

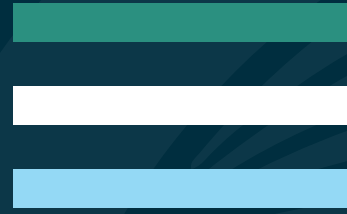


Sustainability Report

2025 - 2026



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Welcome to the inaugural Wells & Co. Sustainability Report.

Founded in 1876, our family business represents five generations of progressive brewing and hospitality. As we near our 150th anniversary, it has become increasingly clear to us that our definition of success must evolve if we are to ensure that Wells & Co. is a business fit for the next 150 years and beyond.

Post-pandemic, as the pub trade makes its way out of its toughest period in living memory, much focus has rightfully been placed on the financial aspect of trading. However, we at Wells & Co. recognise that there is more to doing good business than money. That's why we've adopted a new philosophy that prioritises our impact both on the natural environment and the communities around us, including our own colleagues.

The Triple Bottom Line

The model of the Triple Bottom Line is rapidly gaining momentum across forward-thinking businesses and holds obvious appeal for us at Wells & Co. Instead of focusing on just a single bottom line – profit – the Triple Bottom Line model, incorporating People, Planet and Profit requires companies to focus attention on social and environmental issues alongside their financial targets.

Our future strategy as a business will ensure that, whilst our focus on generating the financial prosperity that we traditionally strive for will not waver, we will place due emphasis on planet, people and profit; this 'triple bottom line' approach will supersede the traditional corporate emphasis on profit alone.

We will ensure that we are both a force for good in the communities we operate in and responsible custodians for the environment that enables us to brew great beer and run great pubs. Only by factoring people, planet and profit, considerations into every decision we make will we ensure that Wells & Co. is a genuinely sustainable enterprise, one that we're proud to hand down to future generations.



Our Definition of Sustainability

The term 'sustainability' means different things to different people and organisations, however within Wells & Co., we use it to refer to what has traditionally been termed Corporate Social Responsibility, or has more recently become known as Environmental, Social and Governance (ESG) criteria. These criteria overlap heavily with our Triple Bottom Line approach:

Environmental criteria consider how Wells & Co. performs as a steward of nature.

Social criteria examine how Wells & Co. treats people.

Governance criteria assess how Wells & Co. manages and regulates itself.

In terms of environmental sustainability, our over-arching target is achieving net-zero emissions status, defined by the Science Based Targets initiative (SBTi) as follows:

Setting corporate net-zero targets aligned with meeting societal climate goals means (1) achieving a scale of value chain emissions reductions consistent with the depth of abatement at the point of reaching global net-zero in 1.5°C pathways and (2) neutralizing the impact of any residual emissions by permanently removing an equivalent volume of CO₂.

Our emissions reduction targets:

- 1) To eliminate operational emissions by 2030 (scope 1&2)
- 2) To achieve net zero across our supply chains by 2040 (all scopes).



“ We hope that the above provides some useful context as to why and how Wells & Co. has decided to place sustainability at the heart of everything we do. If this introduction is the 'why', what follows is the 'how'. We're excited to share the strategy underpinning our plans for the months and years to come alongside some examples of the ways in which we've been bringing this new ethos to life at our Bedford HQ, Brewpoint, and across our pub estates. We also celebrate some of the key partnerships that we've formed and offer a sense of our future direction of travel as we strive to ensure that our family business is prepared for the next phase in its evolution. Thank you for joining us on this journey. ”

Peter Wells, CEO.

Introduction

In reading this report, you're joining our family company at an important milestone on its sustainability journey. We've spent the past few years exploring a wide range of ad-hoc people and planet activity; thinking creatively, grabbing opportunities as they've presented themselves, and never being afraid to experiment. 'You either win or you learn', as the saying goes, and we've done plenty of both.

Now though, the time has come to channel all of that winning and learning into a coherent, comprehensive sustainability strategy that will guide Wells & Co. in the months and years to come. Over the page you'll find an overview of the people and planet activity we have planned, broken down into four areas:



Tread Lightly

Minimising our carbon footprint



Use Wisely

Driving down waste across our business



Partnerships with Purpose

Doing good business with great people



Community Connection

Acting as a net force for good in the communities we operate in

Actions listed in **bold text** overleaf are either well underway or already completed. We're not starting from scratch here; we're excited to build upon the momentum of the past few years.

This momentum has recently seen us map out the carbon footprint of our brewery and entire pub estate, declare a Net Zero target date backed by this data, and establish a decarbonisation funding plan – a dedicated capital expenditure budget for energy efficiency projects. We'll tie our sustainability goals to our annual operating plan, ensuring that sustainability is genuinely 'business as usual' for Wells & Co.

You may be wondering how the 'profit' aspect of our Triple Bottom Line ethos fits into this strategy. One of our key learnings over the past few years has been that - when done well - sustainability is good for business. Whether it's reducing energy consumption in our brewery or tackling food waste in our pubs, sustainable activity will benefit the planet and its people whilst reducing our operating costs.



