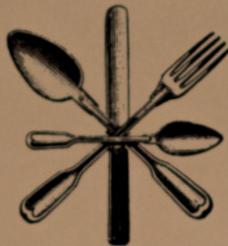


# COOK UP A STORM

create make mistakes learn enjoy

★ **EAT TOGETHER** ★

TIME IS  
PRECIOUS  
SPEND IT  
WISELY



DRINK THE  
GOOD STUFF  
because today  
is special

## THINK FOR YOURSELF

it's a big family, be part of it

## BE REMARKABLE

always make up after a row

YOU DESERVE  
**PUDDING**

EAT  
LOVE  
SLEEP

# WELL

COOK MANIFESTO 2011

MADE WITH LOVE BY AARDVARK PRINTED BY ADAMS OF RYE

In 2010, we saw a beautiful, letter press print by Aardvark-on-Sea. The two female artists behind Aardvark lived in St. Leonards, Sussex and, it transpired, were customers of our Battle shop. They agreed to create a manifesto for COOK, printing a limited run at Adams of Rye, a traditional letter press printer housed at the back of a newsagents. Sadly, Aardvark is no more, but you can occasionally find their beautiful prints online.

# ANNUAL REPORT 2017

★ ☆  
These are exciting times,  
★ thank you all for ☺  
making it possible. ★  
☺ ★

Coming into COOK's 20th year it's fair to say that the business is in great shape, with strong sales momentum and yet another fantastic result in the Best Companies To Work For survey, at number 31. Even more exciting are the opportunities lying ahead of us, and the fact we have undoubtedly the strongest team in COOK's history.

In terms of the financial figures, we successfully delivered our budgeted profit for the year of £4.5m, continuing our established trend of steady annual growth. This was up 13.5% on the previous year with sales overall growing by 12.2% to £67m gross.

There's a summary of the highlights – and the learnings – on the following page. There's no doubt it was a game of two halves, with the first six months presenting considerable challenges before we turned the tables in the second half of the year, thanks in no small part to yet another remarkable Christmas.

Of course, the financial measures aren't the only ones that matter, nor even the most important. The fact that we maintained our top, three-star rating as one of the country's top 100 Best Companies To Work For is something in which we should all take immense pride, although the slight slippage in our ranking and score has highlighted that we must not take our remarkable culture for granted.

As Nick Candler, our chairman, is fond of saying, as a business COOK has been through the toughest part of the journey: surviving for two decades, including a severe recession. What's more, we have done so without compromising our values and with a genuine sense of purpose bubbling up inside.

Yet as I reflect on COOK's story so far, it could be characterised as: two steps forward and one step back, as self-inflicted wounds have often slowed our progress. Mistakes are an inevitable part of being human, being ambitious and running a business. But I have never been more confident that, with the leadership team we have in place, we can keep mistakes to a minimum and through our collective skill and growing experience make ever bigger strides forward.

We are presented with a wonderful opportunity to accelerate growth and flourish. These are exciting times, thank you all for making it possible.

Edward

Edward Perry, CEO

When we offer feedback at COOK, we separate it into “what went well...” and “even better if...”. It’s a simple but effective way to provide constructive feedback about pretty much anything, forcing us to celebrate the positives and not just jump straight to the critique. So with that in mind, here’s a summary of business performance in the last financial year, to the end of March 2017.

## What went well...

- Our theme for the year was Focus on the Focus. It became a familiar refrain as we flirted with distractions from our plan. Whereas in previous years we would likely have succumbed to the allure of a shiny, new idea parachuted in from on high, this year we maintained (mostly) our focus on the focus. Of the 42 projects in our annual milestone plan, we ended the year with 32 on green, eight amber and just two red.
- Our new hospitality initiative in COOK retail -- host like you would at home – was a big success from conception, to launch at our second retail Big Day Out, and roll-out through the summer.
- We launched beautiful new sleeves for our core range of one, two and four-portion meals.
- Trials of targeted door drops to recruit new customers were a success and are being rolled out more widely.
- Our concessions business, with branded freezers in other retailers, had an amazing year. Sales overall grew by over 23% to £18.1m, thanks to opening lots of new space, while like-for-like sales in existing customers grew by more than 7%.
- We delivered more profitable promotions and saw particular success with our first Meat Free May promotion on vegetarian meals and our £12 takeaways for two.
- Christmas was yet again truly remarkable with like-for-like sales of +12% over the 12 weeks of the festive period.
- The successful implementation of the ISO 22000 global standard at the COOK Kitchen in Kent was a landmark in terms of ensuring manufacturing excellence as we grow.
- COOK Puddings in Somerset delivered a belter of a performance, beating pretty much every target they were set.
- In the Best Companies To Work For survey, we once again achieved the top, three-star rating and placed 31st in the top 100 companies as the top-ranked manufacturer and third-placed retailer.
- We successfully delivered our budgeted profit of £4.5m, which was 13.5% up on the previous year. Sales overall were up 12.2%.

