



LILY'S[®]
• KITCHEN •
PROPER FOOD FOR PETS



PAWPRINT FOR PROGRESS

IMPACT REPORT 2025



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A NOTE FROM OUR PACK LEADER



We are makers of proper food for pets and a business dedicated to our mission: to make the right choices for pets, people and the planet. This commitment guides every decision we make - from the products we create held to the highest standards of quality and nutrition, to the partners we work with, and how we strive to reduce our pawprint on the planet our four-legged friends love to call home.

Using business as a force for good is something we all agree on at Lily's Kitchen, which is why we decided to certify as a B Corp back in 2015. This commitment to doing business differently has shaped how we grow and continues to guide the way we work, giving the team a clear framework of best practice across everything we do. This ensures we deliver not only on impact, but on the quality and reliability our customers expect.

A key priority for us in 2025 was transitioning to the new B Corp standards.

We knew this wouldn't be an easy task, but it was incredibly important for us to maintain our certification and continue to demonstrate the impact we make as a business. With the new Empowering Consumers for the Green Transition (ECGT) directive coming into force in September 2026, we are working against a tight turnaround while adapting to a new set of requirements. This called for an all-hands-on-deck approach. I'm incredibly proud of the team and everyone involved who are helping ensure we continue to grow responsibly, strengthen the trust placed in us, and embrace these changes across all areas of the business. None of this is possible without their passion and dedication.

This report is an opportunity to reflect on both our achievements and the lessons we've learned along the way. After all, being a force for good means embracing continuous improvement including raising the bar for the quality of our products, deepening trust with our customers and always striving to be better than we were the day before.



Giorgio Vesprini
Lily's Kitchen CEO





OUR STORY

LILY'S *Legacy*

It all started with
a border terrier
named Lily...

Her owner, Henrietta, wanted to nourish her with pet food made with natural ingredients, but couldn't find anything on the shelves.

When Lily fell ill, Henrietta stepped into her kitchen at home in Hampstead, cooked up nutritious, proper food, and brought her back to health.

Nearly 20 years later, Lily's legacy lives on, inspiring us to make proper recipes for dogs and cats, made like you'd make it for your family member. Because that's exactly what they are.

WHAT WE'RE ABOUT

OUR PURPOSE

Lily's Kitchen exists to help make pets' lives better by inspiring pet parents to feed their pets proper food and have fun doing it.

OUR MISSION

Our mission is to make the right choices for pets, people and the planet... and that starts with helping as many cats and dogs as possible tuck into our proper food, so they can live their best lives.

OUR VALUES

-  **PASSIONATE**
-  **AUDACIOUS**
-  **RESPONSIBLE**
-  **RESPECTFUL**
-  **DEDICATED**

TAILS OF PROGRESS: 2025 IN NUMBERS

13 NEW TEAM MEMBERS
joined us in our London office

39% OF THE TEAM
took part in climate training



56.4 MILLION
products made and distributed
all over the world



352 DAYS
spent volunteering and giving back

100% OF EMPLOYEES
with social & environmental objectives

331,388
MEALS DONATED TO CHARITY



4 CHARITY PARTNERSHIPS
Supporting pets and pet parents



OUR PILLARS

Our sustainability strategy is made up of three pillars. They help keep us focused on delivering our mission and making the biggest positive impact we can.

The following pages cover how we're doing in each one, and what's next on our journey towards making the right choices for pets, people and the planet.

Let's dive on in.



BEYOND BUSINESS *as usual*

Act as a force for good for pets, people and the planet.



SOURCING WITH *care*

Create proper food with carefully selected ingredients.



REDUCING OUR PAW PRINT

Build and implement our carbon roadmap.





SO, HOW DID WE GET ON?



BEYOND BUSINESS AS USUAL



- ☒ **ALIGN WITH THE NEW B CORP STANDARDS**
ahead of our next re-certification
- ☒ **INCREASE OUR VOLUNTEERING DAYS TO 350**
- ☒ **DONATE 200,000 MEALS TO CHARITY**
- ☒ **LAUNCH A MENTAL HEALTH AND WELLBEING COHORT WITHIN OUR CULTURE CLUB**
- ☒ **INCREASE THE NUMBER OF MENTAL HEALTH FIRST AIDERS TO FIVE**



SOURCING WITH CARE



- ☒ **EVALUATE THE NEW B CORP STANDARDS**
to better understand the requirements around our supply chain
- ☒ All manufacturing partners to adhere to the standards under **OUR HUMAN RIGHTS PILLAR**



REDUCING OUR PAWPRINT

- ☒ **SET OUR SHORT AND LONG TERM REDUCTION TARGETS**
that align with the Science Based Target Initiative
- ☒ **COMPLETE OUR 2023 AND 2024 CARBON FOOTPRINTS**



IN PROGRESS...



ALIGN OUR RESPONSIBLE SOURCING STRATEGY WITH OUR CARBON REDUCTION TARGETS
You'll notice our '100% responsibly sourced key ingredients by 2030' target is on ice for now while we make sure we're communicating our impact accurately and in line with evolving legislation. We'll be back with an update very soon.



BUILD OUT OUR PACKAGING STRATEGY IN LINE WITH OUR CARBON TARGETS
Mapping out our carbon reduction targets and submitting them through the SBTi took a little longer than we thought – building a detailed reduction plan, including a packaging strategy, is now a priority for 2026!

