

## TUCO South West Regional Catering Group Meeting Thursday 21<sup>st</sup> March 2024 at 10:00 am University of Southampton

<b>Attendees:</b>	Ryan Hanson [Chair] Cath Boston Jonathan Bowker Kristian Fernandez-Mitchell Felice Foscheri Judith Hoyle Amy Morgan Hannah Myton-Wright James Piercy Graham Senior Jonny Stevens	RAU Southampton Bath UWE Southampton TUCO Secretary Bristol TUCO Category Manager University of Bath Southampton TUCO Online
<b>Guest:</b>	Josh Baines	The Access Group
<b>Apologies:</b>	Tim Clarke Lewis Haynes Kevin McCormick	Bristol University of Bath University of Bath

### 1. Apologies for Absence and Welcome

Apologies as listed above. Ryan welcomed everyone.

### 2. Presentation by Rubies in the Rubble

The presentation by Nick Turner is attached to these Minutes.

### 3. TUCO Academy

13 courses have been delivered last month and January including 60 people from Newcastle on the Customer Service Excellence course, which is a face-to-face course and lots of compliance courses as well, including one down in Kent.

We run our KPIs annually from April to March and so far this year we have delivered 88 courses, by the end of this year will have run about 97 courses with almost 1,000 attendees which is almost double last year 2022-23 (58 and 510 people).

To date we have delivered 1,800 qualifications in compliance / legislative content since 2018 as a Highfields Awarding Body Centre. Other courses run include Presentation Skills, Report Writing and Time Planning, which is open to anyone in the university not just the hospitality and catering depts. We can deliver courses either via webinar or in person but the Customer Services is Face-to-Face only. The Events Management course is being run in conjunction with David Kerr from Strathclyde and is a two-day course. The first day will be online on 22<sup>nd</sup> May and the second day will be in person in Strathclyde.

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There will also be an additional day held in Cardiff in June. We will also be running a Food Photography course in Bury, Manchester.

We are continuing with Development Days including Visual Merchandising in London, Manchester, Leeds and also in Scotland. Sarah herself attended a course on Understanding Nutrition the previous day.

Other days planned include:

- Sushi Making
- Vegan Cookery School
- Flygerians on West African/Nigerian

Study Tours include:

- Bologna Barista
- Food To Go – London and Frankfurt
- Culinary Olympics in Stuttgart
- Studentwerke in Normandy in June
- Culinary World Cup in Luxembourg in 2026
- Colombia Coffee
- World Pizza Championships in Parma
- CIA Conference 9<sup>th</sup> to 15<sup>th</sup> June
- LWC Italian Tour to visit tasting of Peroni, Prosecco and olive oil
- Food To Go in Dublin
- NACUFS in Louisville

The Academy will be running a webinar around Nudging and Menu Engineering in the next few months. We also have a new Travel Manager, Andrew Forrester, who started with us this week and will be looking after the study tours and will be employed by the new TUCO Foundation.

We are also in talks with Oxford Cultural Collective and Ulster University to start running a Masters Degree in association with them.

Reading are currently starting to look at their CO<sub>2</sub> emissions in relation to travel which may have implications on overseas study tours (this has been mentioned by a few universities – cost has always been a limiting factor but sustainability may impact whether institutions can attend).

The Winter Conference this year will actually be held on 14<sup>th</sup> January 2025 at the University of Manchester with the networking dinner and overnight stay to be held in the evening following the Conference.

We are doing some research on student eating habits along with work on Food Waste with Harper Adams.

The new TUCO Foundation will go live on 1<sup>st</sup> April and the website will be live on the same day.

We have held our second Steering Group Meeting and are looking at supporting Chefs' Skills.

### *Menus of Change*

We now have 15 pledges to this and have held our inaugural group meeting. Our study tour is planned in June to visit Harvard and Yale along with a trip to Worlds of Flavor again in November at Stanford. We are also looking at doing podcasts to get our members started on the Principles. A 'Quick Start guide on the principles has been produced by Matt Tebbit and Karlene Gaskell at Reading and will be available at Chefs' Competitions.

## 4. TUCO Online

There was a presentation of TUCO Online and a demonstration of the ordering portal by Jonny Stevens and Josh Baines of The Access Group.

## 5. Framework Update

The UKUPC Impact Document is now available and the TUCO Intelligence Q1 from next week. Hannah will share the next quarterly spend & savings reports (for Oct – Dec 23).

Several new frameworks have gone live since our last meeting.

**Hot Beverages** (ingredients, equipment and associated coffee shop products) went live on 1<sup>st</sup> March with 5 separate lots.

- Halls of Residence
- Retail
- Delivered Hospitality
- Speciality Coffee
- One Stop Shop

15 suppliers are on the new framework agreement – 7 of which are new ones. If anyone is looking to call off, please let Category Manager Nicola Mellor know.

**Alcohol framework** commenced on 15<sup>th</sup> March and comprises of 6 lots as per the previous agreement (draught, packaged, spirits, wines, OSS and independent brewers). There are several new suppliers that have made it on. 10 of the 13 suppliers can supply to the SW region.

**Greenhouse Gas Calculator** – This new DPS agreement started on 1st March 24 and provides members access to various Greenhouse Gas Calculating and Reporting solutions in relation to FOOD & DRINK. If you need more information about this DPS please contact Li Davies.

**Digital Menus** – The terms of the contract, development work and KPIs with Ten Kites are just being finalized and Hannah will be making the final award in the next week or so. Once live, TUCO Online members will have access to one base module (i.e. web menu or allergen matrix) + implementation paid for by TUCO (regardless of how venues).

There is already an active integration with Procure Wizard which powers TUCO Online which means Ten Kites will consume the API and automatically build new Menu items using the recipe data received.

Each member will be supplied with their own unique portal linked directly to their instance of TUCO Online. The API from TUCO Online will give Ten Kites access to menu items, their allergenic and nutritional properties ready for enriching with guest friendly names, descriptions, and pricing, added to menus and then published to whichever venue needs to display them, in either a web menu, allergen matrix or both.

Several frameworks are in the process of being retendered.

**Convenience Retail** – the tender is now live with returns due back by 17<sup>th</sup> April. The new agreement is due to go live on 1<sup>st</sup> July.

**DipChem** Strategy document in progress, spend data gathered, pricing schedules being worked on. New agreement to start 16<sup>th</sup> July 2024. The current disposables and chemicals framework has been extended and will now expire on July 15<sup>th</sup> 2024.

**Framework & Supplier updates.** Please refer to the updated TUCO framework agreement document for all updates but some new challenges to note which are already or are set to impact supply chains.

**Border controls on UK imports** have been updated which has resulted in potential delays due to the admin process. Categories most likely to be impacted by this are:

**Fresh Fruit and Veg** TUCO suppliers mitigating delays and supply issues as much as possible.

**Fresh Fish and Seafood:** Physical border checks start to take place at the end of April. The UK seafood industry is not expecting the long-delayed introduction of border checks on documentation accompanying products entering the UK to have much impact on businesses, *at least in the very short term*. However, there is much more uncertainty surrounding what happens when physical border checks take effect on April 30.

**Meat & Poultry** Most meat & poultry suppliers have advised they will not be impacted by the introduction of border checks and the requirement health certificates. However, it has been highlighted that if certain products require health certificates issued by UK Vets who do not work on weekends, there could be some impact.