## Even better if...

- We were committed to two, very significant infrastructure projects in the first few months of the year: moving our logistics from Lenham to Gillingham; and creating a new, high-care room in the COOK Kitchen to make thaw-and-serve dishes. While both projects were ultimately executed well – albeit, not without hiccoughs – we were guilty of having planned and budgeted for perfection. Falling short meant we missed budget targets in the first half the year.
- We should have taken summer more seriously. Our seasonal entertaining range arrived in stores later than usual and with much less marketing support, hurting sales. A lesson learned for summer 2017.
- We fell behind our new store opening calendar, partly due to uncertainties created by Brexit and partly to some very lengthy legal wrangles.
- We ended our direct involvement with Eat Local in Seattle. It was proving a distraction (remember, focus on the focus!) and hadn’t flown as we’d hoped. We recorded a £210k loss on our share-holding as a result. We still own the shares so it could yet come good.



## Looking ahead

The search for an additional kitchen site to operate alongside the COOK Kitchen in Sittingbourne is the biggest strategic priority for 2017/8. Other headlines include: increasing our rate of food innovation and delivering four big food campaigns; introducing better measurement, reward and recognition for in-store hosting; establishing a new, customer marketing function; implementing the ISO 22000 standard at another COOK site; opening four new shops; re-connecting everyone at COOK with our Essential Ingredients; and successfully re-certifying as a B Corporation.

# NUMBERS THAT MAKE US HAPPY

HAND DRAW

+9.8%  
£4.5m Profit

+12.2%  
£64m Sales

+4.0%  
LFL ← Like for like sales in shops  
open for 12 months

+12.0%  
Christmas LFL ←



+23.1%  
£18.1m  
Concessions  
Sales



## COOK Puddings

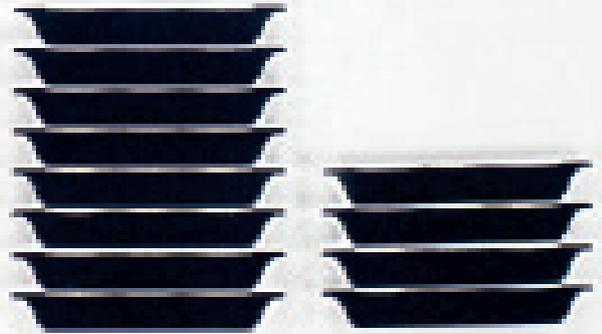
634K  
Puddings Made

## Logistics

+4.2%  
1.25m Cases Picked

## The COOK Kitchen

+10.2%  
18.3m Portions Dished



## Who owns COOK?

Main shareholders\*

The Perry Family: Edward Perry, Sophie Perry, James Perry, Jennifer Perry, Andrew Perry, Rosie Brown

Also: Christopher Weston, Marco Verdino

\*Each of the above holds 5% or more of the shares in COOK.  
There are an additional 23 individual shareholders with smaller holdings.

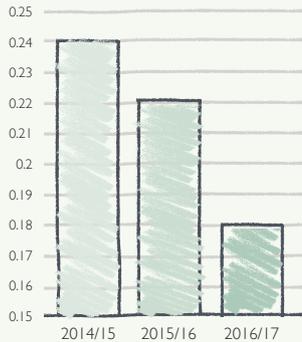
# Impact Report

We are committed to having a positive impact on the people we work with and the communities we operate in and recognise that we should be working constantly to reduce our impact on the environment. This Impact Report is designed to communicate how we have done in these areas in 2016/17. We are now seeking to set meaningful targets against which our performance can be monitored to ensure we continue to move in the right direction.

