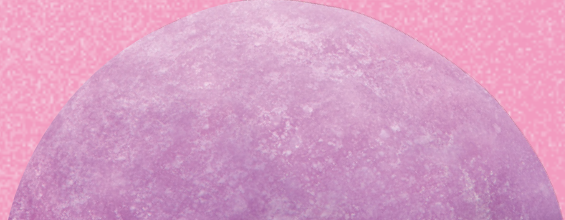


Impact
Progress
Report
2025

little
moons





This Impact Progress Report aims to tell the story of the social and environmental impact of Little Moons through 2025.



This is an interactive report, use your mouse to navigate

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Vivien, Founder



Howard, Founder



Joanna Allen, CEO

“ Hello from our Founders & CEO



We are Howard & Vivien, the siblings who founded Little Moons, and Joanna, the proud CEO. Together, we're delighted to introduce our first Impact Report.

Product, quality, and delight have been at the heart of what we do since Little Moons was founded 17 years ago. And we're committed to making sure that the product that delights our consumers is sourced to high sustainability and ethical standards.

That's why we're so proud of the changes we made in 2025 in how we source two of our most important ingredients - chocolate and mangoes. First, we partnered with Luker Chocolate in Colombia - a multi-generational, B Corp-certified business from whom we've begun sourcing chocolate while building farm-level sustainability standards into our cocoa supply. Second, we began sourcing Alphonso mango from Tamil Nadu, India, where 42 farmers were trained and audited to meet FSA Silver sustainability standards for our first harvest, improving incomes, pesticide use and long-term resilience in our mango supply.

Of course, our pride isn't limited to sourcing. In 2025 we announced that Little Moons is now a Certified B Corporation, formalising our commitment to balancing people, planet and profit. In 2025, we strengthened our culture through our Values Committees, and invested in Insights profiles and workshops for our team.

In our factory, we made meaningful progress in our operational carbon footprint, particularly through boosting the recycled content and removing excess weight in our packaging.

Now tuck into this, our first Impact Progress Report, to delve deeper into the stories that made 2025 a landmark year in Little Moons' journey towards more positive impact.

