

Press release – May 19<sup>th</sup> 2022

## Mademoiselle Desserts have taken a proactive approach to CSR for 15 years and have now obtained B Corp certification

Health & safety, sustainable economic growth, strong societal commitments ... Mademoiselle Desserts has been working for about fifteen years on their CSR policy (Corporate Social Responsibility) and shares its results regularly and transparently (12<sup>th</sup> annual report to download [here](#)). Among numerous actions carried out by the Group: modification of the statutes, reinforcement of investment and actions in favour of the health and safety of employees, reduction of greenhouse gas emissions, reduction of waste, manufacture of healthy and safe products, use of raw materials from responsible and/ or labeled sectors, associated commitments...



For all these challenges met, Mademoiselle Desserts is proud to obtain in April 2022 the CERTIFICATION B Corp™, delivered to companies with a positive societal and environmental impact.

« For 15 years, we have been actively working on our CSR policy. Sustainability is an essential pillar of our strategy. We have been saying for years that the result matters as much as how it is delivered. The group confirmed its commitment and modified the statutes to generate a positive impact on Society and the Environment. This B Corp™ certification is the culmination of all our efforts, we are very proud of it, even if we are aware that we still have a lot of work to do. »

*Didier Boudy, Mademoiselle Desserts' Chief Executive Officer*

### B Corp™ : The Holy Grail of virtuous companies

It has become urgent to accelerate the movement towards a more inclusive, contributory, and regenerative economy! B Corp™ is an international community of impact companies, a free and accessible impact management and measurement tool for all. It is also and above all an extremely demanding and difficult to obtain a label that certifies companies respecting the highest social and environmental standards. Today, 5,000 companies of all sizes and sectors in 77 countries, are putting their social, societal and environmental impact at the heart of their “raison d'être” and their business models. For more information: <https://bcorporation.fr/>

Mademoiselle Desserts has been working since 2019 to obtain this recognition. It is 100% of the group's activities across 3 countries (France, England and the Netherlands) that obtains the certification.

## Health, safety and quality of life at work: priority 1

The group makes the health and safety of its employees its number 1 priority. Thus, the Valade production site (24) has successfully passed the ISO 45001 certification audit. This international standard aims to improve Occupational Health and Safety (OSH). After a test phase launched in 2018 on several production teams, muscle warm-up workshops were set up. Objectives: to reduce Musculoskeletal Disorders, but also to strengthen group cohesion and improve the integration of new recruits.

Within the "Safety'M" collective, all safety managers develop and apply a homogeneous OSH management policy: internal audits on all sites, sharing of good practices, joint actions, etc.

**What about tomorrow?**  
Continue to promote the United Heroes "Sport and Health" program, accentuate the training effort, support all employees on the ethical aspect.

## Optimization of the environmental impact

Mademoiselle Desserts is implementing an action plan to reduce its energy consumption and limit its carbon footprint: freight optimization, waste reduction, investment in more environmentally friendly equipment, water management, purchases of raw materials, reduction of packaging...

To go further, the group has launched the PACK M program, an initiative that aims to reduce the amount of plastic packaging and make greater use of recycled materials. In 2021, Mademoiselle Desserts reduced its plastic consumption by 10 tons by reworking the thickness and weight of its packaging. The group's carbon impact decreased by 8% compared to 2019, the reference year of the carbon footprint.

**What about tomorrow?**  
Reduce its electricity consumption by 5% and 3% on gas by 2022. By 2030, the company is committed to reducing the GHG emission intensity of scopes 1, 2 and 3 by 20%.

## Gluten free, vegan, organic ranges... and increasingly simplified labels

To meet the growing demands of consumers, Mademoiselle Desserts has evolved perfectly by focusing on the vegan and "gluten free" trend. Its range of certified desserts has won several awards (6 Great Taste Awards over the last 3 years) and continues to grow: caramel shortcake, carrot cake, brownie, vegan traybakes, vegetable chocolate fondant, ... In 2021, sales increased by 11% on gluten-free and 7% on vegan products.

Also, to boost the category and bring out the Organic Pastry segment, Mademoiselle Desserts has had 4 of its production sites certified as Organic, guaranteeing traceability in its manufacturing processes. Its ambition: to offer a range of organic pastries composed of everyday consumer products, simple and good, favoring French raw materials.

**What about tomorrow?**  
Continue the Clean M and Nutri M programs initiated since 2017 to simplify the list of ingredients and eliminate controversial additives, use more and more local raw materials, from "sector" and / or labeled, continue to combine pleasure and health in product development.

**About the Mademoiselle Desserts Group** The group, headquartered in Montigny-le-Bretonneux (78 – Yvelines), has 1,800 employees, 12 sites in Europe, including 8 in France. Nearly 4,000 references are offered to distribution and catering professionals. Mademoiselle Desserts has been a member of the United Nations Global Compact since 2014. [www.mademoiselledesserts.com](http://www.mademoiselledesserts.com)