
PIZZA PILGRIMS

IMPACT REPORT



JANUARY 2025

FOUNDERS INTRODUCTION

At Pizza Pilgrims, we've always believed that food is more than just fuel—it's a way to bring people together, share happy moments, and create lasting memories.

Since the very beginning on the market stall, we've obsessed about creating something delicious, from the heart, whilst using only the best ingredients and our purpose has been simple: making people happier, one pizza at a time.

We're incredibly proud to have achieved B Corp status this year, a milestone that reflects our ongoing commitment to doing business in a way that values pizza, people, planet, and, let's not forget, profit (we're a business after all). Being a B Corp means we hold ourselves to the highest standards of social and environmental performance, transparency, and accountability.

It's a recognition that what we do goes beyond just running a successful business—we're actively working to make a positive impact in the world.

We've always believed that the power of a pizza is bigger than just the slice—it's our medium to be a force for good. So, as we continue to grow and evolve at a steady and manageable rate, we remain dedicated to the long-term goal of creating a happier planet for all.

Together, with your support, we can make every pizza, every moment, and every action count towards a better, brighter future.

Pizz& Love,

JAMES & THOM

Co-Founders Pizza Pilgrims



BUSINESS AS A FORCE FOR

Good



GAVIN SMITH
Managing Director

“

Pizza Pilgrims has spent a decade obsessing about becoming the very best place to work whilst serving the best possible Neapolitan pizza and giving fantastic hospitality experiences. We've always viewed our role as leaders in the industry more broadly than just operating pizzerias.

More fundamentally, I feel like we have the opportunity to nourish communities, lives and relationships in a positive way and demonstrate to our industry that we can be better in every way. It's become very clear the traditional measures of business performance are simply not enough to hold us to account on the positive impact we seek to have. As such, I've found it invaluable to have rebuilt our whole business purpose and introduced 'impact' as one of the four business pillars. I don't see this as a side note or a 'nice to have', this is a driver for the business and I firmly believe it will deliver positive results for all stakeholders now and in the future. I predict that in taking this decision and supporting its objectives, we are de-risking the business, enhancing the brand, and more importantly, doing the right thing.”



BOB GORDON
Forum Director, Zero Carbon Forum

“

We're delighted to work with leading hospitality brands like Pizza Pilgrims. The collaboration thrives when our members drive action, and Pilgrims is certainly committed to taking a lead. The company has completed a carbon footprint and a Climate Action Plan, enabling them to set their strategy, reduce their impact and monitor progress. Founder, Thom Elliot, is a member of our Operations Board, and supported our Propel webinar series on the transition, and Pilgrims supported us to launch our series of meetings for small members and challenger brands, with our inaugural meeting at Pizza Pilgrims. We look forward to continuing to collaborate with Pizza Pilgrims in support of their impact reduction ambitions.”

HOW IT STARTED

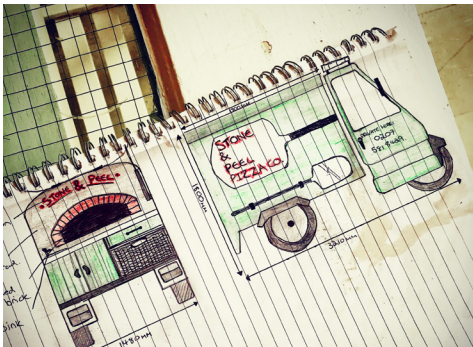


Founders Thom and James began their journey into the world of pizza back in 2011, over a pint in the pub.

Street food was taking off and Londoners were packing the pavements. Fed up of their regular jobs, they wanted to be part of it, and their way in was pizza. Traditional, unbelievably delicious, Neapolitan pizza, to be precise.

After some back-of-an-envelope planning, they flew to the toe-end of Italy, picked up a three-wheeled Piaggio Ape van, and drove 4,500km back to London. They stopped off along the way at all the places they could eat world-class pizza, and learnt about first-class produce. This was the inaugural 'pilgrimage'.

Back in London, they started serving pizza from this little van on Berwick Street Market, in the heart of Soho. They worked, and saved, and opened their first permanent pizzeria on Dean St in 2013.



HOW IT'S GOING

In 2019 we established the Pizza Academy – a training ground for the team and for people looking to break into the industry. We published a book all about pizza, selling 50k+ copies, and a year later the pandemic threw a whole lotta curveballs, so we launched 'Pizza in the Post' to keep the pizza love going.

