

CORPORATE SOCIAL  
RESPONSIBILITY REPORT  
2020



*Mademoiselle*  
**DESSERTS**

▪ IN LOVE WITH PATISSERIE ▪

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2020  
CSR Indicators

Faced with the COVID-19 health crisis, the Secretary UN General Antonio Guterres declared "We cannot afford to lose the gains obtained through investments in humanitarian action and the Sustainable Development Goals".

At Mademoiselle Desserts, we strive not to take our commitments for granted and to keep moving towards more of responsibility. By publishing this 11th report of Social Responsibility, Mademoiselle Desserts confirms more than ever its commitment to the 10 principles of the Global Compact and its contribution to 11 SDGs.



## SUSTAINABLE DEVELOPMENT GOALS



## EDITORIAL

*Didier Boudy*  
PRESIDENT



### How was 2020 for Mademoiselle Desserts?

Like for many others I imagine, 2020 has been an unprecedented year. Business has suffered. We ended the year with a 26% decrease in turnover. Of course, catering and exports have been hit particularly hard. But so have supermarkets, especially during the first lockdown when consumers were making their own pastries at home.

But if we look past the numbers, what I will take away from 2020 is that we did not give up, we have not let go of our strategy. Better still, we remained on the offensive on all our markets. Even when working from home, we continued to make progress on all our projects. During this unusual year, we made 30 million euros worth of investments! And it's not over yet.

The resilience we have shown in such a turbulent environment is largely rooted in our CSR strategy: Destination Sustainable Desserts, which we have been pursuing for over 10 years.

And for Mademoiselle Desserts, 2020 has also been an opportunity to accelerate the transformation of part of our business: the development of products for drive-through, the manufacture of organic products, the use of local, French ingredients, the ramping up of our responsible purchasing policy, the deployment of our new ERP for total traceability and transparency of all our activities... A truly incredible year!

### Now more than ever, is the health and safety of employees your number one priority?

Absolutely! And believe it or not, 2020 was our best year ever. Our frequency rate fell from 34.1 in 2019 to 20.2 in 2020 for the whole Group, while our factories were turned upside down between emergency orders and short-time working. Our site in the Netherlands broke the Group record for the number of days without an accident: 432! And our site in Thenon has achieved one year without any accidents.

In recognition of this priority, in 2020 we promoted one of our safety coordinators, Corinne Escot, to Group Safety Manager France. Corinne will be in charge of deploying all good practices, leading OHS initiatives and increasingly integrating quality of life at work into our processes.

### How does your environmental strategy fit into your Destination Sustainable Desserts business plan?

Environmental protection is at the heart of our DSD strategy. In 2021, we are planning to carry out our carbon footprint analysis for Scope 3 emissions for the entire Group, involving our suppliers and our raw material and packaging supplies, right through to the distribution of finished products. This will give us all the indicators we need to manage our action plans even more effectively. In concrete terms, in 2020/2021 we are investing 8 million euros in new high-performance equipment at our French sites, for example, in order to reduce our energy consumption and greenhouse gas emissions, to use more environmentally friendly refrigerants and set up heat recovery systems. The environmental impact of our factories will be significantly improved. The Group has also become a "pathfinder" for the Bpifrance Green Rooster community. Our experience and our long-standing commitment should serve as a compass for Bpifrance's corporate clients who want to take the first steps in their ecological transition. The objective is to prove that committing to the ecological and energy transition is first and foremost a question of will and organisation.

### It seems that you are "on your way to B Corp certification"?

We do not need certification to carry out actions and be exemplary in terms of CSR. But in recent years, many companies, including some of our competitors, have been trying to catch up with a great deal of communication. So to highlight what makes us different and demonstrate that CSR is in our DNA, and not just because it is on-trend, we decided to have our approach certified. After some research, B Corp certification soon became the obvious choice. It's the Everest when it comes to CSR! B Lab, the certification body, only grants certification to the most ambitious companies in terms of governance and impact. We have worked very hard on the rigorous BIA (Business Impact Assessment) process. We updated our articles of association at the end of 2020 to confirm our mission as a company committed to generating a positive impact on society and the environment. We submitted our application at the very beginning of 2021. A long auditing process will now start, which I hope will lead to our certification in a few months.

# The main highlights from 2020

## 1 Maidenhead Berkshire

The teams have been focussing on reducing the sugar content in pastries. In line with our Healthier Indulgence commitments, products from the Handmade Cake range are now included in our NUTRI M programme to meet the UK government's targets, for example, the range of tray cakes and round cakes.

## 2 Weert The Netherlands

The Weert team broke its record by recording 462 days without any lost-time accidents. This result was achieved by daily safety communications at the site and in each of the company's departments, as well as by continuously focusing on responsible behaviour in terms of health and safety in the workplace. In 2021, preventive safety checks will be organised to explain and further improve behaviour.



Good health and well-being at work

## 3 Broons Côtes d'Armor

After a test phase with the production teams, muscle warm-up workshops before starting work have been extended to all departments at the Broons site. Twelve mentors have been trained. This programme has been really well received. The objective is to reduce MSDs, but the benefits of this programme go even further: reducing perceived pain, promoting group cohesion and better integration of new recruits.

## 4 Taunton Somerset

The Vegan trend continues to grow in the UK each year. In 2021, we expect to sell almost £2 million worth of vegan products. Our three sites are now developing a market-leading vegan range. In 2020, Taunton's R&D team developed a new range of vegan apple and cherry tarts.



## 5 Renaison Loire

This Nutella® log made at our Renaison site was a real success, and could now be available all year round! 100% of the cocoa sourced for the famous spread comes from Rainforest Alliance Certified™ farms.



## 6 Tincques/Aubigny Pas de Calais

Délices des 7 Vallées is a long-time expert in producing mini-doughnuts. Available in chocolate or spread, these mini-doughnuts are the flagship product of the Tincques site for the French market as well as for export. The Group has therefore invested 6 million euros in a new production line. With its local footprint and its partnerships with well-known brands, the site is creating a major mini-doughnut hub and further consolidating its expertise, while contributing to the economic development of the region. Eighteen new employees joined the site in 2020.



Decent work and economic growth



## 7 Valade The Dordogne

The historic practice of kneading puff pastry dough has been revolutionised with the arrival of two new automated lines. We have doubled production capacity and optimised manufacturing conditions. Using robots and digital screens, this line truly is a new technological masterpiece! A great experience and a real evolution for all the employees involved: operators, kneaders and drivers, who have acquired new skills and improved their working conditions. This is the culmination of a substantial project in terms of both project management and financial investment.



## 8 Saint Renan Finistère

The Saint Renan site now has a new freezer. This investment makes operations more reliable, increases production capacity, optimises the energy performance of the installation and facilitates safe cleaning.



Industry, innovation and infrastructure

## 9 Argenton Indre

After 8 months of studies and 6 months of design, the robot for packaging frozen raw chouquettes was put into operation. A new tool created especially for this line, this robot allows the packaging of chouquettes to be automated at an optimal rate. The packaged products are then labelled and palletised. Until now, these tasks were performed manually. The objectives of this automation are to reduce operator workloads, to reduce MSDs and to guarantee the safety of employees and to gain in productivity.



## 10 Corby Northamptonshire

We have optimised the cookie manufacturing process to improve the line's efficiency. These cookies are intended for coffee shops and other opportunities are underway.



Industry, innovation and infrastructure



## 11 Thenon The Dordogne

The first production of organic custard flans took place in the summer of 2020 at the Thenon site. Almost 2000 flans were produced for our principal market for this product. The flan is made with organic eggs, organic flour and organic French milk. It is baked in paper moulds and packed in a 100% recyclable kraft case sealed with a dedicated sticker.