Planet



Tread Lightly

Minimising our carbon footprint.



Use Wisely

Driving down waste across our business.

Pubs

- **Optimise energy efficiency in our pubs via LED lighting, efficient appliances, insulation, etc.**
- **Manage and minimise energy consumption via smart meters, voltage optimisation, beer dispense technology, etc.**
- **Install EV charging hubs**
- Explore options for on-site solar energy generation
- **Prioritise green energy contracts**
- Improve on-site biodiversity
- Develop a 'pilot pub' in our estate to model all of the above
- Explore Power Purchase Agreement options

Food

- **Reformulate recipes to reduce their carbon footprint**
- Source sustainable /regenerative food
- Favour local and seasonal ingredients
- Increase proportion of plant-based food sales

Brewery

- Minimise energy consumption in our brewhouse
- Invest in energy-efficient brewing equipment
- Source local and sustainable ingredients for our beers

Supply Chain

- **Ensure our fleet of vehicles is 100% electric**
- Optimise delivery routes
- Ensure sustainable pension investments
- Commit to zero deforestation in our supply chain

Pubs

- Establish baseline figures for our existing waste streams
- Establish baseline figures for utilities consumption in our pubs
- **Optimise the dispense of our draught beers (reducing wastage in pubs)**
- Work with our suppliers on sustainable packaging materials

Food

- **Reduce food waste in our managed pubs via tighter stock control and ordering process, internal training, food innovation and menu redesigns**
- **Recycle cooking oil**
- Explore options for on-site composting and allotments

Brewery

- **Use Brewpoint's waste streams such as spent grain to generate clean energy**
- Reduce the quantity of water it takes us to brew a pint of beer
- Invest in energy recovery technology
- Use environmentally sustainable packaging materials
- Reduce fugitive emissions from our refrigeration and cold storage

Supply Chain

- Minimise food miles for our pub menus

Our Planet and People Strategy



People



Partnerships with Purpose

Doing good business with great people.



Community Connection

Acting as a net force for good in the communities we operate in.

Internal Development

- Ensure all Wells & Co. colleagues receive a sustainability induction and ongoing training
- Establish an internal Sustainability Committee
- Introduce sustainability performance targets for our managed pub teams
- A dynamic, engaging communications plan

Key Sustainability Partnerships

- **Zero Carbon Forum**
- **The Sustainable Restaurant Association**
- **IFBB Sustainability Forum**
- British Innkeeping Institute
- Licensed Trade Institute

Supply Chain

- Partner with suppliers who share our values around fair pay, animal welfare, food miles, etc.

Charity

- **Corporate charity partner (Teenage Cancer Trust)**
- **Local, pub-specific community fundraising**

Community

- **Brewpoint beehives / honey**
- **Don't Lose The Ouse**
- **Brewpoint sports teams sponsorship**



The Journey to Zero

Our Partnership with the Zero Carbon Forum

Our sustainability journey has taken our family business in a variety of different directions over the past few years. As you'll see throughout the pages of this report, we've been genuinely challenging ourselves via a range of innovative projects to evolve our way of working into one that embodies our Triple Bottom Line philosophy at every step.

One of the key lessons we've learned again and again throughout this process has been the vital importance of collaboration, and it's for this reason that we're excited to announce our partnership with the Zero Carbon Forum.

A non-profit organisation, the Zero Carbon Forum is focused on empowering members to reach sustainability targets with more speed, efficiency, and profit as a united effort. Its membership roster looks increasingly like a 'who's who' of the UK brewing and hospitality industry, and we at Wells & Co. are really inspired by the potential to collaborate with our peers on our shared sustainability objectives.

Ed Robinson, our Sustainability Manager, elaborates:

"The Zero Carbon Forum can measure our efforts accurately, benchmark them against the rest of the industry, and advise us on how to improve sustainability across the whole estate. Working with the Forum to calculate as accurately as possible the carbon footprint for our entire business – brewery and pubs, managed and tenanted, UK and France - is the first step on this journey."





ZERO CARBON FORUM

Mark Chapman, founder and CEO of the Zero Carbon Forum, adds:
"Wells & Co. is a fantastic operator that has already shown great progress in taking credible climate action. We are excited to work with the team to help implement all the necessary measures from their dedicated climate action plan with nearly 190 energy-saving initiatives that reduce negative impacts and improve business. The Wells & Co. team will also benefit from sharing best practice with other forum members and a robust calendar of events, masterclasses, workshops, action groups and CEO roundtables to measure, plan and reduce their carbon footprint, at pace."

Work is already underway. In collaboration with the Zero Carbon Forum, we've produced the baseline carbon footprint upon which we'll strive to improve in the coming months and years as we drive down our operational emissions and ensure our business is one truly fit for the future. **There's no time to waste.**



Treading Lightly

Minimising our energy consumption has become a real focus for us at Wells & Co. Recalling our Triple Bottom Line philosophy, we see the potential for a real Planet and Profit win-win here; a chance to reduce both our operational emissions and our financial outgoings.