In 2023, Thom and James completed a second pilgrimage to Naples in an even more ridiculous pizza wagon: The Pizza Vespa. In 2024, the company gained B Corp status - one of only four UK hospitality businesses with this accreditation.

As a result of all of this, the awards (some shown below) have kept coming! And the consistency of the nice reviews is awesome to see.



"Everyone and their mum is spilling out of this higgledy piggledy pizzeria making a name for itself thanks to its owners' penchant for pillowy, spotted crusts and excellent tunes."

EveningStandard.

2013

"It seems a miracle that somehow the pizza at these fun, accessible, eccentric restaurants is still as satisfying as ever. Don't believe me? I order the double pepperoni and hot honey with a half of Camden Hells almost every week and have receipts to prove it."

EveningStandard.

2023

50 TOP PIZZA IN THE WORLD
5TH BEST PIZZA
2020, 2021, 2022, 2023

**GREAT BRITISH
ENTREPRENEUR AWARDS**
WINNER - 2020

CASUAL DINING RESTAURANT
Brand of the Year
2024

PEACH 20/20
MOST ADMIRABLE BRAND
2021, 2022, 2023

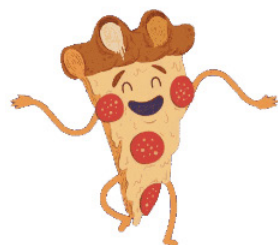


WHAT IS IT ABOUT PIZZA?

The fact is, and it might sound obvious to say, but we've really come to realise that pizza makes people happy! There's something about the combination of dough, cheese and tomatoes, about the pleasing shape, and about the fact that it's best eaten with your hands, and shared with others.

We all know someone who loves pizza. Like really loves it, and proudly lays claim to their passion. All Neapolitan pizza chefs are deeply connected to their product, and even the ones who've been mastering their craft for years still get excited about.

So, this brings us neatly to our purpose...



Happy has five letters.
Pizza has five letters.
This is no coincidence.



**PIZZA
MAKES
ME
happy**

They all lie.
Pizza does not
make you fat.
Pizza makes you
HAPPY.

OUR PURPOSE

This is central to everything we do at Pizza Pilgrims.
It's our reason for being, our biggest ambition,
and a springboard for our ideas. We're all about:

Applies to everyone –
guests, team, suppliers
and partners alike

Meaning short-term
in-the-moment pleasure
– as well as longer-term,
hard-won contentment

**MAKING
PEOPLE HAPPIER
ONE PIZZA AT A TIME**

Every single pizza counts - we're only ever as good as our last one

OUR PURPOSE EXPLAINED A LITTLE MORE

Making people happier one pizza at a time gets us up in the morning, and it has done ever since we started on a market stall back in 2011.

‘Happiness’ is a pretty big concept. Ours is real and down-to-earth, rooted in the spirit of Naples. It can be a short-term, fleeting feeling. For guests, it’s the last bite of a first-class margarita. For team, it’s the first sip of a cold beer after a busy shift.

