

CORPORATE SOCIAL RESPONSIBILITY REPORT 2022



Mademoiselle
DESSERTS

• IN LOVE WITH CAKES & DESSERTS •

Certified



Corporation

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At Mademoiselle Desserts, we strive to not take our commitments for granted and to keep our focus on our responsibilities. By publishing this 13th report of Social Responsibility, Mademoiselle Desserts confirms more than ever its commitment to the 10 principles of the Global Compact and its contribution to 11 SDGs.



EDITORIAL

Didier Boudy
PRESIDENT



In 2022, Mademoiselle Desserts obtained **B Corp certification**, which is recognition of the Group's CSR commitments.

■ We have been actively working on our CSR policy for 15 years now and sustainability is an essential pillar of our strategy. In terms of great CSR, we have long said that the process is just as important as the outcome. We have recently reaffirmed our commitment and updated our policies to generate a positive impact on society and the environment. Obtaining B Corp™ certification is the culmination of all our efforts and we are extremely proud of this. As the same time, we are aware that this is just the beginning, and that a huge amount of work still remains to achieve low-carbon cakes and desserts. The many great actions undertaken by the group include improving the health and safety of our employees, investing in reducing our greenhouse gas emissions, developing a plant-based range, using responsibly sourced and accredited raw materials, and supporting local charities and associations.

B Corp™ is both a French and international community of companies with impact and management tools, which accelerate our movement towards a more inclusive, contributive and regenerative economy. It is also, above all, an extremely demanding and difficult-to-obtain certification that recognises companies respecting the highest social and environmental standards.

Mademoiselle Desserts was awarded the **“Snacking d’Or” prize for its innovative Baby Flan in 2022**. Can you tell us more about this?

■ For the Baby Flan, Mademoiselle Desserts once again used innovative resources to develop “swirling” layers of pastry, made with 27% butter. This product is made at the Valade site in the Dordogne region. A Baby Flan is a miniature version of our traditional flan pastry and combines the crunch of puff pastry with the smoothness of vanilla cream. This innovation and its handy, on-the-go size is adapted to new consumer trends. We are also working on another innovation with a range of plant-based cakes and pastries. More on this later...

You have just joined the **“Accélérateur Décarbonation”** support programme launched by **BPI France and ADEME**. What's at stake for Mademoiselle Desserts?

■ Nothing less than the company's future, maintaining the company values, retention of jobs and our “raison d'être”. When thinking about what role Mademoiselle Desserts will play in a decarbonised world by 2050, we need to be forward-thinking and prepared. Working towards a decarbonised future will not be easy to do ourselves, which is why we have sought the help of experts in this field. It will take 24 months for the Accélérateur Décarbonation programme to confirm our mission and objectives in terms of reducing greenhouse gas emissions and our action plan. We also want to adhere to the SBTi initiative to openly encourage recognition of the relevance of our approach and objectives. Over the last 2 years, we have also been investing in a carbon accounting tool which has contributed to the growth of our service provider TRAAACE, which is now one of the leaders in the sector.

Is the extension of the **Tincques site** the sign of a new era for Mademoiselle Desserts?

■ Yes, indeed! The aim is to accommodate the activity of the Aubigny industrial site, which no longer meets our expectations in terms of quality. This will also increase our production volumes and performance in order to meet the growing demand for some of our key products, such as mini-beignets, muffins and brioche buns. The new building is innovative and scalable, so we will be able to double the production space in the future if required. The new equipment includes an independent water treatment plant, EV charging stations, environmentally friendly CO2 refrigerants, and a system to recover waste heat from chillers to supply the buildings hot water system. The new building is BREEAM-certified, which is a demanding certification that reinforces employee well-being in the workplace. This new factory also has high quality R&D laboratories and a break room designed to promote Quality of Working Life.

The main highlights from 2022



6 Taunton Somerset

In 2022, Taunton was once again the winner of the Royal Society for the Prevention of Accidents (RoSPA) Gold Award. This prize rewards winners who have achieved a very high level of performance, demonstrating well-developed occupational health and safety management systems, and outstanding risk control.



3 Renaison Loire

In June 2022, the site organised the Mobility Challenge! The goals were to walk or cycle to work or to car share. Smoothies were offered as a healthy breakfast and afternoon snack to boost employee energy. A quiz was also organised with a smart watch as the prize. A wonderful sporty and friendly atmosphere was enjoyed by all on this special day. We're already looking forward to next time!



Good health and well-being

1 Valade Dordogne

In December, our Valade site opened its doors to all employees and their families. This was a great opportunity to present the site, processes and products to the visitors. What really stood out were the investments made to maintain the site and integrate ergonomic workstations, designed to prevent repetitive gestures or carrying heavy loads. The visitors did not leave empty-handed either and enjoyed tasting some of the delicious products produced on site. The Valade site has over 400 employees, an equal number of men and women and produces 27,000 tonnes of cakes and pastries every year.



8 Thenon Dordogne

At the end of 2022, Mademoiselle Desserts organised a "Quality of Work Life" (QWL) survey for all employees from the French sites. Because of the good response to the questionnaire, action plans can now be set up on all sites to improve the Quality of Work Life. On the Thenon site, the "relationship with your manager" question scored 9.2 out of 10, which is something of which we are very proud.



Decent work and economic growth

11 Tincques Pas de Calais

The Tincques site extension opened on 30th September. A 6,500 sqm area has been added to the existing 8,500 sqm site. This increases the site's capacity to produce mini-beignets by 50%, and the aim now is to recruit 100 or so employees. The building also has BREEAM (Building Research Establishment Environmental Assessment Method) certification.



7 Weert The Netherlands

A new investment has been made for the installation of a Kings rolls production line. This line, which uses an automated rolling arm, makes it possible to produce a whole new range of products for the site.



10 Broons Côtes d'Armor

Wherever possible, we automate processes to reduce arduous working conditions on production lines! The latest investment was made to aid the packing process of the delicious muffins produced at Broons. The new robot removes muffins from their baking trays and places them in their packaging. This operation, which was previously done by hand, helps to improve working conditions and avoid occupational illnesses.



Industry, innovation and infrastructure

2 Corby Northamptonshire

In Corby as part of our commitment to reduce plastic usage onsite, a new flowwrap machine has been commissioned which will see a large increase in the number of skus that will be flowwrapped, versus the use of blue bags. The estimated reduction in plastic usage is 3 tons per annum. Across the 3 UK sites we have moved our flowwrap from a PP to a LDPE. The LDPE film can be recycled through local curbside collections and will take out a further tonne of plastic.



Responsible consumption and production



5 Maidenhead Berkshire

2022 saw the installation of the 1st electric car charging ports initially in Maidenhead then Corby and Taunton totalling 12 across all three UK Sites. The high speed chargers can complete a full charge in about half the time of a standard home supply, and is all overseen by a management system that links all three sites and collects data on usage. Users access the private network via an app on their phone, which also connects them to hundreds of public charging points available throughout the UK.



4 Saint Renan Finistère

Electricity consumption fell by 17.3% and gas consumption by 12.5% between 2018 and 2022. This has been achieved, among other things, by insulating the ceiling, relamping, replacing motors, regulating the operation of refrigeration systems (HPMP float valves) and recovering heat from cooling equipment.