Since 1st April 2023, we're proud to announce that our entire UK managed estate has been powered by 100% purchased renewable electricity. We've collaborated with energy consultants, Inspired Energy. By consolidating a patchwork of varied energy deals from sites we'd acquired over the years, we're also now secure in the knowledge that every new pub we welcome into the fold will be powered sustainably.

"Following a period of growth in our managed pub estate, we found ourselves administering a whole host of different energy contracts from different suppliers," said Nick Wells, Head of Estates.

"Funnelling these contracts down to one overarching deal for our UK managed pubs was no small task, but ensuring that our sites are reducing their emissions by accessing renewable electricity gave us ample motivation to do so. We now have consistency and visibility of supply to all of these pubs, and have taken an important step forwards in pursuing our Triple Bottom Line ethos that prioritises our impact both on the natural environment and the communities around us."

These same pubs have also benefited from the addition of innovative voltage optimisation technology over the past year, aimed at ensuring that our sites only consume the energy that they actually require to function optimally. The National Grid in the UK delivers an average of 242 volts to its end users, yet the vast majority of our appliances are optimised to run on just 220 volts. Voltage optimisation works at site level to bridge this gap, meaning that our UK managed sites are now consuming less energy than twelve months prior, not to mention prolonging the life of appliances that are no longer being overloaded with excess voltage.

Nick elaborates:

"The concept of voltage optimisation makes inherent sense to us here at Wells & Co. and is delivering some promising early results. We've wasted no time in rolling out this technology across our managed estate here in the UK since spring 2024, and to date, we've saved a grand total of 80,985kWh of electricity; translated into emissions this would represent a saving of 8,389kg of carbon dioxide, equal to almost 40,000 miles of driving."



Pouring the Perfect Pint

Our journey towards energy optimisation in our pubs received another boost via our partnership with energy solution specialists, Technik2. Drawing on over fifty years of industry experience, Technik2 specialise in helping pubs, restaurants and other hospitality businesses to reduce their energy consumption and carbon emissions.

We embarked on a trial of Technik2's beer cellar automation technology in eight of our sites and were hugely impressed by the results, achieving an average electricity saving of 36% per beer cellar. Based on this successful trial, we've since undertaken a more extensive roll-out of Technik2 equipment in both our UK Managed and Pub Partner estates.

Exact figures will of course vary from one cellar to the next, but data from last year's trial showed projected savings in the order of 6000-9000kWh per pub, per year; roughly the same amount of energy that would be required to drive a car to the moon, and a significant decrease in consumption at a time when utility bills are at the top of every pub's agenda.

Nick Wells said, "Last year's successful trial gave us the confidence that Technik2's equipment could drive a real reduction in energy consumption in our beer cellars – and crucially, that it could do so without affecting the quality of a freshly-poured pint from our Brewpoint beer range. In a world of spiralling energy costs, there are currently few investments that promise such a strong financial return; combined with a win for the environment, it's an opportunity that we at Wells & Co. are excited to grab with both hands."



Marc Harries, Sales Associate at Technik2, adds, "It has been excellent to partner with Wells & Co.; we have been delighted to assist with their sustainability journey, especially at a challenging time in the energy supply market. As Nick has said, this is both a genuine and rare opportunity to make a significant difference and we look forward to strengthening our partnership to further assist Wells & Co. in reducing their carbon footprint."

Nick concludes: "The next step for us will be to roll out Technik2 technology within our tenanted estate; we're keen for our Pub Partners to benefit from these energy and financial savings just as our managed pubs have."

Driving Cleaner Transport in Partnership with Osprey

It's not just our pub interiors that have seen the (energy-efficient) light; many of their car parks have seen an upgrade over the past eighteen months thanks to our collaboration with electric vehicle (EV) charging specialists, Osprey. EV drivers making their way down the M1, for example, will now be drawn to Brewpoint for a pit stop thanks to its plentiful supply of charging points, some of the fastest in the area. A typical electric vehicle can fully charge in 25-45 min, drivers can pay with a contactless bank card, and every charge point is also powered by 100% renewable electricity.

"We're delighted to launch this flagship charging location that brings the latest in rapid charging technology to Bedfordshire," said Ian Johnston, CEO of Osprey Charging. "This new charging site at Wells & Co's Brewpoint brewery in Bedford is a vital part of the recharging network that will enable the decarbonisation of transport in the UK."

Another great reason for environmentally conscious pub-goers to pay Wells & Co. a visit, and the stats speak for themselves: at the time of writing, the thirty-six Osprey charging points installed in Wells & Co. pub car parks have collectively powered over three and a half million miles of low-emission driving.



