



The future is
in our hands

Yesterday, today and tomorrow



GRIESSON - DE BEUKELAER

We take sustainability into our own hands



Dear readers

We are delighted to present the new sustainability brochure from Griesson - de Beukelaer, our fourth-generation family business. Sustainability and delicious taste have always been a family tradition for us. Our strength lies in our family, because we think and act in a way that ensures the consequences of our actions are not at the expense of future generations.

We have a sense of responsibility. Together with dedicated employees and business partners, we are working on innovative and increasingly sustainable approaches and concepts for the manufacture of our products.

In everything we do, it is always our responsibility to run Griesson - de Beukelaer in an ecologically sustainable, economically successful and socially beneficial way. Our corporate philosophy is characterised by sustainable thinking and actions.

In this brochure you can find out what we enjoy doing to ensure a sustainable future: our small daily milestones.

Warm regards
Dr Anja Ibach, Head of Sustainability & Strategic Projects at Griesson - de Beukelaer

July 2024

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We see sustainability as a green thread that harmoniously combines tradition and future for our large family under one roof. As a family, we think long-term and take responsibility – for the people who trust us and the nature that surrounds us.

Dany Schmidt,
Chairman of the Management Board
Griesson - de Beukelaer





We are committed to sustainability

As a modern family business with a long tradition, we want to shape our future with courage.

It goes without saying that we think and act to meet the needs of this and future generations. We are all convinced that we should act sustainably and for the mutual benefit of our employees, the environment, business partners and consumers along the entire supply chain. To this end, we work together with customers, suppliers, associations and institutions. We are a signatory to the UN Global Compact and will report regularly and transparently on our initiatives and progress.

Our commitment to sustainability is based on four pillars:



Philosophy and values

Product and quality

Environment, energy, climate

Employees and social issues

Our philosophy and values

are characterised by:





About us

We are one of the leading companies in the European sweet and savoury biscuit market. As a family business, we combine craftsmanship and technology, tradition and modernity.

Our sites

At our German manufacturing sites in Polch, Kahla and Wurzen, we produce our Griesson, De Beukelaer, Prinzen Rolle, LEICHT&CROSS and Cereola brands as well as private labels.

Polch

Polch is the birthplace of Griesson Soft Cake: Heinz Gries opened the factory in 1969, laying the foundations for our success story. Polch in Rhineland-Palatinate has been the headquarters of our family business since 1979.

Kahla

Our factory in Kahla is one of the most modern biscuit factories in Europe. In addition to the famous Prinzen Rolle, we manufacture cookies and many other delicious biscuits here. In 2023, this site in the heart of Thuringia celebrated its 30th anniversary.

Wurzen

At our site in Wurzen we produce, among other things, the popular refreshment sticks and wafer products for the brand De Beukelaer.



Presence in Vienna

Our sales and marketing teams in the Austrian capital are the contact persons for our brands in Austria and Central & Eastern Europe.

1,800
employees

Annual manufacturing of
162,000
tons of biscuits

Tradition since
1870

We believe in compliance!

At Griesson - de Beukelaer, we are not only interested in results, but also in how they are achieved. Honesty, respect and fairness are the benchmark for our dealings with each other in the company and with our partners. And sustainability is not just an empty word for us. For us, compliance with environmental protection requirements is just as much a part of this as occupational safety, respect for employee rights and the conscientious fulfilment of our social responsibility in the supply chain.

Our sustainability targets

You can measure us by this

To make progress, we need to set ourselves clear targets. Every department and every division works together as a team to continuously improve its own performance. In this brochure we show you the targets that guide us, particularly when it comes to sustainability.