Responsible consumption and production



1

# CSR at the heart of governance and our economic development



3 GOOD HEALTH AND WELL-BEING  
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  
12 RESPONSIBLE CONSUMPTION AND PRODUCTION  
17 PARTNERSHIPS FOR THE GOALS

**100%**  
of the sites participating in the Clean M program

Contribution to  
**11 SDGs**  
UN Agenda 2030

## Our external Stakeholders

<p><b>Customers and consumers</b></p> <p>Offering healthier products that are just as tasty, while supporting consumers' healthy eating habits. Dialogue and "sustainable development" meetings. Highlighting our own Oh Oui! brand.</p>	<p><b>Recruitment agencies</b></p> <p>Close link with local agencies to recruit more effectively. Construction of vigilant action plans to guarantee compliance with regulations and to ensure that employees are in line with the expectations of the position to be occupied.</p>	<p><b>Charities - Food Bank</b></p> <p>Partnership with local charities in the form of financial sponsorship or donations of cakes and desserts. Contribution to food aid as part of solidarity initiatives.</p>	<p><b>Public authorities and communities</b></p> <p>Local involvement, investment subsidies, dialogue and participation in the life of the land with the water agency, local communities, town halls and French Environment and Energy Management Agency (ADEME).</p>
<p><b>Suppliers</b></p> <p>The responsible purchasing strategy mainly concerns long-term contracts, a sector-based approach for flour, eggs, etc., prioritising "local" produce wherever possible and CSR assessments.</p>	<p><b>Schools and training institutions</b></p> <p>Recruitment of trainees and those on work-study training programmes from the third to fifth year of higher education in order to build suitable professional careers and develop the employer brand and attractiveness.</p>	<p><b>International organisations</b></p> <p>Integration of the UN Sustainable Development Agenda 2030 through meeting the 17 Sustainable Development Goals. Report in line with GRI expectations. Works with the Global Compact.</p>	<p><b>Peers</b></p> <p>Mademoiselle Desserts is a member of the French Association of Food Industries [ANIA] working groups and participates in the 3D and ALTERE workshops. Member of the Federation of Baker-Pâtisserie companies [Fédération des entreprises de Boulangerie-Pâtisserie (FEB)]</p>

### EXTERNAL



**Shareholders/ Investors**

Aware of the importance of environmental, social and governance factors, our investors closely monitor the annual CSR performance indicators.

### INTERNAL

<p><b>Workforce</b></p> <p>Internal communication, newsletter, ethical charter of conduct displayed and explained at the time of hiring, integration and training plan, promotion of sporting activity for well-being.</p>	<p><b>Employee Representative Bodies</b></p> <p>The members of the Social and Economic Committee (SEC), including professional unions, ensure the collective expression of employees as well as their responsibilities in terms of social and cultural activities.</p>
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Our values reflect who we are and convey our vision of the company. They guide our relationships and the way we work with our various stakeholders.

# Our values

## #RESPECT

### How we see it:

"Respect within the Supply Chain department means acknowledging one another's strengths and accomplishments, listening to each other's opinions and working as a team, alongside being inclusive. This is pertinent within the department, but also the wider business."

### How others see it:

"We have been on site partners with Mademoiselle Desserts Weert for over 15 years. We manage the temp workforce needed by Mademoiselle Desserts due to a fluctuating level of demand. Mutual respect is the base of our relationship. It helps us to grow together and to serve Mademoiselle Desserts and our temp workers."



**Sophie Brown**  
Supply Chain Manager  
Corby UK



**Claudia Nelissen**  
Senior Operational Manager  
Randstad  
Nederland bv



**Élodie Kernec**  
Product Range Manager  
France



**Vanessa Baker**  
Category Manager Bakery,  
Desserts & Ice Cream

## #PASSION

### How we see it:

"As Danton put it: 'To win, we need audacity, and yet more audacity, and always audacity.' Audacity at Mademoiselle Desserts takes on its full meaning when we see the determination of the teams to continue to innovate and create products that stand out from the crowd despite a health and economic context that would hold many back. Transforming constraints into opportunities is the strength of Mademoiselle Desserts."

### How others see it:

"Brakes and Mademoiselle Desserts have the same shared passion of providing our customers with outstanding cakes and desserts. We have recently launched a range of vegan cakes with Mademoiselle Desserts, the most successful being a Vegan Jaffa Cake which has proven to be a favourite. It's a fantastic addition to any menu in its own right – with the added advantage that it's suitable for vegans too."

## #COMMITMENT

### How we see it:

"Over the last 10 months, Covid has had a significant impact on everyone. It is sometimes in adversity that we see the best of people. Within our business during the adversity faced, I have been extremely proud to be an employee of Mademoiselle Desserts where such a high level of commitment has been shown at all levels. So many employees have shown a proactive approach and the Group has always put the interests of employees at the top of its agenda. To steal a quote, 'The difference between involvement and commitment is like ham & eggs. The chicken is involved but the pig is committed.' At MD we are fortunate to have more pigs than chickens."

### How others see it:

"Our nostalgic and innovative Chocolate Orange Christmas Cake, made in Taunton, has just been named a Quality Food Awards winner for 2020. This gorgeous orange-flavoured sponge cake is topped with a rich chocolate-orange glaze, a tangy orange-flavoured jelly and chocolate ganache. The judges loved its sweetness and light sponge as well as the gourmet quality of the cake, and awarded it the Christmas award this year."



**Nigel Taylor**  
UK Managing Director



**Quality Food Awards**

## #DELIGHT

### How we see it:

"In 2019, after completing my studies in engineering, I joined the Renaison site in R&D, first for my end-of-studies internship, then on a fixed-term contract and currently I am an R&D Project Manager at the Valade site. The atmosphere is good and there's never a dull moment! We work with the different departments, the company is friendly, and the diversity of products and projects makes the experience interesting. The value that speaks to me and that I've found here is delight: our goal is to make products that delight consumers."

### How others see it:

"Since 2015, Pamplie Cooperative Dairy has been pleased to supply fresh milk to Mademoiselle Desserts for the manufacture of its products. Over time, a real relationship of trust has developed, which now allows us to carry out constructive and innovative projects. We appreciated being integrated into their continuous improvement process during a joint project integrating the concepts of local supply and animal welfare."



**Marion Raynaud**  
R&D Project Manager,  
Valade France



**Marie Eck**  
Quality Manager  
Pamplie Dairy

**THE BENCHMARK  
THAT GIVES  
PROFESSIONALS  
THE BEST SOLUTION  
FOR CAKES AND DESSERTS**

**SUPPLIES**



We pay special attention to the raw materials and packaging we use to ensure the best quality while respecting our values.

**Raw products**

**of plant origin**  
flour, sugar, chocolate, etc.

**of animal origin**  
milk, cream, eggs, etc.

- ✓ Responsible sourcing, CSR assessment of suppliers
- ✓ Support of efforts (Forever Chocolate, Transparent Cacao)
- ✓ Reduction of residues from plant protection products
- ✓ Local purchasing whenever possible

- ✓ Responsible sourcing, CSR assessment of suppliers
- ✓ Attention to animal welfare
- ✓ Reduction of greenhouse gas emissions
- ✓ Local purchasing whenever possible

**Other ingredients**

Reduction or, if possible, elimination of controversial ingredients and additives.



**Packaging**

Eco-friendly product design, reduction of the use of plastics.