**Red Sea Crisis.** Since November, shipping vessels have been re-routing from the Red Sea, where Houthi militants have been attacking vessels in response to the war in the Gaza strip. For products shipped from the East, we have been advised that our suppliers are expecting delayed shipping lead times of 2-3 weeks as ships are diverted to alternate routes. Suppliers within the Disposables and Equipment categories have been asked to keep us updated with the details of any product lines that will be affected by this. Expect short term supply shortages on Black Tea due to these disruptions.

**Pricing summary.** Food inflation is down from 9.2% to 7%. Coffee, Tea and Cocoa prices are the largest contributors with pricing up by 12.5%. Flour has continued to rise at around 14% and sugar by 10%.

Salmon prices are predicted to remain high for this year and are now around 40% more expensive than they were this time last year due to on-going issues with poor fish health and demand.

**The Vending DPS** expires in September.

**Contract Review Meetings** Five meetings have been held. Milk and Bread, Meat and Poultry, Sandwiches, Fresh Fish and Food Waste Management. The minutes of all the meetings are available on the TUCO website.

**Brand Owner Updates** McCain have de-listed a number of lines due to unavailability of some potato products. Please contact Nicola Mellor if you require further detail or the McCain Business Manager Jules Robinson on 07834 500141 [juliet.robinson@mccain.co.uk](mailto:juliet.robinson@mccain.co.uk)

**New Product Development:** The NPD section of the TUCO website showcases new products which are available for members to order samples free of charge. Currently featured are: Living Things Soda's (UK produced gut friendly soda) and NEOH low-sugar, high-protein chocolate snack bars.

## 6. Presentation by Paul Byrne of Blockhead

This presentation is attached to the Minutes.

## 7. Chefs' Forum

Graham reported that the chefs got together in January to discuss the way forward. This will be a slow burner due to time constraints. He had also been introduced to the Menus of Change. Different types of training had been discussed as well as the possibility of 'sharing' chefs for particularly busy periods. Graham has had a meeting with some of the local colleges with regard to training. A number of the chefs will be meeting up in Warwick at the Chefs' Competitions and the next online meeting will be 10<sup>th</sup> April.

## 8. Board Update

TUCO has acquired 21 new members. Finances are looking healthier than pre-COVID days. Study Tours are doing well, Ryan went on the CIA tour in November and feels that the UK is well ahead of the USA on Sustainability. Amy added that she feels that the study tours are very good value.

Winter Conference in Kent in December was very well attended.

Chefs' Competitions are back at the University of Warwick after 5 years.

## 9. TUCO Forum

*Room Hire Charges:* RAU do not charge if people are ordering food. Likewise, Bath will not for rooms if food is being ordered.

*Graduations:* RAU give away two free tickets which include canapes and a glass of Prosecco. Additional tickets are charged at £25 per head. Jonathan asked what everyone does about disposables if people want to buy food and take it away. They charge for disposables at Bath but Southampton charge a discount if people bring their own cup.

## **10. Any Other Business**

As there was no further business, the meeting was duly closed.

## **11. Proposed Dates for Next Meetings**

The next meeting will be a face-to-face hosted by Bath on Tuesday 18<sup>th</sup> June 2024 followed by a social/networking dinner.

# **BLOCKHEAD**

*MORE THAN GUM*

**WE ARE THE**  
**FUNCTIONAL**  
**CONFECTIONARY**  
**BRAND.**

**BLOCKHEAD** *combines the impulsive, enjoyable and convenient nature of gum with the lucrative and rapidly growing functional benefit market.*

**B**

**BLOCKHEAD**





# THE CHEWING GUM CATEGORY IS DRIVEN BY *THREE MAIN* *REASONS TO CHEW:*

- *FRESH BREATH*
- *ENJOYMENT*
- *ALLEVIATE BOREDOM*

CONSUMERS TRADE AROUND, WITHIN THE CATEGORY.



A LUCRATIVE, **FOURTH** REASON TO CHEW..



# FUNCTION



# THE FUNCTIONAL MARKET IS BOOMING



ENERGY DRINK  
MARKET VALUE:

**£2.2 Bn**

Growing at a  
phenomenal 20% YOY\*



CBD  
MARKET VALUE:

**£0.7 Bn**

Forecasted Value of  
£1Bn by 2025\*



DIETARY  
SUPPLEMENTS  
MARKET VALUE:

**£1.8 Bn**

Forecasted Value of  
£2.6Bn by 2028\*

IF THE CHEWING GUM CATEGORY TOOK JUST 1% OF THE  
£4.7BN FUNCTIONAL MARKETS, IT WOULD GROW SUBSTANTIALLY.