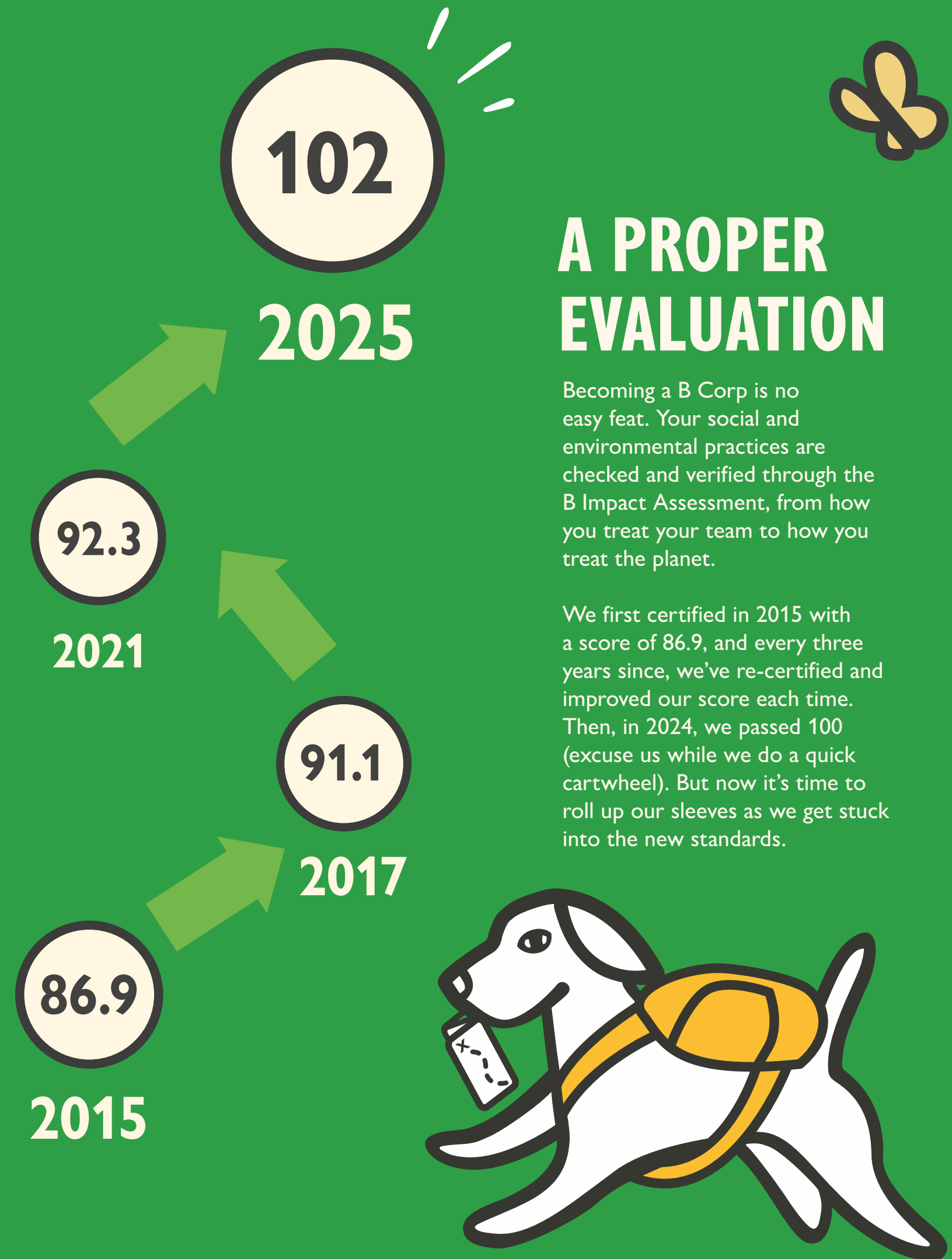


Certified **THAT'S**
B **US**
Corporation
LEARN MORE AT
BCORP.COM

B Corp – what’s that all about then?
We’ve put together a quick video to
explain. Pop the kettle on, have a watch,
then come back when you’re ready.

*Click here or
scan to watch*





A PROPER EVALUATION

Becoming a B Corp is no easy feat. Your social and environmental practices are checked and verified through the B Impact Assessment, from how you treat your team to how you treat the planet.

We first certified in 2015 with a score of 86.9, and every three years since, we've re-certified and improved our score each time. Then, in 2024, we passed 100 (excuse us while we do a quick cartwheel). But now it's time to roll up our sleeves as we get stuck into the new standards.

THE NEW B CORP STANDARDS

Things are moving fast in the world of sustainability, as the climate crisis becomes more urgent and inequality grows. The new standards are here to keep up with it all. So, out go the points system, in come seven areas with clear requirements.



GETTING AHEAD OF CHANGE

In 2025, we got to grips with a new piece of EU legislation called ECGT (Empowering Consumers for the Green Transition), which comes into force in September 2026. For us, that means moving onto the new B Corp standards a little earlier than expected, so that everything can be independently verified and we stay compliant (deep breath).

It's going to be a busy one, but we'll all be mucking in to make sure we stay a B Corp.



better business act

Last year, we were invited to Parliament to chat with MPs and policymakers about why the Better Business Act matters. It's all about updating company law so businesses balance profit with social and environmental responsibility. Count us in.

Find out more and how you can support the act here:



Charlotte at the Better Business Act Conference.

BEYOND BUSINESS *as usual*

We proudly join paws with B Corps everywhere (10,000+ and counting – woo) to work towards building a more inclusive, equitable world, in line with the B Lab movement.

We go beyond certification by doing everything we can to look after our people properly and give a helping paw to pets and pet parents who need it most.

Scroll on to meet some of the lovely people who help make all this happen.



EVERY PAW *matters*



Our food donations are made up of two types

- 1) Long-life stock from our warehouse that we set aside to give back, with the aim to increase the amount year on year. In 2025, we planned to donate 200,000 meals and ended up donating over 210,000. (Go team!)
- 2) Short-life stock that could end up going to waste unless we donate it. The food inside is still safe to eat so it's great that it is used. In 2025, we donated over 121,000 meals.



“ An estimated 100,000 FareShare beneficiaries are pet owners, and distributing the pet food that Lily’s has been donating has ensured that we’ve been able to support our much loved furry friends during difficult times.

I’d like to take this opportunity to thank Lily’s Kitchen for their fantastic continued support, and we look forward to continuing our brilliant partnership. ”

Sophie Orphen
North Hull Foodbank



“ Being able to offer quality pet food makes such a difference. Pets are part of the family, and people want to give them the best they can. Lily’s Kitchen and some of the other well known brands have been fantastic for that and some of the most sought after products. For many people, it’s the first thing they ask for when they come through the door. Some would honestly rather go without themselves than see their pets go without. ”

Liam Welham
North Hull Foodbank





Klyk

When we're not busy stroking dogs, we actually do work here at Lily's Kitchen. Work that involves laptops. Lots of them. Which, as you can imagine, means that we end up with quite a few old ones.

