

Moving forward with

purpose

**You can learn more about our purpose and evolved
Greencore Way in this supplement and use it to
make some notes on what they mean to you**

We mean every word of our purpose...

Making every day taste better

Making

This is our call to action! It's about the nature of our business and our manufacturing credentials... we MAKE stuff!

Every day

This highlights the every day nature of what we do - our products are consumed by 50% of the UK population every week! Not only this, we can and do make a positive contribution to the every day lives of many people; whether that's because we provide convenient, nutritious food for our customers and consumers; by being responsible in our supply chain; looking after our colleagues, caring about our communities, and looking after our planet.

Taste

We care about whether our products are delicious/enjoyable to eat – so this is a statement of intent that we want to improve life across our stakeholder groups - we want to always leave a good taste in their mouths.

Better

It is our restless ambition to improve - we will never rest on our laurels, we will always strive to do better.

Finding our purpose...

As a business, we have navigated the implications of the COVID-19 pandemic with three very clear priorities. It's been evident how powerful it is to have a very focused sense of purpose. Our priorities to keep our people safe, keep Britain fed and protect our business are as important as ever, and though the pandemic is still a challenge in both our society and our business, we are going to face our future with the same level of clarity.

Across the business, we're ready for a new understanding of our purpose – something that defines and inspires us, inside and out, and tells everyone what we're really working for.

Evolving our Greencore Way...

The Greencore Way has been part of our business since 2014. We've recently updated it to reflect the things we know make us stand head and shoulders above our competitors – because they're our point of difference – we call them our 'differentiators'. They are People at the Core, Great Food, Excellence and Sustainability.

More than words...

To demonstrate our ambition and bring our purpose to life, we're making some commitments. These are long-term pledges that will help us to measure our progress in living our purpose. Our commitments are:

- Every colleague will be a shareholder
- All colleagues will have development opportunities
- We will improve the success rate of product development
- We will invest in technology to deliver excellence
- All sites will have a community engagement plan
- We will develop 100% recyclable sandwich packaging

Stay tuned to *The Core* and our regular communication channels to learn more in the coming months

Understanding more about The Greencore Way



People at the Core

People will always be at our core... without our colleagues, there is no Greencore. So, how do we demonstrate this? What do we focus on?

We embed a safety culture

Safety is our priority, first and foremost, in every decision we make. We don't just do what's required, we also provide support and advice across a wide spectrum of safety and wellbeing issues too.

We provide inspiring leadership

Every colleague can inspire us in their actions and how they get things done. Giving time and energy to people, being inclusive and open, showing empathy and passion is inspirational and lights the way for others.

We build engaging and effective teams

We take the time to get to know people in our teams, recognising strengths and helping each other to grow. Our teams thrive by exchanging ideas, supporting each other and demonstrating respect.

What can you do?

Our Greencore colleagues show us every day how much they already put people at the core of what they do (just check out the stories we share in every issue of *The Core!*) Quite simply, this is about thinking about people in everything you do - their safety, their development, how you inspire and engage your colleagues and teams.



Sustainability

Our sustainability agenda impacts every aspect of our business operation - how we source, how we make food and how we take our products into the wider world.

Sourcing with integrity

We source ingredients with transparency about how, where, and from who we buy our raw materials.

We care about the protection of human rights and take action to support climate change.

Making with care

We think about how we can use less to make more (being resource-efficient in terms of energy, water etc) and we have initiatives to tackle food waste.

Feeding with pride

We care about packaging our food in the lowest environmentally-impacting way.

We provide accessible, healthy, nutritious food and we raise our voice to inspire action on food policy.

We invest in our local communities by supporting charities, schools, food banks and other initiatives.

Find out more

Later this month, we'll be publishing our first ever Sustainability Report where you'll be able to read more about our work in this area.

What can you do?

What things do you see every day that niggle you? What do you see that you think we could do better, that would make processes slicker or more efficient? Talk to your line manager about it.



Great Food

As it always has, our Great Food is underpinned by our dedication to food safety, taste and quality.

Protecting food safety

We source, store and prepare our Great Food to the highest food safety standards every day. Our customers and their consumers can trust what we place on the shelves.

Leading on taste

We work hard to innovate and improve recipes and technologies to deliver delicious taste.

Winning on quality

We care deeply about the experience we deliver to consumers and take great care in assuring food quality, from the nutritional value, colour and texture, to the packaging it reaches them in.

