



Karl Marnane

Customers today expect more from brands than just product, and shoppers in the Middle East and Africa are no different.

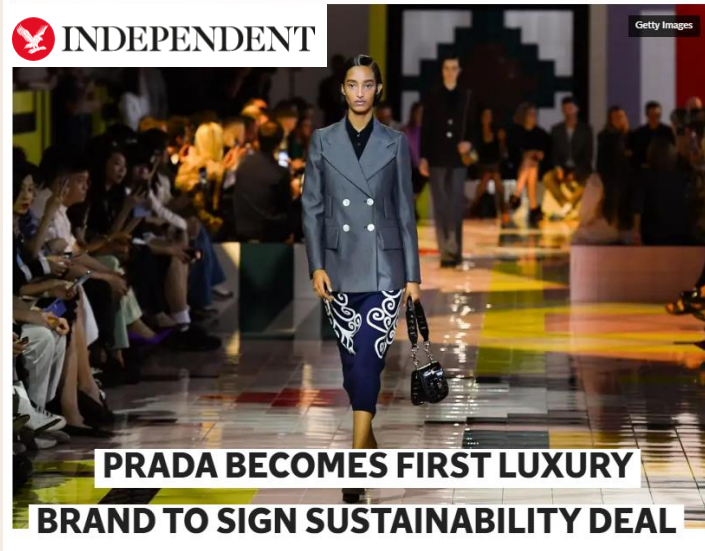
Issues such as sustainability and well-being are increasingly influential in the choices consumers make.

Sustainability is big news



- Increasing environmental pressure
- ‘I want to have a positive impact on my society and the environment, and take pride in that sustainable way of living ‘
- 8 million tons of plastic enters the ocean each year
- 91% of new plastic is not recycled
- By 2050, 12 billion tons of plastic will be sitting in landfills

Sustainability is big news



Dubai Airports to ban single-use plastics in 2020

► The company made the pledge as part of its commitment to reducing its negative impact on the environment



THIS MIDDLE EASTERN MEGA MALL IS PHASING OUT SINGLE USE PLASTICS

GRAZIA

Say goodbye to straws and excess packaging

Mandarin Oriental to eliminate single-use plastic across luxury portfolio

HotelierMiddleEast.com



Authenticity is Key – Led by Millennials

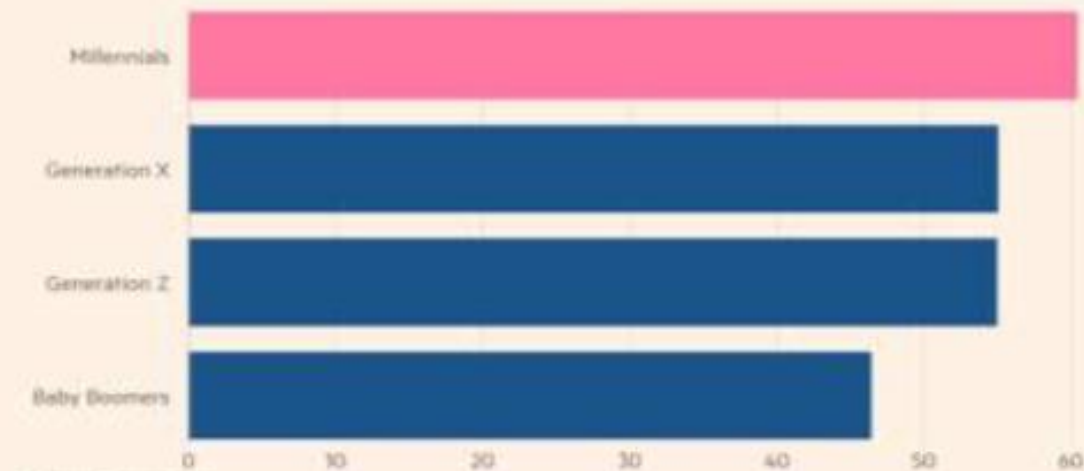
They want committed brands
with authentic products
Natural, Simpler, More local and Small

They want to know what's in the products they
buy, where they come from, while also
demanding curbs on plastic and waste