Climate action

9 Argenton Indre

Wherever possible, we give charities food aid in the form of unsold surplus products. In 2022, the Argenton-sur-Creuse site donated 4,003 parcels of cakes and pastries, weighing a total of 9,372 kg and worth €48,000. This included filled madeleines, family-size chocolate brownies, and filled pastries.



Zero hunger

1

CSR at the heart of governance and our economic development



100%
of the sites participating in the Clean M programme

Contribution to **11 SDGs**
UN Agenda 2030

Our stakeholders

INTERNAL



Employee Representative Bodies

The members of the Social and Economic Committee (SEC), including professional unions, ensure the collective expression of employees as well as their responsibilities in terms of social and cultural activities.



Workforce

Internal communication, newsletter, ethical charter of conduct displayed and explained at the time of hiring, integration and training plan, promotion of sporting activity for well-being.



Shareholders/Investors

Aware of the importance of environmental, social and governance factors, our investors closely monitor the annual CSR performance indicators.

EXTERNAL



Customers and consumers

Offering healthier products that are just as tasty, while supporting consumers' healthy eating habits. Dialogue and "sustainable development" meetings. Highlighting our own Oh Ouil brand.



Recruitment agencies

Close link with local agencies to recruit more effectively. Co-making of action plans to safeguard regulations and positions to ensure that employees are in line with the expected profiles.



Charities - Food Bank

Partnership with local charities in the form of financial sponsorship or donations of cakes and desserts. Contribution to food aid as part of solidarity initiatives.



Public authorities and communities

Mademoiselle Desserts has access to investment grants, involvement in regional life with the water supply agency, local communities and authorities, ADEME and BPI through our participation in the "Accélérateur Décarbonation" programme.



Suppliers

The responsible purchasing strategy mainly concerns long-term contracts, a sector-based approach for flour, eggs, etc., prioritising "local" produce wherever possible and CSR assessments.



Schools and training institutions

Recruitment of trainees and those on work-study training programmes from the third to fifth year of higher education in order to build suitable professional careers and develop the employer brand and attractiveness.



International organisations

Integration of the UN Sustainable Development Agenda 2030 through meeting the 17 Sustainable Development Goals. Report in line with GRI expectations. Works with the Global Compact.



Peers

Mademoiselle Desserts is a member of the 3D group with Coop de France, the ANAIS foundation in the Nouvelle Aquitaine region, and the Global Compact. The Group is also a member of the FEB (French Federation of Bakeries), ANIA, and the B Corp community.



Mademoiselle Dessert formalises its low-carbon approach

Decarbonising our business is the challenge that the Mademoiselle Desserts Group has set itself alongside BPI France, ADEME and 17 other companies. We are aware that the road to decarbonisation will be long and arduous, and being part of a committed group is the key to addressing the climate challenge together. By joining the second year of the "Accélérateur Décarbonation" programme, we will receive ongoing support as we implement our low-carbon approach and identify levers for action while working with all stakeholders in our value chain.

Our values reflect who we are and convey our vision of the company. They guide our relationships and the way we work with our various stakeholders.

Our values

#RESPECT

Insider view

“Respect is one of the qualities exercised on a daily basis by Mademoiselle Desserts employees: taking an interest in one another, supporting, commending and helping each other and giving without expecting anything in return. Respect is a sign of a better quality of life and therefore of a pleasant working environment. It does as much good to the person receiving as to the person giving.”

Outsider view

“I was assigned to Mademoiselle Desserts by my temping agency Transdesos. I was pleasantly surprised by the kindness of the teams, which meant that my onboarding process at the factory went really well. I was given training and instructions in my mother tongue, Portuguese. The respect of my bilingual colleague meant that the language barrier was no longer an obstacle to understanding what I had to do.”

Insider view

“A Google search told me that passionate employees are wired to seek out others who can help them meet their goals. This feels true to me in my role with Bidfood who supply many end user accounts that I can reach out to and find something which fits in with their business. I am constantly excited by the prospect of having our products launched onto their menus for their customers to enjoy.”

#PASSION

Outsider view

“Committed to a CSR approach, just like us, the Mademoiselle Desserts Group has decided to launch an extensive plan to optimise and streamline corrugated cardboard packaging at the French sites, working alongside us. Together we analyse the entire packaging value chain to identify potential areas for optimisation that could result in us reducing the carbon footprint. So the layout of their packaging line, the outers and communication via packaging are all undergoing review. In a similarly bold project, Saïca Flex, our flexible packaging branch, is working on eliminating plastic packaging in favour of paper solutions. It is the fact that our respective Groups have decided to move forward TOGETHER on this project that has made it all possible!”

#DELIGHT

Insider view

“I have been working at this company for sixteen years now. I have seen it grow and develop, and continue to produce new cake and pastry products to the delight of its customers. Michel Kremer always endeavoured to make delicious cakes, as natural as possible, for consumers to enjoy. This determination persists today now that we have joined the Mademoiselle Desserts Group. In my sixteen years of experience, I have really enjoyed all the training I have done. It has been a pleasure to advance my career, and I would like to thank my supervisors for all the progress I have made.”

Outsider view

“This year, we had the pleasure of welcoming Mademoiselle Desserts to the community of B-certified companies. It joins the 285 French companies (+ 6,000 worldwide) that respect the strict standards defined by B Lab in terms of CSR, and it is committed to making the necessary changes to build a more inclusive, fairer and regenerative economy. We are delighted that as soon as it joined the community, Mademoiselle Desserts accepted our invitation to join the “Big Companies Can B” programme which aims to promote the exchange of good practices between large companies during regular workshops. It is such a pleasure to see large companies helping each other out and finding solutions together to have a positive impact. Mademoiselle Desserts actively contributes to making this programme a success, both in terms of the richness and quality of the discussions that take place, as well as all the mutual assistance and interdependence that can be observed in the community.”

#COMMITMENT

Outsider view

“We have been supporting Mademoiselle Desserts for over two years in implementing and managing their carbon footprint. They are one of our first ever customers and it can't have been easy at the time for them to place their trust in a fledgling start-up. In my opinion, this reflects their daring nature and their commitment to environmental issues. From a personal point of view, I am delighted with our relationship and our discussions, which are always constructive and help develop our tool in the right direction. Mademoiselle Desserts is now working on its decarbonisation plan with the “Accélérateur Décarbonation” support programme, launched by BPI, the French Public Investment Bank. For us, it is extremely satisfying to be able to support companies like Mademoiselle Desserts who are willing to see the process right through to completion.”

Insider view

“When I joined Mademoiselle Desserts in 2016, I had the delight of meeting employees who were particularly attentive to applying the rules of hygiene and good manufacturing practices. As Hygiene Manager, I appreciate the Group's commitment to maintaining a high level of in-house cleaning services on the Valade site, and also the way in which good practices are shared between sites. This is reflected in the large number of qualified staff, the high-performance and innovative cleaning equipment and the suitable production equipment. From the point of view of health and hygiene, providing consumers with safe and healthy products is a fundamental commitment of the Group.”



● Lucie Armengaud
RH Development Manager
Broons, France



● Anderson Aires
Temporary production worker



● Clare Harrison
National Account
Manager UK



● Ludovic Avril
National Account
Manager at Saïca Pack
France



● Julien Chaumette
Former team leader,
Quality Assistant
at Argenton.



