WE’VE RESCUED 1 MILLION SLICES

WE’RE BREWING A BETTER PLANET WITH A BETTER BEER

WE’VE RESCUED 1 MILLION SLICES THAT’S 1.5X THE SIZE OF EVEREST

WE’VE RECLAIMED LAND & WATER 9 HECTARES AND 130M³... THAT’S 7 FOOTBALL PITCHES

WE’RE BUILDING A MOVEMENT RECIPE DOWNLOADED 45K TIMES AND 43 BREWERIES INSPIRED

WE’VE TACKLED CLIMATE CHANGE 32T CO2 AVOIDED. THAT’S LIKE 9 FLIGHTS AROUND THE WORLD

WE’VE FUNDED FOOD CHARITIES £25,000 DONATED TO REPLENISH THE ENVIRONMENT & FEED PEOPLE

WE’RE A CERTIFIED B CORP WE MEET THE HIGHEST STANDARDS OF SOCIAL & ENVIRONMENTAL PERFORMANCE, TRANSPARENCY & ACCOUNTABILITY

WE SUPPORT THE GLOBAL GOALS OUR WORK CONTRIBUTES TO SUSTAINABLE DEVELOPMENT GOAL 12.3: TO HALVE FOOD WASTE AND REDUCE FOOD LOSSES BY 2030

WE’RE A CERTIFIED SOCIAL ENTERPRISE WE DONATE 100% OF PROFITS TO CHARITIES THAT FEED PEOPLE & THE PLANET

hello@toastale.com toastale.com
We’ve helped to prevent 1 million slices of bread from being wasted. When stacked up, that’s 1.5 times the height of Everest!

The detail: We’ve brewed with 1,023,373 slices: 853,637 in the UK, 131,501 in the US and 58,235 with global partners. Each slice is 12.7mm thick, so our bread mountain rises to 12.997m. And Everest is only 8,848 m.

By supplementing barley with bread, we’ve freed up the land and water otherwise used to grow 30 tonnes of barley. Growing that barley would have required 7 football pitches of land and 228,768 pints of water. The land can instead be used to grow food or return to nature.

The detail: We’ve brewed with 39,269 kg of bread, replacing 29,750 kg of barley. As barley requires land and water to grow, we’ve saved 8.89 hectares of land and 130m³ of water.

By using less barley and preventing bread from going to landfill, we’ve avoided emissions of 32.1tCO2e. That’s the equivalent to flying around the world 9.2 times.

The detail: Growing, malting and transporting barley uses chemicals and fuel for energy, which release greenhouse gases. Bread left to rot in landfill emits methane. We’ve avoided 7.3tCO2e from the barley never grown and 24.8tCO2e from the bread diverted from landfill.

By buying our beer, you’ve helped us donate £25,000 to food charities that are changing the wasteful way we produce our food and feed people. Over 80% of donations went to Feedback – who look to create a world where nutritious food is available for everyone and human activities replenish the environment.

The detail: We donated £22,082.62 to Feedback, our main charity partner. Other charity beneficiaries include The Real Junk Food Project Birmingham (UK), Stroud District Foodbank (UK), Gastromotiva (Brazil) and the Alameda County Community Food Bank (California).

We’re building a community of people using the power of beer to change the world. Our open source homebrew recipe has been accessed 44,655 times. And the movement has inspired other brewers to create bread beers too – we’ve directly collaborated with 20 breweries and inspired at least 23 more.
In 2016, we launched Toast with a mission to brew great beers and spread big ideas that can change the world.

How will we change the world?

Food production is the biggest impact we have on the planet – it’s responsible for 80% of deforestation, 70% of freshwater use and 30% of Greenhouse Gas emissions that contribute to climate change – yet globally we waste one-third of the food we produce. The UN Sustainable Development Goals, the blueprint for achieving a better and more sustainable future for all, includes a specific goal to tackle this problem: SDG 12.3 calls on all nations to halve food waste and reduce food loss by 2030.

Food waste is a monumental environmental problem, but one of the easiest and most delicious to solve. We need to reduce overproduction and move to a circular economy. This means getting the most out of everything we produce and using ‘waste’ nutrients to regenerate living systems like the soil, which in turn provide renewable resources for the economy. Ultimately, it’s about valuing our food and respecting the ground from which it comes.

We use fresh surplus bread to produce our beer. This is a delicious opportunity for the grains in bread – mostly wheat – to be enjoyed rather than wasted. The bread replaces one-third of the grain bill, so reduces the demand for barley, and therefore the footprint of our beer. The spent grains at the end the brewing process are sent to local farms to be used as animal feed or composted and returned to the soil.

What are the big ideas?

We want whatever we do to be shareable and scalable so that everyone can get involved. We are creating a global movement – a revALEution. We open source our recipe for home brewers so that leftover loaves can be turned into beer, as they were thousands of years ago when brewing and baking were closely intertwined. We also collaborate with bakeries and brewers all over the world to share our experience and support local charitable initiatives.

We are a social enterprise, with all our profits reinvested in charities working for a better food system. Our main partner, Feedback, campaigns from farm to fork. They expose the systemic causes of unsustainable resource use, act as a critical friend to industry and policy makers to drive change, and engage and mobilise citizens in the process. Their work includes supply chain research to uncover injustice, campaigns to change retail practices like unnecessary date labels and cosmetic standards for fruit and veg, and policy engagement to keep surplus food in the food system by feeding animals. While campaigning for change, they also create solutions through people powered initiatives like the glean network that harvests crops for food banks.

We are a Certified B Corp, part of a community of people using business as a force for good. B Corps meet the highest environmental and social standards, and act in a sustainable and transparent way. As part of the certification process, we locked our social mission – our commitment to people and the planet – into our governing Articles.

We’ve applied this ethos to the ownership of the company. In 2018, we raised finance using ‘Equity for Good’. We created this social impact investment model to ensure the value created by Toast continues to do good in perpetuity. All of our investors have made a legally-binding pledge that they will reinvest any net capital gains in environmentally-focussed social enterprises or social impact investment funds.

As we grow the business, we’re creating jobs – we now employ 14 people in the UK and 3 in the US – and they will be co-owners of the business. In 2019, we are extending the Equity for Good ownership model to all employees. Everyone is committed to the business and our mission, and we couldn’t be prouder to be on the journey together.

If you want to change the world, you have to throw a better party than those destroying it.
WE’VE RESCUED 1 MILLION SLICES

IMPACT REPORT - 2016 - 2018

Our approach to brewing has seen both our beers and our business receive award recognition

Great Taste Awards 2019
2 stars
Lager & Pale Ale

Great Taste Awards 2019
1 star
Session IPA

Best New Beverage Concept
World Food Innovation Awards 2016

Global Good Awards 2018
Best Low-Isonated Small Business

The Circular 2018
The Dell Circular Economy People’s Choice Award - Finalist

Waitrose Sustainability Award
Best Branded Supplier 2018 - Winner

International Beer Challenge 2017 - Silver
Session IPA

International Beer Challenge 2018 - Bronze
American Pale Ale

Big Apple People’s Choice Awards - Drink

IGD Awards 2017
Sustainable Futures Winner

Beer & Cider Marketing Awards 2017
Best Innovation

Quality Drinks Awards 2018
Best Small Producer

Cheers from Team Toast

WHAT’S NEXT?
WE HAVE A BOLD NEW AMBITION.
TO BREW WITH 1 BILLION SLICES.