That's why we were excited to partner with our fellow B Corp pals, Klyk, a company working to combat e-waste. In 2025, we donated 47 laptops, along with some worn out IT equipment and iPhones, to be either refurbished and given to children without access to tech or recycled for parts.

Find out more about Klyk:



We also carried on working with our buddies over at London Inner City Kitties (L.I.C.K.), a London-based charity run by a small team of volunteers. They spend their days rescuing abandoned and injured cats, giving them the care they need to get back on their paws and helping them find their forever home. Not all heroes wear capes. Some wear cat hair.

Find out more about their charity work:

SWITCHBOARD

Last year we partnered with Switchboard again, our second year together (gush). They've been running the UK's longest-running LGBTQIA+ helpline for over 50 years, offering life-altering help, spreading vital knowledge and inspiring change.

“Lily's Kitchen's support has meant that Switchboard has been able to weather the storms in a time when we have been needed more than ever. Indeed, we have continued to grow despite the challenges around us, even incorporating two other charities' support lines that were at risk of shutting down entirely, safeguarding access to support for thousands. We are very thankful for Lily's heartfelt support.”

Bob Hughes
Partnerships Manager



Our pals at DOGS TRUST



Dogs Trust. You know who they are by now. They're the dog charity. They want a better life for every dog, helping them live happier, healthier lives. Head here to find out all about their (incredible) work:

“ We were delighted to be involved in Lily’s Kitchen ‘Cue the Dinner Dance’ campaign over the summer, jumping at the chance to show off the dance moves of some of the dogs in our care at the time. Donations from the summer campaign, and again at Christmas time, helped us to care for hundreds of dogs whilst they searched for their perfect forever homes. As always, the team at Lily’s Kitchen were keen to get involved - from volunteering at our rehoming centres to making them irresistible snuffle mats. ”

Kate Redding
Senior Partnerships Manager



WHAT DOGS TRUST GOT UP TO IN 2025

**CARED FOR
11,369 DOGS**
in their centres and foster homes

**HELPED OVER
9,500
owners**
with behaviour advice and support through their behaviour support line

**FOUND HOMES FOR
10,023 DOGS**
Including over **1,950** puppies

**AWE-INSPIRING
WORK**
we think you'll agree



2025 marked our fifth year partnering with their team, and we've got lots planned in 2026 to help reach more dogs in need. Stay tuned.

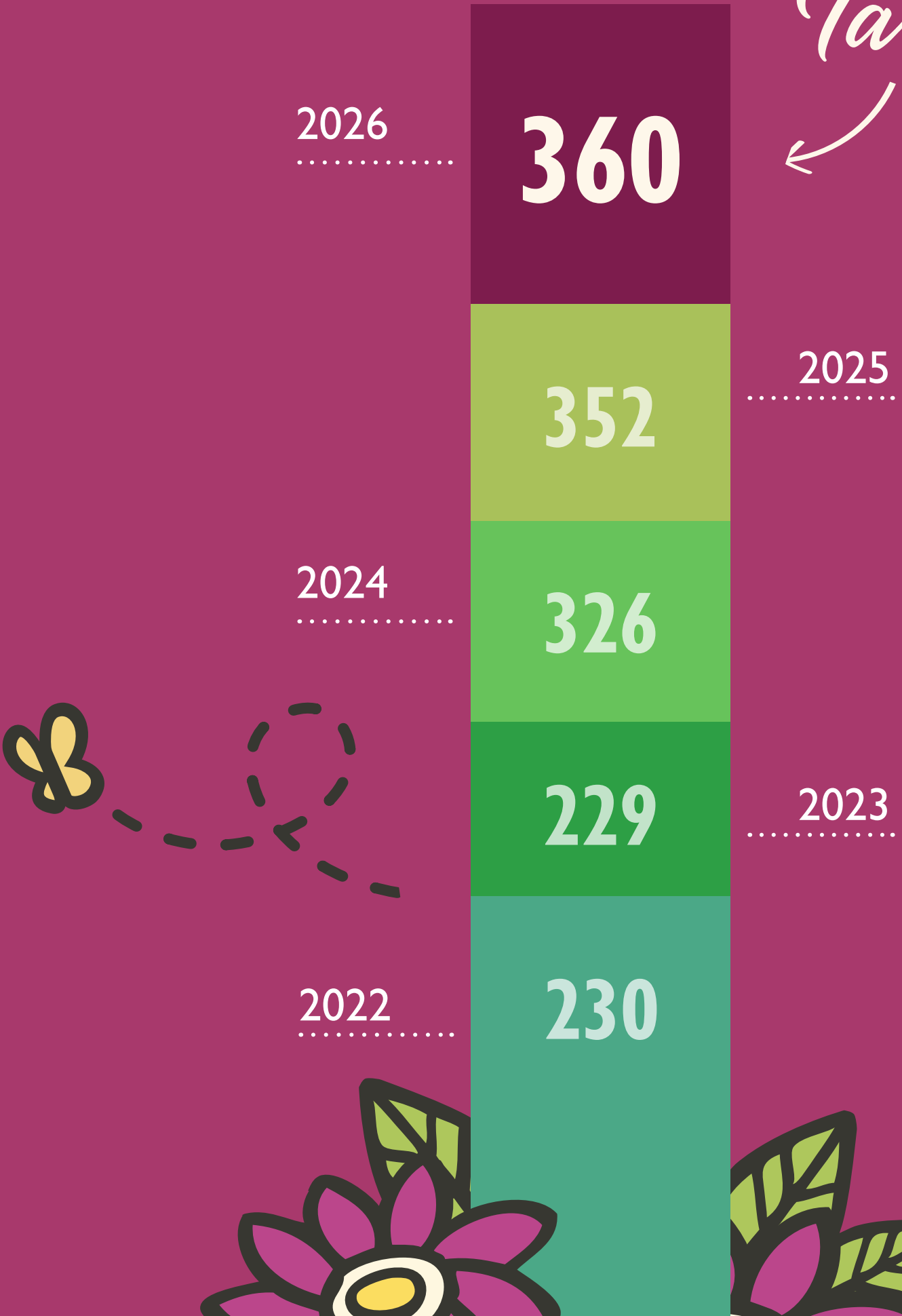
LENDING A HELPING PAW

Along with giving our office doggos a helping paw (read: endless belly rubs), we give charities one too – with four volunteering days a year where our team can roll up their sleeves for causes they care about. So, what did that look like in 2025?