● Valérie Janin
B Lab France

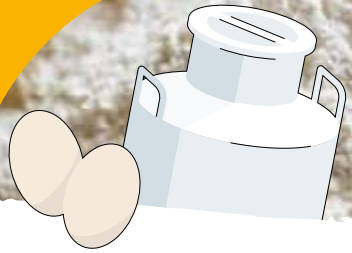


● Nicolas Crombach
Hygiene Manager
at Valade, France



● Vincent Lorich
Carbon and
Operations Manager
at Traace

SUPPLIES



We meticulously select our raw materials and packaging to guarantee the best quality products whilst respecting our values.

Raw materials

Raw materials of plant origin:
flour, sugar, cocoa, etc.

Raw materials of animal origin:
milk, cream, eggs, etc.

- Responsible sourcing, CSR assessment of suppliers

- Responsible sourcing, CSR assessment of suppliers

- Support for the initiatives undertaken (Forever Chocolat, Transparence cacao).

- Consideration of animal welfare

- Reduction of residues from plant protection products

- Reduction of greenhouse gas emissions

- Local purchasing wherever possible

- Local purchasing wherever possible

Other ingredients

Packaging

Reduction or, if possible, elimination of controversial ingredients and additives.

Eco-friendly product design, reduction of the use of plastics.



OUR RAIS ON D'ÊTRE

ALWAYS TO OFFER BEST CAKES

COMMITTED EVERYONE THE AND DESSERTS

Manufacturing and Innovation

73,840 tonnes

of baked goods produced

Share of turnover from products less than 1 year old: **7%**

Energy consumption

Gas + Electricity

84,755,754 Kwh consumed

Water

3,25 m³ per tonne of product produced

People

1,876 employees

49 % women | **51 %** men

40 years old average age

Shared values that comply with our ethical charter

Factory outputs

Waste

74% of waste recycled

Charity

The equivalent of **€ 646,707** worth of baked goods donated to charity

152 charities supported

CONSUMPTION

Our dessert range is available in:

- Pastry bases
- Desserts
- Tarts
- Cheesecakes, Traybakes...

Supermarkets

Food service

Consumer brand



Including products certified as:

Vegan



Gluten free



Product specifications, often virtual, created with our customers.



MANUFACTURING



7 SITES IN FRANCE

3 SITES IN THE UNITED KINGDOM

1 SITE IN THE NETHERLANDS

“Destination: Sustainable Desserts” has been THE Group’s flagship project for several years now. It represents the company’s genuine commitment to:

- Sustainable economic growth
- Producing innovative, delicious, safe and healthy products
- Industrial excellence
- Promoting the health and safety of employees in the workplace
- An ambitious innovation programme: *Thinking outside the box*
- Responsible raw material purchasing
- Sustainable use of packaging



OUR CLEAN M AND NUTRI M PROGRAMMES



Through our Clean M and Nutri M programmes, we are determined to offer the very best in cakes and desserts by simplifying the list of ingredients, using high-quality, sustainable raw materials, and also by improving the nutritional content.



For example, in 2022, Annatto food colouring was removed from the formula of over 100 products produced at our UK sites. This reformulation led to an increase in the AAA* grade of 25% for the Maidenhead site and 8% for the whole of the United Kingdom. Many products also saw their Nutri-Score improve by 2 or 3 letters*! In Valade, the sugar levels of 4 traditional products was reduced by 30%. In the United Kingdom, the salt content of certain cheesecakes was reduced by over 75%.

● Franck CORLAY,
Group Product Manager



“To support the Clean M and Nutri M programmes, we organise regular meetings with the project teams on each site, with the aim of sharing the progress and good practices of each one. We get together once a year at our Steering Committee meeting to present the work accomplished and confirm our future goals as part of a continuous improvement process.”

Our objectives

Ingredients: +5% “Clean” cakes and desserts in 2023

In 2022, 64% of volumes were graded green according to our extremely demanding internal benchmark** (+8% compared to 2021)

CSR: minimum 2 out of 3 “cherries” for all our products

According to our internal standards*



Preparing to roll out environmental labelling

*The Nutri-Score classifies nutritional quality according to 5 levels: from A to E.

** available on request



TOOL FOR THE FUTURE

In 2022, the Group invested 20 million euros in the maintenance, renovation and construction of new buildings, machinery and pallet automation equipment. This expenditure also includes the implementation of a new ERP system, which allows us to computerise, improve the reliability of and streamline a single source of information. This new ERP system can also be validated by and is accessible to all departments.

Our objectives

Continue **rolling out the ERP** system to all French sites by 2025.

Launch the **North HUB** in Arras to insource the storage and shipping of finished products.

Improve our **industrial performance** through collective intelligence, continuous improvement, the knowledge of our teams and high standards

EMPLOYER BRAND

Every day, we strive to improve our reputation as a quality market leader. To achieve this, we promote collective intelligence by nurturing a climate of trust and cooperation. We endeavor to help our employees develop their careers in an environment where health, safety and quality of working life are our top priorities. We believe that strong local engagement is the best way to value people and leverage the skills of yesterday and today.

Our objectives

Our objectives include **recruiting** talented individuals and **retaining** our teams within the Group’s different departments.

Our Employer Brand is conveyed by **our 4 Core Values**, our **B Corp Certification** and also by our recently-earned recognition as “**2023 Top Employer in France**” by Capital magazine.

ENVIRONMENT

Since 2019, we have been carrying out SCOPE 1, 2 and 3 carbon emissions assessments. By annually monitoring our emissions and our reduction action plan, we are contributing to the attainment of Sustainable Development Goal 13, Climate Action. We carry out these assessments with the support of the start-up business, Traace, according to the internationally accepted greenhouse gas (GHG) accounting and reporting standards.

Our objectives

Decarbonise our activities through our involvement in the second year of the “**Accélérateur Décarbonation**” support programme to define a robust low-carbon strategy launched by BPI France and ADEME, and by applying the **ACT Step-by-Step methodology**.

Reduce the environmental impact of our freight by adhering to the **FREIGHT 21** programme. This involves working on our loading rate, distance travelled, and transport modes.

Eco-design our products through our **pack M programme** for packaging, and by optimising our recipes and sourcing even more responsible raw materials.

Offering sustainable products and services



2 ZERO HUNGER
Eliminating hunger, ensuring food security, improving nutrition and promoting sustainable agriculture

3 GOOD HEALTH AND WELL-BEING
Enabling everyone to live in good health and promoting well-being for all at every age

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Building resilient infrastructure, promoting sustainable industrialisation for the benefit of all, and driving innovation

“Clean” ingredients

Since launching the Clean M programme in 2016, Mademoiselle Desserts has been working to remove controversial additives from many products. This year, Mademoiselle Desserts has “cleaned up” the vast majority of Joconde and Dacquoise biscuits, produced at the Renaison site, by removing the texturising agent E477.



Understanding the market

Our traditional tarts

The trends of recent years has seen consumer eating habits evolve towards healthier nutrition and, at the same time, towards eating for pleasure and comfort. There also seems to be a new craze for nostalgic desserts. So, 2022 marks a return to the great classics of the past. At Mademoiselle Desserts, this includes traditional fruit tarts, where that authentic French feel is given pride of place. They delight everyone’s taste buds with light and airy sweet puff pastry and deliciously ripe fruit. These include strawberry, apricot, caramelised apple, apple and salted butter caramel chips, all of which have been simplified and do not contain any controversial additives.