What can you do?

We all make decisions every day that can make a difference to how we impact on the world - both at work and at home.



Excellence

Excellence is what we strive for – it's about how we work every day to do what we do better.

Building capability

We learn collectively and repeatably from our actions and problem-solving activities, how we develop skills and deep expertise across business activities.

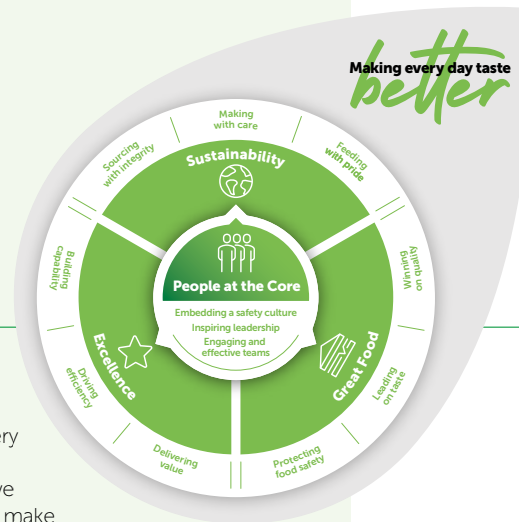
We develop our business to differentiate us from competitors, for example through our capital investment, automation and research.

Driving efficiency

We identify opportunities to get better through careful measurement of business performance in all it's forms (how we assemble a product, how we forecast etc).

Delivering value

We make sure what we do is delivering value for all our stakeholders – understanding where value for one group might diminish value for others and managing the necessary trade-offs for the best outcome.



What can you do?

However you are linked to the food we produce, be passionate about helping us to make Great Food.



Our behaviours ensure we make every day taste better



We are

Focused

Establishing clear priorities and goals.



We are

Driven

Setting the pace and holding high standards.



We help each other

Develop

Unlocking the potential of our colleagues.



We are

Decisive

Using information and judgement to make the right choices.



We build

Relationships

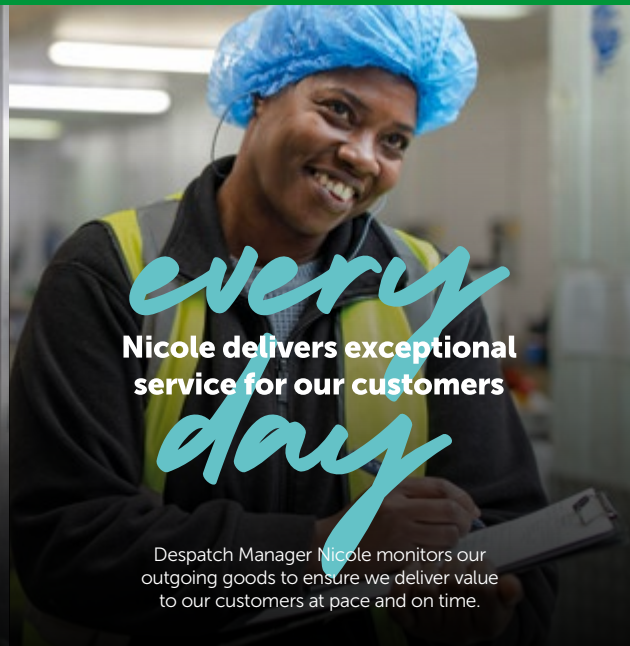
Collaborating with colleagues and stakeholders.

Our behaviours describe how we treat others, how we go about our work and how we deliver the Greencore Way in our daily interactions – it's not just what we deliver but how we do it that is important to living our purpose.



every day
Craig creates delicious and cost efficient recipes
every day

Development Chef Craig knows that cost efficiency starts in the kitchen. He works closely with our customers to create great tasting recipes that add value.



every day
Nicole delivers exceptional service for our customers
every day

Despatch Manager Nicole monitors our outgoing goods to ensure we deliver value to our customers at pace and on time.

Where are you seeing great examples of The Greencore Way in action?

We want to know about colleagues who are doing great work to support The Greencore Way. We'd like to use these examples to share more about what we mean when we talk about People at the Core, Great Food, Excellence and Sustainability.

Send us your examples of how you and your team are helping us to make every day taste better so we can share them with others. Contact a member of the communications team or email us at colleague.communications@greencore.com