NUMBER OF DAYS

Target



BRIGHTON BEACH CLEAN



“ Spending the day on Brighton beach with the team, supporting Surfers Against Sewage with their Million Mile Clean campaign, was a genuinely special moment for me, as it’s a charity very close to my heart. Covering 18km and collecting 14kg of rubbish in total, it really brought home the impact we can have when we all show up for something we care about. ”

Georgia Reeves
HR Assistant



VAUXHALL CITY FARM

“ The marketing team spent the day volunteering at Vauxhall City Farm. As one of London’s oldest city farms, it plays a vital role in giving the local community access to nature, while also supporting children facing challenging times through the development of personal, social and practical skills. Our team got stuck into a wide range of tasks, from cleaning paths and animal pens, shovelling poo(!) and building goat mountains, to fixing fences, moving hay bales, painting signs and feeding the animals. ”

Ella Griffiths
Global Brand Manager



IN IT *together*

Our team is what holds everything together.
So it's super important we take care of them

- not just because we're a B Corp, but because it's the decent thing to do.
In 2025, we looked after our folk through a range of benefits and activities.

Image: Our Supply Chain team taking part in some clever training to understand how to work even better together.

CREATING FEEDBACK CULTURE



Last year, everyone joined our Candid Conversation training, which taught the team how to speak openly and create safe spaces to share ideas. Our HR Director (Hi Charlotte!) also started some clever training to help us understand how we all tick.

We also set up regular catch-ups with our department heads to listen, share ideas, drive culture and keep everyone moving toward our key goals.

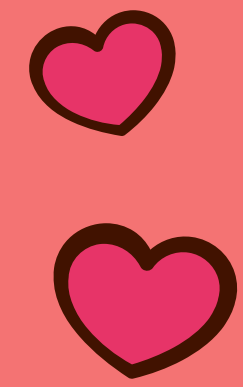


IMPROVING OUR POLICIES & PRACTICES

- ✓ Our People Team reviewed many of our policies to make sure the language is inclusive for everyone.
- ✓ We offered several ways to get confidential support. This includes 24/7 access to our Employee Assistance Programme, covering mental health, wellbeing, financial advice and more.
- ✓ We introduced a pregnancy loss policy to support those affected, including their managers and co-workers.
- ✓ We also continued our help with IVF and fertility costs – something we’re really proud of – and it’s been great to see the positive impact it has had on our people and their loved ones.



OUR MENTAL HEALTH AMBASSADORS



Creating an environment where everyone feels safe and supported is a priority for us.

In 2025, we delivered mental health training to the whole team and had five Mental Health First Aiders on hand, ready to provide guidance and a listening ear whenever needed.



Alicia



Charlotte



Saul



Emma



Georgia

FLEXIBLE WORKING

We want our team to have the best possible work-life balance. In 2025, we introduced 6 weeks paid paternity leave. And our usual perks are still going strong – private medical cover, life insurance, flexi-leave, pawternity leave – to name a few.

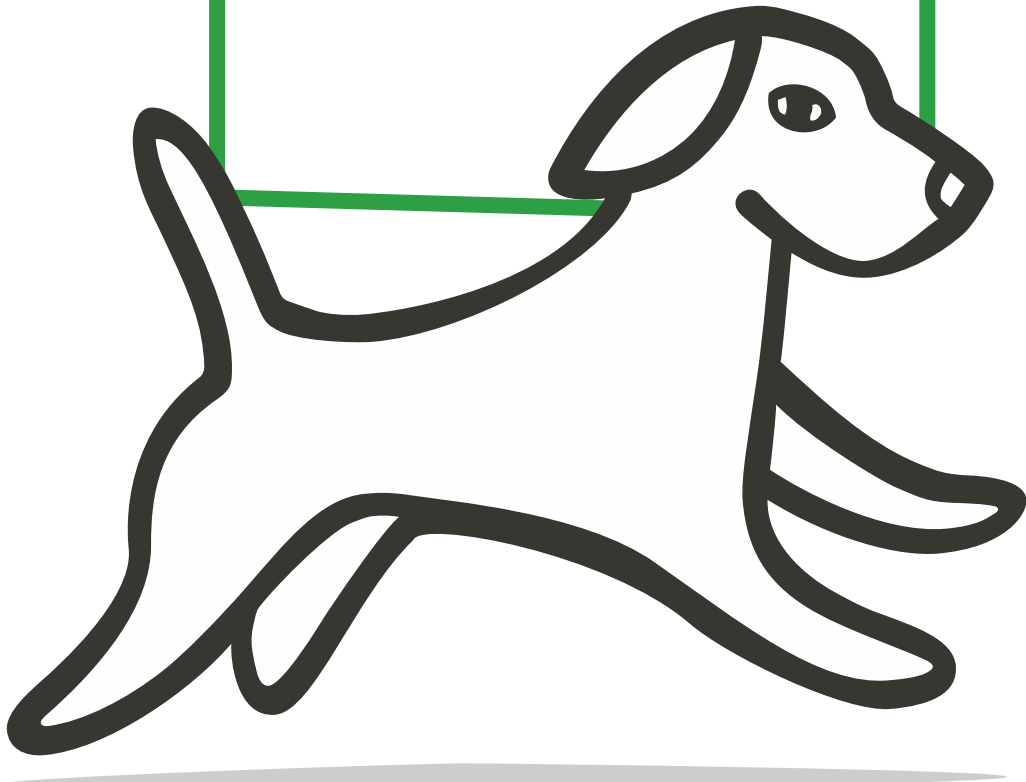
“I’m incredibly grateful for the 6 weeks of paternity leave offered by Lily’s Kitchen. Having that time away from work gave me the once-in-a-lifetime opportunity to bond with my new baby Louis, properly support my wife Ali and settle into life as a family without the immediate pressure of work”



Mike Archer
Head of Pet Specialty Channel UK&I



Last year, 39% of the Lily’s pack joined one of our hands-on climate workshops to understand the science behind climate change. We mapped out causes and effects, had a few “aha” moments, and saw why it’s so important for businesses to take action. Next year we will continue these workshops and hope to increase this to over 50% of the team!