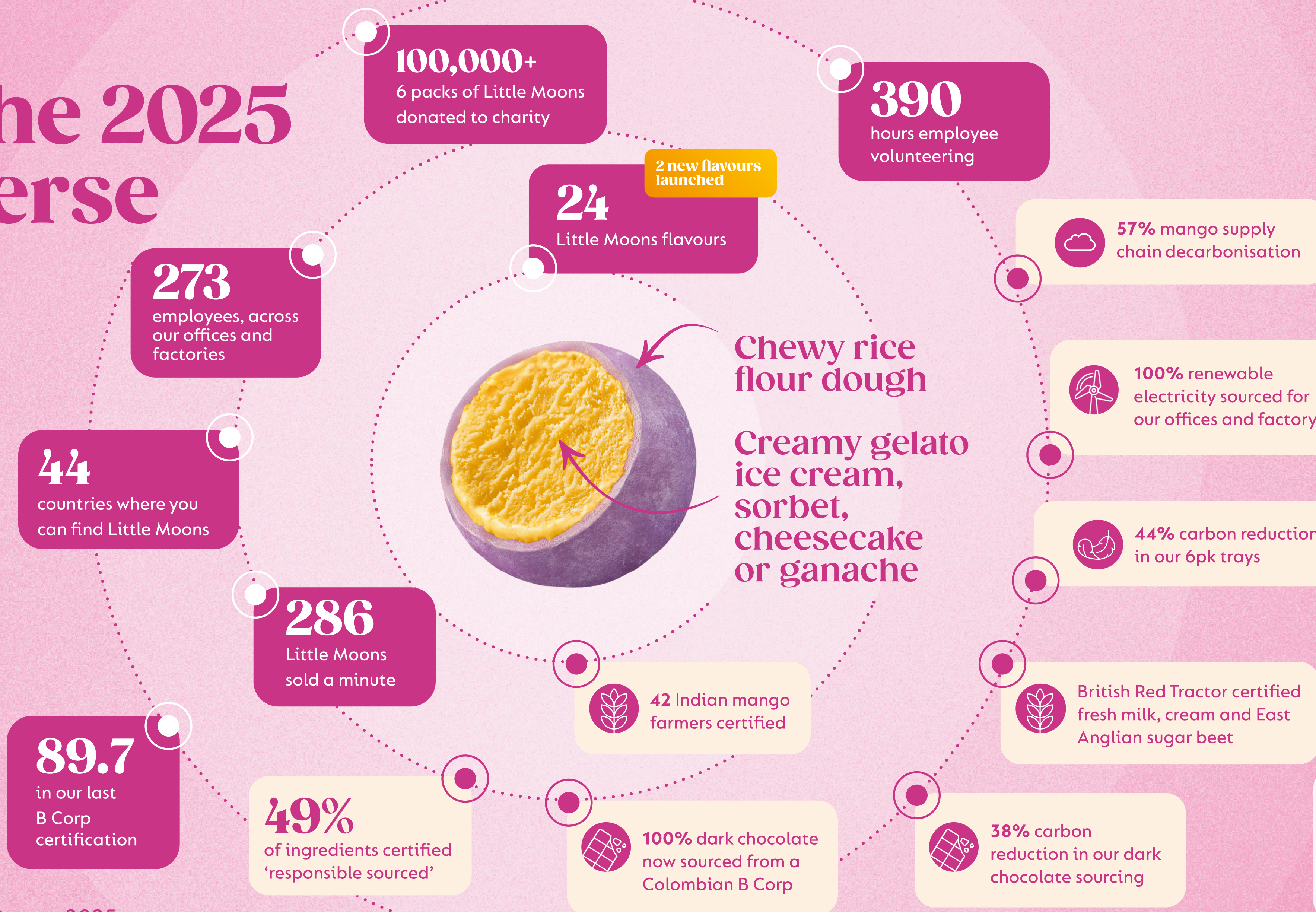
Joanna, Vivien & Howard



Inside the 2025 Mooniverse

5 refreshed business values:

- 1 Many Moons, One Team
- 2 Aim for the Moon
- 3 Every Little Counts
- 4 Bring the Joy
- 5 Do the Right Thing



To see our 2026 goals, [jump here](#) →

We're aiming for the moon

Our 'Brighter Future' sustainability strategy is built on three pillars that reflect the most significant areas of social and environmental impact for Little Moons. Together, they guide how we make our products, grow our business and our people, and manage our footprint - providing a clear framework for measuring progress and delivering meaningful change.

Positive Sourcing



The ingredients and materials used in our products carry significant potential impact. We focus on building responsible, transparent relationships through our supply chain, from farmers and processors to our packaging partners.

Growth with Integrity



We aim to grow in a way that brings everyone along the journey. Guided by the B Corp framework, we seek to embed a triple bottom line - people, planet and profit - into our culture, policies and everyday decisions so everyone can thrive as we grow.

Little Footprint



From water, waste and energy in our factory, to the carbon footprint of our operations and supply chain, we want to be more efficient as we scale. This pillar focuses on how we make our mochi with reduced environmental impact.



Positive Sourcing



Because every little ingredient matters

Defining Positive Sourcing

Many businesses claim their ingredients are ‘sustainable’ without explaining what that means. In 2025, we launched our Positive Sourcing Standards, establishing our expectations to our Suppliers, across three core areas:



Ethical Risk

We use the [Sedex](#) platform to assess social and environmental risk in our supply chain, informing the level of audit our Suppliers, and their processors and farmers, need to mitigate risks like health and safety and human rights breaches.



Carbon

Suppliers must calculate their Scopes 1-3 carbon footprint, set decarbonisation targets, and source renewable electricity.



On-Farm

Crop ingredients must meet SAI Platform’s FSA Silver standards, which audits farmers on topics like soil health management and biodiversity.



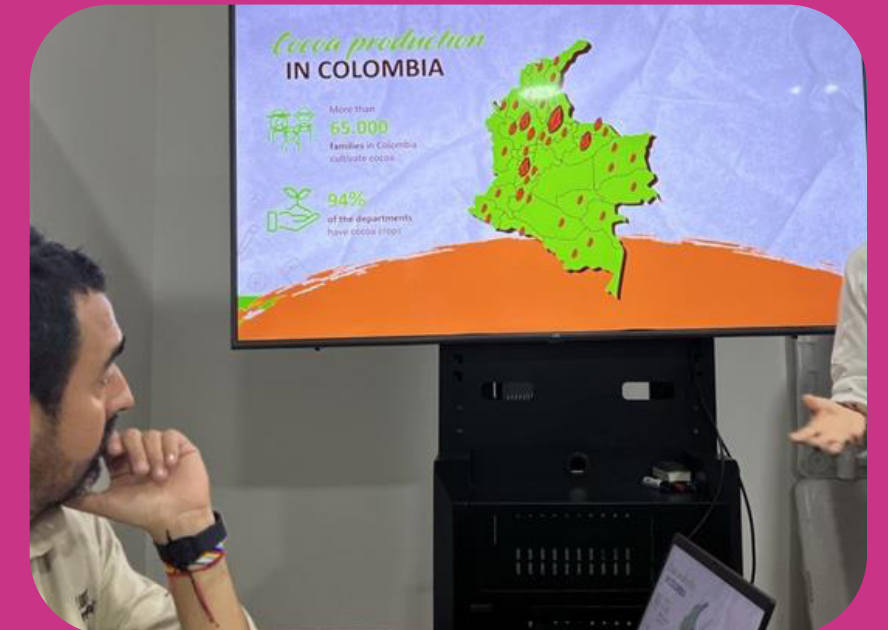
Supplier response

Ingredient Supplier Sustainability Guide

SEPTEMBER 2025



To support our Suppliers, in 2025 we created a **Supplier Sustainability Guide** outlining practical steps and guidance to meet these standards.



Suppliers talking through their current achievements and gaps across our three pillars.

Turn the page to learn more!



Shaping sustainable farming through the Sustainable Agriculture Initiative (SAI)

In 2025, we joined SAI Platform, giving us a voice in shaping sustainable farming practices and supporting continuous improvement across our supply chain.

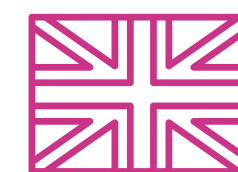


A team outing to a sugar beet farm in Suffolk, UK. Sweet!

