



# FOOD MADE GOOD

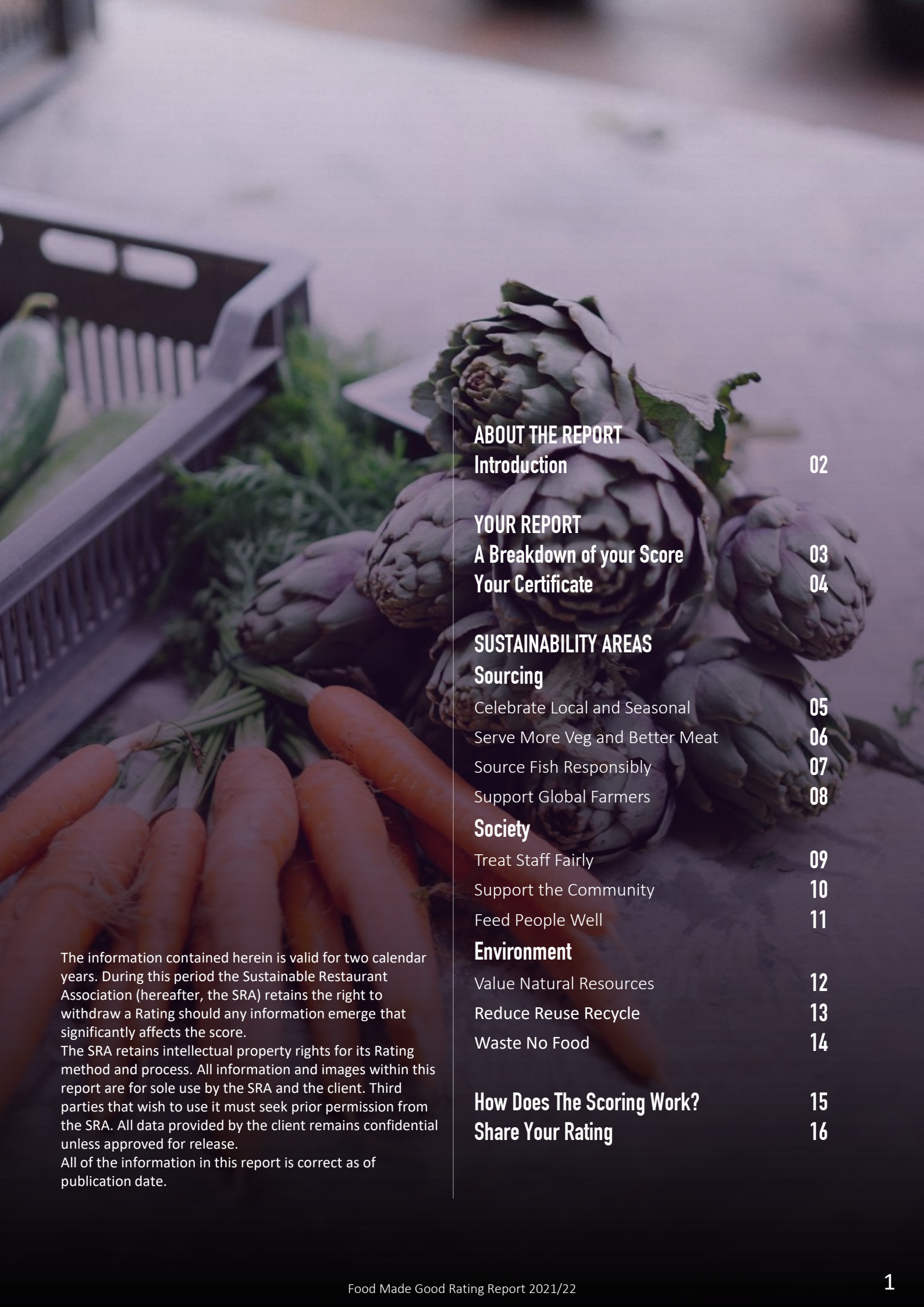
## 2021/22 RATING REPORT

This report is for:

D&D London

Published on:

January 10, 2022



The information contained herein is valid for two calendar years. During this period the Sustainable Restaurant Association (hereafter, the SRA) retains the right to withdraw a Rating should any information emerge that significantly affects the score. The SRA retains intellectual property rights for its Rating method and process. All information and images within this report are for sole use by the SRA and the client. Third parties that wish to use it must seek prior permission from the SRA. All data provided by the client remains confidential unless approved for release. All of the information in this report is correct as of publication date.