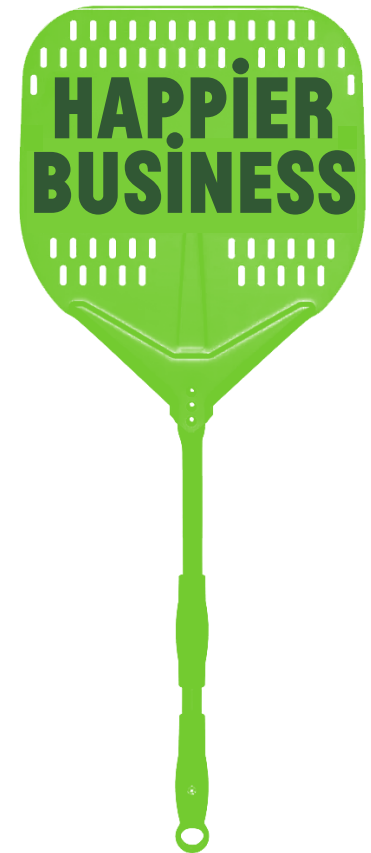
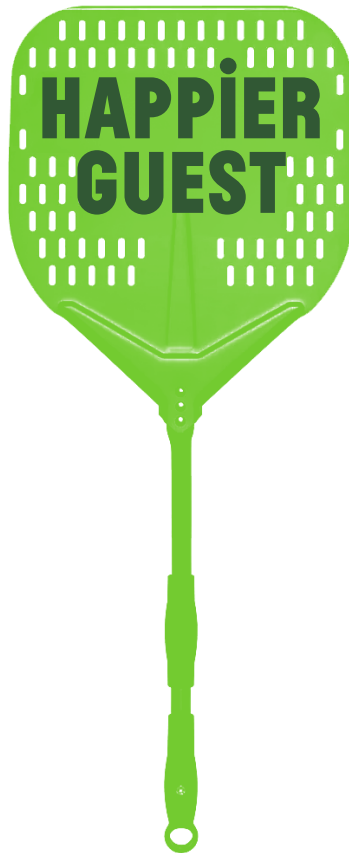
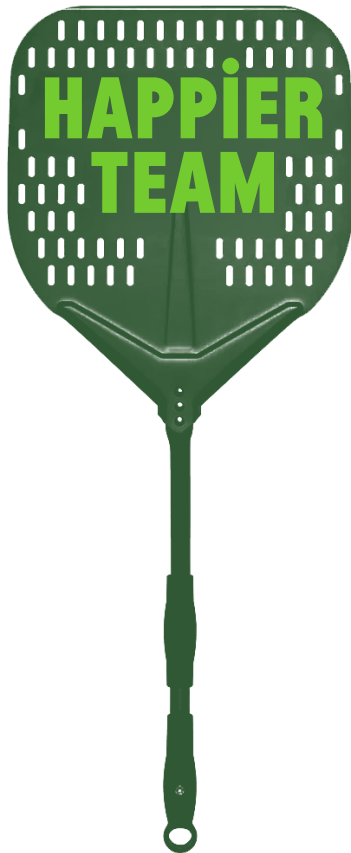
But happiness is a long-term thing too. It’s fulfilment and contentment. It takes time and effort, and isn’t always easy to achieve.

We won’t stop going after it -
through every pizza we serve,
every server we train,
and every team we build.



OUR PILLARS

To achieve our purpose we've got 4 pillars, and ambitions around each of them.
They bring us together as one big team.



Happier TEAM

BE YOURSELF

Be your best self by bringing your true self to work.
You have a unique brilliance, so let your personality shine.

PUSH YOURSELF

Take stuff on and deliver to the best of your ability.
Challenge yourself - and don't stress! Feel comfortable in it.

HOW WE KNOW WE'RE ON TRACK

To make sure we're landing this pillar, we look at it in two ways.
In the short-term, our goal is for 70% of people to complete the twice-yearly happiness survey, and for 80% of them to say they're happy at work. Longer term we want to be recognised as a top 10 employer in the Sunday Times 'best companies to work for' list.

WHAT THIS MEANS

If our team are having a great time and feeling good, everything else follows. We want to inspire them, give them world-class resources and managers to learn from, and create opportunities for them to build awesome careers. Our company values play a massive role here. They are:

ENJOY YOURSELF

Every day won't be perfect, but there's lots of fun to be had.
Seek the good and stay positive. We aren't saving lives!

RESPECT OTHERS

Our team is super diverse. Show respect, be kind, and look out for one another - everyone will do the same for you.



TEAM ENGAGEMENT

Every day, our team are focused on making people happier one pizza at a time. Which is why it's important to ensure that we come together outside of the restaurant to share ideas, stories, feedback, to learn or just have some fun as one big team every now and again.

PILGRIMS CRAWL

Led by Thom & James, we hear stories from how Pizza Pilgrims began, the importance of our values and the role they play in creating slices of happiness every single day. We start in our OG pizzeria in Soho, then visit a few other pizzerias before paying a visit to Berwick St market where it all begins.

HEROES

Where would you be without a hero? Ours come in the shape of a team rep who acts as the voice for each pizzeria. They share feedback and support at new openings and drive initiatives. We also host a quarterly meeting with elected reps from each pizzeria - with senior management there to garner opinion from the pizzeria teams directly to effect change and inform management decisions as a team.



SUPER 6'ER

A gathering of all our managers every 6 months to talk through future focused ideas and objectives, keeping everyone informed with our plans and how we can achieve them together.

THE SLICES

Recognising those that have truly lived the values day in, day out. The winners of THE SLICES, get to have a team day out as a thank you on Pizza Pilgrims each year.