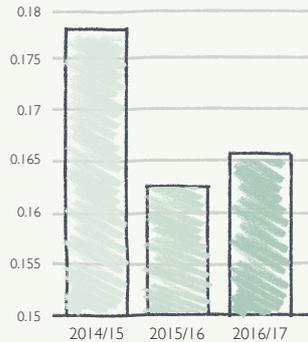
## Environment

### RESOURCES (per portion)

**Natural Gas\***  
(Kw Hrs per portion)

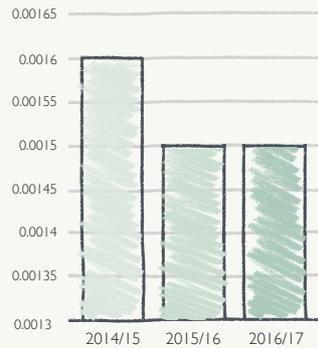


**Electricity\***  
(Kw Hrs per portion)



**Water\***

(Cubic metres per portion)



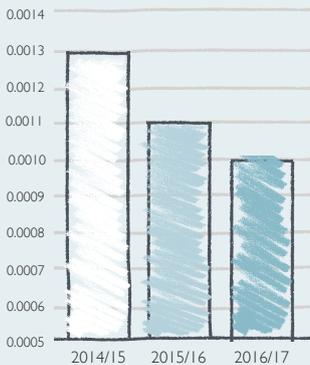
Getting more efficient in our use of natural gas was good. However, our water efficiency remained the same and we slipped slightly in electricity efficiency. This highlights the importance of the new software systems we're using to better monitor our resource usage and set targets across all these areas.

\*Figures for the COOK Kitchen, Sittingbourne

### WASTE (per portion)

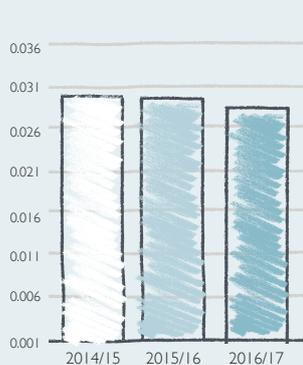
**Water Waste\***

(Cubic metres per portion)



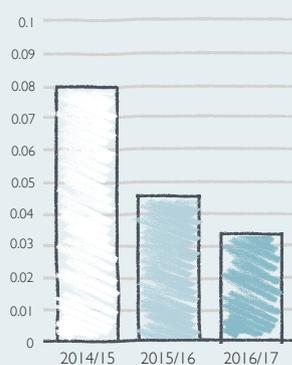
**Food Waste\***

(kg per portion)



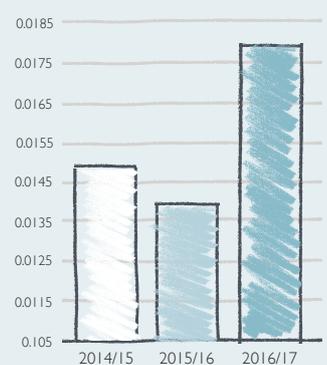
**Effluent\***

(kg per portion)



**Landfill\***

(kg per portion)



We successfully reduced waste in three of four areas last year but the increase in waste to landfill really isn't good enough. We are pursuing projects to make sure this doesn't happen again. In our stores, we have successfully switched from using polystyrene tasting pots to reusable ones, diverting roughly 320,000 pots from landfill.

## Cardboard Recycled

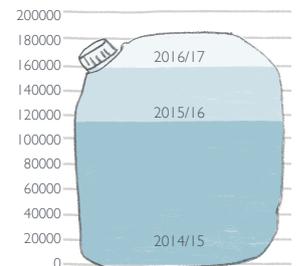
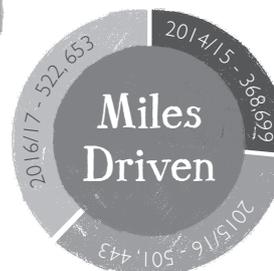
**228.7 tonnes**

We have been working with suppliers to reduce the amount of cardboard we use by switching to re-usable plastic crates for deliveries.

## Transport

As we continue to grow as a business and expand our delivery service the miles we drive and fuel we use have increased.