## **ABOUT THE REPORT**

**Introduction** 02

## **YOUR REPORT**

**A Breakdown of your Score** 03

**Your Certificate** 04

## **SUSTAINABILITY AREAS**

### **Sourcing**

Celebrate Local and Seasonal 05

Serve More Veg and Better Meat 06

Source Fish Responsibly 07

Support Global Farmers 08

### **Society**

Treat Staff Fairly 09

Support the Community 10

Feed People Well 11

### **Environment**

Value Natural Resources 12

Reduce Reuse Recycle 13

Waste No Food 14

**How Does The Scoring Work?** 15

**Share Your Rating** 16



# INTRODUCTION

On behalf of the Sustainable Restaurant Association, I want to thank you for completing your 2021/22 Food Made Good Rating. Committing to this process is no small feat after the 18 months that we have collectively endured, and we are proud to see that sustainability has remained a priority for you and for so many across the industry.

When publishing the Rating this year, it was important to us as an organisation that it both challenges the sector with up to date questions that reflect current issues, while also retaining familiar goalposts after the rollercoaster of the past 18 months. Though the urgency for action is more potent than ever, we have kept the changes to a minimum as we feel it's important that businesses like yours are able to return to the Rating, post Covid, for an assurance that you've not been knocked off course.

We know that consumers care now more than ever about sustainability. The Food Made Good Rating is the world's largest and most comprehensive measure of sustainability in food service. By completing the Rating you are showing the industry, your team and your customers, that action matters infinitely more than intention. Your commitment ensures the credibility of your actions, strengthening our collective ability to push the industry further, faster forward.

This document is your final 2021/22 Report. In it we celebrate all the ways that your business is succeeding on the road to sustainability, while helping to lay out a path toward continual improvement. You will notice that we have spent more time celebrating the qualitative information that you have shared, while continuing to assess quantitative impact through the score.

You will also see that your initial report no longer includes the benchmark against other businesses. As our benchmarks are cumulative, they compare against previous businesses that have completed the rating. This year it didn't feel right to start reporting against a pre-Covid world. Therefore, rather than issuing rolling benchmarks, we will issue benchmark reports in one go to all those that have completed the rating by the end of the year, when we can make fair comparisons with the whole cohort.

In challenging times for our sector, it's more important than ever that you make the most of your sustainability efforts. Changing the industry begins with showing diners that better is possible, and we need your help to get the word out. Begin by sharing and celebrating your Rating, showcasing your successes, and promoting your plans for the future. You'll find a one-pager with top tips at the end of the report.

Being a Food Made Good business is more than doing your Rating – it is also about sharing your success, your knowledge, and your questions with others to drive the industry forward. Look for opportunities to engage on the Community, to share what you have learned and where you might still have questions.

We are here to help you accelerate on the issues that matter most. Please don't hesitate to get in touch. Thanks again for being part of the movement to make food good.