PARTIES & GET TOGETHERS

We have 2 big parties a year to celebrate with our teams. There's Ferrogosto - where we close all the pizzerias to come together, enjoy some great food and celebrate achievements. And the Christmas party where we let our hair down!

TRAINING ACADEMY

Training in your 'Slice Skills' such as how to stretch dough and service steps through to 'Life skills' such as how to work effectively in a team, lead others, manage your money and look after your mental wellbeing. Its more than just pizza!

TRIPS TO NAPOLI - OF COURSE!

We take our managers on their very own pilgrimage to Naples, twice annually. Visiting key suppliers such as Caputo and Latteria Sorrentina, and of course, sampling a lot of pizza from places that inspired Thom & James many years ago!



TEAM STORIES

RESPECT OTHERS

We're proud to have launched our Respect Others programme. The initial phase was around education and building a community that come together to talk about how we can ensure that everyone feels welcome, create a safe space for everyone and how to be a better ally.

We're excited to see how this programme will grow. Our academy has also facilitated 'Women in Leadership' workshops and we're building relationships with local schools and colleges to create opportunities within our pizzerias.

We're working with Phoenix College, based in East London, that supports young adults with autism offering a 6-week supported work placement and we hope this partnership evolves to be able to offer supported employment for their students in the future.

SHORTLISTED FOR



HOSPITALITY
AWARDS 2025



PIZZA PILGRIMS X



Based in Brighton, our team have built a strong relationship with Team Domenica who focus on opportunities for those with learning disabilities.

The students are placed with us over a 9-month period with a job coach, working 3x 4hr shifts a week, receiving constant feedback, 6 weekly reviews and lots of support with the goal to move into paid employment.

Since launch, the team in Brighton have had 2 successful hires to date and are looking forward to welcoming their 3rd student soon. The team in Brighton also offer work experience for students, through an 8-week supported programme.

“While hospitality often focuses on profits, creating opportunities for individuals has been deeply rewarding both personally and professionally. Team Domenica’s support has been exceptional, making any initial concerns disappear. It’s had an amazing impact and caused growth within the company – it’s one of the best decisions we’ve made.”

SAM TURNER

General Manager at Pizza Pilgrims, Brighton

TEAM STORIES



PIZZA SCHOOL

Pizza is our passion, and so is creating opportunities for those that are equally as excited about pizza.

It's about learning at your pace and we're proud of those that like to develop and work hard in their role, learning on the job and grow each day. It's for all kinds of students, like Carlos in Camden, who started as a KP and has become a L2 Pizza Chef in 2 years; or those that prefer to join us and speed through their training like Andrej in Cambridge who started with Pizza Pilgrims and didn't know how to make a pizza and 8 weeks later passed his Second Chef sign off.



THE DOUGHDOWN

The biggest chef event of the year!

Our last competition saw 22 chefs compete for a chance to be the champion and have their pizza feature on the menu.

There can only be one winner, and this year we said a huge congratulation to Anton Cherepakha - our Head Chef in Cambridge.



VOLUNTEER DAYS

A fully paid day for teams to spend with their chosen charity.

"Aleks and I loved our volunteer day so much, we decided to use our 'Happiness Day' as an extra volunteer day, again with 'Action for Silk Stream - Thames 21'.

This time our job was to clean and remove the Himalayan balsam from Oak brook, Watling park.

We met with the same volunteers as last time and we had a really amazing time with them, and of course, lots of satisfaction at the end of the day!!"

MARIA PERSIA

Events manager, Pizza Base



SCHOOL VISITS

We regularly go out into the community to show young people the true art of pizza making.

"We visited Phoenix College, who specialise in supporting young autistic adults get into employment. In the morning we learnt about autism and how we can better support current and future team members who may be neurodivergent. In the afternoon it was our turn to teach and we ran a pizza making masterclass for some of the students. There was a lot of fun and laughter and some pretty good looking pizzas!"

MATT LEE

Managing Partner, Pizza Base

TEAM IMPACT



IN OUR 2024 HAPPINESS SURVEY

- 90% of employees receive their rota a week, or more, in advance
- 77% felt supported by their manager and have developed new skills
- 84% said they were extremely happy at work



COMMUNICATION

99% of our team use workplace and send over 100,000 messages a month! We love to yap! Whether it's sharing important updates or sharing that all important picture of their first pizza of the day...