**FABRICATION**



**8** SITES IN FRANCE

**3** SITES IN THE UK

**1** SITE IN THE NETHERLANDS

**Manufacturing and Innovation**

**58,000 tonnes**  
cakes and desserts manufactured

**7%**  
Proportion of turnover from products less than 1 year old

**Energy consumption**

Gas + Electricity  
**72,082,920 Kwh**

Water  
**3,23 m³**  
per tonne of products manufactured

**People**

**1,800** employees

**39%** men | **61%** women

**42 years old**  
years average age

Shared values complying with our ethical charter

**Factory outputs**

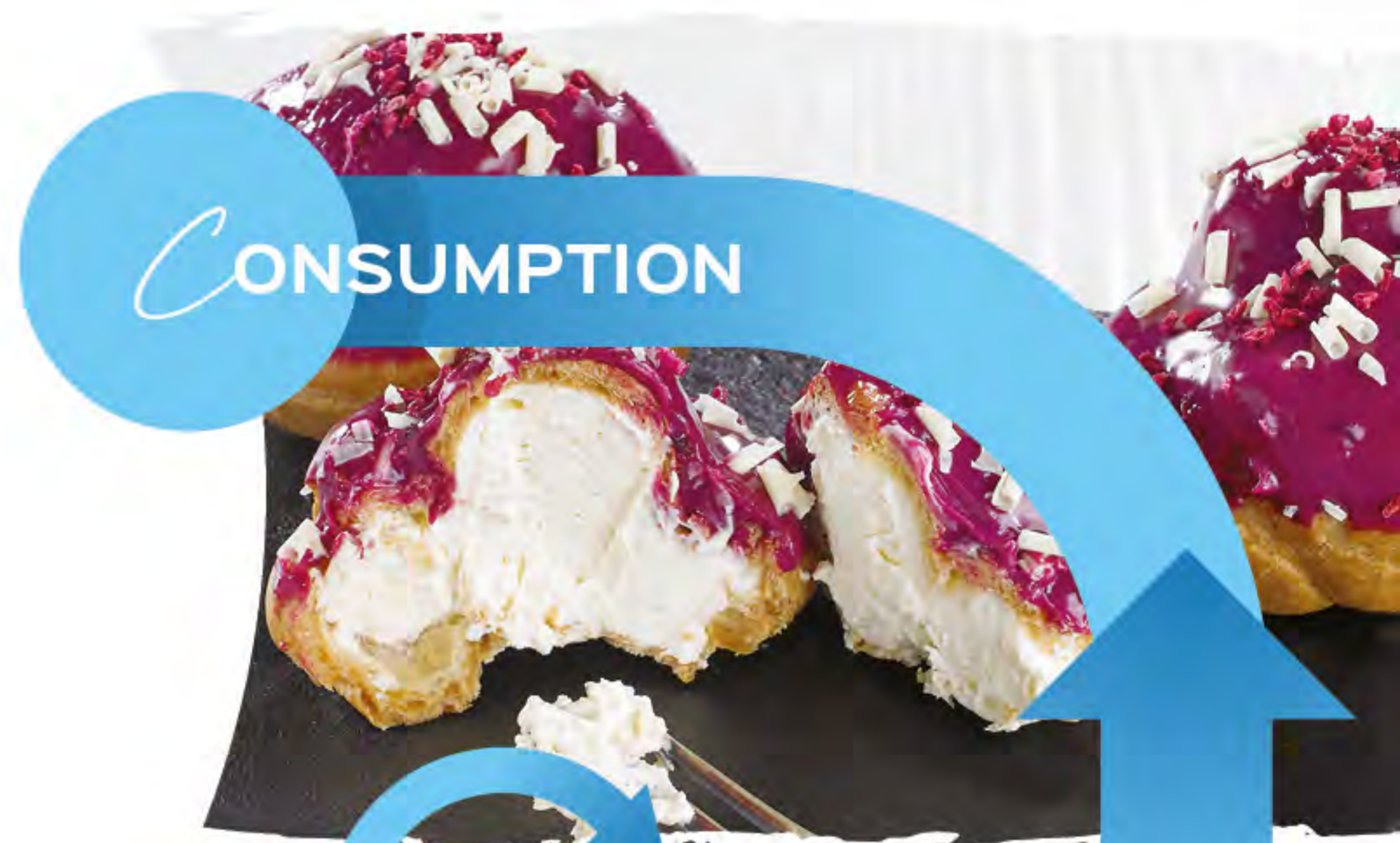
Waste  
**72%** of waste recycled

**Charity**

**400,000 €**  
The equivalent of cakes and desserts donated to food aid charities

**130**  
charities supported

**CONSUMPTION**



Our pastry range is available in:

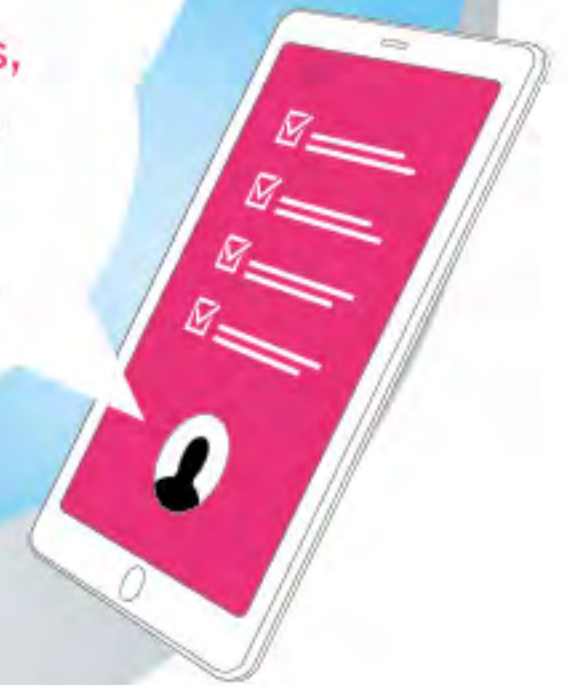
- Pastry bases
- Desserts
- Tarts
- British desserts, etc.

- Supermarkets
- Out-of-home catering

- Including products certified as:
- Bio
  - Vegan
  - Gluten free

Consumer brand

Product specifications, often virtual, created with our customers.





DESTINATION DESSERTS  
DURABLES  
DESTINATION: SUSTAINABLE  
DESSERTS

# “Destination Sustainable Desserts”

has been the Group’s most important project for several years now. It demonstrates the company’s real commitment to:

- Sustainable economic growth
- Manufacturing attractive, good-quality, healthy and safe products
- Industrial excellence
- Protection of health and safety at work
- An ambitious programme of innovation: *Think out of the box*
- Responsible purchasing of our raw materials
- Sustainable consumption of packaging



## OUR CLEAN M PROGRAMME

The Clean M programme was launched in 2017. The objectives are to simplify ingredient lists, remove controversial additives and favour local, high-quality raw materials (free-range eggs, “sustainable” cocoa, etc.). The list of additives is reviewed regularly, based on customer requests and scientific advice. In 2020, for example, the teams worked on removing glucose-fructose syrup from the apple compote in turnovers or replacing E120 with radish, blackcurrant and apple concentrates in our charlotte.

The Nutri M programme focuses on reducing the sugar content of our products. For example, a large proportion of our product range manufactured in the United Kingdom now meets the UK government’s target of reducing sugar consumption by 20% by 2020.

**57%** of pastries are classified as green and “clean” with no controversial additives according to our highly demanding internal standards\*.

### Our objectives

**+10% of pastries classified as green and “clean”**

according to our highly demanding internal standards\* by 2021.

**CSR: rating of 2 “cherries” out of a maximum of 3,**

according to our internal reference system\*

**Working on a 10-product offering with improved Nutri-Score**

\*Available on request



The Clean M programme, led by Julie Cohen-Solal for Ingredients, is a topic of regular discussion between the different sites: *“This programme is a major focus for us every day, it is something we take into consideration for every development and every time a recipe is updated. It affects every site and it’s something we discuss a lot.”*



● Sonia  
HMC

“These are projects involving many departments and the Group’s R&D teams are heavily invested in the cross-functional management of this programme to offer good-quality, healthy and safe products!”  
Sonia, R&D Manager in Maidenhead UK.”



## THE TOOL OF THE FUTURE

Maintaining the premises and equipment at our production sites, investing in efficient and less energy-consuming machines, deploying management software and the traceability of information with ERP are among our main commitments to maintain the highest level of performance in our activities. We have developed automatic palletising systems in Saint Renan, Thenon, and Argenton. The Group invested nearly 24 million euros in its factories in 2020.

### Our objectives

Implementation of the **new ERP information system** in the UK and continued deployment of ERP in France.

Use of new **COBOTS**.

**Automatic palletisation** for several packaging lines in Tincques and Broons.

Construction of a **new BREEAM certified building** in Tincques.

Replacement of most of our artificial refrigerants with **natural refrigerants**, combined with more efficient equipment and heat recovery.



## THE EMPLOYER BRAND

Discussions, maintaining a good social climate, and our ethical charter are always at the heart of our commitment. In 2020, these pillars of our employer brand were complemented by the implementation of our co-optation charter, the updating of the HR section of our website, and the implementation of AFEST (Action for Workplace Learning) and line manager training. We are also strengthening our partnerships with agri-food colleges and are planning to take part in various local job fairs, with new communication tools developed in 2020.

### Our objectives

**Attracting young talent** by taking part in student recruitment fairs and developing our partnerships with colleges.

**Developing our visibility as an employer** by communicating about our company on social and professional networks, both locally and nationally.