  
**Managing Director**

70%+



60% - 69%



50% - 59%



# A BREAKDOWN OF YOUR SCORE

## D&D London

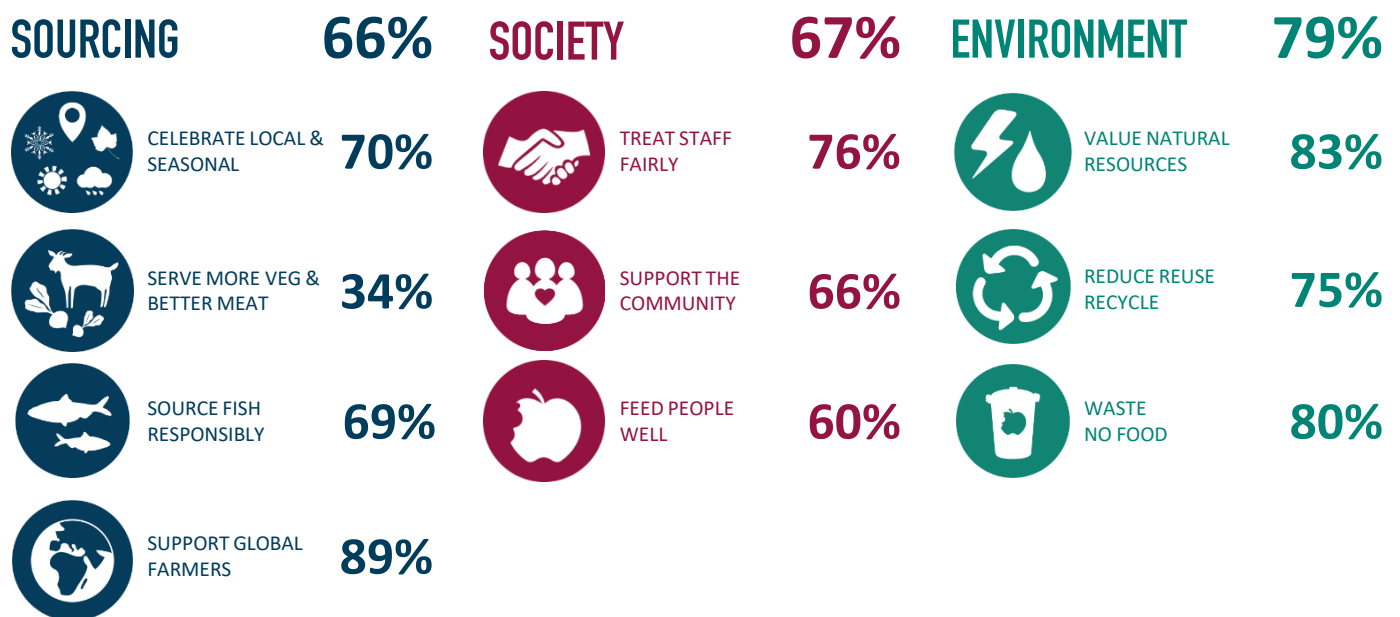
YOUR SCORE IS 70%

GIVING YOU A 3 STAR RATING

THIS REPRESENTS A DIFFERENCE OF +31% SINCE YOUR LAST REPORT



*A good restaurant will...*





**2022**

**YOUR OVERALL SCORE**

**70%**

**D&D London**

*Raymond Blanc OBE*  
President

*Jo Clef NDR*  
Managing Director

## CELEBRATE LOCAL & SEASONAL

70%



Serving locally sourced and seasonal produce promotes a healthy environment and provides the British agricultural industry with much needed support.

Half of diners tell us they want restaurants to serve local produce, yet Britain is more reliant on food imports now than it has been at any other time over the last 40 years. Local food has become even more important in a post-Brexit and post-pandemic world.

Best performers in this area are building loyalty with local suppliers, and are enjoying more opportunities for creativity and flexibility by letting seasonal produce dictate their menus.

### YOUR PROGRESS

**+16%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

A transparent procurement policy that favours produce from the UK and the ways you have found to support local producers have made a difference in this section compared to your 2019 result. Through the relationship you've built with your suppliers, you can now focus on increasing the amount of UK and locally sourced ingredients, and create more transparency and traceability around your supply.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

We hope to see you more and more often on our Food Made Good Community, to share insights and challenges you are facing to make your supply more local and seasonal.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Increase the percentage of main ingredients sourced from the UK and locally, setting a concrete target from your current proportions to improve on. Work closely with your suppliers to research and experiment with local, seasonal varieties to incorporate into your menu, and let them dictate the dishes offered.
- Ask all suppliers across your procurement to provide detailed information on the region of origin and producer of purchased ingredients. Aim for your supply to be traceable to region-level 100% of the time.
- Consider including the name of the farm or producer on your menu or on-site to enable diners to make informed decisions and retrace the ingredients they consume back to production. Display the information on sourcing on a map, on the back of menus and/or website, or read other creative ideas in [this discussion](#).
- Opt out of written confirmation from suppliers and invest in an internal supply management system as main tool to ensure compliance.
- Include staff outside of procurement or management when you review your sourcing policies and hold regular staff training on your policies.
- Improve your operational sourcing policy: create sections for each ingredient area; meat, fish, dairy, produce, global goods. Use the [Rating question set](#) to organize your standards and build policies accordingly.