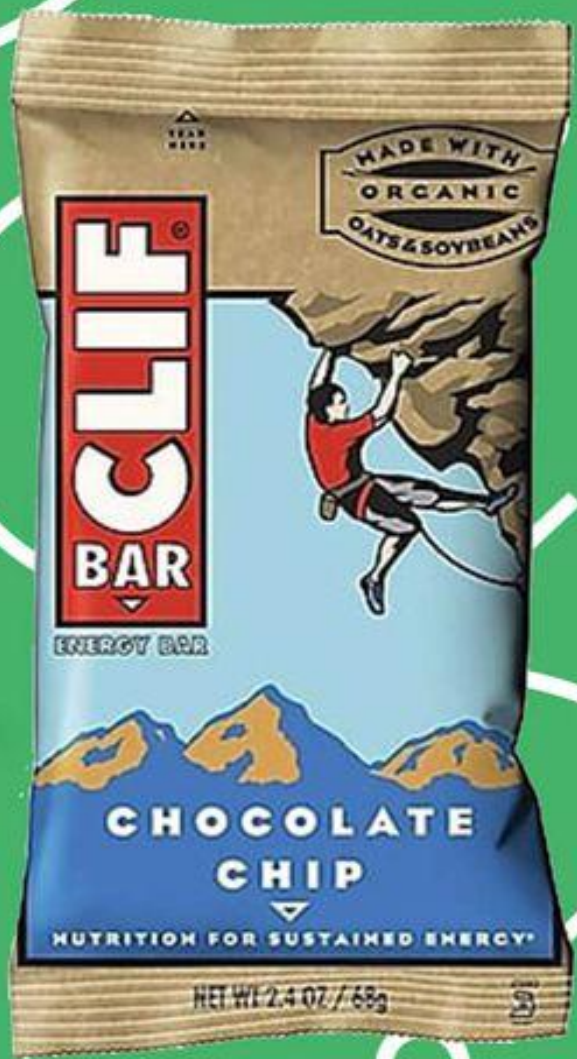
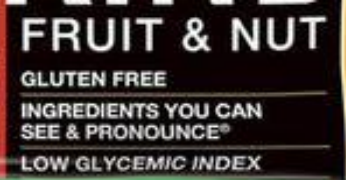


'I feel I can make a difference to the world through my choices and actions'

% of respondents by generation, 2017



Source: Euromonitor
© FT



Our Focus on Sustainability

- We are always thinking about the future.
- We are dedicated to challenging the issues of sustainability, reducing energy inputs, minimising the carbon footprint and lessening our impact on the environment.
- Sourcing, Environment & CSR.





Cocoa Horizons

- Cocoa Horizons™ deals directly with the cocoa farmers so they receive a fair premium for their cocoa
- Delivers first hand training and assistance to improve crop yield and provides funding to improve the livelihood of farmers and their families.





The world's 1st
national sustainable
food movement





Our Solar Panels

- Ireland's largest solar panel project
- Provides ~ 14% of our electricity requirements
- 1 Gigawatt of power
- 6 million chocolate bars since they were installed

Packaging

- ✓ Trays – Recyclable
- ✓ Glassine - Recyclable
- ✓ Florpost - Recyclable
- ✓ Boxes - Recyclable & Reusable
- ✓ Ribbon - Reusable
- ✓ Cardboard - Recyclable
- ✓ Paper - Recyclable
- ✓ Outers Recyclable & Reusable



- Reuse incoming packaging where possible and appropriate
- Reuse wooden & plastic pallets
- Repak member – an Irish industry organisation whose aim it is to facilitate and grow packaging recycling

CSR



SEPTEMBER 7TH 2019

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My Food Choices are a Big Part of my Identity



Vegans



Vegetarian



Re-Balancers



Non Subscribers



% 8-10 on a 10 point scale; n=8,000

Source: Bord Bia Dietary Lifestyles

Food Neurosis is driving the “Clean” Conversation



51%

Agree that the fewer ingredients in food and drink the better

54%

Agree that they are concerned about any ingredients that sound artificial

37%

Agree that if a product has ingredients I do not recognize, I tend to avoid it

Higher Cocoa Content



‘Any time is Snack time’



- Diets have changed dramatically over the past 10 year
- Snacking has become ingrained into the daily dietary routine of todays consumer
- ‘Health bar’ market on the rise
- Protein bars created their own segment but have now moved over to the bigger general snacking market



Moments of indulgence still have an important place in daily routines.

80% of adults worldwide acknowledge the need for balance by appreciating the option of both healthy and indulgent snacks depending on the moment of need.

77% of consumers agree there is a time and a place for a healthy snack, and a time and a place for an indulgent one.





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Thank you