*HITS LIKE AN ESPRESSO, BUT FASTER.*

*1 ESPRESSO WORTH OF CAFFEINE  
WORKS IN 5 MINUTES*



*FRESH ENERGY,  
ON THE GO*



*REFRESH YOUR BODY AND MIND.*

*21MG OF HIGH QUALITY CBD  
NOVEL FOODS VALIDATED*



*A FRESH WAY  
TO TAKE CBD*



*SMILE BRIGHTER.*

*ACTIVATED CHARCOAL  
SODIUM BICARBONATE + CALCIUM*



*FRESHENS BREATH.  
SHINES TEETH*



*CHEW YOUR WAY TO CALM.*

*CALMING BOTANICAL EXTRACTS  
BIODEGRADABLE GUM & PACKAGING*



*FRESH BOTANICALS GIVE  
A SENSE OF CALM*

# **GUM IS BETTER PLACED TO DELIVER *FUNCTIONALITY*:**



*ACTS FASTER  
THAN DRINKS,  
TABLETS &  
DISSOLVABLES*

*DELIVERS  
A  
PRECISE  
DOSE*

*CAN BE TAKEN  
ANYWHERE,  
ANYTIME,  
WITHOUT WATER*

*HEALTHY,  
SUGAR-FREE  
& GOOD  
FOR TEETH*

*PLASTIC-FREE  
PACKAGING*

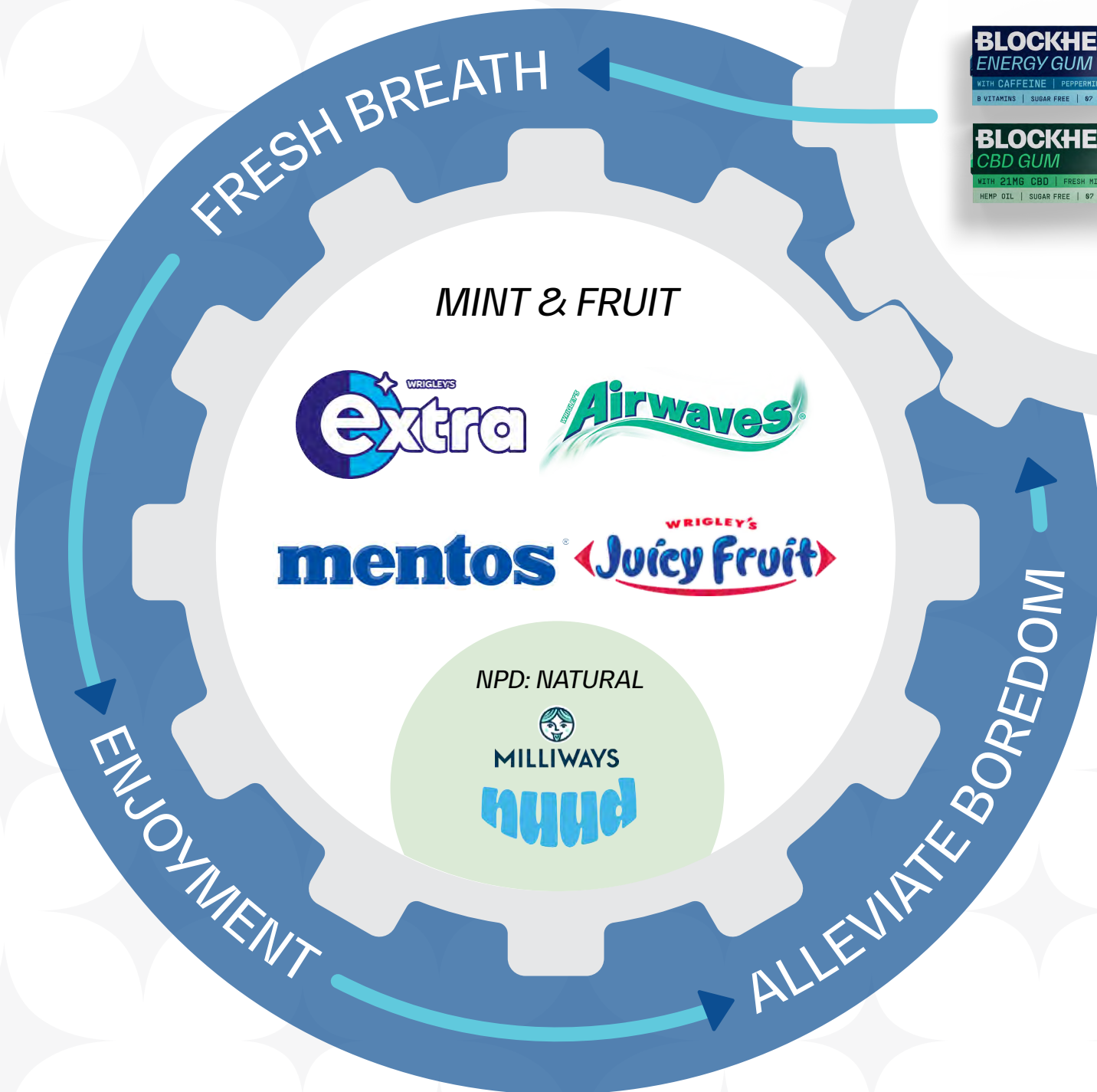
*VEGAN &  
GLUTEN FREE*

*HFSS  
COMPLIANT*

*INFORMED  
SPORT  
CERTIFIED*

# BLOCKHEAD

DRIVES NON-CANNIBALISING GROWTH



## NPD: FUNCTION



Not enough growth NPD is entering the chewing gum category. Recent new launches only cannibalise the existing range.

**BLOCKHEAD** attracts new, unique customers by providing more reasons to chew - from a quick energy boost, to a moment of clarity.

23%

of **BLOCKHEAD** purchasers are new to category.

Natural/Plastic-Free Gum is bought with the main purchase drivers as traditional gum, but with a plastic-free proposition. It therefore doesn't increase recruitment to the category.

# **BLOCKHEAD'S INCREMENTAL CUSTOMERS ARE HIGH VALUE.**

*Functional F&B innovation commands a premium, with customers willing to pay more for products that deliver needstate solutions.*



**BLOCKHEAD  
PROVIDES \_\_\_\_\_**

# 57%

**ADDITIONAL REVENUE VS  
A STANDARD STICK OF GUM**

**BLOCKHEAD  
CREATES \_\_\_\_\_  
REVENUE, PER CM OF SHELF SPACE.**

# MORE

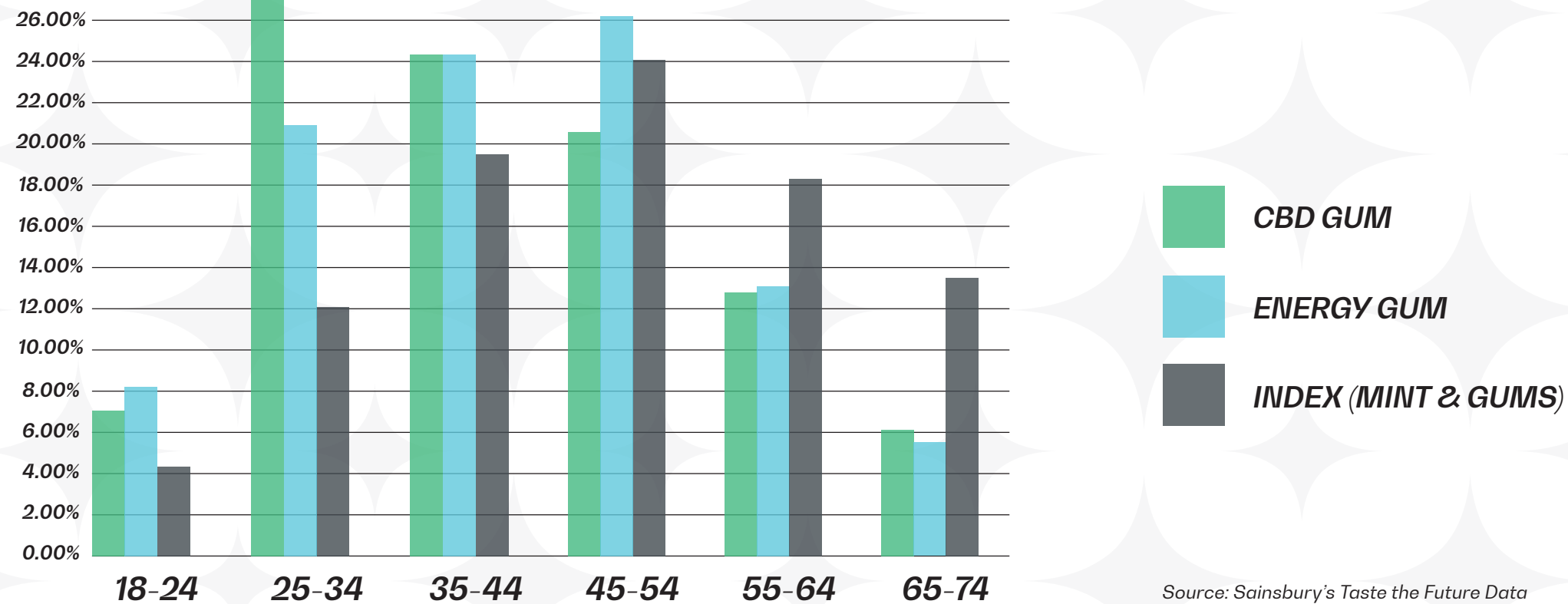
*Range EPOS shows BLOCKHEAD yields 77%-112%\* more revenue per unit sold vs other Challenger Brands.*

\*Based on Ocado EPOS Jan 2024 : Blockhead weekly range revenue (2 SKUs) vs Milliways (3 SKUs) & Nuud (2 SKUs)

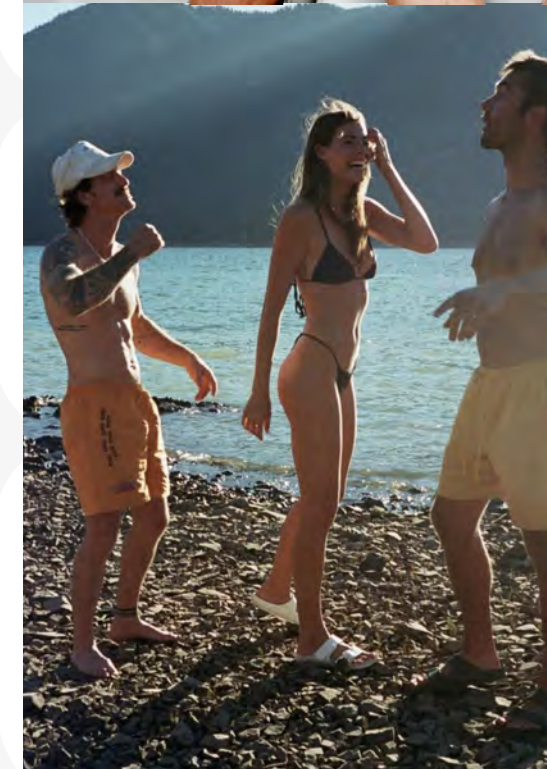
# BLOCKHEAD PURCHASERS ARE CATEGORY ENERGISERS

Traditional gum brands are mostly bought by 35-54 year olds which do not contribute very strongly to organic category growth.