The SAI Platform (Sustainable Agriculture Initiative) runs the Farm Sustainability Assessment (FSA), a framework that helps farmers measure their practices against 10 key topics, including soil health and biodiversity. Farms are scored as Not-Yet-Bronze, Bronze, Silver or Gold, through two possible routes. Either, through verified audits of their practices or by benchmarking farmers' existing certifications against the FSA framework. For example, a farm already meeting the Rainforest Alliance standard or certain organic schemes is already meeting the Silver score.

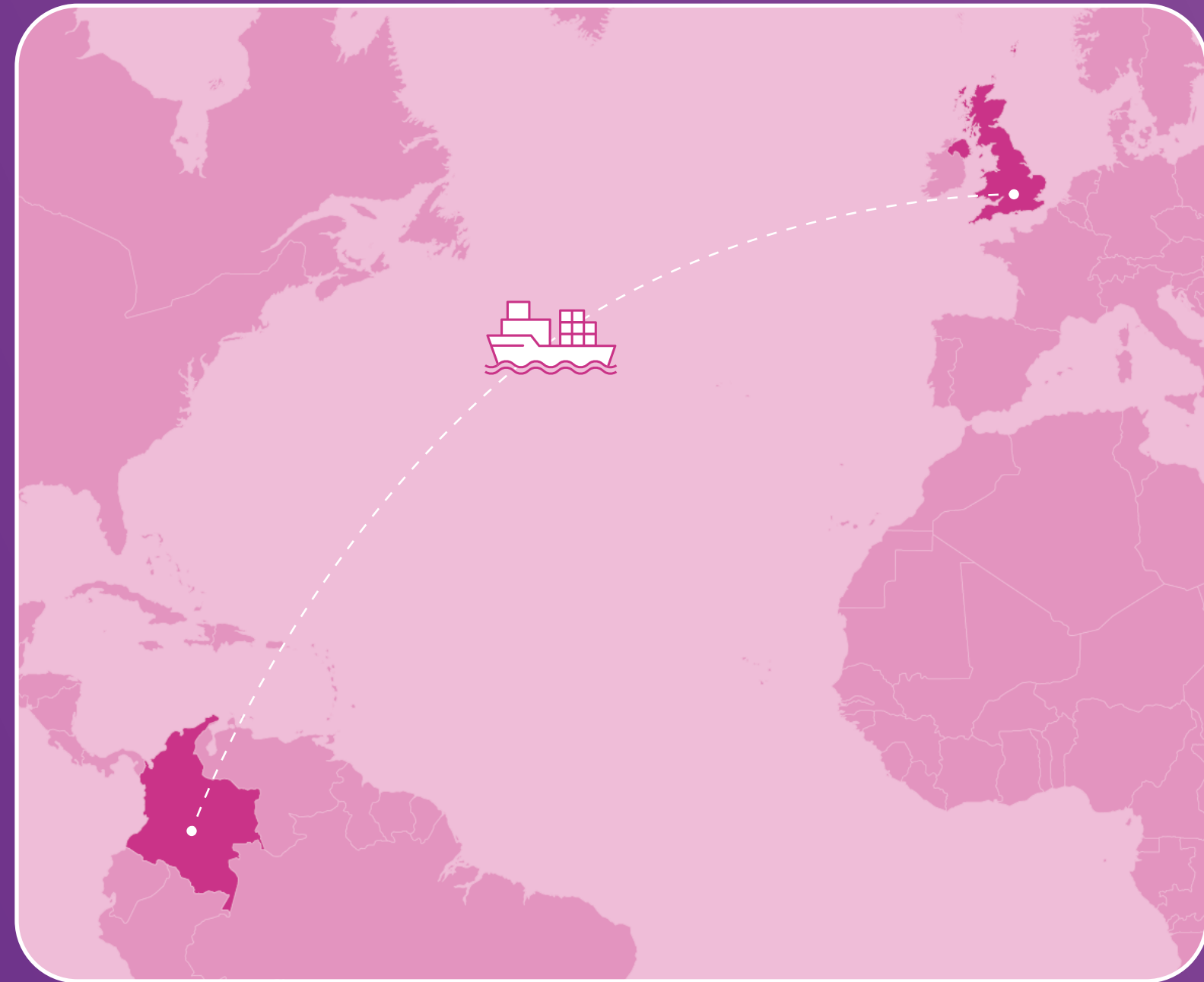
In 2025, 49% of Little Moons' ingredients (by volume) met FSA Silver, either through verified audits or by benchmarking farmers' existing standards against the FSA framework. While FSA applies to crops, we also include milk and cream from British Red Tractor farms in this calculation as Red Tractor has been benchmarked as equivalent to FSA Silver for crops like sugar beet. We use this as a proxy standard for our dairy ingredients.

In 2025 we also developed a roadmap to increase sustainable sourcing to at least 80% of our volume over the coming years. Some projects will take multiple years, as they require working closely with suppliers and their farmers worldwide to evolve practices over successive harvests.



Our fresh milk and cream is 100% British and certified to the Red Tractor Standard. Our sugar is made from sugar beet, mainly grown in East Anglia, and is also grown to Red Tractor Standard. In 2025, we visited farms we source from to learn more.