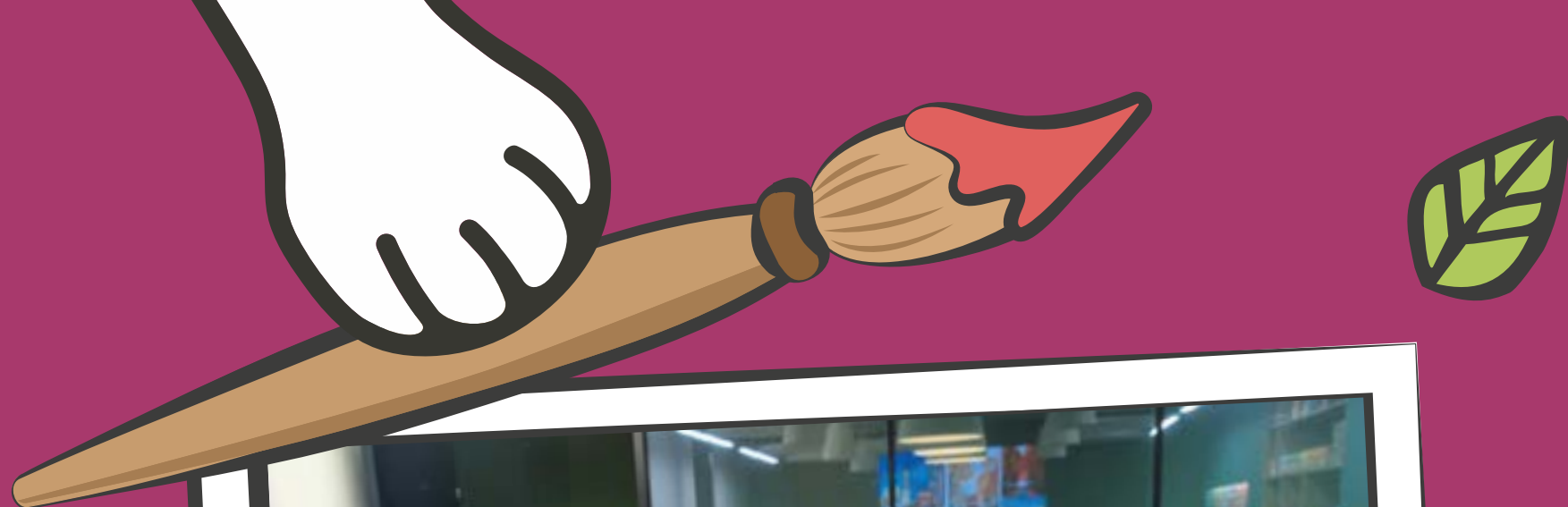
B CORP MENTORING

No one has all the answers – not us, not anyone. That’s why we love our B Corp mentor programme. 2025 marked our fourth year of the scheme, and we had 8 mentors and 8 mentees take part, connecting with other B Corps from the likes of Cook, Ella’s Kitchen, THIS, Riverford and Cotswold Fayre, to discuss ideas, share wisdom, trade experiences and probably swap a fair few pet photos along the way too.



“I was lucky enough to be a mentee on this year’s B Corp mentor scheme and was partnered with an amazing mentor from Riverford. My time in the programme has increased my confidence, given me incredible insight into how other B Corps are run, and helped me define the next steps of my career.”

Pip O'Neill
International Brand Manager



The team at Sip & Paint

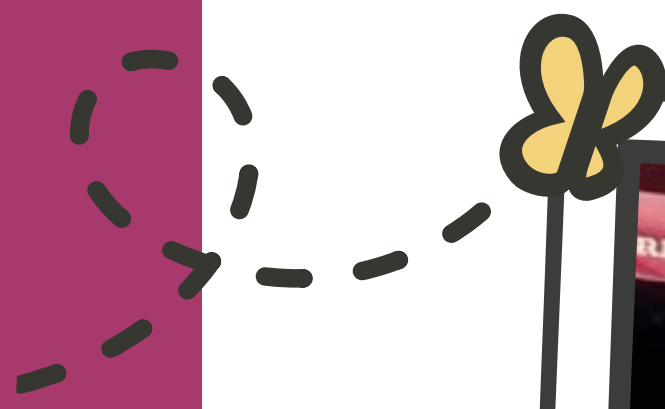
MEET OUR CULTURE CLUB

Our internal crew of passionate humans all dedicated to making Lily's a brilliant place to work for everyone. Socials, wellbeing initiatives, book swaps – they run it all. Everyone can pitch in, every idea counts and together they make sure work isn't just a place to go to, but somewhere you feel included.

DIVERSITY, EQUALITY & INCLUSION

We want everyone at Lily's to feel respected, included and able to show up as themselves.

That's why building a culture based on trust, fairness and inclusion really matters to us. It's something we try to reflect not just in how we work together day-to-day, but in the decisions we make as a business, too.



Our Pride Summer Celebrations



PAWS for ALL

Our Paws for All team brings our JEDI (Justice, Equality, Diversity and Inclusion) commitments to life. This work continues to be a core part of who we are, helping us to create a safe space where everyone feels welcome.

Meet the Team



Dan



Kate



Beth



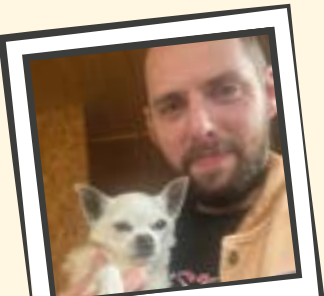
Ellie



Charlotte



Chelsie



Pablo

OUR 2025 GOALS

AIM	WHY
DE&I team established across the business COMPLETED	We set up our Paws for All team with a refreshed mission to bring more focus and impact in all areas of the company. The new mission “To create a place to belong where everyone feels included, empowered and able to bring their whole self to work”
Launched new DE&I survey with clear actions JOB DONE	This gave us an idea of what mattered most to people in the inclusion space and helped us shape a clearer plan. We’re now guided by three pillars: • Raise awareness of ourselves and others • Lead and role model inclusion • Embed diversity and inclusion into what we do
Increase DE&I initiatives through our Culture Club SMASHED IT	We worked closely with our Culture Club to bring inclusion into all team activities, strengthening connection across Lily’s.