**BLOCKHEAD** 's largest age segment is 25-44, and we also significantly over index for 18-24 year olds.



Source: Sainsbury's Taste the Future Data



## AMBITIOUS PIONEERS

- 19-35 years old
- City based
- Confident & Active
- Social



# **BLOCKHEAD'S** *2023 IN NUMBERS*

*TRIPLE-DIGIT GROWTH SINCE 2021*

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**451%** *Increase in Store Numbers*

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**270%** *Increase in Sales Revenue* VS **20%\***

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**9,300kg+** *of BLOCKHEAD sold or sampled*

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*OUTPERFORMING THE CATEGORY YOY*

# **BLOCKHEAD** IS THE UK'S #1 FUNCTIONAL GUM BRAND – STOCKED BY:

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Sainsbury's



Superdrug<sup>☆</sup>



WH Smith



central COOP

amazon



UNNU



roadchef

a.f. blakemore  
.....& son ltd



# VIBRANT & ENGAGING MARKETING



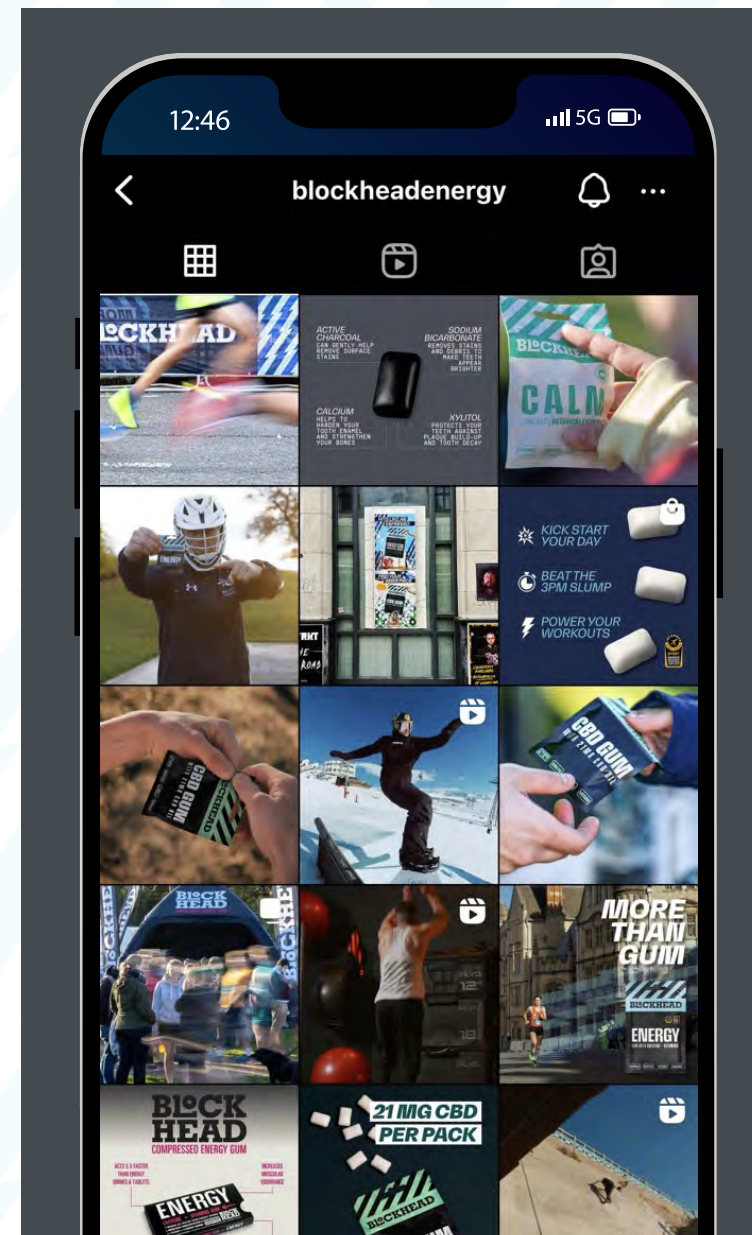
REGULAR SAMPLING



OOH CAMPAIGNS



EVENT SPONSORSHIP



BUZZING SOCIAL MEDIA

# BRANDING THAT STANDS OUT FROM THE CROWD

*We design and supply impactful and intriguing POS to drive impulse purchase. An ownable identity all around the store.*