Our journey to better chocolate

When sourcing ingredients globally, different crops from different countries have varying risks of human rights issues and deforestation. Most of the world’s cocoa is grown in Côte d’Ivoire and Ghana, where these risks are typically high. We were on a mission to find the perfect chocolate for our new Chocolate Fudge ice cream mochi and to upgrade our Chocolate Ganache mochi. Unable to find a West African supplier with the transparency, flexibility and exceptional flavour we need, we expanded our search.

being shipped to London and transformed into Little Moons. A highlight was a visit to Carlos’ farm in the Belalcazar region, where his family grow cocoa amongst plantains and avocados, an example of how agroforestry ensures biodiversity and healthy soils.



Carlos, the cocoa farmer!

Our journey led us to Luker Chocolate in Colombia, a multi-generational Certified B Corp, working with around 15,000 predominantly smallholder farmers nationwide. At their Bogotá factory, Luker transforms Colombian cocoa and sugar into the rich, velvety chocolate that ultimately becomes Little Moons. Partnering with Luker is a huge milestone for us as our first Certified B Corp ingredient supplier; strengthening our responsible sourcing ambitions.

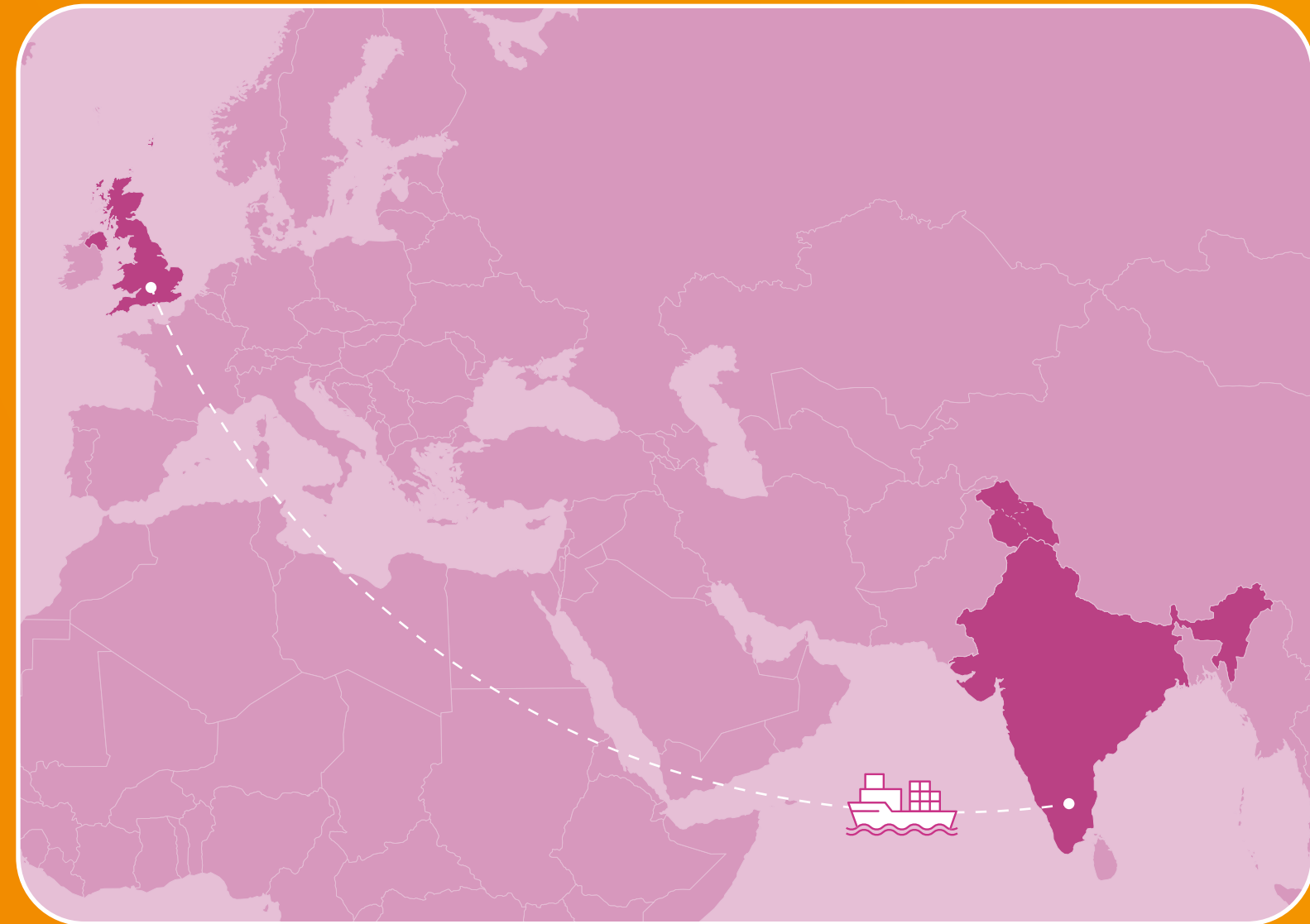
Luker’s dedicated farmer-support teams play a critical role in helping growers improve crop yields while strengthening social and environmental practices. **We are now working in partnership with Luker to establish minimum farm standards and verify these to FSA Silver across our Colombian cocoa supply chain.** By 2026, around 100 farmers are expected to be certified - an achievement made possible through commitment and shared values.



Hola from a biodiverse cocoa farm in Colombia!