THERE ARE NOW 42 PEOPLE IN OUR '5 YEAR CLUB'

This means they've worked with Pizza Pilgrims for 5 years or more. 6 of this crew are in the 10 year club too! What's the reward? A well-deserved holiday of course. When you reach 5 years with us you get a 4-week paid sabbatical.



52% OF OUR MANAGERS ARE WOMEN!

We're super proud of every leader in our business, but even prouder to have strong female leadership across the pizzerias and Head Office.

THERE ARE 42 DIFFERENT NATIONALITIES WORKING IN PIZZA PILGRIMS

49% OF OUR MANAGERS HAVE BEEN PROMOTED INTERNALLY.

All receiving support from our dedicated Pizza Academy along the way.

10% OF OUR TEAM ARE TRAINED AS MENTAL HEALTH FIRST AIDERS.

Everyone has access to our chosen EAP, Hospitality in Action.

JOSHUA

The teammate you never knew you needed. Our friendly bot Joshua answers around 400 questions every month from menu specs, to training to how many pizzas we've sold. He's always on hand 24/7 to answer any queries you may have, or to direct you to in the right direction.

Happier GUEST

WHAT THIS MEANS

We want guests to love our world-class pizza and come back for more. Every person who visits Pizza Pilgrims should walk out of the door with a spring in their step.

Their experience has to be brilliant every time, so we make the best product we possibly can. (We're obsessed actually.) Our dough is made fresh by master Pizzaiolos and proved for 72 hours.

Our ingredients are almost exclusively from in and around Naples – where we've built amazing relationships with producers. And our food team is constantly coming up with new stuff that brings little touches of magic to our menu.

Service is just as important too. Our front of house teams run a relaxed but slick operation - with great tunes and fun settings (spot the cinemas, masterclass kitchens and basement football pitches). All of it adds up, we hope, to big grins on our guests' faces.

HOW WE KNOW WE'RE ON TRACK

Week after week, we aim for an NPS score of 9/10 and look for every pizzeria to have a combined Google and Deliveroo rating of 4.7/5.

Longer term, we want to be in the top 3 of the 50 Top World Artisan Pizza Chains.



EXPERIENCE IS EVERYTHING



GUEST EXPERIENCE

As well as serving the best possible pizza, we're obsessed with delivering an exceptional guest experience.

To us, the little touches are crucial to making a guest feel at home.

Whether that's a round of shots for the table celebrating a birthday; a handwritten note on your delivery pizza box; or an extra scoop of ice cream 'just because' - it's vital every customer walks away experiencing a little bit of magic dust.

Our guest experience score, across Google & Deliveroo, was 4.5 across the year.



QUALITY & PROVENANCE

Our dough is made fresh by master Pizzaiolos and proved for 72 hours, using ingredients exclusively from in and around Naples.

We've built amazing relationships with producers over the last 12 years and our food team is constantly coming up with new dishes that bring little touches of magic to our menu.

They're always on the hunt for new innovation & how to better our supply chain too - which regular food trips to Naples to keep menus feeling fresh & exciting!



PIZZA BOX ART

Since the beginning, Pizza Box art has lined the walls of our pizzerias – proudly showcasing the artistic talents of our customers. Every pizza box is a canvas – something to be drawn, sketched or painted on. That's why we launched #pizzaboxart.

The concept is simple. Grab a pizza box, then get creative with your new canvas. There are no rules – and it is important that this is a movement for everyone – not just 'great' artists.

It's been bringing joy to customers since 2013.



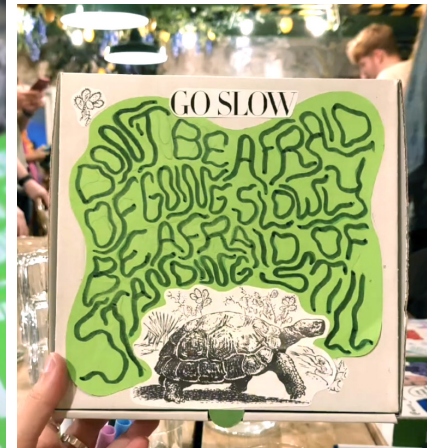
RANDOM ACTS OF KINDNESS

As well as bringing magic moments to guests in our pizzerias, we're prettttty obsessed with how we bring a brilliant experience to guests online, or in the communities we open intoo.

