaf like we do requires the flour bag, salt, water, a few bowls of different sizes, lots of hands, and an oven – we can make something world-class in a pretty small place measured by meters. Baking sustains and is sustainable if done right.

Our bakeries and all of us who make a loaf, a pastry or an amazing coffee are guardians of an ethos, the ethos of a craft baker, that frames the way we think about the world around us. We choose to make an impact with the smallest footprint. As we work and contribute our talents to serving our communities we are mindful of where we come from and what that means for how we act. Sustainability is just who we are.

Tom Molnar
GAIL's Co-Founder



OUR THREE FOCUSES

1

SOURCING

We choose to work with partners who share our belief that good food can do good.

2

MAKING

We're constantly looking for ways to improve how we make things in our bakeries by reducing, reusing and recycling.

3

SHARING

Our approach to sustainability nourishes our communities by sharing better, beautiful food.

SOURCING

As we grow as a business, we have more responsibility and opportunity to have a greater positive impact. For us, the answer lies in the network of like-minded makers, growers and suppliers we work with every day.

Baking is our thing. It's what we have done every day for decades. But we don't know how to grow the best wheat. Or how to blend the perfect coffee or source heritage tomatoes just as they come into season. We could cut corners and find cheap, quick solutions that would make things easy. But we'd be compromising. And we don't do that.

Instead, we source produce from partners who take their work as seriously as we take ours. Producers who excel at what they do, and who share our ambition to make good food that does good too. These relationships benefit everyone. They share their beautiful produce, time, craft and evolving expertise. In return, we use our growing platform to support their businesses and help realise our shared goals. Our customers get real, delicious food. And collectively we tackle the challenges the food system faces and reduce its impact on our environment.

By working collaboratively we can move to a sourcing model where we give back as much, if not more, than we take. From regenerating the soil our wheat is grown in, to nourishing people in our communities, we all have a role to play. Choosing to do things the right way, rather than following convenience or profit, isn't always easy.

But when it matters this much, there is no other choice.

1200

We've saved 1,200 tonnes of wonky fruit thanks to our partnership with Daily Dose.

30%

Sourcing milk from Brades Farm helped reduce natural feed emissions by 30%.

450K

We used over 450K eggs from Cacklebean Eggs last year. Their hens are left to roam free, making them happier and their eggs more flavorful.

80%

80% of ingredients we use in our recipes are made or grown in the UK.

5733KG

In 2023 we saved 5,733kg of Quicke's cheddar off-cuts in our Waste Not recipes.

COCOA

We use Islands Chocolate for our hot chocolate and hot cocoa. They control every step of the value chain and their chocolate has no additives and produced without deforestation.

900

We changed our oat milk so it's now made with made with British oats which are grown, milled, produced, and packed all within a 100-mile radius, helping save 900 food miles.

£497K

Partnered with Union, who work to support coffee-growing communities and protect natural habitats, with £497K premiums paid over and above the global market price for our coffee.

10

We've started a partnership with 10 nature-focused farmers working to improve soil health, biodiversity and carbon sequestration on their land.

1HA

Almost a hectare of new wildflower meadow has been sown in Hall End Farm in Herefordshire in partnership with Wildpress, boosting local biodiversity and saving heritage UK apple varieties.

POTATOES

Our crisps in partnership with Two Farmers are grown as part of crop rotation that improve soil health and are packed in industry-leading plastic free biodegradable bags.

MAKING

As bakers, we know there is no such thing as a finished recipe. There are always tweaks to be made, challenges to adapt to and new ideas to embrace. Our approach to sustainability is no different. We'll never settle for good enough when we know we can do better. We start where we always do: in our bakeries. We are constantly looking for ways to improve their impact by reducing, reusing and recycling.

It's a mindset that helped us see the potential in the pastry offcuts and surplus leftovers that now make up our award-winning WasteNot Range. And inspired us to partner with businesses who can help us package, deliver and recycle our food in a greener, more innovative way.

But it's not just about the food. It's about where we bake and the spaces we've created for our communities. From the low-energy technology we use in our kitchens to the upcycled wooden furniture you enjoy your morning coffee on. Every tile, wall, plate and planter has been considered.

It's just the baker's way.

CO2

We've avoided 1,810.88 tonnes of CO2 and diverted 4,298.6 tonnes from landfill through our partnership with First Mile. None of GAIL's waste ends up in a landfill.