In 2025, some of our team visited Luker’s farms and factory teams to understand how our cocoa is grown, fermented, roasted and crafted into chocolate before





Mangoes with meaning

We source a lot of mangoes at Little Moons - especially for our bestseller, Passionfruit & Mango mochi ice cream - so it deserves the very best.

In 2025, we set out to find a supplier who could source irresistible Alphonso mango, with greater transparency and robust, certified farm standards. That journey led us to a UK-based supplier and a small, highly experienced factory in Tamil Nadu, India - both deeply familiar with the FSA framework. **Together, we made a bold start: for our very first harvest, 42 farmers were trained and audited to meet the FSA Silver standard.**

Later in the year, members of our team travelled to India to build relationships and see the impact firsthand. Farmers shared how meeting FSA Silver helped them reduce chemical use, adopt smarter drip irrigation techniques, and lower labour costs. Crucially, they explained how **farming more sustainably isn't just better for the environment – it makes better business sense.** As the farmers are now growing to the FSA Silver standards, they receive a premium for their fruit.



Alphonso mangoes go into our Passionfruit & Mango mochi ice cream, selected for their exceptional flavour



Visiting R. Phem Kumar's farm in Tamil Nadu



Growth with Integrity

Because growing the right way matters



In late 2024 Little Moons became a Certified B Corp. The B Corp movement is a global collective of businesses committed to using business as a force for good. Becoming a B Corp means joining a network of like-minded businesses where we can learn from each other to keep raising the bar on better business.

The B Corp logo now features proudly on our new redesigned packs



Achieving B Corp certification is no small feat. It took three years of steady improvements across the business, and we're thrilled to have achieved **89.7 points** across the five framework areas:



Workers



Environment



Governance



Consumers



Community

Based on the B Impact assessment, Little Moons earned an overall score of **89.7**. The median score for ordinary businesses who complete the assessment is currently **50.9**.



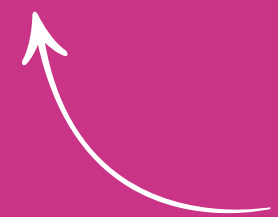
Legalising Better Business

Becoming a B Corp isn't just a badge



Find and update company information

88. SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES
 88.1 The objects of the Company are to promote the success of the Company:
 88.1.1 for the benefit of its members as a whole; and
 88.1.2 through its business and operations, to have a material positive impact on: (a) society; and (b) the environment, taken as a whole.



It meant amending our **Articles of Association** to legally commit to considering the impact of our decisions on all stakeholders, not just shareholders.



The concept of aligning people, planet and profit is essentially an accounting measure, coined in the late 90's by John Elkington (an author and business advisor) as the 'Triple Bottom Line'. The idea is that **businesses shouldn't just measure the value of businesses based on financials, but also their impact in social and environmental ways.** Publishing this Impact Report is part of Little Moons' promise to be transparent and accountable on the impact we are making as a business. We have signed up to the **Better Business Act**, lobbying for UK law to reflect this approach.

To make this commitment part of our DNA, in 2025 we introduced the concept of the Triple Bottom Line into our Launchpad induction for new starters - so everyone who joins Little Moons understands how we align people, planet and profit. We also have a committee of 'Little Champions' whose purpose is to spread the B Corp message through the business.



Joanna, our CEO, campaigning at Westminster to make our Articles of Association the norm



Valuing everymoon

At Little Moons, our values guide everything we do and remind us what being part of a team is all about. In 2025, our new Values Committee refreshed them into five fabulous principles:



A factory Town Hall

Transparency matters to us. Each month, we share an update with our office-based team, which covers business wins and challenges, alongside a clear financial view. In 2025, we also introduced Town Halls for our factory-based team, to ensure there is consistency in communications across the business.

Through 2025 we also continued our Little Conversations, Big Ideas sessions - monthly talks from inspiring external speakers.



Ayesha Ofori, the founder of Propelle, an investment platform for women, after educating us on the power of long term wealth building

Joanna with Naomi Riches, OBE, following her team talk on resilience and her rowing career