We're still very much a work in progress, but the projects outlined above have both yielded encouraging results to date and primed us for a really exciting next phase in our sustainability journey. Wherever possible, we're collaborating on technological advancements such as these to aid us in achieving ever-greater energy efficiency in our operations.

Food Made Good

Our Partnership with The Sustainable Restaurant Association

The Sustainable Restaurant Association has proven to be an invaluable ally as we evolve our business.

Founded in 2008 with a vision of creating a clear intersection between the sustainable food movement and the hospitality industry, The Sustainable Restaurant Association set out to create a robust framework for what made a restaurant 'good', clearly promote best practice across the industry and inspire healthy competition to drive progressive action.

We first partnered with The Sustainable Restaurant Association before the pandemic and have been consistently impressed by the pragmatic, actionable advice they dispensed via their forums and online workshops, but what really caught our eye was their Food Made Good Standard.

Used to assess and certify the sustainability of more than 15,000 hospitality sites globally, the Standard reflects the needs and abilities of the global hospitality sector and the industry's current sustainability footprint. Covering everything from emissions to animal welfare to human rights, we were impressed by the holistic nature of the assessment process and felt that undertaking it would help to guide and prioritise our sustainability priorities as a business.

We were right. By working our way through the Food Made Good Standard, we've taken some important steps towards a more sustainable approach to running our pubs.

We've published an Environmental Policy outlining our commitments to use natural resources and energy as efficiently as possible, progress our ability to monitor and improve upon our environmental performance, and to minimise the greenhouse gas emissions generated in our own operations whilst collaborating with our supply chain to support a reduction in the emissions created by our business partners.

It sits alongside our new Food Standards Policy, that covers everything from animal welfare to human rights to sustainable agricultural practices in our supply chains. In simple terms, it sets out the standards to which we hold ourselves and our business partners.

The Food Made Good Standard has already catalysed positive changes in the food and drink we serve. For example, as a core part of our commitment to sourcing sustainable menu options, Wells & Co. will now only purchase and serve fish species that are either currently rated 1-3 in the Marine Conservation Society's Good Fish Guide or certified by the Marine Stewardship Council. Elsewhere, the assessment has led us to scrutinise everything from the nutritional content of the food we serve to the way we support our colleagues and the communities we operate in.

After two years of hard work, we're delighted to report that in early 2025 Wells & Co. achieved the maximum possible three-star rating on the Food Made Good Standard. We can now count our UK managed pubs amongst the best of the best when it comes to operating sustainably, something we take immense pride in.

We'll let the team at The Sustainable Restaurant Association have the last word:

"It's been incredible to see the team at Wells & Co. use the Food Made Good Standard to shape their policies and drive lasting change. Their approach is clear at every level, from board decisions to daily operations in their pubs. We were particularly impressed by initiatives such as Charlie's Charity and their strong support for their employees, while their environmental work - such as 100% renewable electricity, food waste reduction, and smart energy monitoring - sets a great example. We also love seeing Wells & Co. actively involved in our quarterly Working Groups, where they exchange ideas, share best practices and connect with other hospitality businesses focused on making a lasting impact."



2025



From Patch to Plate

Let's turn our focus now from our centrally-driven sustainability initiatives to some genuine pioneers in our Pub Partner estate.

From bold environmental claims to grand proclamations about Net Zero targets, it'd be easy to think that change is only being driven by big business. Yet nestled in a sleepy Derbyshire village, home to less than 300 full-time residents, there's a Wells & Co. pub quietly leading the charge.

Surrounded by the rolling hills of the Peak District, John and Vicki Judson, Pub Partners at The George in Castleton, have reinvented the way they do business. Between the fresh produce they source and the innovative skills they've equipped themselves with, it's safe to say that food waste in the pub is kept to an absolute minimum.

Residents of the village for just a couple of years, the duo have wasted no time converting the garden of their new home into the ultimate allotment, with the resultant fruit and veg fuelling the pub's menu. An ever-expanding network of raised beds are home to everything from cauliflowers to strawberries, all grown under the watchful gaze of their 'helpers', Cockapoos Oscar and Charlie.

at The George, Castleton

with John and Vicki

"We try to use as much local produce as we can, much of which we grow ourselves." Says John, "We've nicknamed our way of working 'Patch to Plate'."

"There's always been a bit of trial and error here," says Vicki, "Sometimes it takes us a while to figure out where to plant certain things to get the best yield, but it means we're constantly learning."

Back at The George, a series of sheds in the yard behind the pub – all constructed by a local farmer friend – house an eclectic selection of equipment that allows the pub team to make maximum use of this locally-grown harvest. Between a smoker, dehydrator, chill blaster, pizza dough press, ice cream machine, juicer and vacuum sealer, there's everything needed for the crew at The George to get creative, wow their customers with some unique products, and keep any food waste from their business to an absolute minimum.