Our Vegan range

The plant-based trend is also becoming increasingly popular among consumers who are concerned by environmental and health issues. To meet this growing demand, our UK sites are offering an extensive Vegan range made up of 39 products. It already represents 7% of our range with sales that have increased by 3,000% since 2018! This is just the beginning of a long plant-based adventure that combines health with pleasure.

Among our 2022 Vegan innovations are: Bakewell tart, coconut and summer fruits tart.



Baby Flan

A miniature version of our signature product, the flan has been produced in response to the growing “snacking” trend. Our Baby Flan, which features swirling layers of pastry, was awarded the “Snacking d’Or” (Golden Snack) prize in the Desserts and Cakes category at the 2022 Sandwich & Snack Show.



Our Healthier-Eating Muffin

We have developed a one-of-a-kind muffin with an optimised nutritional content. These muffin recipes may well be high in fibre and have 30% less sugar*, but that doesn’t stop you from treating yourself. Their handy size means that they can be enjoyed any time of the day: at breakfast or in your lunchbox, as a mid-afternoon snack or with your afternoon tea...

**compared to a traditional muffin.*



Our partnership with Chef Jean Imbert

This year, the IGP Menton lemon was in the limelight. Chef Jean Imbert concocted a “Galette des Rois” recipe, combining almond cream with Menton lemons bearing the IGP (protected geographical status) quality label and, of course, our delicious puff pastry. This is a tangy version of the traditional “Three Kings Cake” that is enjoyed throughout France at Epiphany.

Our gluten-free products

There are many reasons why consumers decide to follow a gluten-free diet. To meet this growing demand, Mademoiselle Desserts offers a wide range of 43 products as well as regular innovations. Our 2022 best seller: the Gluten Free Chocolate Brownie.



Bundt cake

Our Bundt cake was also a prize winner at the 2022 “Pépites de la Boulangerie” competition, organised with the CEBP (French Bakery and Pastry Study Group) and the FEB (French Federation of Bakeries). The jury loved the texture of the Financier French cake and the chocolate fondant centre, which earned it the “Food Jury’s Special Prize”.



Double chocolate marble tart

Chocolate tarts are a deliciously comforting and truly timeless pastry. In 2022, we produced a double chocolate marble tart. It consists of a sweet, cocoa-flavoured tart base and a delicious dark and milk chocolate ganache. Its original swirl effect makes it a great alternative to traditional chocolate tarts.



Our TGV ranges

Mademoiselle Desserts accompanies passengers aboard high-speed TGV trains. In 2022, the range expanded with new creations such as the long, pure butter madeleine or the Thierry Marx “cake of the moment”, which comes in two flavours: chocolate with a praline centre and hazelnut with a lemon centre. Enjoy your journey with these delicious travel companions!



Attendance at SIAL:

Last October, our teams headed to the SIAL international food exhibition, where we showcased our skills and innovations, including our cookie tart and tartlet, chocolate fondant, marble tart, baby flan, streusel fingers, traditional tart and millefeuille caramel cookies. This event provided a special opportunity for our customers and prospective customers to taste our cakes and pastries, to talk to us about our recently obtained B Corp certification, and the CSR actions that we undertake on a daily basis.



US-inspired products

American-style desserts have become increasingly popular. Flavours of cream, icing, and butter are comfort flavours associated with US style cakes and desserts. Lemon is one of the predominant flavours in 2022. It also happened to inspire our R&D teams who have developed a delicious “Speculoos Pumpkin Pie”: a pistachio and speculoos biscuit with lightly spiced lemon cream, topped with light and airy mascarpone cream. This latest innovation completes our US themed range of cheesecakes, cookies, carrot cakes, muffins and brownies.



Our global presence:

As is the case every year, we took part in the FHA Food & Beverage trade fair in Singapore, where we presented our products and promoted our cakes, pastries and expertise at an international level. This year, it was the mini Bundt Cakes that attracted all the attention.



EY award at the “Agroalimentaire 2022” trade fair

In June 2022, we were awarded the Grand Prix at the 6th EY awards of the “Agroalimentaire 2022” trade fair, organised in partnership with ANIA (the French Food Industry Federation). This prize rewards us for our “exceptional track record”, our resilience and innovation during the Covid period, and our overall performance.



Ensuring food safety and responding to health issues

Offering safe products is an integral part of our values. It is the reason why all Mademoiselle Desserts teams strive daily to ensure food safety by rigorously applying quality management systems, regularly carrying out audits, performing checks and obtaining certificates.

Traceability and ERP

In 2022, we started rolling out Group ERP software, Sage X3, at our Valade and Thenon sites. This roll-out required months of reflection to standardise the processes in the Group's different factories, and define a suitable configuration in order to ensure food safety. Traceability has always been prioritised but the change in our IT system made it possible to push requirements in terms of traceability even further. This model will be rolled out in all the Group's factories, enabling us to ensure traceability and ensuring that all the necessary information is accessible from the same tool for each site.



VALADE BAKERY

“The switch to ERP provided us with the opportunity to optimise our requirements in terms of traceability. This includes preventive management of bottlenecks, declaration of ingredients when producing a batch number for finished products, and in-process reviews of our control criteria in order to target the controls that are essential for producing safe and tasty products.”
Sandra Valadour, Quality Manager at Valade.

Site certification

All our sites are IFS- and/or BRC-certified. These certifications, which are renewed annually, guarantee the optimum quality of our food safety and quality management system. They validate our practices in terms of food safety, quality controls, traceability and continuous improvement. Once again this year, 100% of our sites renewed their certification. Some of our sites also obtained “Kosher label” certification, attesting to a rigorous process of specific technical specifications for the entire production site.



Sensory analysis

To verify the conformity of our finished products, tasting sessions are carried out daily by a team that have been trained in sensory analysis. At the Valade site, for example, this in-house training includes a theoretical part, which focuses on the principles of sensory analysis and the properties of our products, as well as practical application through tasting. Feedback is unanimously positive, instructive and above all necessary for the sensory tests.

Taste panels are also organised at our Maidenhead site. The aim of these tasting sessions is to verify product conformity in relation to the quality standards expected by our customers.



Formulation of our recipes

Since 2021, our teams have been gradually transferring their recipe formulation activities to BeCPG software. Associated with ERP, this software helps to optimise the product development processes of raw material sourcing, recipes, specification sheets, material losses, Nutri-Score scoring and Clean M. In 2022, the software was definitively adopted by five of our sites and is currently being migrated to two others. We are getting closer to attaining our goal of incorporating all our sites.



Food Defence

Food Defence is the protection of our activities from deliberate acts of contamination or sabotage. We regularly carry out tests and simulations to protect the food chain and identify potentially vulnerable areas. For example, this involves simulating fake delivery personnel entering the site. When passed, these tests confirm a good command of the Food Defence procedures that we have set up.

Food Safety Culture:

Food Safety Culture is extremely well developed at Mademoiselle Desserts. We ensure that every member of staff understands the importance and is trained in the implementation and control process.



Offering even healthier and more responsible products



The Clean Label: at the forefront of our concerns

With the “Destination: Sustainable Desserts” business plan, Mademoiselle Desserts is committed to producing responsible and sustainable products. Since 2017, our teams have been working daily to simplify the list of ingredients, remove non-essential additives and ingredients, and promote responsible sourcing of raw materials.