**BLOCKHEAD**

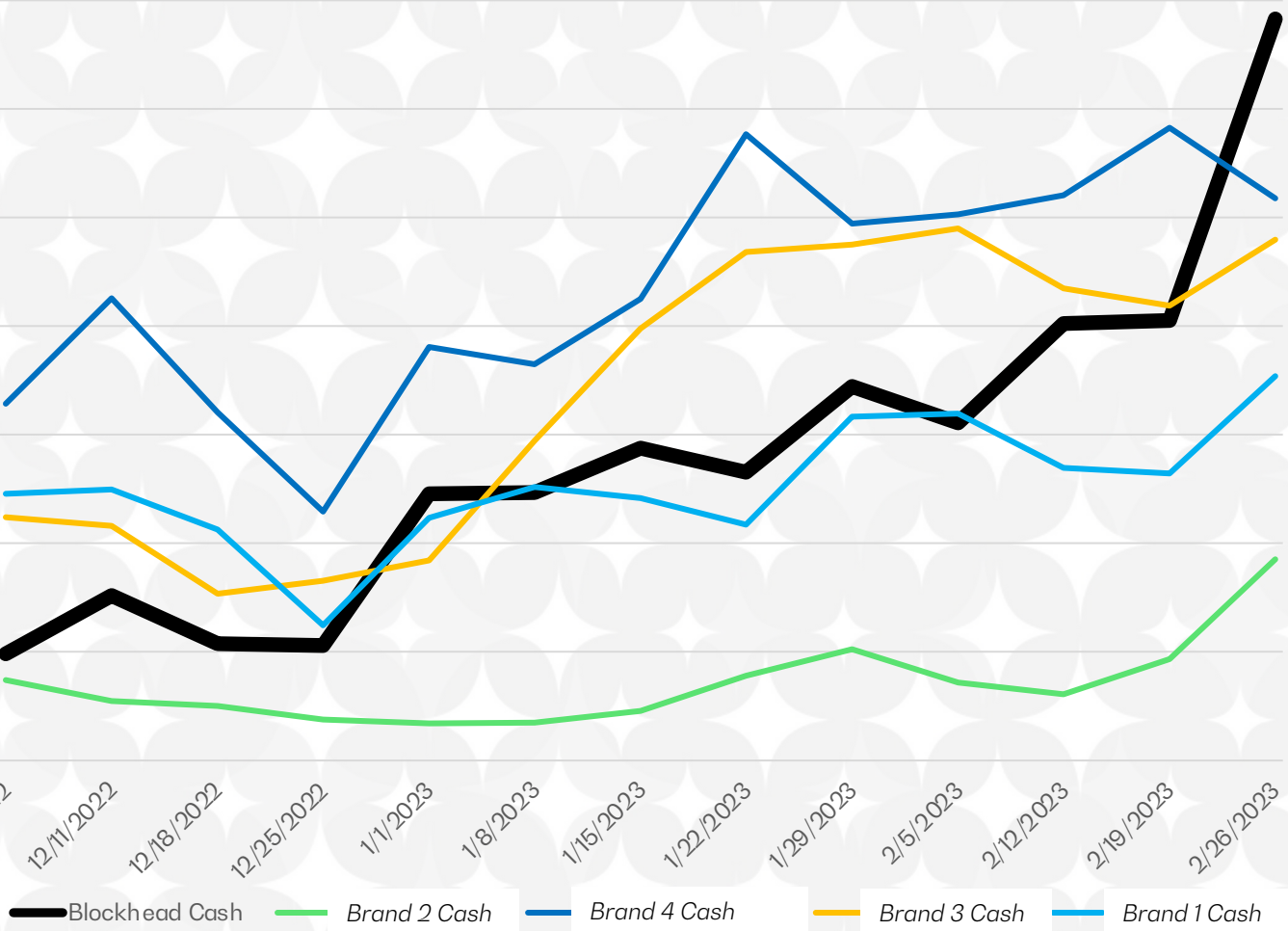
*THANK YOU*

**BLOCKHEAD**

***— SALES & CUSTOMER BEHAVIOUR —***

# QUARTERLY PERFORMANCE VS COMPETITORS

Average Weekly Sales Revenue per SKU



*Blockhead's function proposition wins over "Natural/Plastic-free" NPD*

- 3M Growth:**
- Blockhead: **595%**
  - Brand 2: **150%** ("plastic free" niche)
  - Brand 1: **60%** ("plastic free" niche)
  - Brand 4: **52%** (mainstream)
  - Brand 3: **3%** (mainstream)

*Our promotions perform better... See final week's sales where Brand 1 & 2 offer straight discounts vs Blockhead on coupon (seen by less people) -analysis on next page*

*And we're challenging established brands: Mentos, P'smith & Wrigley's*

Data sourced from Total weekly EPOS by range divided by SKU count: Blockhead: 2, Brand 1: 2, Brand 3: 6 Brand 4: 4.

# ***STRONGER PROMO PERFORMANCE VS COMPETITORS***

*Our recent couponing activity outcompetes Wrigley's for repurchasing*



**6.4%**

Unit Repurchase rate

*Customers were more likely to repurchase Blockhead than Wrigley's.*

*Results show a clear desire for exciting NPD over the mainstream.*



**3.6%**

Unit Repurchase rate

*Our repurchase rate was even higher than established confectionary brands such as Skittles & Cadbury's.*



# **OUR RETAIL PERFORMANCE TRANSLATES TO FORECOURTS**



<b>BRAND</b>	<b>GROWTH (UNITS)</b>
<i>Blockhead</i>	76%
<i>Mentos</i>	-49%
<i>Wrigleys</i>	11%
<i>Gum Total</i>	7%

**AT BP, BLOCKHEAD ROS IS HIGHER THAN MENTOS  
& GROWTH IS HIGHEST IN THE CATEGORY.**

# OTHER YTD RESULTS

**B** ✦ *New launches:*



**B** ✦ *Rolled out to 2,600 convenience stores in major UK cities.*

**B** ✦ *Due to success of the initial 2,600 rollout, the project will pick up a further 19,000 stores in 2024 leading into enormous brand awareness.*

**B** ✦ *Student union distribution has begun via TUCO & repeat orders have started!*

**AND WE'VE UNLOCKED £2.2m OF INVESTMENT!**

# **BLOCKHEAD**

***— PACKAGING REDESIGN RESULTS —***

# **BLOCKHEAD PACKAGING HAS BEEN TRANSFORMED**

Our redesign has created a unique, ownable identity that challenges the category and maximises shelf compliance to increase rate of sale.

Confectionary shelf friendly: fits everywhere

Fully recyclable cardboard “slider” box

Ownable structure & design, uniquely Blockhead

Available in both SRP & Clip-strip format

A separate, emotive design conveys each format



# FUNCTIONALITY-ALIGNED DESIGN RECRUITS UNIQUE, PREMIUM CUSTOMERS

*At one of our major customers, Blockhead shoppers add products from the following categories to their baskets:*

- Shots – Health Drinks
- Energy & Stimulation
- Functional Drinks
- Health Drinks
- Sports Nutrition
- CBD Products

*At this retailer, no other ranged chewing gum competitor had affinity with these items. Those shoppers only bought “everyday grocery items”.*

*Our unique product affinity is a proof-point for growth potential and explains why 23% of our shoppers are new to category.*



# NEW FORMAT HAS ACCELERATED ROS

As part of the redesign, we ran a 4 week trial in various UK stores over January with the help of Red Bull & Fulfil's distributor.

AV.	HIGH
7*	12*

(per sku per week)