## SERVE MORE VEG & BETTER MEAT

34%



Serving more veg and better meat is healthier for both diners and the planet. By reducing a dish's meat portion from 200g to 150g, per plate carbon emissions can be cut by a third.

With customer demand at an all time high for plant-based dishes it makes sense for the planet and your business to capitalise on veg-led eating.

Best performers in this area have upped the proportion of veg-led dishes to half the total menu. From 2021, we have added more emphasis on the increase of veg on the plate, on certification standards for fruit and veg, and on sales of veg-leg options.

### YOUR PROGRESS

**+0%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

We value how you are consistently including veg-led option in your menu, and use design to give them the prominence they deserve. Your score in this section has not changed from 2019, mostly due to the poor standards in place for meat and dairy, which should be your target for 2022, as the UK Government is consulting businesses on [possible reforms to food labelling for animal welfare](#).

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

We love that you source your milk and dairy from Allan Reed! We trust they can support you as you seek to improve the standards you source by, to eventually

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Make the transition to better standards for meat and dairy, starting from most-sourced items by volume. If possible, source and serve higher welfare beef and lamb above Red Tractor standards, where cattle are provided with open space to roam outdoors and a natural diet of grasses. Check out our [Meat's a Treat](#) toolkit to help the transition. Consider sourcing milk and dairy to higher standards such as Pasture Promise or Free Range.
- Consider purchasing lower-cost items such as potatoes and onions that are farmed to organic or biodynamic standards. Aim to expand this incrementally to other items.
- Update your procurement policy for meat and dairy to address responsible antibiotic use and animal feed standards (e.g. sustainable soya).
- Run or engage with campaigns for responsible meat consumption. Reduce the amount of meat on your menu by portion size and dish type. Continuously reevaluate your veg-led food offerings and give them prominence on menus where possible. Engage staff in the process and create training to staff on veg-led dish promotion.
- Enquire with your suppliers as to whether they can provide you with the carbon emissions of your produce; if they are unable to, reach out to our Climate Analyst at [kate@thesra.org](mailto:kate@thesra.org) to have the Scope 3 emissions of your food mapped out.

• Avoiding fish caught by illegal, unreported or unregulated fishing boats, which may include some boats from the...  
• We have a flexible menu and work directly with fishermen or vessels to serve what is caught on the day

## SOURCING

# SOURCE FISH RESPONSIBLY

69%



Sourcing fish responsibly keeps our oceans healthy for years to come.

Moving away from the 'Big 5', knowing the endangered species to avoid and using the Good Fish Guide is essential in serving sustainable fish.

Best performers in this area are reaping the benefits of closer ties with suppliers and a better informed, trusting customer base keen to try a variety of fish.

### YOUR PROGRESS

**+36%**  
**from your 2019**  
**Rating**

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

By removing rated 4 and 5 by the Marine Conservation Society (MCS) from your menu and allowing more flexibility in the offer, you have firmly moved away from your previous score of 33%. You are now in the position to refine your policy for sustainable fish and start focussing your attention on often overlooked fish species to offer to avoid the salmon and the other 'Big 5'.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