Our mini-beignets

In 2022, our R&D teams reviewed some of our mini-beignet recipes. Thanks to extensive product reformulation work, these products are now free from controversial additives such as the E471 emulsifier. Glucose-fructose syrup has also been removed from the list of ingredients.



Pear and chocolate dessert

The teams at the Renaison site have been focusing on significantly reducing the list of ingredients in the desserts. They are now free from gelatine, potassium sorbate, glucose-fructose syrup, E471 and E475. Eight additives in total have been removed.

Our ESSENTIAL project

In 2022, we launched the ESSENTIAL project, the main aim being to reduce our carbon impact and that of our products. Butter, and more generally, ingredients of animal origin, account for over 20% and 50% of our Scope 3 emissions, respectively. Therefore, searching for alternatives is essential to meeting our project aims. Our ESSENTIAL project aims to reassess the percentage of butter and ingredients of animal origin in our recipes. As far as fats are concerned, plant-derived products represent a real alternative as their carbon footprint is 50% to 70% lower than that of butter.

Beyond the challenges of sustainability, integrating plant-based fats into our recipes will help balance their nutritional content, particularly through the use of unsaturated fats in tart pastries, for example.



Tompouce, a Dutch millefeuille pastry

As part of our Clean M programme, our millefeuille pastries, produced in Weert in the Netherlands, have improved their rating from B to A*, due to the removal of E120 food colouring. Gelatine has also been removed from the list of ingredients in order to offer a product that better meets our customers' expectations. This means that they are now suitable for vegetarians. As far as the icing is concerned, we revised the recipe by incorporating our Clean M constraints, so that it is now less sensitive to temperature fluctuations. As a consequence, complaints about the appearance have been completely eliminated and we no longer need to dispose of any non-compliant products

* According to our internal benchmark

“Together with the whole team at Mademoiselle Desserts, we are working on improving our products in terms of their composition. This is an ongoing challenge where we are continuously learning about all the products that we make. We need to know all the functions of the ingredients that we use and try to find the best ones or combine them in the best way to make a product fit for the Clean M strategy. What makes it so challenging is that technical production is as important as the ingredients themselves. Collaborating with all the other teams such as Production and Engineering is key.”



Ellen REIJERS
Product Development Weert

Nutri M:

Our product recipes have been optimised as part of our Nutri M programme to combine health and pleasure. In 2022, many references saw their Nutri-Score improve. This was particularly the case with one of our flan products. The sugar content was reduced through the use of a non-sugar base as well as grape sugar – which has a higher sweetening effect – and by adding vegetable fibres. The salt content was also reduced. By entirely reformulating the recipe, the flan's Nutri-Score has improved from C to B.



Maintaining production equipment

In 2022, the group invested €20 million in the engineering departments, constructing new bakeries, ergonomics and automatization of workstations, modernising the buildings, and improving energy performance. The areas are teams focus on maintaining and improving is huge!

Expansion of Tincques 3

The expansion of the Tincques bakery began in October 2022. The already 8,500 square meter BREEAM certified building was increased by an additional 6,500 square meters. The older building was renovated, as well as all new work being designed to improve the environmental performance and working conditions of operators by integrating ergonomics and automatization of workstations to reduce difficult and repetitive work. The new production unit has taken over the production lines from the Aubigny-en-Artois site, which no longer met quality requirements. This has also allowed us to increase our production capacity by more than 50% for our mini-beignets.



Transfer of production capabilities in England

The transfer of pie and tart manufacturing capability was carried out within the UK sites. Pie and tart production, originally located in Taunton, has been transferred to our Corby site. The ageing line in Taunton no longer allowed us to produce pastry dough that met our quality standards. More than £650k was invested to make Corby the center of excellence for pies and tarts. This relocation of pie and tart production was done gradually throughout 2022.



Workstation ergonomics

Maintaining the health and well-being of our employees at work is a priority. Our sites act individually in this direction and adapt the working environment to make it ergonomic and thus avoid musculoskeletal disorders. This is achieved through the purchase of sit-stand seats to boost the posture of our employees, high-lift pallet trucks to optimize load handling, and the automatization of high-performing workstations.

The butter cutting station has also been reviewed at our Argenton, Thenon and Valade sites. A specific machine has been introduced to reduce the pressure required by the operator which avoids excessive stress on the shoulders and back, as well as the risk of bruising to the hands.



New production facilities for King's Rolls family in Weert

Our Dutch teams have invested in a brand new production line for the manufacture of their Kingsrolls. The new production line uses a rolling technique which allows for a very efficient yield. It makes it possible to produce various recipes: rolls with chocolate, vanilla, with or without decoration, and fruit or chocolate filling. This new feature has inspired our R&D teams who are already working on new Kingsrolls recipes!



A new roof for Valade

The year 2022 was marked by a significant increase in energy costs. Therefore, in accordance with our CSR policy, investment in the roof of the Valade site has been made to reduce energy losses. The last section of roof to be renovated was 1,600m², which significantly improved the energy efficiency of the building.



Line transfer to Maidenhead

This year, a line transfer took place between the Valade site and Maidenhead in the UK. This line has been readjusted and redesigned beforehand in order to be perfectly adapted to its future new location. A new extruder and cutting tools were added to create a scone manufacturing line. A great example of inter-site cooperation!



Muffins in Broons

The new muffin production lines in Broons have been fully operational since 2022. We automatized processes whenever possible to reduce how strenuous the production line is to use. Investment was also made in the packing process of our delicious muffins. A robot now unmolds the muffins from the baking sheets and then positions them in their packaging. This operation, previously carried out manually, contributes to the improvement of working conditions by avoiding occupational injuries.



3

Be a responsible economic player



Ethics, respect for people and the environment, and quality of life at work are at the heart of our strategy. Because the process is just as important as the result.



Equality:

At Mademoiselle Desserts, we are proud of our gender equality index which, for our French sites, has an average rating of 90/100, and contributes towards SDG 5, and in particular, Goal 5.



Quality of Working Life

At the end of 2022, Mademoiselle Desserts organised a "Quality of Working Life" (QWL) survey for all employees at the French sites. The survey was based on 8 main areas: overall atmosphere, being proud to work for the company, work areas and conditions, inter-departmental collaboration, relationship with your manager, being acknowledged and valued, training and development, and career path and orientation. Thanks to the good response to the questionnaire, action plans can now be set up at all sites to improve the Quality of Working Life.

"The new coffee break room at the Tincques site has been designed and created with the well-being of employees in mind. This new layout offers a place for staff to chat and interact in a pleasant and relaxing atmosphere."



Setting up the ethics hotline:

As part of its ethics policy, the Mademoiselle Desserts Group wanted to enable its members of staff or any other stakeholder and/or partner of the company to be able to report any unethical practices in an impartial manner and in good faith. So, Mademoiselle Desserts has set up a whistleblowing portal, which all stakeholders can access via the website. Sustainability and Transparency are two important pillars of our Corporate Social Responsibility strategy. By integrating the whistleblowing portal, the Group is taking action to meet CSR commitments.



In the UK, Mademoiselle Desserts was named a "Best Company to work for" in recognition of the commitment to employees. Teams meet every two months to discuss initiatives and strengthen inter-departmental links. The aim is to develop a continually improving workplace.