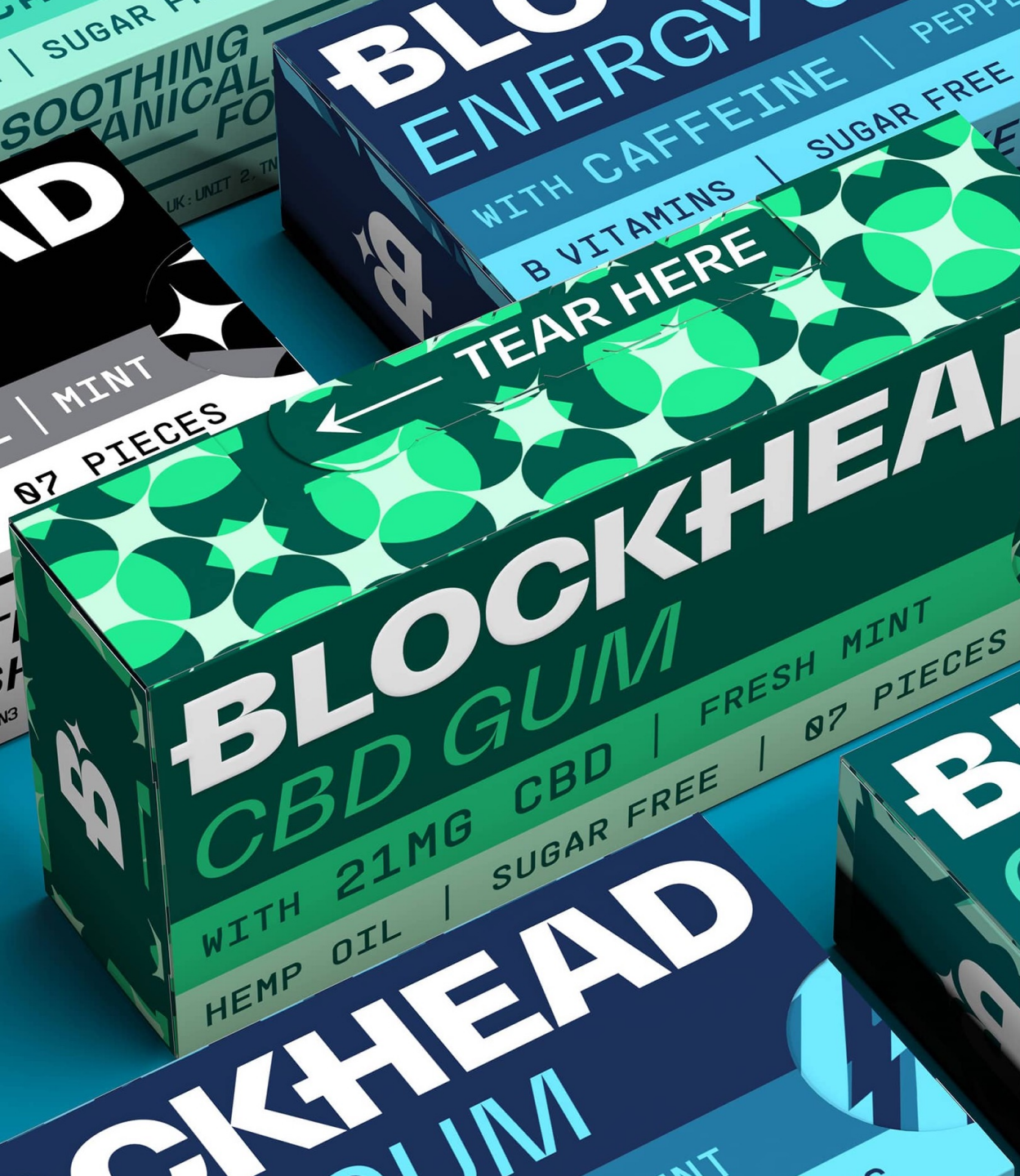
\*Results were achieved with simple placement on-shelf only. No marketing support, no awareness drive.

In areas of higher awareness, we achieve ROS of between 16 and 35.

This rate of sale is comparable with Wrigley's Airwaves and fruit SKUs.

An exciting result that shows blockhead's potential in the market.





**AND WE'RE PICKING UP AWARDS!**



WORLD BRAND  
DESIGN SOCIETY  
SILVER AWARD

*Silver award for  
Sustainable Development*

*Commended for  
Innovation Development*



**THANK YOU**





# RUBIES IN THE RUBBLE



Nick Turner - CEO

[nick@rubiesintherubble.com](mailto:nick@rubiesintherubble.com)

Mobile 07770 881343



# CONDIMENTS. BUT GOODER.



# OUR STORY

**Rubies in the Rubble** was founded by Jenny Costa in 2012. Jenny created a pioneering brand of food that both tackles food waste practically and raises awareness about the need to value our food system for the future of our planet. Jenny is a leader in creating sustainable food systems in the UK.

“Food production is the single largest impact that we as humans have on our planet, yet we waste 1/3 of all food produced.

To put this into context, if food waste - just the waste - were a country it would be the 3<sup>rd</sup> largest carbon emitter of greenhouse gases after China & USA.

Rubies exists to change this - one dollop at a time.”

**Rubies in the Rubble** is an award winning range of ketchup, mayos and relish made from otherwise wasted fruit and vegetables. By working within the supply chains, Rubies has created a market for perfectly good yet otherwise discarded farm crops.

To date Rubies has saved over 720 tonnes of produce from going to waste (the equivalent of 658 tonnes of CO<sub>2</sub>e).





# THE SUNDAY TIMES BEST SUPERMARKET KETCHUP



03/04/2024



PDA

# LET'S DO BUSINESS. **GOODER**

**Our food system is woefully out of balance.  
We're on a mission to change this through:**



## **ZERO WASTE**

**We work for a world  
with no unnecessary  
waste**



## **SUSTAINABLE FARMING**

**We support farming  
techniques that give back to  
their environment**



## **EDUCATE FOR CHANGE**

**We educate and share  
awareness of our current food  
system to empower change**

# WE'RE ALL ABOUT DOING GOODER

## GOODER FOR PLATE



03/04/2024

## GOODER FOR PEOPLE

Working with farmers to give second life to their surplus



Educating people on food waste and advocating for change

## GOODER FOR PLANET



## **WE STARTED WITH A PROBLEM...**

Our global food system is woefully out of balance.

- 1/3 of all food is wasted
- Food waste accounts for 7% of global greenhouse gas emissions
- We have limited resources to feed our growing population



## **...AND A CONSUMER DEMAND**

- The rise of the foodie culture
- A demand for brands with a social mission
- A demand for authenticity, transparency, and personality

## **...AND CREATED A SOLUTION**

**DELICIOUS** condiments that are also **Gooder** for you and **Gooder** for the planet!



# THE MARKET: FOOD WASTE IS A MAINSTREAM CONCERN

Waste Reduction is **THE** primary ethical value for consumers\*

2023 Edition

The  
Gooder  
times

RUBIES IN THE RUBBLE

## SAVVY SHOPPERS DEMAND CHANGE



**“Don’t waste things. Don’t waste electricity, don’t waste paper, don’t waste food.”**

DAVID ATTENBOROUGH

### FOOD WASTE TOP OF THE AGENDA FOR SHOPPERS

Food waste has become a mainstream concern and shoppers are demanding change. Public figures like David Attenborough have inspired people to consume more consciously. Shopping trends show a greater understanding of food waste and its impact on climate change with sustainable brands reaping the rewards.



**9 in 10**  
millennials would  
switch brands to one  
associated with a cause

RUBIES IN THE RUBBLE

### THE ISSUE OF FOOD WASTE IS NOT GOING AWAY

The estimated value of food wasted annually is USD1 trillion and contributes to 5% of total global greenhouse gas emissions.

Major food firms including PepsiCo, General Mills, Unilever and Kellogg’s are among the 15 US-based retail giants that have pledged to halve the amount on food waste produced within their operations by 2030.

Source: Deloitte Shifting sands: Are consumers still embracing sustainability Changes and key findings in sustainability and consumer behaviour in 2021





# MEET THE DO GOODERS



Chilli Mayo  
240g



Garlic Mayo  
240g



Classic Mayo  
5L



Classic Mayo  
240g



Classic Mayo Pump  
2.64L



Ketchup Pump  
2.64L



Ketchup  
485g



Ketchup  
5L



Refillable Glass  
Ketchup Bottle  
250ml



# LET'S TALK KETCHUP



We took the nation's favourite condiment and made it gooder, packing it full of delicious fruit which would've gone to waste. Made with surplus pears, this tomato ketchup is twice the fruit and half the sugar compared to leading brands!

It's award winning tomato ketchup, but Gooder.



# LET'S TALK MAYO

We're all about doing gooder – better for people, plate and planet. That's why our Vegan Classic Mayo is made by using surplus aquafaba (the nutrient-rich water left over from cooking chickpeas), our mayo is egg free – so vegans can enjoy it too!

It's award winning classic mayo, but Gooder.



# LET'S TALK FLAVOURED MAYO



We're all about doing gooder - better for people, plate and planet. That's why we expanded our Mayo range into some consumer favourites - Garlic and Chilli! All of our Mayo's are made by using surplus aquafaba, and our Garlic Mayo uses surplus garlic, and our Chilli Mayo uses surplus chillies! Our mayo is egg free - so vegans can enjoy it too!