Philosophy and values

✓ Achieved in 2023:

- Implementation of a web tool to realise the Supply Chain Due Diligence Act
- Awarded the EcoVadis Gold Medal for our sustainability performance for the second time in a row

→ Next targets:

- Preparation for the EU's CSR reporting obligation
- Introduction of software for recording sustainability data



Environment, energy and climate

✓ Achieved in 2023:

- Validation of our climate targets through the Science Based Targets initiative.
- Reduction of CO₂ emissions: Scope 1&2*: -37% / Scope 3*: -17%

→ Next targets:

- Development of climate targets in accordance with the new FLAG standard of the Science Based Targets initiative



Product and quality

✓ Achieved in 2023:

- 17% less plastic in branded packaging**
- 99% recyclable packaging material

→ Next targets:

- 50% vegan products (in terms of total production in tons) by the end of 2026
- Expansion of our product range with cocoa alternatives



Employees and social issues

✓ Achieved in 2023:

- 71 trainees – retention rate 96%
- Occupational accident rate***: 14.8

→ Next targets:

- 100% retention rate for trainees
- Significant further reduction in the occupational accident rate by the end of 2026

* Period 2020-2023

** Basis 2017

*** Number of reportable accidents per 1000 employees



Excellent quality is our aspiration

With our biscuits, pastries and snacks, we offer one thing above all: the most delicious taste possible. The basis for this is the careful selection of high-quality raw materials and ingredients with which we bake. With our voluntary commitment “Codex for Food Safety, Consumer Protection & Sustainability”, we set ourselves ambitious targets that – where possible – go beyond the legal limits. We take the initiative and work continuously to optimise our products.

This applies to our own brands as well as to private labels. By constantly adapting to new findings from research, market trends and legal developments, we optimise the composition of our food and packaging materials.

The following applies: When developing new products and optimising existing recipes, food safety, consumer protection and sustainability are our top priorities.

Codex for Food Safety, Consumer Protection & Sustainability:



We pay attention to:

- Certified raw materials
- Natural flavours
- Sugar/salt content
- Vegetarian and increasingly vegan products



This is not our cup of tea:

- Genetic engineering
- Additives such as colourings, preservatives and flavour enhancers

**At our sites
we are examined in
audits lasting several days
by independent auditors or
our customers.**

**Overall, we undergo
approximately**

**50 audit days
per year!**



internal audits



customer-related audits



Food monitoring

Tested quality: Our certifications and standards

We are a competent partner for the development and manufacture of branded and private label products. Numerous external audits, food monitoring inspections and internal and customer-related audits prove our expertise and promote our continuous development.



[siehe ra.org](http://siehe-ra.org)



RSPO-1106174





Product and quality

Our raw materials

Our raw materials and their origin determine the high quality of our biscuit specialities. We therefore make no compromises and prefer to buy from regional and sustainably certified sources. We fulfil our ecological and social responsibility in the interests of present and future generations.



Cocoa and chocolate

All the cocoa products we source for our branded biscuits come 100 per cent from Rainforest Alliance- or Fairtrade-certified farms. Across all our brands and private label products, the proportion of certified cocoa is already 86 per cent. It is important to us that cocoa farmers are trained in more sustainable cultivation methods. This leads to greater protection of the environment and human rights in the cultivation countries, as well as fairer payment. Together with the German Initiative on Sustainable Cocoa, we are involved in projects that improve living conditions in the countries where cocoa is grown.



Hazelnuts

We want to contribute to a better future for nature and humankind. That's why we source the hazelnuts we use in our branded products from Rainforest Alliance-certified farms.



Palm oil

We manufacture both products that are palm oil-free as well as those that contain palm oil. Our palm fats and palm kernel fats are important raw materials for our doughs and creams. We source 100 per cent of them from RSPO-certified sustainable cultivation, almost all of them (99.4 per cent) from the "Segregation" supply chain model, which guarantees traceability back to the cultivation area. In cooperation with the German Forum for Sustainable Palm Oil we often get involved in selected projects.



Eggs

We only use eggs from KAT-certified laying farms with barn or free-range systems. We switched to barn eggs back in 2007.