This resourcefulness clearly comes naturally to John, as he explains: *"Twenty-five years ago I worked for a vegetable supplier; we've stayed in touch ever since, and we now have an arrangement where once a week they'll drop off surplus food from their warehouse that would otherwise go to waste. We then find ways to weave these ingredients into our menu for that week."*



Working here at The George is definitely not the 'prep menu – serve menu – repeat' treadmill that many hospitality businesses can become. Whether they're making spirits, sorbets or daily special dishes, our team is constantly given opportunities to showcase some creativity and learn some new skills in the process. Our neighbours in the village contribute too – they're always bringing us ingredients from their gardens. In fact, we're currently having fun working our way through a mountain of rhubarb. I'll reward them with something like a jar of our jam for their troubles; it's become a real community thing, we all love it."

The result of this level of commitment to the cause? A delicious, locally-sourced menu, brought to life by a team of ambitious creatives who share a genuine sense of purpose. The George at Castleton offers a blueprint that other sustainability-minded hospitality businesses would do well to follow, and having been crowned Sustainability Champions by the British Institute of Innkeeping, the pub is now getting the industry recognition it rightly deserves.



Despite all they've already achieved, John and Vicki are unlikely to slow down any time soon. They have plans in the works for a new kitchen that will allow for a range of new chutneys to be produced to the delight of the locals. Back at home, the greenhouses and polytunnels they've installed will soon be powered by solar panels added to the roof of the house, which the pair estimate will also reduce their home electricity bills by around 75%.

"Once John gets an idea in his head, it's happening." Says Vicki with a knowing smile. "Sometimes – as with the three beehives he recently purchased – the first I know about it is when I read a post on the pub's Facebook page the following day!"



Family Knows Best

Both of John and Vicki's grandmothers used to make a Sunday salad of cucumbers and onions in vinegar. Luckily for them, one of their neighbours, also called John, has a surplus of cucumbers every year from his garden. Luckily for their customers, Granny's Cucumber Salad has made its way onto the shelves at The George for all to enjoy.

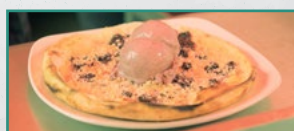
"It's all about spreading the word that we'll use whatever, we'll use anything that we grow down here, at the pub."



Pizza in the Peaks

Our Blackberry Gelato Pizza Speciality

1. Blitz the blackberries with lemon juice and water.
2. Sieve the mixture to remove the seeds.
3. Mix it with cream, milk, milk powder, and vanilla.
4. Pour it all into your favourite gelato-making machine.
5. Whilst that's churning, prepare your pizza dough.
6. Dust the dough with icing sugar.
7. Layer your dough with custard (this is your pizza sauce).
8. Next layer with a homemade blackberry coulis (we pick our blackberries from across the road).
9. Chuck your pizza straight into your pizza oven (ours inside a converted horse box).
10. Wait three minutes.
11. Dollop on a couple of scoops of your homemade gelato and enjoy!



Building the Future, Together

The Independent Family Brewers of Britain (IFBB) Sustainability Forum

Crafting a sustainable business doesn't happen in a vacuum. It needs a whole committee of people with their sleeves rolled up, ready to make change happen. It's essential that we continue to minimise the emissions created by our brewery and pubs. However, to truly tackle our Scope 3 emissions - those emissions that occur in our company's supply chain, such transport, waste, and the ingredients we purchase for our brewery and pubs - we need to look outside of our own operations and collaborate with our business partners to collectively raise our game.

Ed Robinson, our Sustainability Manager, knew that Wells & Co. wouldn't be alone in facing this challenge. Other brewers and pub companies across the country are scratching their heads over similar dilemmas; it felt like the perfect time to bring together a cross-section of our industry peers to discuss how we might support one another in progressing our shared sustainability objectives.

As core members of the IFBB, it was an easy decision to call upon their membership base and see who would be interested in teaming up. The level of enthusiasm from our peers for the idea was really heartening.

Following several months of planning, Wednesday 14th June 2023 saw representatives from over a dozen regional family breweries meet at Brewpoint for the inaugural IFBB Sustainability Forum.

The agenda focused on many of the common themes and challenges being faced by the IFBB members as they progress on their individual sustainability journeys.

Topics discussed included:

Net Zero target-setting

Cultivating a more sustainable supply chain

Examples of sustainability initiatives, large and small, that have already benefited IFBB members

