



**Changing  
the world  
one bowl  
at a time.**

beets  
& roots

# Our goals

When we founded beets&roots in 2016, our primary focus was on building a stable company. However, our goal has always been to make the company sustainable in the long term. Now the time has come to make sustainability an important part of our company. Accordingly, we are closely scrutinizing where we can act in an even more sustainable, resource-saving and socially responsible manner and always consider new projects with a view to sustainability.



**beets&roots founders** | Maximilian Kochen & Andreas Tuffentsammer

## Clear goals

We have set ourselves clear goals that we want to achieve as an organization in the area of sustainability. We strongly believe that we will create added value in the long term with our sustainability initiatives.

## Concrete initiatives

To achieve these goals, we have planned specific initiatives in the areas of ingredients, menu development, procurement, suppliers and packaging.

# Ingredients & menu development

To achieve our goal of introducing meat alternatives to our menu, we have planned the following initiatives:

## Ingredients & menu development

Understandably, products such as avocados, pomegranate seeds and limes are very popular on our menu. Animal products such as chicken and salmon are also still our top sellers. However, these often consume a lot of water and energy during production and delivery. We therefore promote a plant-rich diet with sustainable ingredients.

## Plant-rich nutrition

When developing our dishes, we attach great importance to promoting a plant-rich diet. That's why most of our dishes are made from plant-based ingredients that nourish the soil and cause significantly less greenhouse gas emissions than meat and dairy products. In order to reduce the consumption of animal products, we have introduced various vegan meat alternatives to our menu in recent years and have been able to reduce our carbon emissions as a result.

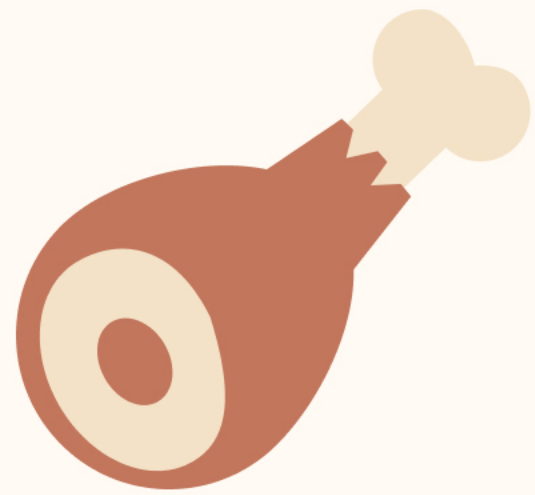
## Sustainable ingredients

When choosing our products, we already take care not to use industrially produced ingredients or products with artificial additives. We also want to continue to focus on the regionality and sustainability of our products and adapt our dishes accordingly. In concrete terms, this also means avoiding ingredients that consume a lot of water and energy.



# Our goals

Sustainability initiatives



Bringing meat alternatives  
onto our menu



CO<sub>2</sub> in soil  
storage



Replace disposable bowls  
with reusable bowls

# Procurement & Suppliers

To achieve our goal of storing CO<sub>2</sub> in the ground, we have planned the following initiatives:

## Sustainable procurement

We can only operate sustainably in the long term if we work with partners and suppliers who are also committed to sustainability and from whom we can source sustainable products. In this context, it is particularly important for us to invest in regenerative agriculture and the preservation of healthy soils.

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## Improved cooperation with our suppliers

When choosing our partners and suppliers, we attach great importance to regionality and sustainability. Our aim is to work with our suppliers to optimize our supply chains and, in the long term, only work with products that allow us to operate in the most sustainable way and further reduce our carbon footprint.

## Climate positivity through regenerative agriculture

An important part of our sustainability initiatives is to offer climate-positive products. Together with our partner Klim Foods, we therefore support farmers in investing in regenerative farming methods that bind CO<sub>2</sub> in the soil and thus promote climate positivity. Last year, we were able to store several tons of CO<sub>2</sub> in the soil of Brandenburg with our Portobello Beet Bowl by Klim.



# Packaging

To achieve our goal of replacing disposable bowls with reusable bowls, we have planned the following initiatives:

## Reduce packaging waste

To enable our guests to enjoy a healthy meal without having to visit a restaurant, we also offer our dishes for delivery or collection. However, this causes packaging waste. We are therefore constantly working on using reusable products and recyclable product alternatives.

## Reusable bowls

In February 2020, we introduced a deposit system for reusable bowls that makes packaging completely superfluous. So far, we have already been able to replace thousands of disposable bowls with reusable bowls. We are continuously expanding this service. For example, we have introduced a 10 cent charge on disposable bowls to further reduce packaging waste. In return, we give a 10-cent discount on the total order value for every dish ordered in a reusable bowl. In the long term, we want to switch completely to reusable bowls.

## Sustainable ingredients

Our entire packaging line already comes from a certified organic supplier and is 100% recyclable. Together with our partner Chefs Culinar, we are also constantly looking for sustainable packaging alternatives and try to save on packaging material wherever possible.





# Your suggestions are welcome!

There are certainly many other helpful measures that we can implement to become even more sustainable. If you have any ideas or have already gained valuable experience in this area, we would be very happy to discuss them with you. Feel free to write to us at [max@beetsandroots.de](mailto:max@beetsandroots.de)

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