Maintaining and developing our **work-study policy** and professionalising the role of the tutor.

**To develop skills** : use our know-how, organize internal training, support change.



## THE ENVIRONMENT

We are now integrating Sustainable Development Goal 13 into our contribution to the 2030 Agenda. We have carried out our carbon footprint analysis for Scopes 1 & 2 emissions and have drawn up a dashboard, which is monitored on a regular basis, for our energy consumption and GHG emissions. We are taking action to use resources efficiently and in a controlled manner, and to reduce our impact on the environment. In 2020, the Group invested more than 10 million euros to reduce energy consumption.

### Our objectives

**Modernising our production facilities** by investing in innovative processes and equipment, using natural refrigerants, making our **transport more sustainable**, integrating **BREEAM “green building” environmental certification** for the construction of our new building in the north of France... these are our main commitments to reduce our environmental impact by 2023.

We have signed a partnership **with a French start-up to carry out our Scope 3 GHG analysis in 2021** using the method validated by Association Bilan Carbone (Association for the implementation of carbon footprint assessment).

By 2025, our aim is to make **the majority of our packaging recyclable** where a sorting facility exists.

# Offering sustainable products and services



**2 ZERO HUNGER**  
Rethink how we grow, share and consume our food

**3 GOOD HEALTH AND WELL-BEING**  
Ensuring healthy living and promoting the well-being

**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**  
Build resilient infrastructure, promote sustainable industrialization, and foster innovation.

## “Clean” ingredients

In 2020, Mademoiselle Desserts, as part of its Clean M program, removed the glucose-fructose syrup, found in apple puree from most apple turnovers.



## Understanding the market

Recent events have pushed consumers towards a greater need for safety, traceability and “locality” in food products. Without compromising the quality of our products, we observe trends and adapt our offer accordingly.

### Organic

The organic market has seen a marked increase since 2019 and a significant acceleration following the COVID-19 crisis. Organic products are perceived as “safe haven” products: more natural and healthier.

Mademoiselle Desserts is expanding its offer and with a range of moelleux, flans, muffins, madeleines and bases for making savoy or sweet tarts. Special attention was also paid to packaging. These ranges are offered in kraft trays, made from natural and recyclable materials.



### A new “to-go” range in the UK

Our teams in the UK have reviewed their “to-go” range. This extension of the range aims to cover a wider variety of consumer opportunities and distribution channels by providing an appropriate solution and strategic market data to help our key and prospective customers increase their market penetration in the “post”-health crisis.

For example, the range of pre-packaged products makes it possible to guarantee compliance with food safety and product hygiene right up to the consumer.







**The artisan flan**

Our artisan flan, creamy and extremely gourmet, is made with quality ingredients: eggs and fresh milk, 30% fresh cream and natural Madagascar vanilla flavours. Its 20 cm diameter size, as well as its high, thick edges, give it a traditional, hand-crafted look. And the puff pastry is pure butter, making it taste even better.

**The galette des rois approved by Gault & Millau**

Mademoiselle Desserts Valade has made a galette des rois approved by Gault & Millau. This cake is rich in butter and almonds. Its puff pastry made with high-quality ingredients gives the cake a delicious, authentic taste but also a unique texture! A success to be repeated.



**Innovative products:**

**Number cakes:** Using the sleek, 10 mm cake layers specially developed and manufactured at the Renaison site for this purpose, one of our customers has created a celebratory range: number cakes. Created by cutting out



layers in the shape of numbers and assembled with various treats, these diverse and scrumptious cakes are ideal for birthdays. A triumph of 2020! Sold to order, they have been a resounding success with our customers.

**Palmiers in the UK:** For four years now, the famous palmiers made in Valade have been sold across the Channel. With more than three million units sold each year, our palmiers are making a name for themselves in the UK, adapting to British pastry culture. This serves as a basis for making desserts to share! A flagship product that adapts to the desires of its audience.



**A new partnership in Japan**

A top-of-the-range supermarket chain now stocks three versions of our mini-doughnuts: sugar, chocolate hazelnut filled and white chocolate filled. More than three million mini-doughnuts made at our Tincques site have been sent to Japan.



TINCQUES SITE

Sabrina Brulhet  
Category Manager

“With a population of 127 million, Japan is a strategic market for Mademoiselle Desserts in Asia. The Japanese consumer is curious and always on the lookout for new products. Their expectations in terms of quality are very high, knowing that the standard in this country is zero defects. This partnership with SEJO ISHII, which represents the number one brand for premium imported products in Japan, is a great showcase for our pastries.”



**Europain**

In January 2020, the Europain exhibition took place in Paris. This was an opportunity for our pastry chefs to present different versions of our semi-finished kits, including the “decorate your own craquelin choux buns and éclairs”, winners of the 2020 Pépites de la Boulangerie (Gems of Bakery) competition! We were also able to offer our existing and prospective customers a taste of our snacking range, including muffins, doughnuts, and madeleines, as well as the organic range and our artisan flan.

**Country Range Group**

In December, the Handmade Cake Company received major recognition from one of their largest customers, the Country Range Group. After a few years of being shortlisted, the Handmade Cake Company has finally been awarded the title of “Frozen Food Supplier of the Year”. The excellent service provided by the entire company, the R&D team as well as all the production and logistics teams has been rewarded. Congratulations!



**Partner of "Goût de France"**

We were delighted to be a partner of the Goût de France operation led by Jean-Baptiste LEMOYNE at the Ministry of Europe and Foreign Affairs, the sixth edition of which was launched in March 2020 in the salons of the Quai d'Orsay. This event aims to promote French gastronomy around the world. Unfortunately, the festival, which was scheduled to take place in the spring of 2021, has had to be postponed due to the pandemic.



**Great Taste Awards**

In September 2020, four of our products were winners at the Great Taste Awards 2020 in the UK. This award is renowned for its rigorous selection criteria for food and beverage products. The tests are conducted blind by selected chefs, restaurateurs and food critics over 60 days. Our four winning products:

- Gluten-Free Chocolate Fudge Cake
- White Chocolate & Chai Cake
- Sticky Rum Pudding
- Mini Carrot Cake

# Ensuring food safety and responding to health issues

## 100% IFS and/or BRC-certified sites

All our production sites are IFS and/or BRC certified, standards which are audited annually by an accredited body. These certifications validate our practices concerning the criteria essential to our operation: food safety, quality control, traceability, continuous improvement, etc.



SITE D' ARGENTON

### Argenton-sur-Creuse quality team

“These certifications ensure the compliance of our activities and our ability to guarantee safe and healthy products. It's what we do every day and we're pretty proud of it!”

## A new ERP

Increasingly stringent standards require us to use IT tools to manage information in a transparent, efficient and consistent manner across the Group. In 2020, we invested several million euros in a new ERP system, which is currently being rolled out. Thus, a single database per country will make it possible to harmonise processes and to make all data reliable for exemplary traceability, for example.

This new ERP (Enterprise Resource Planning) will be operational in 2021 for the UK and then from 2022 across many of our French sites.



## Certified organic factories

Four of our factories are organic-certified as manufacturers/processors. The scope of the audit covers storage and manufacturing processes. The objective being to validate flows and the absence of cross-contamination with non-organic ingredients and products. The traceability system is also tested to ensure that the entire value chain is monitored and compliant. Furthermore, Mademoiselle Desserts France has also obtained organic certification as a distributor through documentary control. These certifications are renewed every year.



## A range of gluten free pastries

Our R&D teams in the UK have been working on the development of a new range of gluten-free desserts. Thanks to the work and new facilities for the extension of the dedicated gluten free production area in Maidenhead, we have been able to innovate and guarantee impeccable quality for our cheesecakes, crumbles, puddings, etc. The full range has now been launched.



# Offering ever healthier and more responsible products



## Nutrition as a top priority

Eating good-quality, healthy food is a top priority for consumers. This is why we launched the Nutri M project two years ago, which includes initiatives to reduce the sugar content of products sold in the UK and reduce the calorie content of products used in school meals in France.

We will further anticipate the needs of the pastry market by working on a range of 5 to 10 products with a significantly improved Nutri-Score in 2021. To carry out these projects, Fanny Michonneau, R&D Manager, is in charge of coordinating actions for the Group.