Mademoiselle Desserts ranked 23rd Best Employer in 2023 in the food processing industry according to the monthly magazine, CAPITAL, and the STATISTA survey.

Adapting to the new world - an attractive employer brand

Mademoiselle Desserts promotes its values: Passion, Respect, Delight and Commitment on a daily basis. We believe that every employee deserves to thrive every day, and we work hard to achieve this. Our approach to onboarding, training and career development is a major component of our employer brand.

“Working from Home” charter

The COVID crisis forced us to adapt quickly to new situations, and made it possible to accelerate the transition to working from home for departments that could do so. Aware of the fact that this has now become part of everyday life for businesses, we have set up a “Working from Home” charter for our employees. In addition to QWL issues, working from home also helps to reduce our employees’ commuting times along with the associated environmental impact.

Our professions

We have spent time visiting the Group’s various sites to highlight our employees, their interests and skills. To mark the occasion, 20 interviews were conducted with line operators, team leaders and R&D pastry chefs. We will use these video testimonials to communicate on social media and on our website in 2023.



Large-scale recruitment at Tincques

A number of positions have opened up for new recruits at our new production unit at the Tincques site. 70 new members of staff have now joined Mademoiselle Desserts under fixed-term contracts..



Improving the skills of our employees

Obtaining the CQP in Tincques

The Certificate of Professional Qualification (CQP) is an official national award that recognises the skills and expertise required to practice a profession. In 2022, three employees from our Tincques site were awarded this diploma in formal recognition of their professional career. Wendy Duponchel, Élodie Guette and Yann Accardo have worked hard to obtain positions of responsibility. For example, Yann Accardo, who joined the company as a temporary worker in 2016, has become team leader in the cleaning sector. Wendy Duponchel, who joined the company ten years ago, now supervises various tasks in the Quality Control department and Elodie Guette coordinates a production team.



Cookery training

The Mademoiselle Desserts Quality team in Broons has introduced on-the-job training for its production operators. This training course took place in the “cookery” workshop and was tailored to different levels: general, beginner, intermediate and expert. The aim is to extend this training course to other subject areas such as cleaning. This “à la carte” training is conducted through fun training materials, mainly in the form of videos and games. The main objective of these training courses is to increase the skills of line operators and help them gain new knowledge.



Packaging training

Together with our partner, SAICA, our packaging project managers have put together a packaging training course for “packaging relay” employees based at each site. Their role involves providing support, at the most local level, during developments or changes to the Group’s product packaging. Their knowledge of the field and machinery is a real strength and enables operational tests to be conducted and production launches to be optimised.



Encouraging work-study programmes

Every year, we are committed to training young talent and providing them with opportunities. In 2022, 16 trainees joined the Mademoiselle Desserts teams in all the different departments: Quality, Maintenance, Production, CSR, etc. This provided them with a true professional experience thanks to a specially adapted tutoring system and rewarding assignments.

“I have been taking part in a work-study programme since September 2022 at Mademoiselle Desserts Broons, and the course will take three years to complete. Following a few years’ experience in the food sector as a maintenance technician, I joined a preparatory class for a business school in order to start Industrial Engineering training at Rennes Graduate School of Engineering. Based in the Continuous Improvement and Methods department, I’m involved in a number of projects, including monitoring and rolling out a new ERP system at the site, and improving the OEE of a new production line. Supported by my Trainee Tutor, Laurent Boscher, who integrated me seamlessly into his team, this work-study programme will have a very positive impact on my career as an engineer.”
Oubaiba BEN ALI, Production trainee on the Broons site



Positive communication in the workplace

At Mademoiselle Desserts Weert, we organised a positive communication training course for all our employees. Words and ways of communicating are important to us and this initiative has been very beneficial. We have noticed that our behaviour and the way we communicate has an impact on others in different situations. For example, in situations when exchanging information about product quality on a daily basis, communication is key!

Welcoming employees with disabilities

Since October 2022, we have been welcoming temporary workers with officially recognised disabilities on the Mademoiselle Desserts Argenton site. This is thanks to a partnership with Artus, a temping agency based locally and Cap Emploi 36, a public service set up to help disabled people and their employers find and keep jobs. In recent months, we have hired 6 temporary workers with recognised disabilities. This is a real opportunity for people with recognised disabilities to join the company and test their ability to take up a factory job.

Global Performance Indicators

Performance indicators for waste management, hygiene, production and the supply chain have been reviewed in Corby, Maidenhead and Taunton. Meeting performance indicators is now linked to the payment of bonuses for the employees concerned. Linking productivity, safety, economic and environmental performance are major challenges for the factories. This initiative has been positively assessed and is set to develop and improve on a case-by-case basis in 2023.



Health and safety: our number one priority

At Mademoiselle Desserts, the health and safety of our employees is our number 1 priority. Within the "Safety M" group, all safety managers develop and apply a standardised Occupational Health and Safety (OSH) management policy whereby they organise internal audits at all sites, share good practices, and carry out joint actions.

Workplace accident frequency rate

On average, the workplace accident frequency rate in the frozen cakes and dessert sector is 19.59*, whereas, that of our factories was 16.2 in 2022. This rate is the ratio between the total number of accidents and the number of hours of exposure to the risk. We are proud of this development which underlines our commitment to Health and Safety in the workplace.

*2021 statistic issued by the Agence Fédérale des Risques Professionnels (French Federal Agency of Occupational Hazards)



Thenon site

Reaping the rewards of our Safety'M initiative and the commitment of our employees, the Thenon site celebrated the second consecutive year with zero work-related accidents resulting in leave of absence. Only four years ago, the number of work-related accidents resulting in leave of absence was 9. Thanks to these preventive and corrective actions, and above all, thanks to the commitment of our employees, the site has become a hailed example of health and safety in the workplace.



Safety behavior visits:

Every year, we carry out safety behaviour visits among our teams. In 2022, all the French sites met their quotas. The aim of these visits is to build a safety culture among our employees. During this visit, employees are observed in their routine tasks, ways of doing things, organisation and methods. This period of observation helps to identify at-risk behaviour and situations on the one hand, and good practices, on the other. This is a very practical way to bring systematic problems to the forefront, and to reduce accidents in the workplace.



Workstation ergonomics

Activities in production areas often involve movements that are repetitive by nature. We are working to reduce the difficult conditions at these workstations by automating them or improving their ergonomics. In 2022, various workstations were refitted. One example is lines 10 and 11 at our new production unit in Tincques, where the packing stations were studied by an ergonomics specialist. This resulted in the automation of the labelling and palletisation process. At Broons, the packaging station for the Muffins has also been redesigned to be more ergonomic. On a more general basis, the sites individually invest in equipment (e.g. standing seats, scissor lift pallet trucks, and butter-cutting machines) to relieve the strain at workstations.



Exercises in the workplace

Musculoskeletal disorders are the main cause of occupational illnesses. Stretching and exercising before taking up your post is a very helpful way of reducing injuries during the first few hours at work. Warming up the muscles and the mind makes you more alert and better prepared to start your task. In our approach to Quality of Working Life, we suggest that our employees do a series of exercises to help them start work each day with a stress-free mind and body. To this end, training has been given to explain the benefits of these exercises and make sure that they are done correctly.