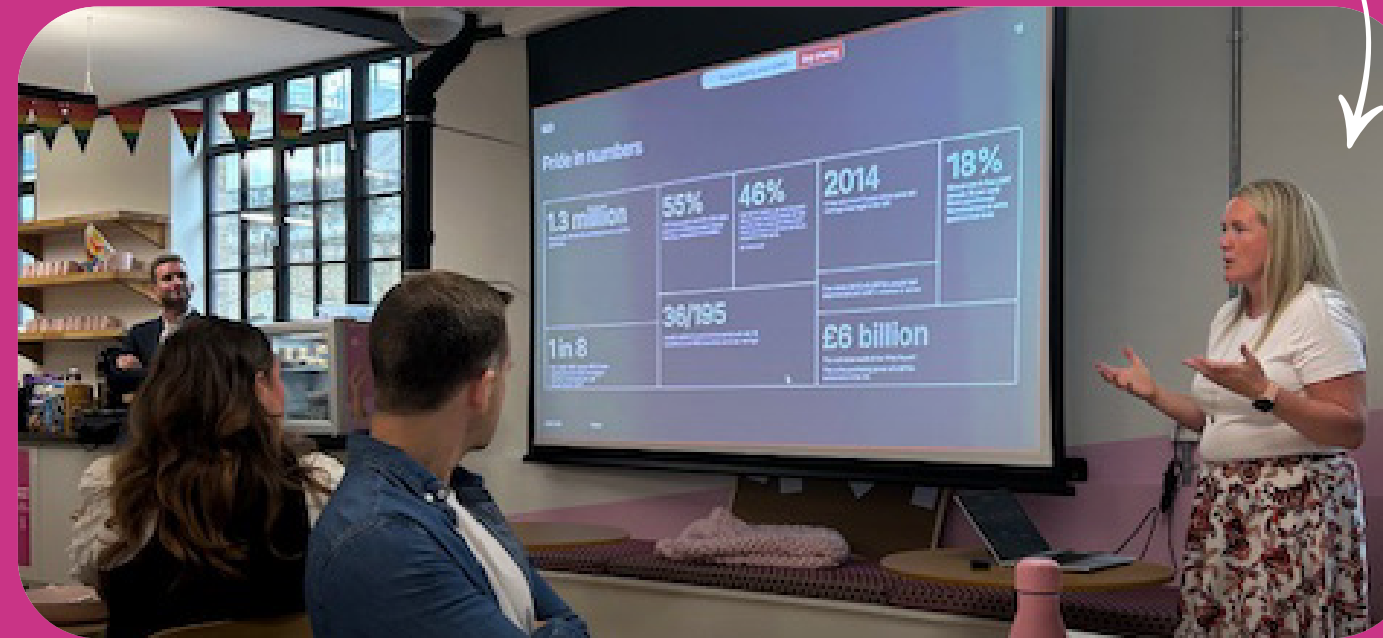
Valuing everymoon

Every office-based employee has undergone an 'Insights Discovery' workshop to understand personality types and improve collaboration, and in 2025 we built this workshop into the onboarding for new joiners. We also run engagement 'pulse' surveys to shape improvements to our business culture.



In 2025, these learnings drove training, workshops and the roll out of tools on 'clarity' and 'growth'.

A Little Conversations, Big Ideas, with Amie Burke on inclusivity within the grocery industry, to celebrate Pride Month



Our JEDI Committee (Justice, Equity, Diversity, and Inclusion)'s mission is to inspire and nurture open-mindedness, diversity and inclusivity as the heart of our business. In 2025, we workshopped our key gaps to form the foundation of our 2026 action plan. We also conduct an annual gender pay gap review and track representation at senior levels.

In 2025, our median gender pay gap was 6.1%, against a UK average of 12.8%.

Finally, every office-based worker can take two volunteering days a year. We encourage at least one of these to be taken as a department to give back whilst taking time out the office to bond as a team.

In 2025, 390 hours of the team's time were volunteered with nine different charities, including The Felix Project, Mayhew Animal Welfare and City Harvest.



The Finance, IT & Procurement team giving a helping hand at MIND in Hertfordshire