*Our goal for 2022: 10 iconic products with an improved Nutri-Score (B or C) thanks to more fibre, less sugar and less fat: flans, muffins, tarts, cheesecakes, lemon drizzle cake, moelleux, etc.*



## More “clean” pastries

Removing controversial additives and favouring local, high-quality raw materials is our daily challenge as part of the Clean M programme. A long-term project carried out by R&D, Purchasing and Production, adapting our recipes and manufacturing processes for the better. In 2020, we added an “American Red Velvet” muffin to our range with a white yoghurt-flavoured centre. We have incorporated vegetable extracts of carrot and beetroot to give it its colour, we have removed the gelling agent and we can guarantee that this muffin is glucose-fructose syrup free.



## Gourmet pots in Renaison

Aimed at reconciling consumers with desserts, our gourmet pots have been developed at the Renaison site. By combining the know-how of our pastry chefs in the production of creams and mousses as well as pastry decoration, we have developed a range of gourmet pots in a format that allows these tasty treats to be enjoyed on the go, presented in recyclable APET plastic pots. Gourmet classics revisited by our teams, these snacking versions of our desserts stand out with a tiramisu with chocolate shavings, a fresh lime crumble pot, a red berries pot with a hint of pistachio and a gourmet crunchy chocolate pot to complete the range. Recent investments will enable production to start in early 2021.



# Maintaining production equipment

The Group has always invested regularly in the maintenance and renewal of its production equipment as well as in new technologies to better control machines or to package products automatically, for example.



## IN TINCQUES :

At the beginning of 2020, a new automated line for the production of mini-doughnuts was installed, following an investment of 6 million euros.

**SITE DE TINCQUES**

**Gilles Guerlet**  
Site Manager

“Doughnuts represent a niche in the world of pastries, but the demand for them is high, in France and around the world. They are exported everywhere, to the United States, Asia, Australia... it is an indulgent product that allows us to create endless variants to suit different tastes. The R&D team develops a lot of innovative products, which are very popular with our customers. This product, however, is relatively complicated to produce and few manufacturers attempt it.”



## IN VALADE :

The historic practice of kneading puff pastry dough by hand has been revolutionised with the arrival of two new automated and robotic lines for kneading and manufacturing (line 3). These lines have been in operation since April 2020. Several tens of thousands of palmiers are produced every day! Highly automated, using robots and digital screens, and extremely precise in the configuration of control data - this line truly is a new technological masterpiece! A great experience and a real evolution for all the employees involved: operators, kneaders and drivers, who have acquired new skills, new expertise, and improved their working conditions.



## IN WEERT :

Trendy, hand-crafted products, manufactured by machine on a large scale? In Weert, it's now possible! The “Picasso of mille-feuilles” is a machine capable of decorating each mille-feuille differently. This creative industrialisation project was made possible thanks to our own engineering department: this machine was created in-house! The first products have already been manufactured and are sold in the Netherlands.



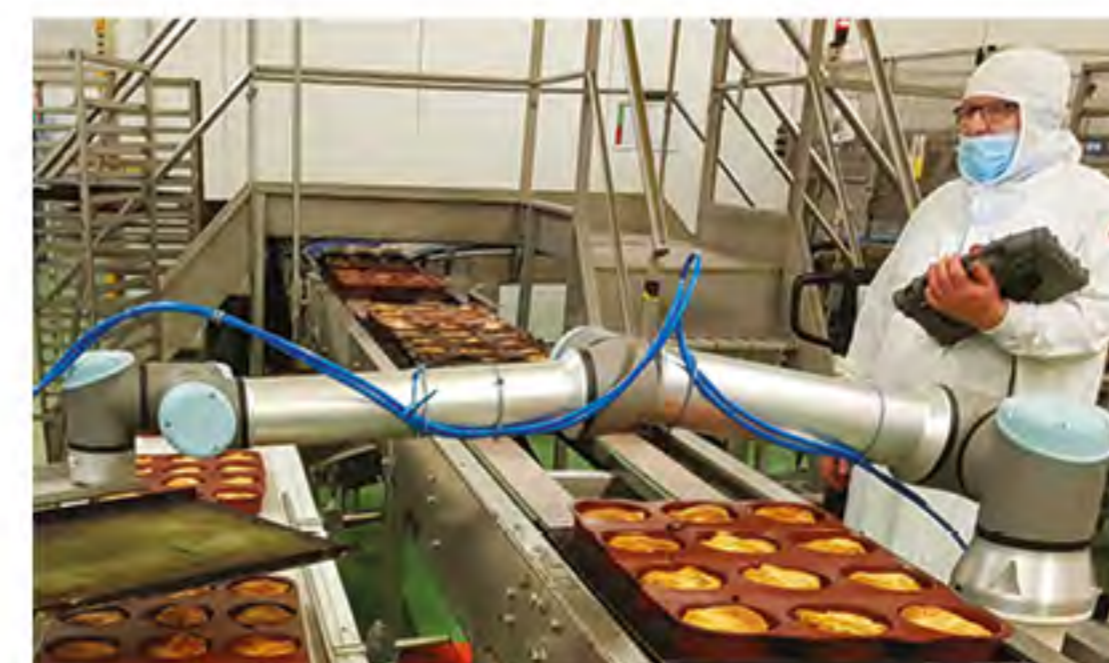
## IN ARGENTON: Packaging of chouquettes

After 8 months of studies and 6 months of design, our robot for packaging frozen raw chouquettes was put into operation. A new tool created especially for this line, this robot allows the packaging of chouquettes to be automated at an optimised rate. After packing, they are labelled and palletised. Until now, these tasks were performed manually. One of the objectives of this automation is to reduce operator workloads and the risk of MSDs, as well as to guarantee the safety of employees.



## Employer Brand and Social Responsibility prize

Mademoiselle Desserts is proud to have won the Employer Brand & Social Responsibility prize awarded by L'Usine Nouvelle Events at the Sustainable Industry Awards for the installation of collaborative robots, or “Cobots”, at our Broons site. These robots make it possible to assist machine operators in tasks that are considered high risk because they are often strenuous and very repetitive, such as loading and unloading pastries. Employees were trained beforehand in the programming and use of these Cobots. We are looking to extend this to the Group's various sites.



## Business continuity in the UK



Adapting new recipes in production is not always easy! We wanted to transfer the manufacture of a rocky road reference from Taunton to Maidenhead. Headed by the R&D teams, this project involved a large

number of employees for several months as processes and equipment were adapted and teams were trained.



## IN WEERT: Optimising product packaging

The Weert teams have been working on the implementation of new, recyclable product packaging boxes. Nearly one million boxes can now be recycled each year. The project to change the boxes took several months. The shelf life of frozen and packaged products had to be confirmed to ensure the best conditions for preservation over time and for transport. The first boxes were ready for use the end of 2020.



3

# Be a responsible economic player



<b>3</b> GOOD HEALTH AND WELL-BEING	<b>7</b> AFFORDABLE AND CLEAN ENERGY	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS
<b>4</b> QUALITY EDUCATION	<b>8</b> DECENT WORK AND ECONOMIC GROWTH	
<b>5</b> GENDER EQUALITY	<b>13</b> CLIMATE ACTION	

"Ethics, respect for people and the environment, and quality of life at work are at the heart of our concerns. Because the end result is just as important as the way you deliver it."



## Ethical charter

Sometimes, you try to break new ground and then hear, "the end justifies the means...", "everybody does it...", "it's always been done that way..."

Mademoiselle Desserts has developed its ethical charter to promote a work environment that favours a sense of responsibility and disseminates values of living well, shared by our employees.



GOOD



NOT GOOD

VALADE SITE

Fanny,  
R&D Manager at Valade

"The Group supported me in my wish to obtain a Professional Pastry Chef's Certificate of Aptitude, by funding and arranging my working time to train with advice from my team of pastry chefs. I wanted to take this CAP (Bakery Certificate) in order to acquire basic knowledge of patisserie baking, to communicate better with my teams, become more creative and gain credibility, and to do my job better."