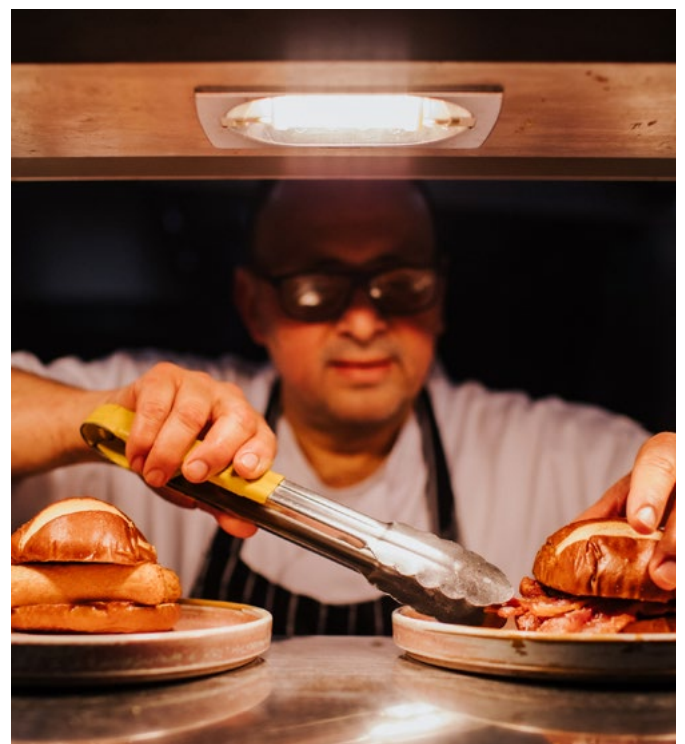


Caroline Nodder, Events Manager for the IFBB, reflected on the day, "We were absolutely delighted to run our first ever IFBB Sustainability Forum in partnership with Wells & Co. at their stunning Brewpoint site. Sustainability is at the heart of what our members do, and by bringing together family brewers from across the UK to share their knowledge and experience in this area, we hope to help speed up this journey and lead important change."

At the time of writing, we're busy planning for the sixth IFBB Sustainability Forum. The biannual meet-ups have proved a real hit amongst IFBB members; it's been really encouraging to hear attendees' progress reports on their sustainability objectives from one meeting to the next. Together, we're making genuine progress.



Our purpose
**TO DELIVER
AN EXPERIENCE
YOU WOULD
RECOMMEND
TO FRIENDS.**



Beepoint

A  **BREWPOINT** Special
BREWERY

Since the construction of our beautiful new home, **Brewpoint**, in 2020, the field behind the brewery had sat empty. At first glance it was a rather uninspiring patch of land – a jungle of dock leaves sitting in the shadow of the nearby A6 bypass – but two years ago, with our new Triple Bottom Line outlook in mind, we began to brainstorm ideas to create a point of interest in the space that would give local biodiversity a boost and highlight our sustainability ethos.



The result:

Beepoint. A cluster of eye-catching beehives, painted in Brewpoint colours by local artist Yaz Willmer, have become a happy home to a thriving community of bees responsible for some truly delicious honey.

Don't just take our word for it. The veteran judges of the Bedfordshire Beekeeping Society clearly agree, as they've awarded the honey a brace of accolades over the past two years. Most recently, first prize was awarded to Brewpoint's Beekeeper, Louise Wells - wife to our CEO, Peter -, in the Novice Honey category and third prize was awarded in the Light Honey category at their 2024 Annual Honey Show.



Muntons

Our Partnership



One of our most valuable partnerships on our sustainability journey is that with Muntons, the maltsters who supply a large proportion of the ingredients we use to brew our award-winning Brewpoint beer range. Located in Stowmarket, Suffolk, they produce around 200,000 tonnes of malt per year, enough for 2,600 million pints of beer.

A fellow family-owned business that's been 'passionate about malt since 1921', Muntons – recipients of the King's Award for Sustainable Development – are genuine trailblazers when it comes to operating sustainably.

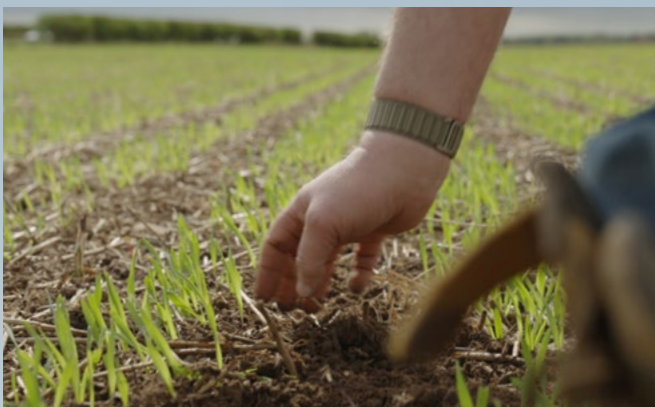
In 2007 they decided to place sustainability at the heart of their business strategy and as a result have become home to the most sustainable malt and malted ingredients in the world. Having been the first to develop a carbon footprint calculator for the malting industry and the first maltster to set and beat a science-based target for carbon footprint reduction – an impressive 45% reduction in on-site emissions – Muntons are now turning their focus to their supply chain.

Utilising innovations such as reduced use of pesticides, low or no-till farming, crop rotation and cover crop planting, regenerative agriculture farming techniques have been shown to result in a reduction in carbon emissions of between 30-70% when compared to traditional farming methods. Combined with their reduction in on-site emissions, this enables Muntons to offer malt with a carbon footprint reduced by over 60% when compared with malt produced via conventional methods.