Little Footprint



Because taking lighter steps leads to better places

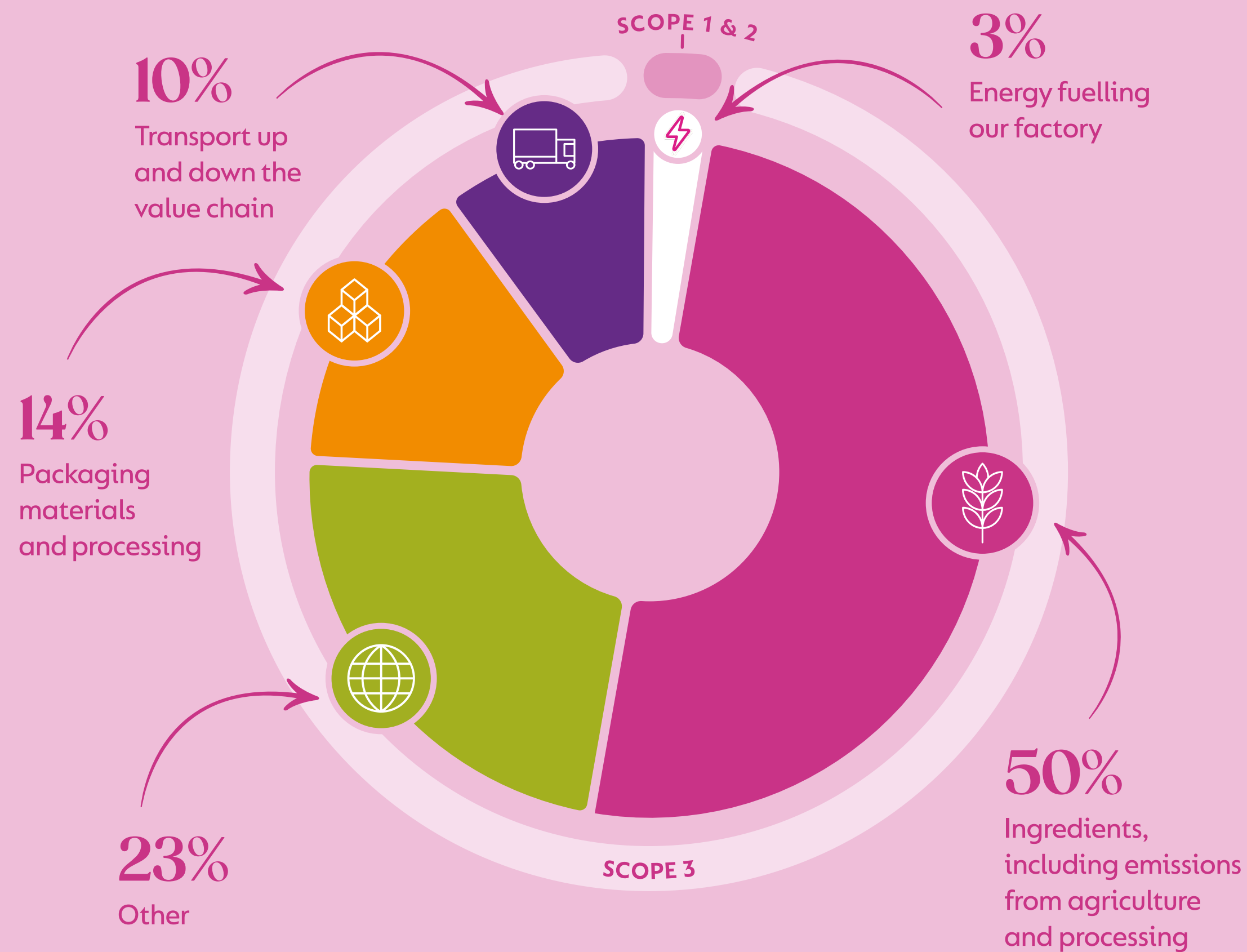
How we're decarbonising our mochi

Nearly every part of food manufacturing produces greenhouse gases - from ships sailing our mochi around the world to our dairy cows burping methane. These emissions drive global warming, so understanding our carbon footprint and its biggest sources is key to reducing it effectively.

A simplified Little Moons supply chain!



2025 Carbon Footprint



As we make and sell more Little Moons, we need more ingredients and require more shipping to make that happen. That tends to grow a businesses’s’ absolute emissions.

Therefore, we focus on our carbon intensity (our absolute market emissions divided by the volume of Little Moons made in 2025). In 2025, that was 3.91KgCO₂e/Kg Product.

We calculated our first footprint in 2022, but we’ve since switched carbon-accounting partners to improve how we track emissions. The new platform uses updated emissions factors and a slightly different methodology, so we’re realigning our 2022 baseline and 2025 results before we report year-on-year savings. Hold tight - accurate comparisons are on the way!

Turn to learn about our main carbon reduction projects in 2025



Big wins for Little Moons in 2025

We've optimised our 6 pack trays to be 20% lighter, whilst continuing to protect the Little Moons inside them. Our trays now also contain 80% recycled content (50% post-consumer recycled waste and 30% pre-consumer recycled waste), up from 30%. Less plastic, same mochi, could that get any more delicious?



Optimising has reduced the emissions, per 6pk tray, by 44%.

We've cut emissions by switching some ingredients from frozen to ambient or chilled, and by buying more in larger drum formats to reduce packaging. In our mango supply chain alone, these changes have delivered a 57% reduction in carbon intensity.



A lot of this mango goes into our Mango & Passionfruit best seller. The carbon footprint of this recipe has reduced by 13% in 2025 through the work we've done on sourcing our mangoes.



Cocoa beans changing colour through the fermentation process.

We've switched our main chocolate supply from a European processor sourcing from West Africa to buying directly from Luker Chocolate in Colombia. This change has cut the carbon intensity of our chocolate by 38%, predominantly thanks to lower land use emissions, and supported by reduced deforestation risk and farming practices that integrate agroforestry and promote biodiversity. This move not only lowers our footprint but also supports farmers who grow cocoa in harmony with nature.



Packaging the joy

Our packaging is key to delivering Little Moons worldwide. We partner with great suppliers to create high quality packaging. We assess every design by three factors: material, weight and recyclability. Each component, from our trays to our boxes, has targets to improve across these areas.



Trays: Our 6-pack, 4-pack and 2-pack trays contain 50% post-consumer recycled plastic plus 30% pre-consumer recycled plastic (rPET). They are made in Somerset in the UK and are kerbside recyclable in many of the countries we're sold in, such as the UK, Australia and Germany.

Cartons & Cardboard: Our carton boxes are proudly made in the UK, using 100% Forest Stewardship Council (FSC) certified British Trees. This ensures forests which grow the trees for our paper meet strict social and environmental standards, safeguarding nature for generations to come. Learn more here: [Home | Forest Stewardship Council](#)

Little Moons are transported to our supermarket and restaurant customers in cardboard boxes, which in 2025 we upgraded to also be made of 100% FSC-certified material, made in the UK. Our paper watchstraps which go around our 2-packs are also made of FSC-certified material and are 100% kerbside recyclable.