With regard to sustainability in the supply chain, we place particular importance on promoting resource efficiency, transparent processes, social responsibility and a circular economy. In this way, we create more environmentally friendly and ethical supply chains – which I am convinced will also be more resilient to global challenges.

Pascal Haegel,
Commercial Managing Director
Griesson - de Beukelaer



Cereals

We pay attention to the regional origin of our grain and avoid unnecessarily long delivery routes. The growing regions are mainly in Germany and neighbouring countries.

We are now breaking new ground together with the AgriTech company Klim: We will specifically support farmers in integrating regenerative measures into their cultivation of crops such as cereals. In addition to the reduction of emissions and carbon sequestration, regenerative methods have numerous additional benefits. They improve biodiversity and the water storage capacity of the soil; they also increase the nutrient density of the food. This makes the soil more resistant to severe weather events, which are increasing because of climate change – which in turn secures yields. The project is still in its infancy. We will continue to report on the results!

Enjoy vegan: Delicious taste is our top priority. The delicious taste of our products must be sustainable, which is why we are working on transferring half of our products, in terms of total production, to purely plant-based recipes by the end of 2026. Even if the CO₂ reduction of an individual product through the replacement of raw materials containing egg and milk is only small, every ton of CO₂ that we save counts in total.



Innovative, new and vegan: Cereola with ChoViva



With our Cereola brand, we launched an innovation on the biscuit market in 2023: Our crispy Cereola biscuits are coated with ChoViva, the innovative ingredient from the Munich start-up Planet A Foods. In a novel manufacturing process, a cocoa-free chocolate alternative is created from oats and sunflower seeds, which round off the Cereola biscuits with fine roasted flavours to create a delicious taste experience.

profile to chocolate. After initial discussions, a joint development phase began, which we concluded with a prototype of Cereola with ChoViva. We started further development on this promising basis.

What were the biggest challenges in product development?

The development of a new product is generally always a long process and there are many “adjusting screws” that we need to turn and consider. We had several challenges at Cereola with ChoViva. It was important to us that the ChoViva coating perfectly complemented our biscuit in terms of consistency and colour as well as its chocolatey taste. Together with Planet A Foods, we further developed and refined the raw material ChoViva. There are still small differences in flavour, but we are getting closer and closer to the taste of milk chocolate. But that wasn't the end of the story: together with our manufacturing and technology teams, we had to prepare the raw material ChoViva for modern biscuit production and transfer it to our machines and systems.



Interview with Christoph Koch, Product developer at the Polch site

ChoViva is made from oats and sunflower seeds instead of cocoa beans. How did you come to the decision to use this innovation?

We are an innovative company that is open to new, sustainable ideas. That's why we found the ChoViva concept, developed by the Munich start-up Planet A Foods, very exciting: Oats and sunflower seeds can be processed in a similar way to cocoa, resulting in a comparable flavour



What characterises Cereola with ChoViva?

Cereola with ChoViva is the first sweet biscuit on the market for which we have replaced chocolate with the innovative ingredient ChoViva. At the same time, we do not use dairy products in our purely plant-based recipe. Compared to the classic Cereola biscuit with milk chocolate, we reduce the CO₂ footprint by 25 per cent. This calculation includes all emissions generated over the entire product life cycle from ingredients, packaging, manufacturing and delivery through to disposal. The fact that we are now also using ChoViva does not mean that we want to do without chocolate completely in future – rather, we see ChoViva as a valuable addition to our product portfolio. Basically, it's like our increasing use of vegan recipes: By offering a wide range of products, we are contributing to greater climate protection – without compromising on the delicious taste.

What is the reaction to Cereola with ChoViva?

The feedback from all age groups is consistently positive. In addition to the flavour, the innovation and sustainability aspects are particularly well received. Cereola with ChoViva is the right product for the times we live in and complements our Cereola biscuits perfectly.



That's why Cereola with ChoViva is the right product for the times we live in and goes perfectly with our Cereola biscuits.