Sedex

### SEDEX membership

Seven sites of the Mademoiselle Desserts Group are SEDEX members. This international collaborative platform allows us to exchange supply chain information with our customers, with the aim of transparency and continuous improvement. The areas concerned are labour law, health and safety, the environment and business ethics.



### Basic rights at work

In the United Kingdom, the Modern Slavery Act allows companies to declare each year that they are not engaged in modern slavery. In this way, the Group confirms its commitment to full compliance with the law and to ethical business practices, without forced or child labour. All these commitments can be viewed on our website.

# Adapting to the new world - an attractive employer brand

The health crisis has changed things and in order to respond quickly to the lockdown at the beginning of the year, we have had to adapt our working and communication tools: computers, remote connection solutions, videoconferencing etc., with the introduction of teleworking for many employees where possible.

### Our jobs: employees in the spotlight

As part of our commitment to our "employer brand", we wanted to highlight our jobs through the first-hand experience of our employees. They provide an overview of the diversity of jobs and career paths we offer, from R&D and production to sales and administrative positions. Find them on the [mademoiselledesserts.com](https://www.mademoiselledesserts.com) website under **Careers and Opportunities!**



**Lionel,**  
IT Support and Supervision  
Manager

"2020 was a particularly busy year for the support team with the implementation of teleworking. Finding laptops in the midst of a shortage, allowing employees to work from home, providing remote support... we provided what was needed in record time and the team was highly proactive in its response during this difficult period, without forgetting the everyday work to be done."

### HR fairs: Jobfest

In January, JobFest was held at Kinopolis' offices in Lomme. Beyond the job opportunities, participants were able to take part in different activities to optimise their chances and show their personality. Virtual teamwork games were also used to open discussions.

### Polytech Lille fair

In October, the Mademoiselle Desserts HR team took part in the fair at Polytech Lille where future engineers, particularly in the Biology and Food Engineering field, are educated. Tiffany, HR Manager at Mademoiselle Desserts in Tincques, presented the Group and its various internship opportunities to 16 candidates in 3rd, 4th and 5th year. The students showed a lot of interest in both our activities and our products



### AFEST training

AFEST (Action for Workplace Learning) is a new concept of training. The idea? To train employees in a skill that can only be acquired in a workplace situation, by analysing tasks one by one. Throughout the training process, the employee is supported by a trainer who guides him/her through the course and during the reflexivity sessions: "I did it, how?" and "I failed, why?". At Mademoiselle Desserts, AFEST has been set up at the Broons and Valade sites for machine operation. The objective for 2021 is to continue this type of training at all sites and promote transferable skills within the Group's sites.

### Professional certification in Tincques and Argenton

The CQP (Certificat de Qualification Professionnel or Professional Qualification Certificate) recognised by the State, is a qualification allowing accreditation of the skills specific to a trade when there is no corresponding diploma. It is regularly offered to employees. This year, four employees from our Tincques site obtained their CQP, attesting to their skills as line operators. At the Argenton site, CQPs were awarded to qualified industrial cleaners.

**Sophia Bouvron,**  
HR Manager

"A lot of people visited our stand, which allowed us to introduce candidates to the MD Group. They were very attracted by our values. We did it all over again on 5 March at the Arras fair!"



# Skills and career development

Encouraging and promoting career development is one of the main thrusts of our human resources management policy. In addition to "bottom-up" developments, with taking on responsibilities and managing a team or department, the Group's HR teams also capitalise on the talents, skills and desire for mobility of each individual to drive diversifying developments, sometimes leading to real changes in profession.



### BROONS SITE: Promo 2020 "introduction to packaging"

At the beginning of the year, six people from the Broons team were trained by an expert from the ZIPACK consulting firm on the risks and processes involved in creating new packaging. The participants had very diverse profiles: "relay pack" factory production manager, project manager and R&D manager. The exchanges made it possible to work on concrete cases and to finish on a positive note - "the road to perfect pack development". Some of them were able to put what they learnt into practice by visiting a thermoforming factory the very next day.



### VALADE SITE: Skills transfer

Before retiring, Marie-Claude Couturier, assistant to the Methods department, took part in the skills transfer programme set up at the site together with her successor Nathalie Versaveau. A first and a wonderful human experience, set up within the Group. The training took place over four months and allowed Nathalie to grasp all the tasks she would have to perform in her new position and Marie-Claude to seamlessly hand over the reins to her. A positive experience recommended by everyone involved.



### A closer look at the TES (Technology Expertise Support) mission

Laurent Pillard, formerly R&D Manager for the Broons and Renaison sites, has now been appointed to the position of "Technology Expertise Support", a new role created within the organisation. He leads technological projects related to raw materials, finished products and processes. We created this position at the beginning of the year to continue growing in key areas of our expertise.



# Health and safety: our number one priority

In 2020, we broke records at our sites in Corby, Weert and Thenon... which did not record any work-related accidents. The Group's frequency rate for 2020 was 20.20 compared to 34.7 in 2019.

## New Health & Safety Policy in the UK



In the United Kingdom, a new health and safety policy based on BSEN ISO 45001 was introduced and now covers all three sites. This was a major initiative, led by Craig Partridge, UK Health and Safety Manager, with input from teams at all sites.



Stuart Barnard, Production Health and Safety Manager

"The health and safety of our employees is the Group's number one priority. We celebrated 365 days without any accidents in 2020, thanks in part to training and the facilitation of a Safety Management System at our sites."

**Fire training, organising Safety Days or Weeks...** We apply our values of Respect, Passion, Delight and Commitment to our actions in favour of employee safety. We create new ways of training and coaching, by encouraging creativity.



### The Valade site

The site has maintained OHSAS 18001 certification for the 9th year running. In 2021, the goal remains certification in its new version ISO 45001. Teams are preparing for this change which, for example, involves all employees in the choices and directions to be taken. Every manager becomes the safety leader in his/her department.



### The Broons site:

In Broons, the teams warm up before starting work to avoid hurting themselves while working or musculoskeletal disorders, for example. This now involves all departments. Twelve mentors have been trained.



Camille COAT, Site Safety Manager

"This programme has been really well received. The objective is to reduce MSDs, but the benefits of this programme go even further: reducing pain, promoting group cohesion and better integration of new recruits."



## Fire safety training

Adopting the right reflexes, respecting safety distances, knowing how to differentiate between types of fires... these are the objectives of the fire training courses offered to employees at all production sites. Every year, a large number of volunteers come to practice in real-life situations and familiarise themselves with equipment, in the presence of qualified firefighter trainers.



## Helping hands

Mutual aid has been strong between the Group's UK sites. The teamwork really paid off: employees from Maidenhead, for example, came to the Corby site to bolster the production team for several days.



## United Heroes



In 2020, the United Heroes programme was adapted to offer employees more self-care opportunities during this difficult time and at home. Logging in to the app is a way to stay socially connected and physically active. This programme offers a variety of activities: a weekly challenge calendar, access to nutritional and wellness advice such as ecotherapy, live coaching every day with cardio, yoga and pilates classes... Nearly 150 employees are registered on the platform and regularly participate in this programme.



## Corporate challenge

In September, two of Mademoiselle Desserts' Argenton teams took part in the 6<sup>th</sup> défi inter-entreprises de l'Indre (an inter-company sporting event). Organised by BGE Indre, the aim of this sporting event is to encourage team spirit and exchanges between local economic players. Three events were organised: an obstacle course, mountain biking and racing. Congratulations to our fully committed teams for their performance!



## Renaison and Argenton-sur-Creuse sites: Long-service awards

Long-serving employees are recognised at the Group's various sites each year, with award ceremonies at Renaison in January and Argenton in February.



# Environmental protection

**Jon Coombs,**  
Director of International Operations

“Reducing energy consumption is a real concern for the Group. The Valade site has reduced its annual gas consumption by 30% following the implementation of heat recovery from its refrigeration compressors. The furnaces therefore use less natural gas each day. The French government is encouraging companies to install less polluting equipment. Our energy saving schemes to invest in more environmentally friendly equipment are therefore financially supported by white certificates (WhC). Everybody wins!”



In 2020, as a result of the health crisis, our factories manufactured fewer pastries, but in return they emitted in absolute terms fewer greenhouse gases into the atmosphere than in 2019.