Sport is health



Encouraging our employees to take part in a physical activity is one of our main objectives. Mademoiselle Desserts is delighted to partner with the United Heroes wellness app and encourages all employees to take part in customised sports challenges or discover workshops on well-being or healthy eating. In 2022, various challenges were organised in support of charities such as the French League against Cancer or Beat Lyosomal Diseases.

› "Tout Roanne court" (Roanne runs)

On their own initiative, our Roanne employees laced up their trainers and ran 10 km alongside other companies in the region. They came third for the highest number of kilometres ran as a team, and were rewarded with vouchers to be spent in Roanne's local shops.



› Encouraging sports activities

Our UK sites organise a number of sports and group activities such as challenges, races, charity walks and bowling.



Environmental protection

B Corp certification

In April 2022, we obtained B Corp certification, attesting to our commitment to CSR which began almost 15 years ago. This focuses on reducing our waste, reducing our water consumption, reducing and optimising our packaging, measuring our greenhouse gas emissions, setting up a responsible purchasing policy, and using labelled raw materials. The B Corp frame of reference places great emphasis on environmental issues. Like the other 6,000 companies certified in the world, we place our social, societal and environmental impact right at the heart of everything we do, and are committed on a daily basis to offering everyone the very best in cakes and desserts.



Pathfinders of the Coq vert community

We are one of the ambassadors of the “Communauté du Coq vert”, a community which promotes the ecological transition in France. The purpose of which is to draw together “Pathfinders”, heads of companies that are leaders in terms of sustainability, to help show others the way forward. Many workshops and discussions provide effective tools for accelerating this transition, be it in terms of eco-design or carbon strategy. Being an ambassador is above all an honour, but it also means getting involved and communicating within this community to promote actions aimed at preserving the environment..



Our carbon footprint

Since 2019, we have been accounting for our greenhouse gas emissions on an annual basis. We have set a target to reduce our scope 1, 2 and 3 emissions by 20% before 2030, compared to 2019. However, to take things even further and sustainably reduce these emissions, in December 2022, we joined the second year of the “Accélérateur Décarbonation” support programme, launched by BPI France and ADEME, and started applying the ACT Step-by-Step method. The objectives of this programme are, on the one hand, to get the company actively involved in mitigating climate change, and on the other, to transform the company within the context of the transition towards a low-carbon world. As part of this initiative, we intend to set our emissions reduction targets according to the Science Based Targets initiative (SBTi) to ensure that our climate strategy is in line with the Paris Agreements.



Reducing our energy consumption

We are contributing to SDG 7 and, more particularly, to Goal 7.3, through the investments that we are making to improve energy efficiency in our factories.

Taunton site:

At the end of 2022, we installed a voltage optimiser on the mains supply of the Taunton site, reducing the line voltage from 240 to 220 V, which corresponds to the optimum operating voltage for most items of equipment. This reduction in voltage will make it possible to save 9.5% of the site's overall power consumption, and will extend the service life of the equipment. If the installation proves to be conclusive, it will then be extended to the other two UK sites.

Valade site:

The Valade site is carrying out various initiatives to improve energy efficiency including relamping, which involves replacing old neon bulbs with LEDs, replacing the doors on freezer tunnels to prevent energy loss, and installing electricity meters on the equipment to take better readings. For example, instead of monthly readings, the site now takes daily readings of its gas, electricity and water consumption. This makes it possible to closely monitor consumption and react quickly. The site now aims to take things a step further and optimise the monitoring processes by implementing a connected energy meter plan, enabling real-time monitoring.



Alexandre GUÉRIN, Broons Bakery Manager

“In order to respond to the growing snacking demand, we have had to invest in a new muffin production line, a development which is accompanied by action plans focused on reducing our environmental impact. Our largest energy consumer is our cold generating equipment which is why we have had to completely renovate our system by using a natural refrigerating gas in order to reduce our greenhouse gas emissions. This also provided the opportunity to set up energy recovery systems to reduce energy consumption related to the production of hot water.”



Optimising logistics:

Henri VERSTRAETE, Logistics and Transport Trainee



“To improve the efficiency and sustainability of upstream logistics, Mademoiselle Desserts is exploring new ways to transport finished products, in particular with the creation of a road/rail line from Rennes to the North. We also aim to adhere to the FREIGHT 21 programme so that we can better include the impact of transport into our decarbonisation strategy, optimise the loading rate and reduce the distance travelled. Our target is to reduce transport-related emissions by at least 5% over 3 years.”

Optimising packaging: PACK M



Our teams rethink our packaging on a daily basis to ensure that it has as little impact as possible on the environment and biodiversity. In 2022, eco-design made it possible to:

- Reduce our plastic packaging by 7% and our cardboard packaging by 4% compared to 2020. This represents a materials saving of 52 tonnes!
- Integrate 48% of recycled plastic into our hard plastics.
- Make our aluminium/paper packaging 100% recyclable and our plastic packaging 80% recyclable.
- 60% of our purchased virgin fibre paper is sourced from sustainable forestry practices through the PEFC/FSC label

These results, are just the start of our Pack M programme.

South Hub

The acquisition of a cold storage warehouse covering 40,000 cubic meters in Thenon, known as the “South Hub”, means that we now have a single consolidation point consolidation point for in-source the storage of finished products from our Thenon, Valade, Argenton-sur-Creuse and Renaison sites. This strategic location will enable us to optimise the shipping, storage and transport of our products. In the same vein, a “North Hub” project is expected to be launched in 2024. This will group together shipments from Tincques, Saint Renan and Broons. By simplifying logistics in this way, we aim to lower costs, reduce the distance travelled, optimize and structure our logistical setup, improve customer service and reduce our carbon footprint.



Oil recovery

In 2022, the Tincques factory made improvements to the waste management system. For example, a partnership was launched with the company, EFOR Recyclage, to recover energy from used cooking oil. It now converts these vegetable oils into biofuel. For example, one kilo of used cooking oil is recovered in the form of one litre of biofuel.

Thanks to this partnership, over 70,000 litres of used oil were recovered as biofuel in 2022.



Wax paper recycling

At the end of 2022, we set up a system at our Valade site, for sorting and recovering wax paper so that it no longer ends found on the unrecycled waste. Wax paper is the paper on the back of adhesive labels. Our recycling partner mixes it with thin sheets of card to produce 100% recycled cardboard. Every year, close to 3.5 tonnes of wax paper are recycled in this way – this equates to the prevention of 1.2 tonnes of CO2 equivalent.



We contribute to SDG 12, and Goal 12.5 in particular, by reducing the production of waste through recycling

Packaging training for our employees:

Providing our employees with training is the first step towards being able to eco-design our packaging. With this in mind, we organised a meeting and discussions with our partner, SAICA in 2022. As a result, paper and cardboard materials no longer hold any secrets for our team in charge of developing the packaging for our cakes and pastries! By the end of 2022, 76% of the packaging used by Mademoiselle Desserts was made of cardboard.



Committing to the company



Our Rainforest Alliance-certified fillings

In 2022, we asked the Purchasing and R&D teams from Tincques to get ready, from 2023 onwards, to only use chocolate fillings that are 100% Rainforest Alliance-certified for our mini-beignets and muffins. This certification emphasises products that are sourced from practices using highly sustainable methods. RA-certified farms are committed, in particular, to limiting the environmental impact of their products through better use of resources.



