


The Young's difference Our community



Our pubs are at the heart of their communities and play a pivotal role in bringing people together. We continue to create places that make a lasting and positive contribution to the communities that we operate in.

The stop-start nature of the last two years has brought into focus the wonderful role our pubs play within their respective communities. We take great pride in fulfilling our role as a key hub, whether it is combatting loneliness through the Alexandra's Meetup Mondays, hosting a knitting group or a local farmers market.

All this was encapsulated in our short film, 'A House is Not a Home', which reaffirms pub culture as an integral part of British life with the messaging that pubs, like homes, are so much more than just bricks and mortar. Pubs unite people and communities and are where memories are made.



Rather than adopting a central or divisional approach during the period, our head office and pub teams staged a range of events to support both local and national charities which included: Fish Neighbourhood Care, Only a Pavement Away, Battersea Dogs and Cats Home, Noah’s Ark Children’s Hospice and The Royal Marsden Hospital.

The desire to give back to our communities is an integral part of our identity. We will continue to encourage our pubs to support local causes, but we will also consider what central and divisional approaches we can adopt in partnership with charities that work closely with the hospitality industry.

We are also using our flexible recruitment platform, The Ram Agency, to help Ukrainian refugees who are looking for flexible working arrangements. We have recruited an English speaking Ukrainian, whose role is to reach out to Ukrainian refugees and offer them opportunities either within The Ram Agency or directly with pubs who are recruiting. The company has also registered its interest through UKHospitality in the Ukrainian Humanitarian Support Scheme. Many of our pubs have staged fundraising events and collected food and clothing to be transported to Ukraine.



Noah’s Ark Children’s Hospice

A number of our pubs in North London organised charity events, including a beer barrel roll, a skydive and during the period a charity row along a section of the River Thames, to support this local children’s hospice. In all, these activities have raised just under £30,000, which is the equivalent of the annual salary of a hospice nurse.



Battersea Dogs & Cats Home

The Bear, Oxshott organises an annual dog walk which brings the local community together. At least 60 people attended this year’s walk which raised over £1,000 for the charity.



Dallaglio Rugby Works

The Alma, Wandsworth hosted a rugby huddle to raise money for this charity which mentors young people to help them re-assess their lives, focus on developing key life skills and ultimately be equipped to get into sustained education, employment and training. The event raised over £8,000 for the charity.



Only A Pavement Away

This charity acts as a conduit between forward-thinking hospitality companies and charities which work with people facing homelessness, prison leavers and veterans. It helps them find jobs within the hospitality industry. We were one of 20 hospitality companies who participated in a charity football tournament which raised over £4,000 for the charities.

Our community continued



90%

Of our ingredients are sourced from the UK

Customers

Looking after our customers is central to everything we do. Our pubs are highly valued and are integral to the communities in which they operate. We provide a relaxed and safe environment where friends and families can spend time together.

Our focus on responsibly sourced, seasonal and local British produce lends itself to nutrient dense food that tastes delicious. As customer tastes and eating habits and styles have evolved, we have enthusiastically adopted more plant-based options on our menus, throughout our estate. This is embodied by our Burger Shack menu which is 50% plant based and includes the 'Classic Plant' burger patty, and vegan 'CHKN katsu' fillet. Every pub must include at least one vegan and one vegetarian dish on their menus and many offer a number of dishes. Our newly opened Food Development Learning Centre at Copper House provides the right environment for our chefs to experiment and innovate using seasonal ingredients to create new dishes for evolving customer tastes.

Our suppliers

Despite our proud origins in the London Borough of Wandsworth, our geographical reach has grown, and with it our enthusiasm for local food and drink suppliers that celebrate the best of British wherever our pubs reside. Where appropriate, we fully encourage our pubs to explore their individuality and support local businesses, from nearby breweries and distilleries. We are proud to have always done our best to ensure suppliers received payments in a timely manner for the wonderful produce they provide.

The Young's difference Partnering with our suppliers

In January we partnered with Pernod Ricard UK, who pledged a 50p charitable donation for every Plymouth Gin and Tonic served across our pubs in Spring 2022, highlighting the sustainability credentials of Plymouth and raising £20,000 for the Ocean Conservation Trust to continue their work protecting our oceans.



86%

Reduction in number of weekly deliveries

(From 5,601 to 783)

We will continue to work with our suppliers to develop joint initiatives and provide positive social and environmental messages to share with our customers and wider stakeholders. These initiatives range from commitments to use electric and/or hydrogen vehicles in urban operating areas, reducing packaging waste and implementing paperless deliveries.

The Young's difference Why plant?

As the festive period of indulgence ends, January can bring a more mindful approach to eating and drinking. During "dry January/ Veganuary" our focus shifted to 'Why plant?' complemented by an interesting non-alcoholic range of cocktails, beers and adult soft drinks. Strengthening the focus through Burger Shack to raise the profile of the company's vegan offer, January saw our first ever collaboration with celebrity chef, BBC's Dirty Vegan, Matt Pritchard, to launch the Pritchard Dirty Vegan monthly special burger across all Burger Shacks.



We continue to support Drinkaware, whose campaign promotes responsible drinking. All front of house team members are trained on our responsibilities, which are covered within our 'Award for Licensed Premises Staff' training module.

Today more than ever, our customers expect an interesting soft drink range when visiting our pubs. We have put a lot of thought and care into our premium soft drink offering and our range includes a selection of delicious low sugar, non-alcoholic drinks, to suit all needs. A number of which are must stock items in our pubs under our 'soft drink, no and low stocking policy'.

Allergy notices are included on all our menus inviting customers to discuss their needs with us, and from early April 2022 calorie information was also included.

The Young's difference Bringing our ingredients to life

We source the freshest and best ingredients locally to support our community of producers, reduce the carbon impacts of our supply chain and deliver the highest quality for our customers.

Our wild garlic

Foraged on the Queen's Sandringham estate, our wild garlic will be found throughout our menus during the summer months. Working sustainably, Martin Denny has been foraging for over 20 years, taking only the leaves or parts of the plant he needs and leaving nothing uprooted. There are no pesticides, no chemicals and no added extras. The whole process from plant to plate is about as natural as it gets and, with no machinery or packing houses, he is able to dramatically reduce his carbon footprint.

Our asparagus

This year for the first time ever, we have been able to partner with an Oxfordshire farmer and establish our very own three-acre asparagus field – solely for use on Young's menus. Asparagus crops are one of the most sustainable crops grown in the country with most crops left to their own devices for up to ten years in the same spot, the spears regrow and regrow, season after season, without the need of replanting like most other crops.