Our partnership with Muntons is a golden example of the importance of collaboration in sustainability. With the carbon footprints of our two businesses overlapping significantly, purchasing from a malt company that was worked so hard to minimise their own emissions supports Wells & Co.'s journey towards Net Zero.



With agriculture accounting for 22% of annual greenhouse gas emissions worldwide, Muntons recognise that the farming of malting barley is responsible for a significant proportion of their carbon footprint and are championing regenerative agriculture principles as the solution.



Don't Lose the Ouse

The Mission to Save our River

The River Great Ouse, running through Bedfordshire, is a very special part of our community.

Almost everyone interacts with it in some way, shape or form; Wells family members are no exception, with generation after generation enjoying a swim in our local waterway. This is, until recently.

The increasingly polluted state of many of Britain's rivers has become a topic of national concern in recent years, and the River Great Ouse is sadly no exception to this trend. In the summer of 2023, Wells & Co. was approached for support by a new local environmental charity whose members had decided that the time had come to take a stand.

The Bedfordshire Great Ouse Valley Environmental Trust - BedsGOVET to their friends - is a team of local citizen scientists whose early research had highlighted shocking levels of E.coli and other pollutants found at various points along the river where they had been carrying out testing. Their sense of purpose quickly became clear:

- **Protect our local river from further harm by undertaking scientifically robust research**
- **Identify the causes of water pollution**
- **Join forces with others to mitigate the devastating effects on biodiversity and public health across the county**

Their request was for financial support to fund the next phase of their water quality testing, and we were only too happy to answer their call. An environmental project in our local region, for our local community - the project was a clear opportunity for us to walk the walk when it came to our Triple Bottom Line philosophy.

Ed explains: *"The BedsGOVET team presented such a compelling case that, not only were we quick to offer our financial support, but we began thinking how best we could raise public awareness of this vital new project. A quick call to our friends at the Bedford Independent, Bedford Borough's regional news desk. Editors Erica Roffe and Paul Hutchinson were quick to recognise the value of the project and have since done an incredible job of bringing it to life via a regular series of articles chronicling the BedsGOVET's research findings in recent months and serving to drum up support for the campaign in our local community."*

"Perhaps the most important environmental campaign Bedford Borough has ever needed", as the Bedford Independent put it at the time. The new campaign name was given a huge boost by a talented trio of design students at Bedford College, who between them produced an eye-catching collection of marketing materials to promote Don't Lose The Ouse to local residents and schoolchildren.

Ed spent a day with the BedsGOVET team in May 2024, shadowing a crew of passionate volunteers as they doggedly ignored driving rain to collect the river water samples they needed, and the feedback from those samples was eye-opening. The lab tasked with assessing the water for contaminants reported back a few weeks later that, on the day in question, the recorded levels of E.coli were a staggering thirty-three times higher than the UK-recommended safe limit of 900 CFU per 100ml. Surely some mistake?

Sadly, when checks were carried out, the laboratory confirmed that this was not a mistake or a typographical error and stood by the result. For comparative purposes, the highest recorded levels of E.coli in the river Thames at the time of the Oxford-Cambridge boat race in March 2024 were 9,801 CFU per 100ml, and at 'just' ten times the safe limit this figure made national news.

Shocking though we found this test result, it only strengthened our resolve to support the BedsGOVET team as their Don't Lose The Ouse campaign gains ever-increasing momentum. For a family business such as Wells & Co. with its history rooted in Bedford Borough, it feels only right that we would back an environmental project borne from members of our local community and in service to that same community. It's a golden opportunity to embody our Triple Bottom Line ethos, and we are grabbing that opportunity with both hands.

DON'T LOSE THE OUSE

Making Change Happen Riverside

On May 16th this year, Ed and the team at BedsGOVET headed to the Embankment in Bedford to conduct their testing across three sites. In total, four groups of volunteers carried out a series of tests that the team conduct every month.

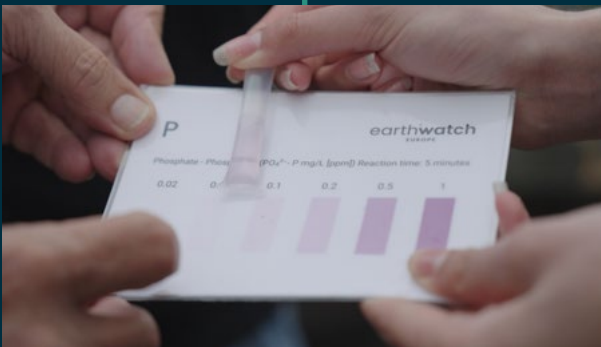
Testing, Testing... Is this thing Ouse?

Test Set 1



Collect two samples of water from the river in sterile bottles and send them off to a lab for E. coli testing.

Test Set 2



Test for nitrate levels and turbidity.