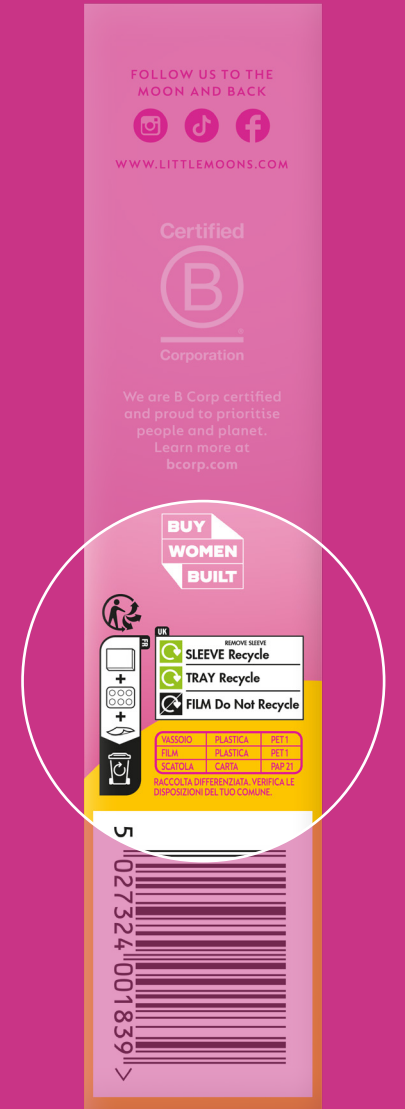


Our team in a very wet Lake District visiting a forest whose trees are made into the paper which makes our carton boxes!

Film: Our protective film is printed in the UK and is made of PET plastic and must be disposed of through general waste. We would love for this material to also be kerbside recyclable and are trialling various materials, whilst better understanding how the national infrastructure is evolving in our key markets.

Guiding our consumers to do the right thing

In 2025, we started to roll out recycling information on-pack, so that consumers in different countries are clear on how to recycle each part of our packaging. Not all countries have specific recycling logos, or nationwide recycling schemes. We will continue to evolve this communication as national recycling infrastructure changes for our key markets.





Little HQ, our very own factory

Running our own factory means we have full responsibility of our direct environmental impact, such as minimising our energy use and waste production. Change takes time, especially when making millions of mochi, but we're getting sharper at pinpointing what drives our impact so we can focus on reducing it.



Our factory team at our 2025 Summer Party

Our approach to waste

We follow the waste hierarchy:

Prevent waste first, then recycle where needed. When waste is generated, we send it to the best disposal route:



Food Waste: We donated over 600,000 individual Little Moons in 2025, with most donations going to Fareshare and City Harvest, who distribute food to tackle waste and hunger.

Anything inedible goes to anaerobic digestion, producing biogas for the National Grid.

Metal Drums:

Switching some ingredients to large drums in 2025 reduced plastic use and created over 6,000kg of recycled aluminum to be made into other products.

Paper & Cardboard:

All ingredient and packaging cardboard is baled and recycled into new paper products; totalling over 50,000 KG in 2025.

Recycling Rate:

63% of our waste was recycled in 2025. Training and clearer signage in 2026 will help improve this.

General Waste:

Non-recyclable materials are taken to an energy from-waste incineration facility, never landfill; in 2025 generating around 220,000 kWh for the grid, roughly the equivalent of 5% of our total energy consumption.





Electricity for Little HQ and Little Base is sourced from UK solar and wind.

Our approach to energy

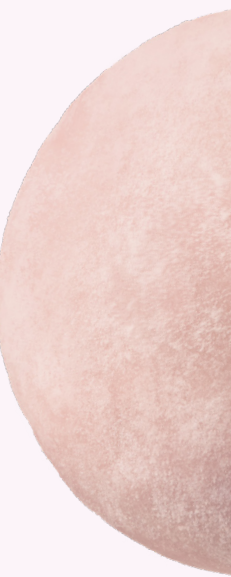
Like most homes, we use gas and electricity. Electricity for Little HQ and Little Base is contracted from UK wind and solar assets. Because the National Grid blends renewable and non-renewable power, we can't guarantee every electron is renewably-generated - but through the UK's REGO scheme, our investment funds more renewable energy capacity.

Gas is trickier: UK renewable gas options lag behind electricity. Anaerobic digestion (where our food waste goes) is one potential solution. We are aiming to build a Net Zero Roadmap in 2026 to cut reliance on non-renewable gas.

Real-time insights for real impact

In 2025, we installed a smart energy monitoring system at the factory, giving us real-time insights into what drives our energy use. This is a big step toward understanding - and ultimately reducing - our impact.

We also tackled key efficiency projects, including insulating internal and external pipework to keep heat where it belongs. And in true Little Moons style, we upgraded our freezing process with a high-capacity system that's far more energy-efficient than our old walk-in freezers. Imagine an upside-down helter-skelter that freezes mochi as it climbs. 'Cool' has more meanings now.



Where we're going next

Our plan for positive impact is built on three pillars. In 2025, we made great progress and will keep building on these successes. Looking ahead to 2026, we're excited to go even further and amplify our impact.

Our 2026 key priorities are as follows:

Positive Sourcing



- Increase FSA Silver ingredient volume from 49% to 59%
- Measure Supplier progress on the ethics and carbon targets we've set with them

Growth with Integrity



- Make progress towards the new B Corp Standards, on time for our 2027 recertification
- Activate our JEDI action plan

Little Footprint



- Boost the factory's recycling rate, aiming for +15%
- Develop a Net Zero roadmap for the factory
- Accelerate progress towards a 30% carbon intensity reduction by 2030



Thanks for stopping by to read our 2025 impact story. As we look ahead to 2026, we're excited to keep building the triple bottom line into everything we do.

From everyone at Little Moons, should you have any questions or ideas, drop us an email at: mail@littlemoons.co.uk, we'd love to hear from you.