We would love to hear more on how you've established a direct trade relationship with local fishermen, and managed to keep your menu flexible to welcome their supply.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Update your procurement policy for fish to include avoidance of fish caught by illegal, unregulated fishing boats and through environmentally damaging fishing methods.
- Focus on sourcing low-impact species, such as bivalves, and support British fisherman by introducing less-popular or uncommon fish on your menu, e.g. Cornish spider crab, trout, anchovies.
- Reduce the amount of 'Big 5' on your menu, opting for less threatened and less popular fish species. Read some words of advice from other businesses [here](#).
- Switch as much of your farmed fish to wild fish sources. Ensure that if you must serve farmed fish that you assess its feed - there are some companies feeding farmed fish insects rather than wild fish.
- [Get your sustainable fish questions right](#) to highlight sustainable fish options on your menu and help customers make informed decisions. Share details about capture method and origin (wild/farmed), e.g. Line-Caught Cornish Plaice or Rope-grown Scottish Mussels.
- Consider whether the MSC certification or the ASC Chain of Custody could work for your business.



## SOURCING

# SUPPORT GLOBAL FARMERS

89%



Carefully selecting the products you source from global farmers ensures the livelihoods of communities and often lends itself to higher standards of agricultural practices, as well as a more considered product.

Best performers in this area have helped bring their customers and coffee suppliers closer together, creating premium bespoke products that taste great, support communities and have a great story to tell. This year we have added a focus on responsible palm oil sourcing policy and will value those who offer dairy alternatives.

### YOUR PROGRESS

**+54%**  
**from your 2019**  
**Rating**

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

A huge improvement, and definitely a strong area where you show the importance of working closely with selected suppliers. Direct trade would allow you to have more control over the standards in place in the production of these products, and overall unlock full transparency of the supply.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Work on a clearer policy regarding tea, coffee, chocolate and sugar to include your specific sourcing standards for each. Include certification requirements for exotic fruit, such as Fairtrade or Rainforest Alliance, to ensure consistency and compliance in your supply chain.
- Whenever possible for your tea, coffee, sugar and chocolate, consider [setting up direct trade supply](#) for your procurement. Seek involvement from the rest of your team in this decision-making procedure, having them scouting potential suppliers and engaging with them.
- Enforce a policy that clearly defines your ethical and environmental procurement standards for palm oil, where products containing palm oil as an ingredient are also included, and for responsible sourcing for soya, also considering your supply chain to animal feed level.
- Consider building supplier community projects and initiatives into your supplier agreement, making them your own criteria for selection. Ask your suppliers to provide annual updates on the progress of these initiatives.

## TREAT STAFF FAIRLY

Treating people fairly, especially staff, is good for business. It's hard enough attracting new team members. Treating them fairly is key to retaining them. High staff turnover costs the hospitality industry close to £300m a year and almost half of all chef vacancies are considered hard to fill.

Best performers in this area are thinking about how to offer their staff more than just a fair wage by experimenting with new working patterns and benefit packages, and from 2021 have implemented an equal pay policy. We will also value inclusive employment by asking the percentages of BAME staff members and women in leadership positions.

76%



### YOUR PROGRESS

**+23%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

Reflect on your achievement in this section compared to 2019, and use the momentum to further commit to great employer practices. We highly recommend you start paying all staff above national minimum wage and refine the benefits you provide to create a more inclusive and fair working space.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

You are offering a great diversity of trainings to staff, and we loved that you have partnered up with the LGBT Foundation to deliver some.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Work towards paying your staff the Real Living Wage as defined by The Living Wage Foundation, or higher.
- Make your tipping/service charge policy publicly available to staff and customers.
- Work towards offering above statutory parental leave options to all staff, regardless of their role and seniority. Expand the [range of benefits for parents returning to work](#), and make them clear and accessible to all employees as part of your HR policy.
- Consider removing the opt-out clause from your staff contract to structurally ensure your staff do not work over time.
- Ensure that you keep a record of new employees' spoken languages and ensure they receive their staff contract and all relevant policies in their first language before they start their role.
- Provide regular mental health training to all staff. Involve a third-party to deliver
- Allow staff to choose charities that are meaningful to them, and provide paid volunteer time for them to engage with those. Engage the workforce in choosing the projects to roll out and the kind of support to provide.

## SUPPORT THE COMMUNITY

66%



Supporting the community through volunteering time, raising money, donating surplus food, and working with local community groups can make a huge difference.