**-11%** less electricity consumption

**-19%** less gas consumption

## Carrying out the carbon footprint analysis

We have calculated our carbon footprint under Scopes 1 & 2 (energy and transport) in partnership with TRAACE, a start-up based in Paris. Thanks to the actions and commitments of our GREEN task force (Groupe REseau ENergie), 2020 has seen us integrate our contribution to SDG 13 to combat climate change. In 2021, in order to better understand our greenhouse gas emissions profile and to be able to implement effective action plans, we will carry out our Scope 3 carbon footprint analysis, i.e. emissions from upstream agricultural activities with our suppliers to the distribution of our finished products.



**-18%** less tonnes of CO<sub>2</sub> equivalent between 2019 and 2020

In 2021, the Group will invest €8 million in the environment and the reduction of GHG emissions. We are actively implementing the “Avoid, Reduce, Compensate” approach developed and published by the State in 2013, to meet France’s national and international commitments in terms of environmental conservation in all areas (air, water, gas, waste, etc.).

## Innovative actions to protect the environment

Energy savings are at the heart of our maintenance/new construction teams’ activities. In Valade, for example, we recover heat from refrigeration compressors for defrosting freezers and evaporators, for heating the water supply and for cleaning. We are replacing the refrigerants in our installations so that they have less impact in terms of greenhouse gas emissions, and we are planning to replace two obsolete cooling towers (TAR) with equipment that consumes less energy.

For several years now, the Mademoiselle Desserts sites have also been able to carry out projects with funding dedicated to the integration of equipment eligible for white certificates, thus reducing pollution. These certificates support and promote actions and investments that have a positive impact on the environment and reduce energy consumption and greenhouse gas emissions.



In 2021, we are planning to carry out energy audits in Valade and Tincques.

**Jonathan Eme,**  
Maintenance department

“I am proud to be taking part in the energy audit project to help Mademoiselle Desserts move towards an even greener future. These actions take on a new meaning, with a more global reflection on energy performance, and the audit will make it possible to define real levers for action complementary to the measures we have already carried out.”



In Renaison, approximately a reduction of 3,000 tonnes of CO<sub>2</sub> equivalent will be made in 2021 thanks to the investment in new ammonia refrigeration facilities that will make it possible to eliminate HFCs, fluorinated gases that are harmful to the environment.

## Our waste as a resource

The Group currently recovers 75% of waste. We have set up dedicated recycling containers and bins at each site and regularly conduct training sessions and awareness campaigns for our employees. Organic waste is used for animal feed or biogas plants. The most difficult part remains the recycling and recovery of plastics, as treatment channels are not yet optimised. We are continuing our regular exchanges with expert recycling and recovery service providers. Paper and cardboard are widely recycled. Once sorted, they are prepared and baled before being sent to paper and cardboard manufacturers to be transformed into paper pulp. The recycled material is used to produce new paper or cardboard packaging, stationery covers, etc.



## Testing biodiversity at our sites

How can you study soil life? ADEME (the French Agency for Ecological Transition) suggests planting your pants. This is exactly what some have done, for example in Tincques or Valade where the soil seems quite fertile! This is something everyone can do in their own garden. An original idea to raise awareness of biodiversity and to understand soil life: the more holes there are when you dig up the pants, the richer the soil is!



## Nothing is lost, everything is upcycled!

We have artists in our factories who are coming up with all sorts of imaginative solutions: in order not to throw away the ceramic baking beans left over from previous years’ collections when making our galettes des rois, a group of colleagues from Valade created gourmet mosaics for pastry shop windows.

Special thanks go to Fabienne, coach and mosaic expert! Find her creations at: <https://www.facebook.com/fabiollamosaique/>



## Water management

Good water management is an essential part of our processes at our manufacturing sites. In Broons, for example, 90% of water is used for cleaning, the remaining 10% being used for production and sanitary purposes.

Since 2015, our consumption has been steadily decreasing thanks to preventive actions as well as team training on water use.

### SITES DE BROONS

**Christophe Le Roch,**  
Broons Hygiene Manager

“Raising awareness, training and reduction initiatives via adapted materials or other systems have enabled us to significantly reduce our daily consumption. Other actions and investments are planned on an annual basis in order to optimise these good practices and reductions in water consumption and make them sustainable.”



## PACK M

3.9 tonnes! That’s the amount of plastic we phased out in 2020 by reducing the thickness of the protective bags used to transport our finished products. This means that there are a lot fewer plastic bales to process at our Valade and Broons sites and at our customers’ sites.

## Our PACK M objectives for the coming years are to:

- Phase out all plastic trays containing carbon black
- Remove PVC from rigid plastics
- Make sure that 50% of cardboard made from wood fibre is from FSC or PEFC certified forests
- Incorporate 50% recycled plastics in our rigid plastics by 2022
- Make our packaging 90% recyclable where a sorting facility exists by 2025
- Reduce the overall weight of plastics in factories by 5% by 2025
- Optimise the logistics of our pallets to transport as little empty space as possible

# 4

## Committing to the company



Photo prise avant le début de la crise sanitaire

Every day, the group's employees make products with selected ingredients for pastries that combine pleasure and responsibility.



## Our sustainable and responsible raw materials supply

As part of our responsible purchasing policy and our CLEAN M programme, we have defined what we consider to be a pastry that is manufactured under favourable conditions for society and with less negative impact on the environment. The main products we source are flour, eggs, butter, milk, sugar, chocolate and spreads, etc. We select our suppliers according to commitment and CSR evaluation criteria, and we pay close attention to consumer expectations.

Animal welfare, for example, is a growing issue. In 2020, the Group will incorporate new study and assessment tools into its specifications for raw materials of animal origin, with a shared reference framework with its main suppliers. It will be deployed on a larger scale in 2021.

### Milk from our rural areas:



**Marie ECK,**  
Quality control manager

“For six years, Pamplie Dairy has been a partner of Mademoiselle Desserts for the supply of fresh skimmed milk. This milk is collected within a perimeter of 80 kilometres around our dairy. Our main activity is the manufacture of Charentes-Poitou AOP butter and the skimmed milk is therefore a co-product that we can use. This means there is no waste! Every single one of our producers adheres to the Charter of Good Breeding Practices. Many use aromatherapy and homeopathy for the well-being of the cows and give them access to pasture for at least 6 months of the year.”

### Cage-free eggs

Our supply of free-range and organic eggs is growing steadily. Our goal remains 100% cage-free eggs by 2025. Purchases of egg products from alternative, cage-free farms accounted for 23% of all purchases in 2020. Since 2017, the teams have been working with all suppliers to establish new contracts that incorporate this commitment.

**Yannick Bennin,**  
President of SNO

“Société Normande d'Ovoproduits, in the context of its trading activities in shell eggs for consumption as well as in its egg product production activity, has always been committed to a partnership approach with its customers and suppliers. For several years now, we have been working with French farmers to help our customers make the transition to alternative egg production methods (organic and free-range hens). As part of this responsible approach, we have made a commitment with Mademoiselle Desserts to supply eggs from free-range hens.”

### RSPO segregated palm oil

From this year onwards, the palm oil used by the Group will be RSPO certified segregated. This high level of responsibility, managed by the Roundtable on Sustainable Palm Oil, allows us to trace 100% of the sustainable palm oil sourced in our factories and throughout the supply chain. It is recognised by the WWF. RSPO certification is based on a standard, established by members of the roundtable and revised every 5 years, to protect primary forests, indigenous communities and small palm oil producers.

For some products, such as our mini-doughnuts, palm oil is used mainly for baking the finished products. This is because it has properties and functions particularly suited to this type of process for a guaranteed optimal rendering and quality.

### Local leeks

We make an excellent leek quiche in Saint Renan! A new channel was set up in 2020 for the purchase of fresh leeks, straight from the field, just 7 kilometres from the factory. The leeks are harvested and delivered the day before they are to be used and processed, before being washed and cut up directly by our teams. The leeks are then cooked. According to our customers, “they’ve never tasted better!”. There is nothing like fresh and local products. You can really taste their high quality.

A partnership was signed with a market gardener from the Groupement Agricole d'Exploitation en Commun (GAEC - agricultural group for joint farming) at Traon Kerjean.