Test Set 3



Use a digital pen to obtain a set of variables which can give an indication of pollution, such as a pH, water temperature, and amounts of solids in the water.



Olivia Evershed, one of the volunteers, said, *"I think it's important for people to have evidence, to have proof, of what's happening in the rivers. People know that there's an issue. But without that scientific empirical data, there's no way of proving how bad things are."*

Tricia Lane, BedsGOVET Trustee, reflected,

"Wells & Co. have been amazing. They've sponsored Phase 2 testing so that we could expand our number of testing sites. But it's also the backing of people who are invested in the heritage and the future of Bedfordshire."

By placing a Sonde in the river, the team is able to measure what water content is moving upstream and downstream. This way, they can identify where the pollution is coming from and react accordingly to the source.

Dave Boddy, another volunteer, added, *"For my generation, it means nothing. Because we're not going to solve this in 20 years. I'm looking at my children, grandchildren, and so on."*

It's unbelievable to see the effort the BedsGOVET trustees and local volunteers are putting into tackling this huge challenge. There are a number different ways that businesses can invest in sustainability. But to be able to focus on a project in our local community, that is meaningful to us personally is a great privilege. We're looking forward to, over time, seeing the positive impact of this campaign as we endeavour to restore The River Great Ouse to its former beauty for all to enjoy.

Community Connection

In the introduction to this report, we explained how the term 'sustainability' represents more than solely the environmental side of things to us here at Wells & Co. Alongside our planet and profit ambitions, people form an absolutely integral part of our Triple Bottom Line ethos. Respecting and supporting our colleagues, our customers and the communities we are lucky enough to operate in is something we take very seriously.

Teenage Cancer Trust

A central cause to rally behind has traditionally driven our charity fundraising activity, and since 2022 that cause has been the Teenage Cancer Trust. A couple of years ago we put a shortlist of worthy causes to a vote amongst all our colleagues and Pub Partners – Teenage Cancer Trust were the deserving winners. A national charity that exists to improve the cancer experience of young people aged 13-24, Teenage Cancer Trust have a specialist unit in almost every major NHS cancer treatment hospital across England. The charity funds expert nurses and other specialist roles that can provide the best possible care and support for young people facing cancer.

Teenage Cancer Trust have clearly captured our collective imagination as a cause to rally behind; from Christmas menus to half marathons, our colleagues and Pub Partners have had a great time over the past couple of years dreaming up ever more creative ways to support the charity's work – see our Thriftathon event on the opposite page for one great example of this creativity.



Charlie's Charity

Alongside our support for the Teenage Cancer Trust, we also recognise the desire amongst our pubs and their teams to fundraise more individually for causes that are personally meaningful to them and their local communities. What's more, nothing gives us great pleasure than to support these great initiatives via our Charlie's Charity fund.

A central budget for charitable support across the regions we operate in, Charlie's Charity has topped up impressive fundraising totals for a wide range of inspiring activity by our colleagues and Pub Partners in recent years – none more so than from two key members of the brewing team at our Bedford HQ, Brewpoint.

Jon Slate and Sam Till undertook a 3,000km journey across India in their faithful tuk-tuk, Meera, to raise much-needed funds for ShelterBox, a charity providing emergency shelter and other humanitarian aid to people affected by disaster worldwide. The guys made it back to Bedford safe and sound and were excited to report that the donations they received via their JustGiving page totalled £1,200 – a sum that we were delighted to match via our Charlie's Charity fund.

Reflecting on their adventure, Jon had this to say:

"Driving 3,000km across India – the equivalent of travelling from Manchester to Moscow – was very different from my usual commute across Bedford. Between disintegrating road surfaces, herds of livestock blocking our path, and Sam's driving, there was never a dull moment. Meera the tuk-tuk got the workout of her life, but she did us proud, delivering us safely to our end destination of Kochi after just a few emergency surgeries and only one complete breakdown."

Cheers to you, Meera.



Thriftathon

A golden example of Wells & Co.'s passion for creative events in support of great causes was the 'Thriftathon' hosted at our Bedford HQ last summer.

Saturday 18th May saw Brewpoint's beautiful Garden Bar transformed into a lively thrift shop, giving guests a chance to shop from a wide selection of pre-loved clothing donated by generous members of the local community in advance of the event. The day was based entirely around the concept of sharing, a fundamental aspect of the spirit of charity, with all proceeds going to support the invaluable work of Teenage Cancer Trust. Shockingly, around 30% of unwanted clothes end up in UK landfill sites every year, so by joining the fun our guests could feel really good about doing something positive for both people and planet.

It was a real pleasure to see bargain-hunters – and there were plenty of them! – seeking out the gems amongst the great range of clothing and accessories on offer. Together they raised a grand total of £760 for Teenage Cancer Trust, a sum we rounded up to £1500 via our Charlie's Charity fund. This great result would not have been possible without the generous donations of clothing we received from our colleagues and customers, so if you're reading this, thank you – we really appreciate your support.





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