



MOORISH

Impact Report

2023



MOORISH



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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.



Demand more from your dips.



Our Moorish Strategy

The Moorish vision

To make people happy with humous!

The Moorish motto

Demand more from your dips

Moorish values

Never Compromise. Banish Boring.

Give Back, Do Good.

The execution of these 3 strategic imperatives delivers continued growth to the Moorish business

Never Compromise.



- We put flavour first. To us, flavour and quality come above everything.
- 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 **never use any artificial ingredients**
- We will always be **Vegan** where relevant



Banish Boring & Bland



- Maintaining the **high quality** of our range. Recently winning **2 more Gold Stars at the 2022 Great Taste awards for our Classic and Truffle varieties, plus a two-star rating for our Smoked Humous with Chilli Harissa**
- Delivered a significant wave of **exciting new products in Spring 2022**
- Extending our dips into exciting **new usage occasions and channels** through our Trios, snack packs and omni channel-suitable formats



Give Back, Do Good.



- We have increased the amount of time our Founder gives to pro bono mentoring start-up entrepreneurs
- In 2023 packaging for new formats will be specifically sourced to have reduced plastic content
- We are now B Corp accredited and working towards reducing our Impact Score in 2023



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



How Moorish are making a difference



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.



FOUNDER 15



£5000

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

How money raised will make a difference

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.



Accreditation

Moorish proudly became B Corp accredited

Trio Packs launched into wider distribution - Sainsbury's & Asda

- * 3 individual units in each pack with 3 flavour variants & a new pitta chip accompaniment
- * 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 ; 3 more Moorish products won a gold star



Doing Business Better Highlights of 2022



MOORISH

Becoming B Corp Accredited



Our Founder becoming a Virgin Start-Up Mentor



Great Taste Awards - we now have awards for 5 Moorish products in total!

