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# Wessanen becomes Europe's first multinational B Corp food business

Wessanen, leader in organic and sustainable food, has proudly announced that all of its businesses have now earned B Corp certification; making it the first group-certified food company in Europe.

Each of Wessanen's businesses have undertaken B Corp's rigorous impact assessment against a set criteria to measure the company's current sustainability status and goals for the future.

Collectively, the Wessanen group has achieved a consolidated score of 91.7 points, which far exceeds the benchmark 80 points to earn the certification.

As part of the B Corp movement, Wessanen pledges to be a 'Force for Good' and to deliver a positive social and environmental change through its pioneering brand portfolio. Committed to a mission of 'connecting to nature', Wessanen aims to help people make choices that accelerate the transition to sustainable food and are better for people and planet.

**Christophe Barnouin, CEO at Wessanen, says:**

*"To us B Corp is not only a certification, it is a reward for all the work and huge positive change we have gone through as a company over the years. I am very proud of what we have achieved as a company. It's totally due to the hard work and dedication of the team – from the organic products we make, the sustainable initiatives we take and the green energy we use in the company that makes us a force for good. "*

**Nathan Gilbert, Executive Director at B Lab Europe, commented:**

*“We’re thrilled to welcome Wessanen to the global community of Certified B Corporations. Wessanen has achieved this status after having certified various subsidiaries in previous years. Now having completed the full evaluation of the entire company, Wessanen’s certification is a significant milestone as the first multinational food company to become a B Corp. ”*

Wessanen UK was one of the first Wessanen businesses to earn the certification in February 2019, when it was one of only 25 food and drink businesses in the UK to be certified, along with its brands Whole Earth, Clipper Teas and Kallø.



**Emma Vass, CEO at Wessanen UK, adds:**

*“Having a strong purpose and driving positive change, is in our DNA here at Wessanen UK. Through our pioneering brands, we’re focused on helping people and the planet. B Corp is a key part of our sustainability journey and we’re looking forward to working with them next year as we continue to set new goals and evolve as a business.”*

With its ambition to be a new kind of food company, Wessanen is focused on food that is healthy, organic and ethically produced, and to improving its environmental impact, from using renewable energy sources to becoming fully carbon neutral.

Each of the Wessanen companies are part of the growing B Corp movement which has over 2,500 Certified B Corporations in more than 50 countries.

**ENDS**

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**About B Corp** Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests and build collective voice through the power of the unifying B Corporation brand. As of December 2019, there are more than 3,000 Certified B Corporations from over 130 industries and 60 countries.

**About B Lab** B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world.

## About Wessanen UK – [www.wessanenuk.com](http://www.wessanenuk.com)

**Wessanen UK** is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



Wessanen UK