Our sustainable and responsible raw materials supply



Through the Clean M programme, the Mademoiselle Desserts Group aims to reduce the environmental impact of cakes and desserts, while at the same time ensuring that they are made under ethical conditions. To produce cakes and desserts that combine pleasure and responsibility, we have been working since 2017 on assessing our suppliers according to quality, environmental and social criteria. The aim is to source labelled and/or local raw materials wherever possible and to create sustainable partnerships with our suppliers.

Our responsible purchasing charter

In 2022, with our Purchasing and CSR teams, we drew up a responsible purchasing charter which governs our purchasing rules and principles. It is based on four key areas: responsible and balanced relations with our suppliers, long-term commitments, transparency and traceability, and respect for business ethics. In this charter, we undertake, in particular, to prioritise direct and local sourcing, and to integrate environmental and societal criteria into the purchasing process. Our responsible purchasing charter will be gradually signed by all our suppliers.



Eggs from free-range hens

To meet an expectation shared by our customers and our teams, we are committed to sourcing 100% of our eggs from free-range hens by 2025. In 2022, our egg product supplies sourced from free-range hens represents 45% of the volume at Group level, compared to 37% in 2021 and 17% in 2019. This good progress is set to continue.



Sébastien ANDRÉ
Purchasing Director



“We work with local producers as much as possible. We regularly travel to meet our suppliers and source quality raw materials in our regions. We are proud to work with local suppliers wherever practicable.”

Fresh carrots

Thanks to our partner, Westside Fruit Ltd., which is always on the lookout for the best ingredients for our cakes and desserts, we are able to select local raw materials wherever practicable. For instance, our carrot cake, which is made at our Maidenhead site, is produced with carrots that are freshly peeled and chopped on site. We have developed excellent relations with our supplier who provides us with quality carrots that are grown out in the fields of the Lancashire countryside.



French sugar

On 9 November, the cooperative, Cristal Union, opened the doors of the Corbeille sugar refinery, based in the French department of Loiret, to welcome our Purchasing and CSR departments. On the agenda was a presentation of the manufacturing procedure, the buildings, and past and future investments. This partnership really makes sense for us with local products, sustainable agricultural practices, an ambitious decarbonisation plan and quality products. This was a wonderful moment to share knowledge among committed manufacturers.



Our community outreach projects in 2022

In 2022, the Mademoiselle Desserts Group and teams made a commitment to the community through financial sponsorship and donations of cakes and pastries. The sites donated the equivalent of £572k worth of cakes and pastries to local charities.



We contribute to SDG 12, and particularly to Goal 12.3, by reducing the production of waste through our cake and pastry donations.

Sponsoring culture in Périgord

In July 2022, the FestiVillars association benefited from the financial support of Mademoiselle Desserts Valade as part of the annual artistic festival, set to the beat of classical music, jazz, blues and funk. All the proceeds from this special day went to supporting the renovation of the town's heritage sites. We are proud to have been able to take part in the promotion of culture and tourism in the town of Villars.



Donations for the Omnisports Games

Mademoiselle is a partner of the Omnisports Games, a sports competition that brings together students from seven leading business schools. It was the values around social inclusion and respect for the environment promoted by this event that convinced us to hand out a well-deserved snack to all the participants!!



Action for Ukraine

Our UK teams took action to help Ukrainian families in the 2022 geopolitical context. €7,400 was raised throughout March by our employees by selling our cakes and desserts and carrying out fund-raising activities. The money was then sent to various charities such as Unicef and the Disasters Emergency Committee. We are extremely proud of our teams' efforts.



Donations to the Restos du Cœur charity

In partnership with Dordogne's Restaurants du Cœur charity, students from Savignac International Business School organised a festive day to raise funds for the charity. It is always a pleasure to see the commitment of the younger generations. To support the students in this activity, Mademoiselle Desserts Valade donated 300 slices of cakes and pastries for the event.



Charity walk in Corby

In July, the Corby teams took part in a 5 km charity walk, raising £5,665 for a five-year-old girl from Corby. Suffering from a rare form of leukaemia, the little girl's parents launched a campaign to raise £500,000 to fund her treatment abroad.



Donations to a sports club

Mademoiselle Desserts Taunton is a regular sponsor of the "Middlezoy Rovers FC Under 7s" football club. This year, the club received a donation that enabled them to buy new training equipment: footballs, bollards, slalom poles, first aid kit, vests and new football goals! We hope that this new equipment will ensure their continued success.



Challenge 2022



Pink October

Every year in October, the Ruban Rose or "Pink Ribbon" charity supports breast cancer awareness. It was by taking part in physical activity that our employees took action this year, via our United Heroes sports platform. Having completed over 5,000 hours of activities in March, Mademoiselle Desserts pledged to donate £442 to the association in support of the campaign.



2022 CSR indicators

INDICATORS

1 CSR AT THE HEART OF GOVERNANCE

- Turnover (£m)
- Number of new sites integrated
- Member of the Global Compact
- Contribution to Sustainable Development Goals
- Employer brand and strengthened communication

2 PROVIDE SUSTAINABLE PRODUCTS AND SERVICES

- Our CLEAN M - NUTRI M program
- Products certifications
- Amount of investment (€M)
- IFS and/or BRC-certified sites
- Number of RSPO or UTZ certified sites

3 BEING A RESPONSIBLE ECONOMIC PLAYER

- Safety frequency rate
- Number of training hours
- Proportion of employees who have received at least one training course
- Gender equality
- Energy Consumption - Gas (kWh/ton manufactured)
- Energy Consumption - Electricity (kWh/ ton manufactured)
- Tons eq CO2 (Scope 1 & 2)
- Water consumption (m3/ton manufactured)
- Amount of waste recovered

4 UNITING AND COMMITTING TO THE COMPANY

- Proportion of supplier turnover with a CSR assessment
- Amount of cakes and desserts donated to charities
- Number of charities supported

2022 DATA

- £331m
- 0
- Since 2014
- 11 SDGs from the UN Agenda 2030
- Since July 2018

- 100%
- 3
- 20
- 100%
- 7

- 16,2
- 40,544
- 79%
- 49%
- 329
- 818
- 15,402
- 3,25
- 74%

- 69 %
- £572,300
- 151

COMMENTS

- 25% of the turnover made outside France
- 11 production sites : 7 in France, 3 in the UK, 1 in Netherlands
- Report on annual Communication on Progress. Available on : www.globalcompact.france.org
- 2, 3, 4, 5, 7, 8, 9, 12, 13,16 and 17
- 477 people recruited in the group in 2021 ; 19 trainees on French site 2021

- All sites are part of our CLEAN M – NUTRI M program
- Organic, Vegan, Gluten free
- Infrastructure maintenance, Safety, Energy, ERP
- All sites are certified
- Areas: 3 in France, 3 in UK, 1 in NL

- Areas:
7 sites in France,
3 in UK,
1 in NL

Our Scope 1 and 2 emissions have decreased by 6.6% in intensity, compared with 2021

- Areas:
7 sites in France,
3 in UK,
1 in NL

CORPORATE SOCIAL RESPONSIBILITY REPORT

2022



www.mademoiselledesserts.com

CONTACT

BARBARA BOSQUETTE
CSR and communication Manager

b.bosquette@mdesserts.com



<https://www.linkedin.com/company/mademoiselle-desserts/>



<https://www.facebook.com/MademoiselleDesserts/>



https://www.instagram.com/mademoiselle_desserts/

Mademoiselle
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