It's award winning mayo, but Gooder.



# AVAILABLE IN VARIOUS FORMATS

## KETCHUP

**The Rubies Way:**  
1/2 the sugar &  
twice the fruit of  
normal ketchup.

**Secret Ingredient:**  
Surplus Pears  
(replacing the water &  
sugar content).

**Impact:**  
1KG SAVES  
1.13KG PEARS  
EQUIVALENT 0.49KG CO2



250ml

485g

5L

2.64L

## MAYO

**The Rubies Way:**  
Innovative plant  
based mayos –  
with no egg!

**Secret Ingredient:**  
Aquafaba (a bi-product  
of hummus / cooking  
chickpeas) replacing  
the need for eggs.

**Impact:**  
1KG SAVES  
0.27KG EGG  
EQUIVALENT 0.54KG  
CO2



285ml

285ml

285ml

5L

2.64L

## AWARDS



03/04/2024

13



# RUBIES IMPACT

Products that not only taste good, but do gooder

**IMPACT TO DATE:**

2012 - NOW

**SAVED**

**951 KG**

**FRUIT FROM  
GOING TO WASTE**

**&**

**AVOIDED**

**806 KG**

**OF CO<sub>2</sub>e**

03/04/2024

**THIS IS EQUIVALENT TO:**



**23 MILLION**  
Boiled kettles



**759 FLIGHTS**  
from London to NY (average  
long haul flight per passenger)



**8 MILLION HOURS**  
of streaming on Netflix



It's the same carbon as  
**4,030 TREES**  
sequester in their lifetime  
(100 year life)



OR enough to send  
**9.6 PEOPLE TO OUTER SPACE**  
on Elon Musk's  
Falcon 9 Rocket!!

# WHO WE SERVE

To name just a few!.. The pioneers shaking things up





**AND OUR CUSTOMERS!**

**WAITROSE  
& PARTNERS**

*“Rubies make great tasting ketchups, mayos and condiments using surplus ingredients. Food waste is a global issue and what Rubies are doing shows how we can all do our bit.”*



**Stonegate Group**

*“Rubies products are ideal for the S&L brand for many reasons, the products taste great, have a lovely texture and delicious natural sweetness. The range of formats also offer a level of great flexibility.”*



**TESCO**

*“The only squeeze ketchup brand in my range that is 100% recyclable, years ahead of the rest of the market”*



# WHAT OTHERS SAY...



“With the business approaching its 10-year anniversary in February, it has saved 351,600kg of produce from the scrap heap, and Costa’s ideas, once considered quirky, has been fully vindicated.”

The  INDEPENDENT

“Best condiments that will spice up your home cooking. We think Rubies is the best in class, and it tastes like the real deal. This fabulous ketchup... makes our bacon sarnie even sweeter seeing the CO2 we’re off-setting.”



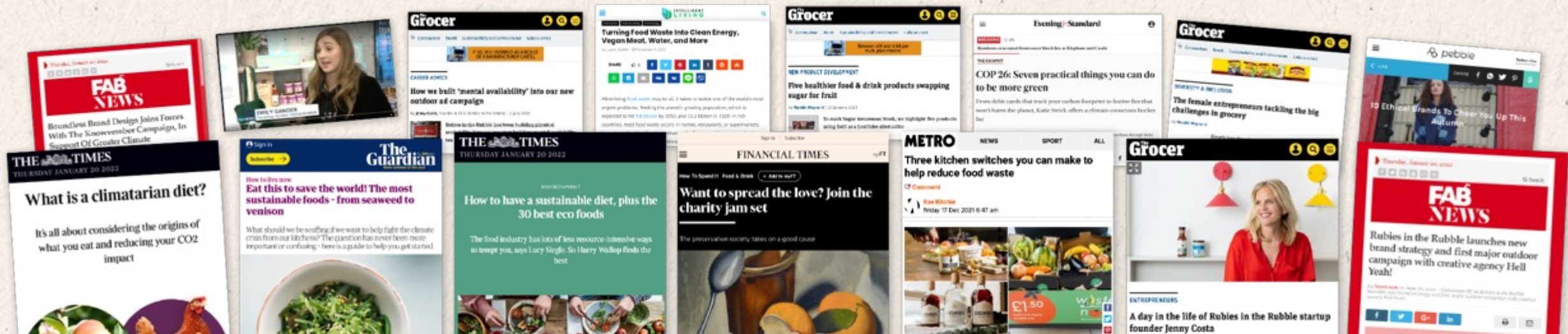
THE TIMES

“There are also climate-friendly brands that can help you join the war on food waste. Rubies in the Rubble makes condiments using wonky fruit and veg that has been rejected by supermarkets”

 THE SUNDAY TIMES

Named ‘Best Supermarket Ketchup’,  
March 2024

“Sauce to elevate even the most lacklustre of chips. There’s a rich tomato-y taste with a subtle acidity.”



“These surplus superstars will jazz up any meal”

PEBBLE

03/04/2024

“A torchbearer for the social enterprise movement.”

THE GUARDIAN

“Has a win-win situation ever been more delicious?”

THE DAILY MAIL

“LIFE CHANGING... These are the products you want for the apocalypse.”

CUSTOMER

# 2024 & BEYOND

Products that not only taste good, but do gooder

## GROW

Build our distribution across the UK



03/04/2024

## UNLOCK

Unlock new opportunities through innovation and technologies, expanding into different products and formats



LET'S DO GOODER...EVERYWHERE!

## TRANSFORM

Setting a **NEW BAR** for great tasting, sustainable food with a feel good, authentic brand **people can become a part of**



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# RUBIES IN THE RUBBLE



**THANK YOU**

# OUR JOURNEY

Built our supplier network and sold chutney on food markets



Won our first great taste award and continuing to win even more today!



Launched the Gooder brand awareness campaign



Expanded into squeeze, cryovac, jerry can and tub formats



2012

Was born

2013 2014 2015

Gained listings and built distribution

2016 2017 2018

Launched ketchup and mayos

2019 2020 2021

Become B Corp certified!

2022 2023

Gained many more new opportunities & customers



# RUBIES OOH FORMATS

SERVING UP **GOODER** KETCHUP. JUST GOT **GOODER**

Introducing our new sustainable 100% rPET squeezey bottles alongside our easy to use pumps & jerry cans for back of house.



250ml



415ml



5 L



2.64 L



5 L



285ml



Certified



Corporation

This company meets the highest standards of social and environmental impact



# THE SAME **GOODER** KETCHUP

## NEW BULK FORMATS

### FRONT OF HOUSE SERVE

#### EASY TO ASSEMBLE

- Connect 3kg Cryovac filled bag to pump fitment
- Attach the Lid make sure front of the lid slides into the runner on the base of the pump, then you are ready to serve!