We know there will always be more to learn and opportunities to do better, and we’re fully committed to the journey – learning as we go, growing along the way and doing our best to keep improving. Next year, we’ll use our three pillars to guide the work of our Paws for All team. We’ll share how it’s all going in our next report.

LILY’S KITCHEN IMPACT REPORT 2025

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SOURCING WITH *care*

Sourcing our ingredients is a two-way street: what and how we source affects the planet, and constant changes in the planet affect what we can use.

With this in mind, we're committed to diving deeper into our strategy and making sure we are selecting our ingredients carefully.



GOOD CHOICES START AT THE *source*

We care deeply about the ingredients that go into our recipes – and not just because they make tails wag.

While we don't source directly from farms, we've been lucky enough to work with many of the same trusted manufacturing partners from the beginning, all of whom share our commitment for quality pet food.

HERE ARE THE AREAS MOST IMPORTANT TO US



PROPER FOOD



TRACEABILITY



HUMAN RIGHTS



ENVIRONMENTAL
IMPACT



ANIMAL WELFARE

Using carefully selected ingredients is a big part of that commitment. Read on to find out more about the five key areas that mean the most to us.





PROPER FOOD

Our commitments:

-  Only use fresh and freshly prepared meat & offal, never meat or fish meal
-  All recipes made with natural ingredients
-  All main meals to be nutritionally complete
-  All recipes to be vet approved

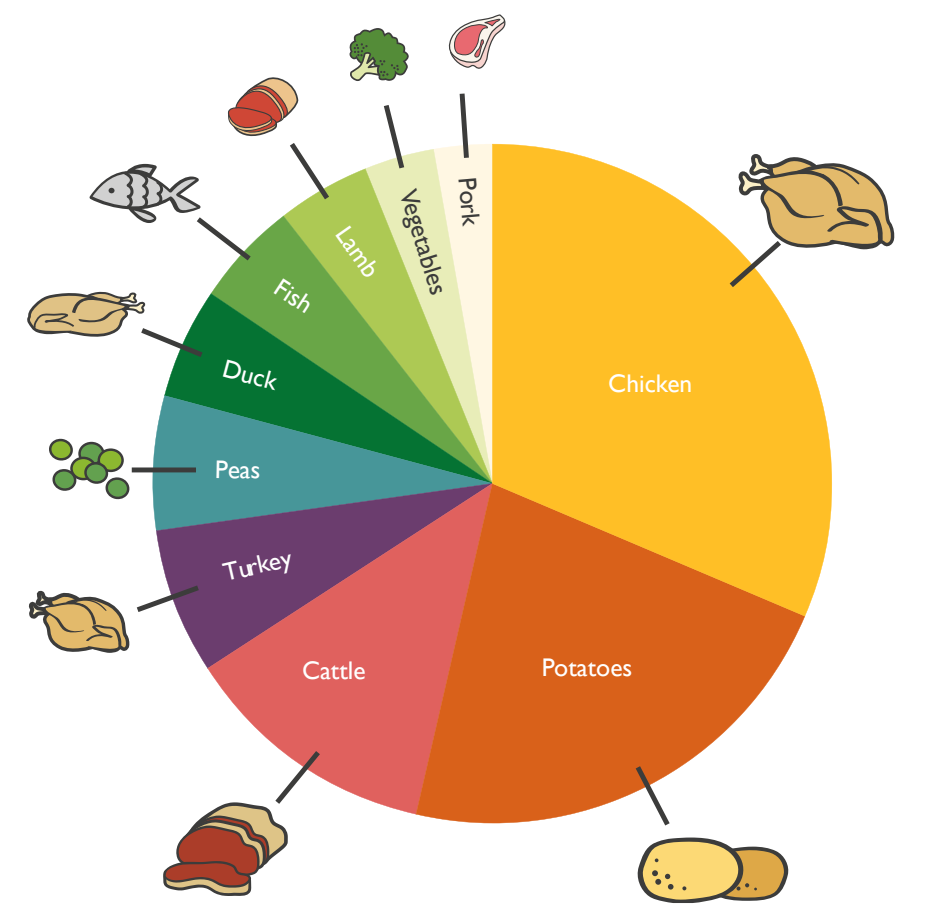
(Not to mention, wag-worthinlgy-purr-city-all-round-gloriously-delicious – BUT that’s a given.)

TRACEABILITY

We’re working closer with our manufacturing partners to get an even greater understanding of our key ingredients and where they come from.

We don’t source directly from farms, so we’ve started by mapping out each one by country of origin. This gave us the data we needed to crack on with a big environmental assessment, looking at the impact our supply chain has on things like biodiversity, climate change, land use, animal welfare and pollution.

We’re still working through the detail and will share more next year, but it’s already helping us make better decisions on our ingredients.



CERTIFIED ORGANIC



We currently have 11 recipes that are certified organic by the Soil Association, which means they meet the strict UK and EU organic standards.

HUMAN RIGHTS

We will continue to build long-term, trusted relationships with our manufacturing partners to make sure that everyone involved in making our recipes is working in fair, safe and healthy conditions.

We ask all our manufacturers to connect with us on SEDEX and complete a SMETA audit which covers four key areas:

- ✓ **BUSINESS ETHICS**
- ✓ **LABOUR STANDARDS**
- ✓ **HEALTH & SAFETY**
- ✓ **THE ENVIRONMENT**

This sits alongside our annual required Lily's Kitchen audit as well as our Code of Conduct, which includes things like complying with the relevant laws in their country, no discrimination or forced labour and a safe and healthy workplace.

WHAT IS Sedex?

(Supplier Ethical Data Exchange.)
It's a global organisation that helps us businesses make sure our supply chain is fair, safe and responsibly run.



In 2025, we took a closer look at our supply chain to understand our human rights impact. We concentrated on four key areas relevant to us: Abattoirs, Manufacturers, Farming and Mining. Each has their own human rights risks, and this assessment gave us a clearer idea of where we should focus our attention. Now we can roll up our sleeves (and paws) and take steps towards preventing risk in these areas.