Christoph Koch,
Product developer
at the Polch site





Manufacture: Actively protecting the environment

Packaging: Less is more

Packaging fulfils an important purpose: It protects our products so that they arrive at your home exactly as they left our manufacturing facilities. To achieve this, we select the right material for each of our product packaging and follow the principle: As little packaging as possible, as much as necessary. For our paper packaging materials, we mainly use material that comes from FSC®-certified forests, recycled materials and other controlled sources (FSC® N003066). With Soft Cake, one of our best-known products, we eliminated the sorting inserts and only pack the biscuits in flowpacks with folding boxes.

However, where plastic inserts cannot yet be completely avoided, we continue to use transparent instead of brown plastic. This means that it can be optimally recycled. In 2024, we will continue on our current path with even more sustainable packaging solutions. Since March, our recycled shelf cartons for all Cereola biscuits have no longer been printed all over. This allows us to save on printing ink and varnish and achieve a better recycling rate.



More sustainable:
less printing ink and no varnish –
for better recyclability.

Since February 2024, we have given Prinzen Rolle Minis a new outer packaging made of paper, saving 46 per cent plastic in comparison to the previous packaging.



Waste management: Many small projects make up the big picture

Across all manufacturing steps, our aim is to avoid or recycle waste wherever possible. Detailed waste monitoring is carried out at each site. We use the results to develop starting points for new, innovative projects. Since October 2023, used paper towels for drying hands have been collected in separate waste bins at the Polch plant and recycled by our supplier Kimberly & Clark.

Previously, all used paper towels were disposed of with the residual waste and thus incinerated. However, used paper towels are a valuable raw material. Kimberly & Clark recycles our used paper towels and manufactures new paper products. In addition to reducing waste and CO₂ emissions, we are promoting the circular economy with this partnership.

Too Good to Go

In the area of food waste, we put our trust in sustainable partnerships: Our De Beukelaer FACTORY OUTLETS are active on the “Too Good To Go” platform. Consumers can use this app to buy food that is close to its expiry date or has a high percentage of breakages at a significantly reduced product price. Different packaging sizes are put together in the outlets on a daily basis, which can then be reserved and collected from the respective outlet within a fixed period of time. Users are doing something good for the environment and their own financial situation at the same time. We have also been regularly supporting “food banks” near our locations with our sweet and savoury biscuit products for a long time.



between 2018 and 2023:

972 tons
of plastic saved in packaging



Our contribution to climate protection

Ambitious climate targets based on science

In 2021, as part of the international Science Based Targets initiative (SBTi), we committed to implementing short-term emissions reduction targets across the company in line with climate science. SBTi is a joint initiative of international organisations and NGOs that defines methods and criteria for science-based CO₂ reduction targets and validates corporate targets. The participating companies must include all of their emissions: The direct emissions (scope 1 and 2) includes, as far as Griesson - de Beukelaer is concerned, the consumption of gas, electricity and fuel at the manufacturing sites. Scope 3 brings together the indirect emissions in the upstream and downstream supply chain, including raw materials and packaging, transport, business trips and the disposal of packaging.

Our targets were confirmed in September 2023 following a comprehensive review by the SBTi and are therefore in line with the Paris Climate Agreement as science-based climate targets. We report continuously on the status of target achievement on our website at www.griesson-debeukelaer.de.



We want to minimise our CO₂ emissions as far as possible. That is why we are working on expanding resource-efficient processes and investing in technologies such as photovoltaics, heat recovery or e-mobility.

Michael Robbers,
Managing Director Manufacturing
and Technology Griesson - de Beukelaer



CO₂ and energy optimisation: We can always improve

We have already set the course for reducing our CO₂ emissions by implementing the first pioneering measures: With combined heat and power plants and photovoltaic systems at our sites, we generate energy for our own use in a sustainable manner. As this is not enough, we buy in green electricity. At our plants, we save energy and CO₂ through a variety of measures, such as LED lights, at our ovens or the general optimisation of machines and systems, so that our processes consume as little energy as possible. We have been certified in accordance with the international energy standard DIN EN ISO 50001 since 2014.