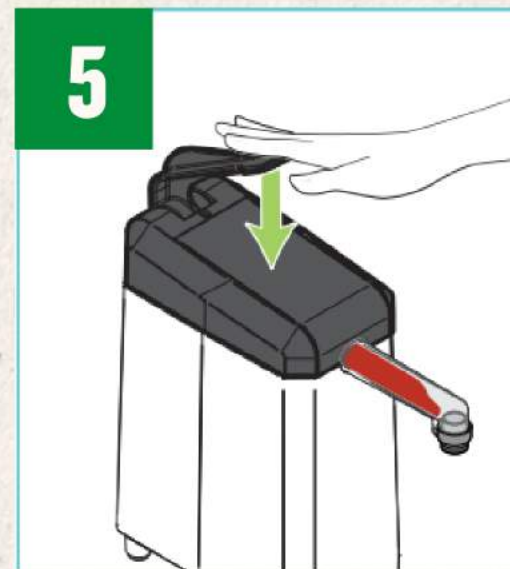
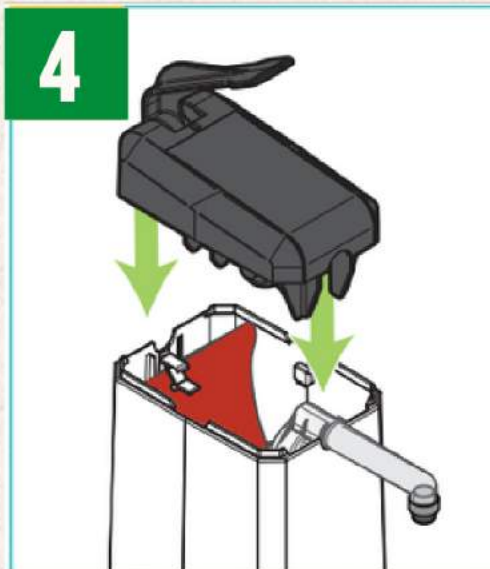
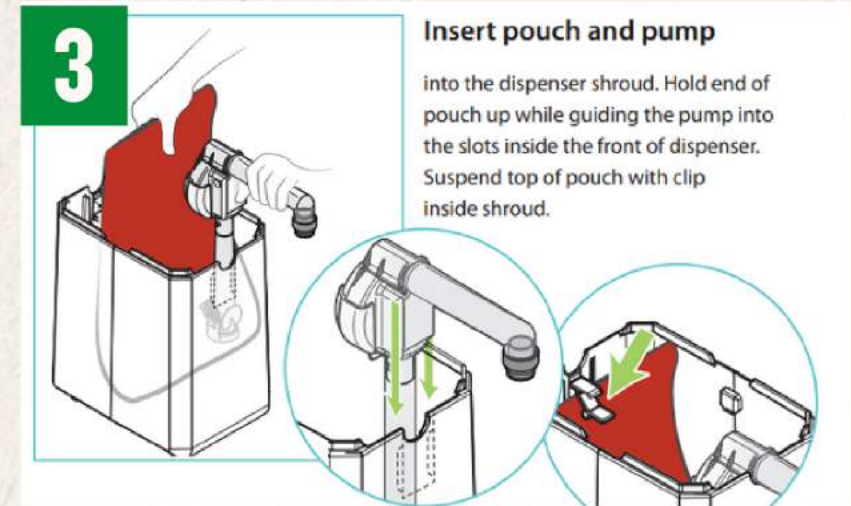
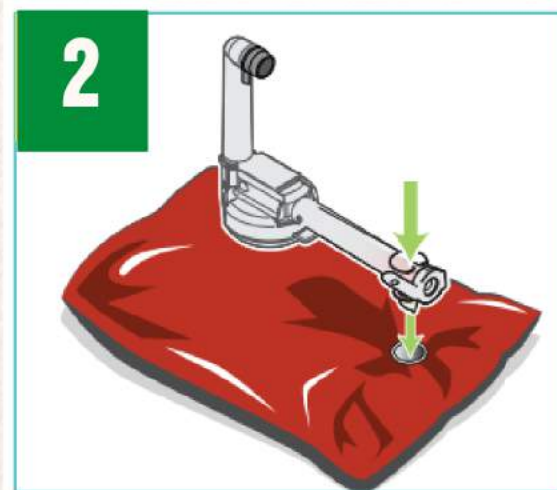
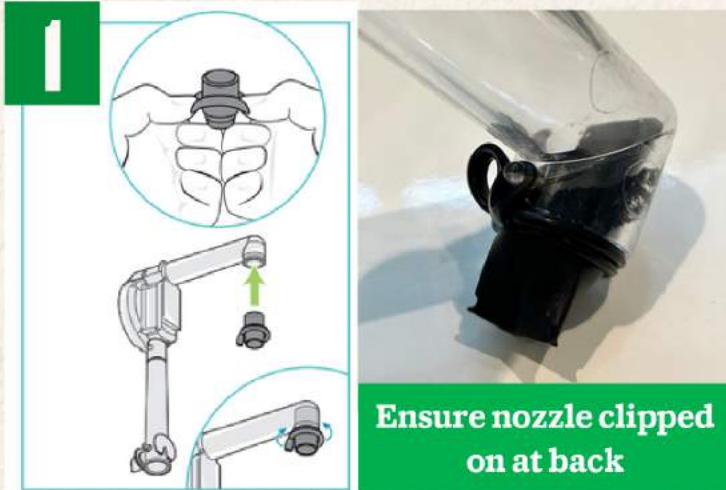
(Refer to step 3 of pump instructions)

#### CONVENIENT TO STORE & CLEAN

- Zero air in system so once bag is connected pump can be stored ambiently with no impact on product shelf life - no refrigeration required!
- (Refer to outercase for BBE of ketchup/mayo)
- Once bag is empty un-attach and dispose of
  - Clean pump elements with hot soapy water and dry before reassembling
  - All pump components are dishwasher safe



## FRONT OF HOUSE SERVE- INSTRUCTIONS



Wipe nozzle and pump exterior during and in between service when necessary.

Black nozzle fitment essential for air lock and maintaining shelf life of product- if lost please contact Rubies for a replacement.



# THE SAME **GOODER** KETCHUP

## NEW BULK FORMATS



### BACK OF HOUSE BULK

#### 5KG Jerry

- Convenient BOH format- simply attach pelican pump for filling into ramekins
- Can be paired with our Rubies Refillable glass bottles for table top
- Please refer to our refillable instructions for guidance on usage





# FRONT OF HOUSE SERVE- REFILLABLE INSTRUCTIONS

Return to step 1 ←

1) Begin with sterilised bottles and caps



TIP: We recommend preparing a few extra bottles for replacement during service

2) Date label the bottom of the bottle with the date of filling



TIP: The ambient shelf life is 7 days, adding the date helps you guarantee all bottles will be washed within that timeframe

3) Fill up clean bottles from the Jerry can



4) Put ketchup bottles out on tables for service



5) At the end of service look inside bottles to identify empties



TIP: Only remove bottles from service when they are completely empty \*\*DO NOT TOP UP\*\*

6) Wash empty bottles and caps in the dish washer



TIP: We recommend putting the caps with cutlery to keep them safe

7) Dry bottles and caps after washing



TIP: If bottles or caps are dirty wash again until completely clean

8) Make sure caps and the top of the bottles completely clean





## OUR UPDATED TABLE FORMAT

# THE GOODER SQUEEZE

### GOODER ON THE INSIDE

Ketchup using surplus pears contains 50% less added refined sugar & twice the fruit

### GOODER ON THE OUTSIDE

100% recycled and recyclable bottle.



## SAME GOODER KETCHUP.

- Taste: 2\* Great Taste, 3 years running
- Sustainability: Solution to food surplus, Certified B Corp, 100% rPET Plastic
- Health: 50% less added refined sugar, 100% natural, 100% plant-based
- Useability: Squeezy format for a child friendly, clean serve

# RUBIES RUBBLE

IN THE



Get in touch

[nick@rubiesintherubble.com](mailto:nick@rubiesintherubble.com)