GREEN

Our bakeries have been powered by green energy since 2014.

87%

87% of our packaging is currently compostable or made from recyclable material.

REDUCE

We've expanded the fleet of electric vehicles that deliver to our bakeries everyday and optimized routes to reduce carbon emissions.

2070L

We used 2,070 litres of Graphenstone paint, the most sustainable paint in the world.

LED

Our bakeries are equipped with low-energy LED lighting; UNOX oven technology with smart power options; refrigeration and cold rooms to reduce energy usage, and automatic turn-off equipment when not in use.

1700M²

We used 1,700m² of Tarkett safety floor in our bakeries and new office. They are pioneers in sustainability and circular economy, with low environmental impact and can be recycled at the end of their life.

99.6%

15.6 tonnes of used coffee collected by First Mile, with a 99.6% recycling rate in 22 trial sites. By rolling this out to all shops, we'll recycle 856,440kg of coffee in 2024.

3450KG

RAW supplied 216 items of furniture to our bakeries, with one quarter of them made from refurbished or second life items. We completed six collections in our sites, with 3,450kg diverted from landfill and 92% of items collected being re-used or recycled.

14K MILES

Introduced 655 NORT bio-plastic 3D printed track spotlights produced in the UK. The move saved the equivalent of removing eight pallets of light fittings from a boat travelling 14,000 miles from Asia to Europe.

10

Offering 10 products in our Waste Not range, where we use good ingredients that might otherwise go to waste in our baking. We reuse offcuts such as cheese and wonky fruit and include them in recipes to become wonderful new creations.

SHARING

All our efforts to source our ingredients better, to bake better, is done with the people we feed in mind. Because better bread means happier, healthier people. And happier, healthier people make for happier, healthier communities.

Every loaf of bread we make should have a beneficial impact on the world. Because our positive actions create ripples. Which turn into waves that make a real, transformative difference to our bread, our bakeries and our communities. We want our food to nourish people's bodies with the best ingredients and feed their souls with flavours that bring joy and pleasure. And we want that goodness to go further. Whether that's donating the food we have at the end of the day to local charities in need. Or forging partnerships and supporting schemes that give back to the people and places who make us who we are.

As bakers, working this way is instinctive. We have always been the link between the earth, the people and our communities. We're here to nourish, support and serve them all.

239

Reached 239 good causes in our communities through our partnership with Neighbourly, an equivalent of 80.8K meals in just six months.

DONATE

We donate our food surplus from every bakery to local charities every night, ensuring it reaches those who need it most.

BREAD

We updated the recipes of four of our most-loved loaves to be more flavorful, nutritious and sustainable. They are now baked with a variety of whole grains including emmer, spelt, rye and barley.

2 STARS

Our Hot Cross Bun recipe was improved with whole grains and ancient spices to be more nutritious and flavourful. They won a 2 star Great Taste Award as a result.

422

422 hours of social impact have been generated through our partnership with RAW.

62K

We sold 62,561 magic bags on To Good To Go, with £100k being re-invested towards supporting good causes.

12

We celebrated the graduation of the first cohort of 12 baristas in partnership with Well Grounded. The programme is designed to support individuals who have faced barriers to employment into a career in coffee.

OUR OUTLOOK

Twenty years since we started, our mission to make well-made bread more readily available has led us to a place we never imagined. As we've grown, so has our mission. We are always staying curious, challenging ourselves, pushing forward on our journey to make adjustments to the food system. With our size comes a sense of responsibility so that our growth is connected to an ecosystem making a positive impact.

We want to do better as we do more, to learn, to set an example of what good means and looks like by:

- Continuing to champion good farming practices, starting with our Wheat Project in partnership with 10 soil-focused UK farms
- Continuously looking at updating our bread recipes to be more nutritious, flavourful and sustainable
- Celebrating and supporting innovative makers and growers that make a stronger food system
- Building more sustainable bakeries by being mindful of material choices and reducing operational energy requirements
- Engaging with our communities to make good food go further through charity partnerships

As we better understand our relationship to food and the food system we will continue to evolve what we do. Much of that is about nurturing our community and having conversations. As we get bigger, it's not just us growing, but a whole network of people like us who are farming in the right way or making food that's alive and healthy.

Thanks for reading our impact report. If you have any comments or questions on sustainability at GAIL's please get in touch on gailsbread.co.uk/contact-us.





GAILE'S