Along our supply chain, the greatest potential for CO₂ reduction lies in the area of raw materials. Together with our suppliers, we will actively promote climate-friendly cultivation, regenerative agriculture and the protection of the rainforest.

Our climate targets according to SBTi

Scope 1+2
2020–2030
reduce by
42 per cent

Scope 3
2020–2030
reduce by
25 per cent

Greenhouse gas emissions in tons of CO₂ equivalent

	2020	2022	2023
Scope 1	22,572	18,958	19,507
Scope 2	9,220	483	399
Scope 3 of which	653,702	537,266	544,957
Upstream Scope 3 emissions	612,441	497,534	503,753
Downstream Scope 3 emissions	41,261	39,732	41,204

The greenhouse gas emissions of all locations and operating sites of Griesson - de Beukelaer GmbH & Co. KG and its affiliated companies are taken into account.



Success runs in the family: We as an employer



Together we can make a difference: The team-orientated commitment of our employees is an important part of our success. That is why we focus on dealing with one another fairly, on mutual respect and recognition. We want to keep our team in the company in the long term and are committed to a corporate culture based on appreciation.



Safe & healthy

Occupational safety is the responsibility of all of us and is also a management task. It includes a functioning occupational health and safety organisation with a wide range of preventative measures such as the implementation of company health and safety and health days, audits, inspections and occupational health screening. Since spring 2024, we have been offering our employees a supplementary company health insurance. A health budget can be used for services such as visual aids, remedies and aids, preventive care and the like.



In a team with a robot

The quality of our training is very important to us. To this end, we develop exciting projects that introduce our trainees to new topics and innovative technologies. One current example is the “Cobot” project, a collaborative robot and an important component of Industry 4.0. It offers its human team colleague valuable support because it takes on tasks that are repetitive and ergonomically unfavourable for the system operator. The challenges faced by the budding electronics technicians and industrial mechanics in this project included assembly, connecting suitable tools and programming. A successful insight into how future-orientated technologies are prepared for use in manufacturing.





We are committed to diversity

Griesson - de Beukelaer is diverse: We have employees from 47 different countries of origin. In the departments and teams, this means enrichment as well as challenges. The aim is to overcome language barriers and strengthen cohesion with patience, goodwill and empathy. Only those who feel comfortable and valued at GdB will want stay with us for a long time. Immigrants who have only been in Germany for a short time often start by taking on temporary roles, which then leads to permanent employment. We support integration with language courses, among other things, so that our new colleagues quickly feel at home.



Lifelong learning

Our extensive personnel development programme enables high-quality training and further education at all locations. Whether it's starting a career in one of our apprenticeships or dual study programmes, continuous further education and training or the development of managers: We want to develop customised talent management. A comprehensive feedback process and individual development planning are just as important to us as a detailed and controlled onboarding process.



Social commitment

Rooted in our locations, we support clubs, events and charitable projects in our neighbourhood, including the German Red Cross blood donation service, the voluntary fire brigade and the local sports and music clubs.

Our family's best brands



LEICHT&CROSS

Our crispbread range LEICHT&CROSS is crispy, airy-light at the same time, thanks to its unique recipe. The product is vegan, has a Nutri-Score level "A" or "B" and the packaging is very easy to recycle.



Griesson Fair Cookies

Sustainably delicious: We use Fairtrade ingredients for our crispy cookies with delicious chocolate chunks, as the cocoa and sugar are grown, traded and tested in accordance with Fairtrade standards.



Prinzen Rolle

For our Prinzen Rolle brand, we only source cocoa and palm oil from certified sustainable farms, making an important contribution to our environment and the living conditions of cocoa farmers.



Cereola

Cereola by De Beukelaer stands for delicious biscuits that can "make the world a better place" with vegetarian or purely plant-based recipes: Fairtrade cocoa and innovative ingredients such as ChoViva.

