MOORISH
Impact Report
2021

MOORISH

Contents

Founder values
The Moorish vision
Our strategy
The 3 Imperatives
Founder 15 Initiative
Business Updates 2021
2021 Highlights
Key Business Goals 2022

MOORISH

Founder Values

Moorish was created by our founder Julie Waddell in 2012 'to make humous better'. Julie's dream is to turn her passion for making incredibly delicious food for her family, into a product that's accessible for all.

Moorish Ltd was set up to bring to market our range of smoked humous, classic humous and dips that taste as good as home-made, are better than anything on the market, with no nasty ingredients and with a company that is determined to do business better. Julie employs a majority female workforce, of highly effective and experienced women who are juggling career and family and looking for both flexibility and job satisfaction.

Julie's devotion to doing business better extends to continuous improvements in product packaging, increasing support for charitable endeavours, mentoring, giving talks in schools and supporting vulnerable families.

More Care, More Craft, More Moorish.

*RSP at retailer discretion

We have redefined our Moorish strategy

The Moorish vision

The best dips you've ever tasted!

The Moorish motto

More Care, More Craft, More Moorish

The execution of these 3 strategic imperatives delivers positive changes to the Moorish proposition

MOORISH

More Care

- From December 2021 we have changed our packaging, **reducing our carbon footprint from packaging by 60% and removing 15 tonnes of plastic** pa. Now none of our packaging is made from virgin material.
- In 2022/3 we will move to a **non-plastic packaging format**
- We **never use any artificial ingredients**
- We have increased our charitable donations by committing to a 3 year support programme for the Northampton Saints Foundation

More Care, More Craft, More Moorish.

MOORISH

More Craft

- We use the **best UK partners to manufacturer our products**
- Our artisan smokery gives us a **unique point of difference** on our hero smoked products
- Products **lovingly developed in the kitchen by our foodie Founder**
- We will always be **Vegan** where relevant

More Care, More Craft, More Moorish.

MOORISH

More Moorish

- Maintaining the **high quality** of our range. Recently winning **2 more Gold Stars at the 2021 Great Taste awards**
- Delivering a significant wave of **exciting new products ready for Spring 2022**
- Extending our dips into exciting **new usage occasions and channels** through our Trios, snack packs and omni channel-suitable formats

great taste 2021

More Care, More Craft, More Moorish.

MOORISH

Moorish is now a proud ‘Founder 15 supporter’ of the Northampton Saints Foundation

More Care, More Craft, More Moorish.

MOORISH

How Moorish are making a difference

NORTHAMPTON SAINTS FOUNDATION | OUR HISTORY THEIR FUTURE

More Care, More Craft, More Moorish.

MOORISH

FOUNDER 15

This is a three-year partnership deal to support the work of Northampton Saints Foundation.

This will make a huge difference to the lives of local young people, ultimately reducing the number of NEET's (not in education, employment, or training) and importantly reducing instances of anti-social behaviour, crime, and gang membership.

More Care, More Craft, More Moorish.

MOORISH

How money raised will make a difference

£5000

Covers all student activities at one hub for a term (12 weeks)

We really need your support to help us to continue guiding our students through our learning programmes – giving them the opportunity to change their lives.
Our aim is that each of our students enjoys a better future. We want to enable them to make better life choices, and you could be part of that journey.

Your contribution will help us continue to create an infrastructure of skills, people, resources and facilities that means we can continue to use the values of Northampton Saints and the power of sport to ***Inspire, Support and Educate*** young people within our community.

More Care, More Craft, More Moorish.

Business Updates 2021

New board team announced

We appointed our first Chairman, J. Keith Lomas, to oversee & improve our corporate governance

Accreditation

Moorish proudly became Sedex accredited

New products launched Spring 2021- Moorish Trios

* 3 individual units in each pack with 3 flavour variants & a new pitta chip accompani
* Great for adults at home, going to work, nipping out.
* Suitable for kids for a healthier, no artificial ingredients and very tasty snack!
*Healthier and more nutritious than current dip/snacking options…and tastier!
*Individually sealed – important given current focus on hygiene and reduced sharing
* Portion controlled for calorie intake control, also waste management

Awards won

- Great Taste Awards ; 2 Moorish products won a gold star
- Food & Drink Federation Awards; Winner of Emerging Business award 2021

More Care, More Craft, More Moorish.

Doing Business Better
Highlights of 2021

Improving our packaging and carbon impact

Signing up to become a Northampton Saints Founder 15 Supporter

Julie volunteering her time to give inspiring talks to school children

Moorish donating money - from a cancelled Team Christmas night out -to buying presents for a local children's centre at

Key Moorish Business Goals 2022

Further reduce plastic in our packaging

Further offset carbon footprint

Grow the team