We also created a new policy

OUR HUMAN RIGHTS POLICY

-  **WE TREAT EVERYONE KINDLY, FAIRLY AND WITH RESPECT**
-  **WE CREATE A SAFE AND POSITIVE WORKPLACE**
-  **WE EVALUATE HOW OUR BUSINESS AND SUPPLIERS AFFECT PEOPLE, AND ACT WHEN THINGS AREN'T RIGHT**
-  **WE EXPECT OUR PARTNERS TO MEET OUR STANDARDS**
-  **WE LISTEN, ACT AND PROTECT THOSE WHO SPEAK UP**

ENVIRONMENTAL IMPACT

We must do all that we can to shrink our carbon pawprint and reduce the impact our food has on the planet our furry friends call home.

We spend a lot of time working super closely with our manufacturers, getting the full picture of how much energy, water and waste goes into every recipe.

We then use that info to focus on the changes that really count, checking in quarterly to see how we're getting on and where we can do better.

Last year, this included a bespoke carbon-reduction plan for each of our manufacturing partners.

Teamwork makes the dream work, as they say.

What's next?
We're going **bigger**. In 2026, we'll map out a full business-wide roadmap as part of our carbon reduction journey. Spreadsheets at the ready.

ANIMAL WELFARE

We don't farm our own ingredients, but, we're tight with our supplier buddies. As part of the environmental assessment we mentioned earlier, we are looking at the impact we have on animal welfare.

We have begun by gathering all the data we have on our ingredients and where they come from, to then see how they measure up against the 5 Freedoms of Animal Welfare.

This will help us identify where to focus our efforts and spot opportunities for animal welfare standards we might want to explore or improve.

THE 5 FREEDOMS OF ANIMAL WELFARE

- ✓ HUNGER AND THIRST
- ✓ NORMAL BEHAVIOUR
- ✓ FEAR AND DISTRESS
- ✓ DISCOMFORT
- ✓ PAIN, INJURY OR DISEASE

REDUCING OUR PAWPRINT



The climate crisis isn't a distant problem, it's already knocking on the door. We're seeing it in severe weather, rising seas and disruptions to ecosystem all over the world.

That's why doing nothing isn't an option. If we want to protect our planet, everyone's got to get involved. Because it's going to take all of us to save it.

We're doing our bit by crunching lots of data to understand our full carbon pawprint and setting ourselves some ambitious targets to help reduce it.

Let's take a look at how we are getting on.



OUR CARBON PAWPRINT

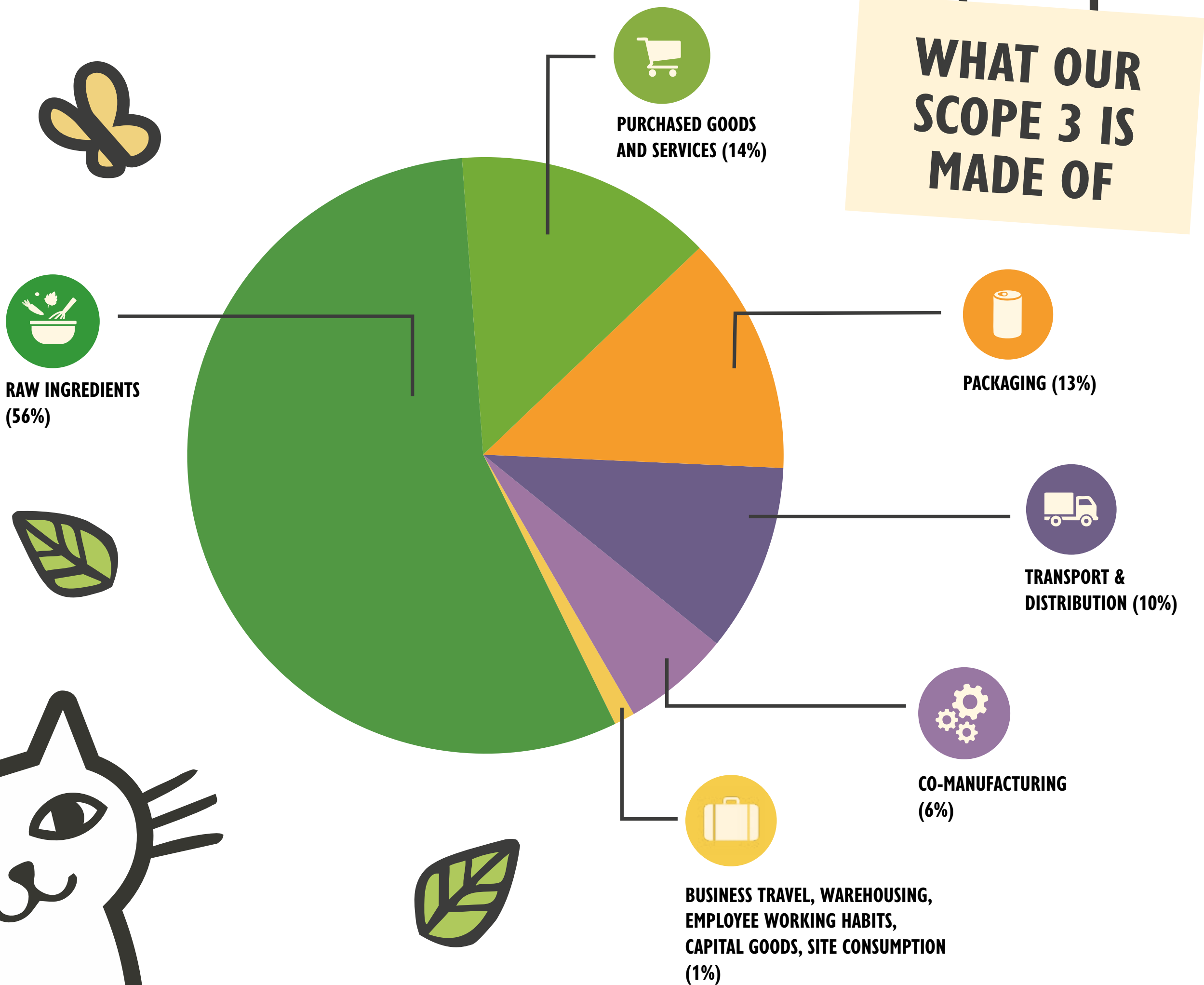
In 2025 we took significant steps forward in our emissions journey. We collaborated with carbon experts to measure our 2023 and 2024 carbon pawprint, in line with SBTi methodology. Here’s a quick look at our latest pawprint and what we know about our impact so far...