# Our community outreach projects in 2020...

*our values*



DELIGHT  
RESPECT  
PASSION  
COMMITMENT

mademoiselle  
DESSERTS  
• IN LOVE WITH PATISSERIE •

### Donations for carers

In 2020, the company's values of respect and community have been translated into action in the field. Community outreach projects in the regions in which the Group's factories are located have been appreciated by the health services in particular. Depending on available stocks, we provided personal protective equipment and pastries to local facilities that needed them.

More than 37,000 masks as well as disposable gowns or coveralls were donated to hospitals and nursing homes in France, as well as 10,000 pastries such as brownies, mini-doughnuts and slices of apple or lemon tart.



### Donations to nursing homes

In the Netherlands, the Weert team donated pastries to four nursing homes during the Covid-19 crisis. This initiative was warmly received by residents at the homes.



### Our factory shops

The group has three factory shops, two in France at Broons and Renaison and one in the UK at Taunton. At these shops, we mainly sell 'seconds' but also products such as mini cakes. Regular promotional activities also allow us to sell products and to reduce waste by not throwing away unsold products. A win-win for the company and consumers.



### Partnerships with food banks...

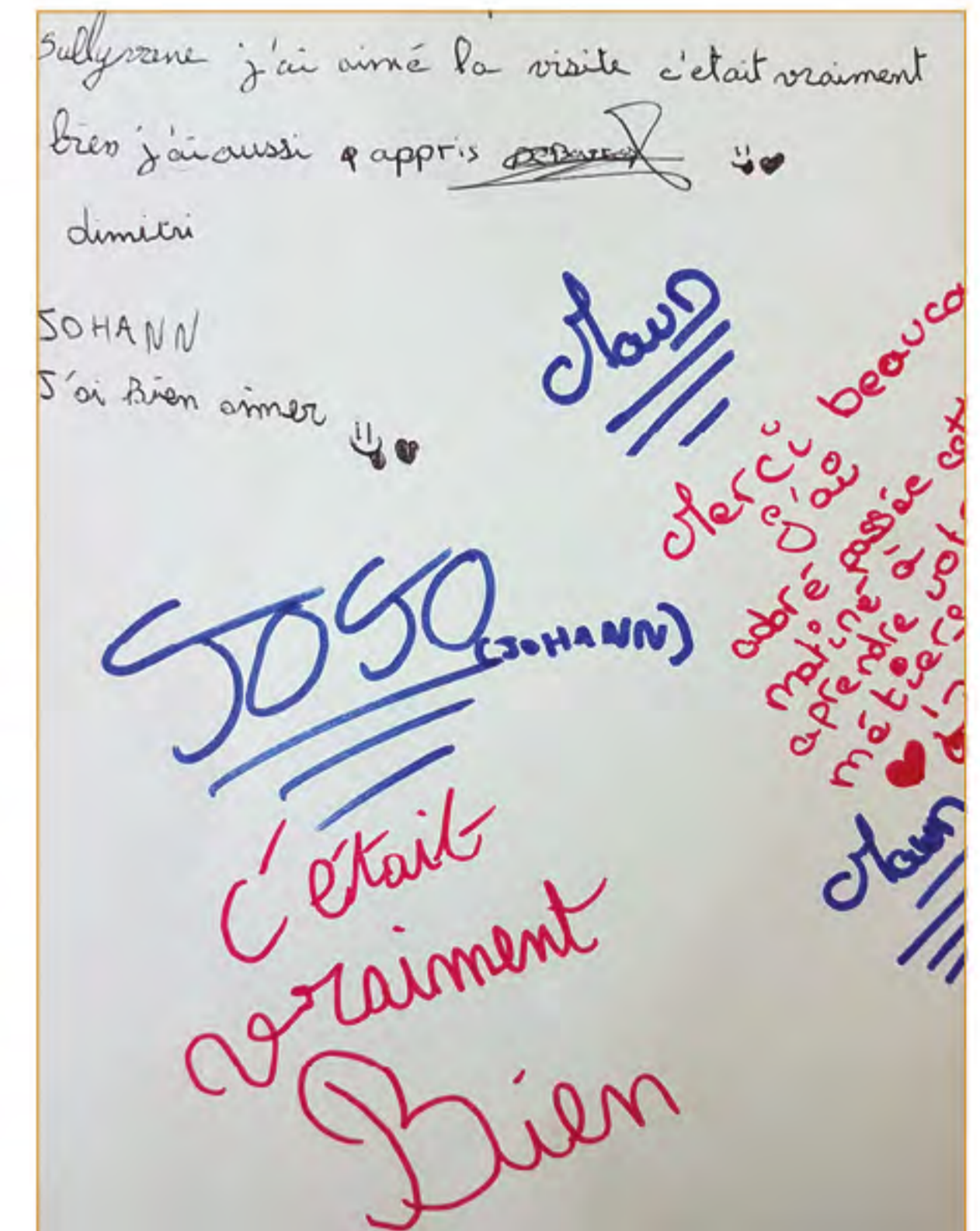
The Group has been working with food banks for several years.

By donating unsold pastries, we can "save food that would otherwise have been wasted and give it to those in need". This year, we have invited Mademoiselle Desserts employees to take collective action. At the end of November, some of the Group's sites were able to organise an internal collection of foodstuffs with a long shelf life. The association's local contact person was able to collect the products and redistribute them to individuals.



### ...and Secours Populaire

15,000 slices of raspberry tart, lemon tart and galette des rois were donated to Secours Populaire, a non-profit organisation dedicated to fighting poverty in France and around the world.



### Open house day for secondary school pupils

At the beginning of the year, the Renaison site opened its doors to a special needs class from the Collège Saint Paul in Roanne. To their delight, 11 pupils and their two teachers were able to visit the factory and taste our products. The visit was very much appreciated by both the pupils and the school.

# 2020 CSR Indicators

## INDICATORS

### 1 CSR AT THE HEART OF GOVERNANCE

- Turnover (M€)
- Number of new sites integrated
- Member of the Global Compact
- Contribution to Sustainable Development Goals
- Employer brand and strengthened communication

### 2 PROVIDE SUSTAINABLE PRODUCTS AND SERVICES

- Our CLEAN M - NUTRI M program
- Products certifications
- Amount of investment (€m)
- IFS and/or BRC-certified sites
- Number of RSPO or UTZ certified sites

### 3 BEING A RESPONSIBLE ECONOMIC PLAYER

- Safety frequency rate
- Number of training hours
- Proportion of employees who have received at least one training course
- Gender equality
- Energy Consumption - Gas (kWh/ton manufactured)
- Energy Consumption - Electricity (kWh/ ton manufactured)
- Tons eq CO<sub>2</sub> (Scope 1 & 2)
- Water consumption (m<sup>3</sup>/ton manufactured)
- Amount of waste recovered

### 4 UNITING AND COMMITTING TO THE COMPANY

- Proportion of supplier turnover with a CSR assessment
- Amount of cakes and desserts donated to charities
- Number of charities supported

## DATA

245 M€
0
Since 2014
11 SDGs from the UN Agenda 2030
Since 2018
100 %
3
24
100 %
6
20.2
15.156
89%
61%
347
895
13 750
3.23
72%
65 %
400 000 €
130

## COMMENTS

25% of the turnover made outside France
12 production sites : 8 in France, 3 in the UK, 1 in Netherlands.
Report on annual Communication on Progress. Available on : <a href="http://www.globalcompact.france.org">www.globalcompact.france.org</a>
2, 3, 4, 5, 7, 8, 9, 12, 13,16 and 17
173 people recruited in the group in 2020 ; 23 trainees on French site ; 3 engineering apprentices across the UK sites
All sites are part of our CLEAN M – NUTRI M program
Organic, Vegan, Gluten free
Infrastructure maintenance, Safety, Energy
All sites are certified
Areas: 2 in France, 3 in UK, 1 in NL
Areas: 8 sites in France, 3 in UK, 1 in NL
Areas: 8 sites in France, 3 in UK, 1 in NL



## CORPORATE SOCIAL RESPONSIBILITY REPORT

2020



[www.mademoiselledesserts.com](http://www.mademoiselledesserts.com)

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**DESSERTS**

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