Best performers in this area are developing closer ties with their local neighbourhoods, and their staff are being motivated by the enriching experiences this provides.

### YOUR PROGRESS

**+24%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

Your improvement from 2019 is extraordinary. For 2022 we suggest you work to integrate your commitment and further actions to support the community into the structure of your business by setting targets and monitoring progress so that this success is measurable next year.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

We would love to know more on how you've supported the Felix Project and Action Against Hunger!

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Venues can be incredibly expensive for charities to obtain - consider donating your restaurant spaces for a charity to host a dinner.
- Integrate paid charity work into your rota, allowing your staff to regularly work for charities and engage with the community.
- Go above and beyond what you offer as a business and seek out transferable skills from the employees that you can support your local community with. Make space on your contracts and policies for these decisions to formalise them.
- Tackle [social impact measuring](#) by tracking the volunteer time undertaken by staff; this can be through a simple rota audit quarterly and will allow you to set targets to increase this.
- Increase the frequency with which you support the community by allocating weekly volunteer time. Engage further with local charities by having one dish on the menu every week which all proceeds go to them. This will ensure that this becomes part of your business model.
- To build up the accessibility of your venues, you might want to set up 'quiet areas' with no loud music, and provide accessible menus such as large print, braille, and [Good Food Talks](#).
- Interrogate your supply chain and evaluate where you can support charities or social enterprises through your procurement. Have a look at our [Food Made Good Supplier Directory](#) to find the supplier for you, or enquire directly on our [Community](#).

## FEED PEOPLE WELL

Feeding people well helps to encourage and educate the public about how interesting healthy eating can be.

With eating out no longer being a rare treat, it is important to provide people with dishes that are good for both them and the planet, meaning well balanced dishes which are rich in vegetables.

Best performers in this area are capitalising on families' growing appetite for an eating out experience that not only tastes great but is also nutritious.

60%



### YOUR PROGRESS

**+33%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

Compared to 2019, you have really stepped up your game on nutrition as reflected by your Sustainability Policy and the trainings on nutrition you have in place for staff. We suggest that you now expand your strategy and align the menu development process to it, to also include more thorough requirements for children's meals and for options above the RDI.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

It's great that you are seeking third-party training on nutrition and healthy eating – if you'd like support from the SRA to further develop your nutrition strategy do reach out to us.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Use your already-existing nutrition strategy to create a health and nutrition centred menu development process. Align your offerings with healthy eating campaigns in an effort to improve customers' wellbeing.
- Improve the healthiness of children's meals offered by adjusting the portion size (including drinks), and reducing or avoid salt and sugar. Follow our guidelines on [Veg Made Good](#), and share your thoughts on [how to make veg-led dishes appealing to young diners](#).
- Identify which of your bestselling dishes exceed 1/3 of the Recommended Daily Intake (RDI) for salt/saturated fat/sugar or calories. Work with your kitchen teams to innovate ways to reduce their levels when exceeding.
- Inform your customers of portion size and of dishes that exceed 1/3 of the RDI for salt/saturated fat/sugar or calories on the menu or on your website to ensure that this information is not missed through human error.
- Increase the quantity of fruit and vegetables you source that are organic, biodynamic or grown using limited pesticides.

## VALUE NATURAL RESOURCES

83%



Global temperatures are rising, damaging the planet and our food supply. Restaurants use over twice as much energy per square foot compared to other commercial buildings, but simple things like turning the thermostat down by 1°C can reduce energy bills by 7%.

Best performers in this area are benefiting from a reduction of up to a third on their bills thanks to a smart combination of innovation, training and investment in greener technology, and are on a fully renewable tariff. From 2021 we are also asking for specific reduction targets for electricity, gas and water and will give greater value to renewables.