We are working on ways to reduce our impact from transport overall. This year we started working with a local laundry supplier reducing the distance our kitchens whites travel by over 85,000 miles a year, saving around 60 tons of carbon a year (the equivalent of a 4 person household for the entire year).



## Litres of Diesel Used

## Community

### Community Kitchen

**10,423**  
People Fed  
**+6,423**  
vs. last year



**198**  
Events  
**+118**  
vs. last year



We helped feed nearly three times the number of people as the previous year with our 30% discount for community events.

### FoodCycle donation from carrier bag charges

**£25,459**  
**+£11,510** vs. last year

Food Cycle is a national charity making and serving free meals to people in need, often using surplus food.

### Charitable Causes

**£20,590**  
Vouchers Donated  
**+£6,120** vs. last year

We continue to support Caring Hands in the Community, a drop-in centre for the homeless or vulnerable, in Rochester with donations of food and volunteering.

We provided our highest ever number of school meals in Malawi through our partnership at One Feeds Two. For every portion of our seasonal Christmas lines sold, we donated a school meal.



**321,557**  
Meals  
**+85,152** vs. last year

### Total Volunteer Hours Logged

**1,053**

Everyone can use the equivalent of one working week for volunteering for a good cause.

## People

### Profit Share

**5%**

In the second year of our profit share scheme we once again distributed 5% of profits to all members of staff who had been with us since the start of the financial year.



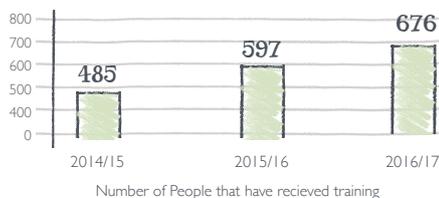
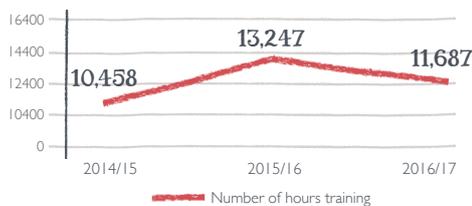
**31<sup>st</sup>**  
3 star rating as an outstanding employer

### Discovering Potential

Number of people who accepted jobs through our community employment scheme (for example, as part of our scheme offering work to ex-offenders)

**15**  
Jobs

### Training



Whilst we trained more people this year; total training hours fell due to a change of dates in our COOK Academy programmes

**71** Internal Promotions

Kim Fell / Osarobo Ogiemudia / Terezia Bari  
Louis Smith / Andy Hallowell / Janet Sayer / Paula Barnard  
Angelika Patynko / Craig Rooney / Dan Lane / Ben Conteh  
Martins Zalkovskis / Tye Palmer / Kristiana Grina  
Dovydas Niuniava / Cristian Rizea / Alin Heuberger-Stelyak  
/ Jared Graham / Krishna Gurung / Arta Valdmane  
Andrei Antone / Josey Smith / Lee Rayfield / Nicola Mundy  
/ Christopher Hosking / Dawda Jobareth / Paula Enache  
Monika Wierszycka / Ionela Rosu / Dinebari Dekor  
Zoe Smith / Stuart McCamley / Vilius Venskunas  
Paul Barnes / Grant Penfold / Alex Taylor / Miles Brown  
Scott Fleming / Laura Welch / Rob Kane / Ryan Fowle  
Chris Portwood / Angela Dearlove / Carissa Penfold  
Lauren Williams / Bethany Corbett / Jemima Ferguson  
Hannah Stacey / Michelle Hallett / Tom Loynes  
Stacey Walklett / Charlotte Sewell / Alice Martin  
Hannah Goodacre / Christina Young / Natalie Belcher  
Helen McIntyre / David Dobson / Louise Worlock  
Holly Hollamby / Gaynor Oakes / Matthew Bourne  
Amy Evans / Julia Palmer / Belinda Gottlieb / Daina Clifford  
/ Rebecca Meyrick / Nicola Horsburgh / Deborah Leake  
Jessica Mansfield / James Becconsall

**35**  
Dreamers

People who received one-to-one life coaching through our Dream Academy to help them realise personal dreams.

### Hardship Fund

We seek to support colleagues who need a helping hand, through interest free loans.

**36** People Helped  
**£21,863**  
(-£7,834)