- Scope 1** (0%) direct emissions from owned or controlled sources
- Scope 2** (0%) indirect emissions from generation of purchased electricity, heat or steam
- Scope 3** (100%) all indirect emissions that occur in the value chain

WHAT ON EARTH IS SBTi?

The Science Based Targets initiative helps companies set emissions-reduction targets in line with what is needed to reduce global heating and reach net zero by 2050.

Read on to find out how we are taking steps towards creating our full reduction strategy.



GETTING STUFF DONE



OUR 2026 AIMS	HOW WE'RE GOING TO GET THERE	WHEN WE'RE GOING TO GET THERE
Validate our carbon reduction targets through the Science Based Targets initiative	Targets are submitted (woo!) Now we wait for the approval before we begin building our reduction plan towards our near-term target	July
Validate our carbon methodology through ISO 14064 (a standard that makes sure you're counting your greenhouse gas emissions properly)	We'll team up with our external Carbon Consultants to review our inventory and make sure it adds up, is accurate and in line with the greenhouse gas protocol	July
Build our carbon reduction plan to achieve our near-term and long-term reduction targets	We'll host some workshops with our external Carbon Consultants to understand our hotspots in more detail and model different reduction scenarios across: • Ingredients & Packaging • Purchased Goods & Services • Transport • Co-manufacturers	December

PAWS, SORT *repeat*

100% of our product packaging can be recycled – either at your kerbside or at big supermarkets across the UK. It’s all thanks to clever materials and designs that play nice with recycling systems in the UK, as well as international markets. Is it perfect? No. But our main goal is keeping what’s inside safe and tasty for your furry pal.

To help make sure our packaging ends up in the right place, here’s a guide explaining the different types of packaging we use, and how to recycle them properly. Now go forth and show those bins who’s pro.



PRODUCTS	MADE FROM	BEFORE RECYCLING	WHERE TO RECYCLE
 DRY BAGS UP TO 4KG	Paper/PP	N/A	In your recycling bin at home
 DRY BAGS 7KG & 12KG	PE/PE	N/A	Recycle at store
 ALUMINIUM TRAYS	Aluminium	Rinse	In your recycling bin at home
 ALUMINIUM TRAYS IN A CARDBOARD SLEEVE	Cardboard & Aluminium	Rinse Aluminium	In your recycling bin at home
 STEEL CANS	Steel	Rinse	In your recycling bin at home
 ALUMINIUM CANS	Aluminium	Rinse	In your recycling bin at home
 BAG IN A BOX	Bag - PP Box - Cardboard	N/A	Bag - PP (Recycle at store) Box - Cardboard (In your recycling bin at home)
 POUCHES/WRAPPERS	PE	N/A	Recycle at store

BRINGING FLEXI BACK



Recycling is a tricky business. While our packaging is designed to be recyclable, more needs to be done to change the system on a bigger scale.

Last year, we joined the Flexible Plastic Fund – a UK based initiative that brings businesses together to sort out flexible plastic recycling. Everyone chips in, and the money goes towards projects that find the best solutions for collecting, sorting and recycling flexible packaging.

Kerbside collection of soft plastics could become mandatory in England in 2027 – fingers crossed. The Fund is busy doing everything they can to support this change so that recycling becomes a whole lot easier for all of us.

In 2025 we were invited to Parliament to support the launch of the FPF Report. Read all about it here:

www.flexibleplasticfund.org.uk





BEYOND BUSINESS *as usual*

- ☐ Recertify under the new B Corp standards to stay a responsible global business
- ☐ Donate 250,000 meals, volunteer 360 days and work closely with all our amazing charity partners to support as many pets and pet parents as possible
- ☐ Build a thriving, people-first workplace everyone wants to join



SOURCING WITH *care*

- ☐ Evolve our strategy with environmental claims in mind to make sure we are setting super SMART targets fit for the future
- ☐ Use the results of our human rights and environmental assessment to identify any risks and make sure our supply chain is fit for the future
- ☐ Help all our manufacturing partners hit their social and environmental reduction targets and lower our impact together



REDUCING OUR PAW PRINT

- ☐ Dig into our biggest hotspots and map out our reduction plan to lowering our carbon pawprint
- ☐ Gather our 2025 carbon data and store it all on a new shiny platform
- ☐ Continue to improve the quality of our data we use to measure our pawprint across certain corners of the business



HI FROM OUR HEAD OF IMPACT & SUSTAINABILITY

I am pleased to share that I've now been at Lily's Kitchen for two years. I'm so proud to work for a B Corp and truly believe every business has a responsibility to step up, work together and be a force for good.

For me, 2025 was all about getting our ducks in a row – building the solid foundations we need to grow as a global B Corp and ensuring our strategy is fit for the future. This year brought some huge achievements as well as challenges as we navigate the world of legislation and evolving climate crisis.

With ECGT legislation coming into force in 2026, we've needed to move to the new B Corp standards this year, with an ambitious target to submit by the end of March 2026. It's a tighter timeline than usual and will require everyone pulling together, but I have no doubt we can rise to the challenge and continue improving how we do business.

A big highlight for me personally this year has

been the development of our partnership with FareShare, helping direct our pet food to areas with the most demand across the UK. We want to support as many four-legged friends as possible and help prevent pet parents from having to give up their pets during difficult times.

Looking ahead, we have some exciting workshops and projects lined up for next year... including validating our carbon reduction targets with the SBTi, implementing our strategy to achieve our reduction targets and assessing our supply chain in more detail than ever before to make sure we are looking after the people in our value chain as well as our environment.

I look forward to updating you in more detail in our next report! If you have any thoughts or feedback, please get in touch, I would love to chat.



Charlotte Iost
Head of Impact & Sustainability





THANK YOU

You've reached the end. Well done. Please accept one affectionate head-bump from your cat or mildly-damp greeting from your dog.
Or maybe even both if you're lucky. You deserve it.

Got some feedback? Thoughts to collaborate? Questions or ideas?
Share away - after all, we're in this together.

Chat to us: hello@lilyskitchen.co.uk