### YOUR PROGRESS

**+51%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

Compared to your 2019 practices, you are now sourcing 100% renewable energy and have set concrete reduction targets for electricity, water and gas, which result in a substantial increase in score. To really involve your staff in the process of reducing your environmental impact, make sure staff is provided with environmental training on efficiency.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Set achievable carbon reduction targets based on your footprint, and share those across the team.
- Involve site-level staff when you review your reduction strategy regarding water, gas, and electricity.
- Ensure all FOH, BOH and management staff undergo environmental training for electricity and water efficiency to reach 100% of trained staff.
- Work with your energy supplier to transition from light green to deep green energy supply, or self-generation when feasible for your business. Use our [Guide to Going Green](#) to get clarity on the different tariffs available.
- Consider installing equipment such as heat recovery system to further improve your energy efficiency. Look into battery storage options which will allow you to take energy from the grid during off-peak hours reducing demand on the network.
- Provide consumption reporting on gas and water to operational staff on a weekly basis.
- When refitting or refurbishing sites in the future, opt for materials, fixtures, fittings or furniture made from reclaimed or recycled materials. Read our [Fit Out Guide](#) to learn more.

## REDUCE REUSE RECYCLE

75%



Reducing single use disposable waste, reusing whenever possible, and recycling the rest reduces the financial and environmental impact of the things we throw away. With the huge increase in takeaway and delivery this has never been more important.

Best performers in this area are actively seeking out reusable options (beyond cups and straws) and influencing their suppliers to do the same.

### YOUR PROGRESS

**+36%**  
from your 2019  
Rating

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

With a solid reduction target in place for 2025, aim to completely phase out single-use plastic in your business. We suggest you audit your practices around waste to break down the sources of it and find alternatives, and incorporate regular training and reporting to your team to make them feel part of the solution.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

We agree that the shift to digital menus has paved the way to less waste for all businesses.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Conduct a non-food waste audit and overlay with figures from your waste contractors and suppliers packaging to understand what types of waste you are generating.
- Seek alternatives to single use (e.g. condiment sachets, straws or other single use takeaway packaging) with the help of your suppliers to minimise consumption. Look into circular economy packaging, such as re-usable containers, and return options with suppliers. Read our resource [Unwrapping Plastic](#) to get started.
- Cut the amount of drinks that are packaged in single-use materials, seek help from SRA-approved supplier [BELU](#) to achieve that. Explore purchasing drinks in bulk packaging and serving them in reusable containers, or make them in-house.
- Map out the members in your team that still need to undergo waste management training and schedule a session for them to reach 100% of trained staff. Have someone in the team leading the sessions.
- Schedule weekly updates with your team on non-food waste figures and progress against reduction targets, and crowd-source for reduction ideas.

## WASTE NO FOOD

80%



Wasting food makes no sense, environmentally, socially or financially.

On top of helping to cut greenhouse gas emissions, reducing food waste can also have significant financial gains. Restaurants can make a profit of £7 for every £1 they invest in cutting food waste.

The best performers in this area are monitoring their waste, setting realistic targets with good action plans and being innovative in creative ways to manage unavoidable waste.

### YOUR PROGRESS

**+41%**  
**from your 2019**  
**Rating**

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here is our topline assessment of the areas for you to celebrate and those on which you need to improve.

Promote your achievements in this section by shouting about them on our [Community](#). By sharing your journey, you can influence and inspire a broader audience, and we believe collective change is more impactful than individual success.

### YOUR ATTENTION TO DETAIL

While the additional information does not contribute to your score, these examples of your creativity and innovation exemplify your approach and can influence new questions in the Rating.

Creating daily specials with surplus or excess products is an amazing way to reduce food waste across your supply chain. Well done!

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Get individual bins and collection points to separate food waste into waste from preparation, surplus/spoilage or customer plate to monitor and measure the main contributor(s). Once you've separated, consider conducting a plate waste audit.
- Train staff on proper separation and non-contamination measures.
- Use your creativity when dealing with unavoidable food waste. Train chefs on knife skills to prevent prep waste and use any trimmings for house-made stocks or broths. Connect with your waste contractors or local companies that use [coffee grounds](#) as an input for other processes.
- Allow less common cuts into your menu to practice nose-to-tail cooking. Look into purchasing ingredients or products made from surplus and integrating surplus saving into your sourcing practices with your suppliers.
- Map out the members in your team that still need to undergo food waste management training and schedule a session for them to reach 100% of trained staff.

# HOW DOES THE SCORING WORK



70%+



60% - 69%



50% - 59%

## ANY QUESTIONS?

Head to the [Food Made Good Community](#) or contact us at [community@thesra.org](mailto:community@thesra.org)

### How We Conduct Assurance

To ensure the integrity of the Food Made Good Rating and to confirm your final score we conduct three levels of assurance. We check:

1. That your policies comply with good practice.
2. With your suppliers, the standards to which you buy key items, such as meat, dairy and seafood.
3. Areas of exceptional performance by asking for further evidence on how you've achieved success.

### Your Opinion Matters

From small independent restaurants, to large chains, to university cafeterias and catering companies, you are part of a diverse group of foodservice businesses.

We recognise the need to make your Rating score reflective of your particular business and work behind the scenes to ensure that our Rating is as accurate and as relevant as possible. If you are interested in being involved in the conversations or focus groups that inform future adjustments, or have further questions, please let us know.



# SHARING YOUR RATING

## WHY SHARE?

### Your customers care

2 out of 3 diners say that knowing the restaurant they are eating at is focussed on improving its impact on society and the environment makes them feel good.

85% of diners say knowing staff are treated fairly would impact their choice of restaurant.

## HOW TO SHARE

### Share with your customers

- Celebrate your FMG Rating on your menu
- Display your Rating sticker in your window
- Feature your Rating on your website
- Share and talk about your Rating on social media

### Share with your staff

- Announce your achievements through internal newsletters and team briefings
- Thank your team for their hard work
- Ask their ideas, involve them in goal setting
- Provide sustainability training for your staff, let them know the difference they can make

### Share with your suppliers

- Thank your suppliers for their contribution to your Rating
- Work with your suppliers to see how they can help improve future Ratings
- Ask your suppliers to speak with their other customers about the benefits of an FMG Rating

## TOP TIPS TO DO MORE

**Sustainability is a journey.** Don't wait until you've finished a project to share what you are doing.

**Bring your star Rating to life.** Share it with a story about one of your proudest sustainability achievements.

**Empower your staff.** Encourage them to promote your achievements and confidently answer customer questions.

**Involve your team and customers in the journey.** Why not ask them to help nominate a local charity to support?

**Look at what other rated businesses are doing** to get some ideas. Browse the Food Made Good Community and get in touch if you'd like some further guidance.

**Celebrate efforts and achievements** on your website's sustainability page and share stories in all your marketing. Customers care.

**Join our Campaigns.** Visit [www.oneplanetplate.org](http://www.oneplanetplate.org) and submit your dish for a better food future.

## WHAT TO SHARE?

You will have received your social media-ready Rating logo along with this report and logos for print are also available. **Tweet** about your achievements, or share a photo on **Instagram** to get started @FoodMadeGood.

If you would like specific logos or more advice on sharing your achievements, head to the Rating Feedback and Support group.

## PR OPPORTUNITIES

Need further help brainstorming ideas? Reach out to our PR expert Tom Tanner to discuss further opportunities.  
[tom@thesra.org](mailto:tom@thesra.org)

# SUSTAINABLE DEVELOPMENT GOALS

Our 10 key area framework is a fantastic way to make sense of the key sustainability areas that relate to foodservice and serve as a common framework to make collective progress. In order to emphasize the impact you have on the wider food system through working with the SRA, and to help you use your Food Made Good Report in your business reporting, we've mapped out how our framework relates to the [UN's Sustainable Development Goals](#) or SDGs. The 17 SDGs were agreed by all UN members in 2015, and represent a global collective progress towards a sustainable future by 2030.

## sourcing



Celebrate Local & Seasonal



Serve More Veg & Better Meat



Source Fish Responsibly



Support Global Farmers



## society



Treat Staff Fairly



Support the Community



Feed People Well



## environment



Value Natural Resources



Reduce Reuse Recycle



Waste No Food





**Congratulations!**

**This report is for:**

D&D London

**Published on:**

January 10, 2022