We try and weave our 'Super Kind Bombs' (aka random acts of kindness) into our digital strategies, through impromptu social media giveaways as well as stunts across the UK.

Every touchpoint is designed to work towards 'making people happier, one pizza at a time'.

GUEST STORIES



Happier WORLD



“A B CORP IS A COMPANY THAT MEETS HIGH STANDARDS OF SOCIAL AND ENVIRONMENTAL PERFORMANCE, TRANSPARENCY, AND ACCOUNTABILITY.”

Wayyyy back in 2022, we set ourselves a goal to become a B Corp.

For us, B Corp offered the most balanced measurement of the social and environmental performance of a business, encouraging our leaders to think beyond shareholder value and to commit to positively impact all stakeholders – workers, communities, customers, and our planet.

In February 2024, after two years of challenging ourselves to reach the required standards, we were thrilled to become one of a small group of UK hospitality businesses to earn B Corp status.



WHAT THIS MEANS

We make sustainable choices and try to do good stuff in the neighbourhoods we're part of. We've got lovely relationships with local businesses, charities like 'Something to Look Forward To', and community groups - which we support by gifting free pizza, offering meeting spaces, and other random acts of kindness, just because!

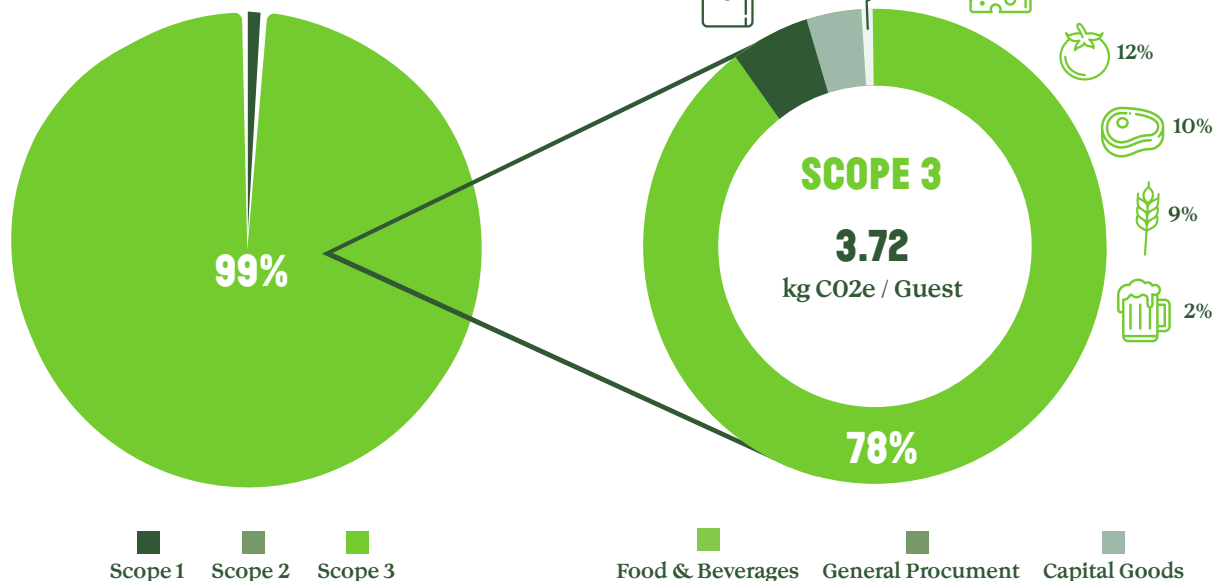
We're conscious of the ways a business like ours can affect the planet. Through our internal programme - Planet Pilgrims - we're working to reduce the overall impact of each and every pizza we serve. We've overhauled our basil supply chain, and set clear targets for emissions reduction for 2030 - 2040.

OUR IMPACT

Planet Pilgrims is our programme to reduce our environmental impact.



FOOTPRINT BY SCOPES



GOALS OF PLANET PILGRIMS

PIZZERIA OF THE FUTURE

90% reduction
in Scope 1 & 2
by 2030

SLICE THE IMPACT OF A PIZZA

78% reduction
in Scope 3 by 2040
Intensity reduction
each year

GOVERNANCE

Drive innovation
& ensure
transparency

PIZZERIA OF THE

Future

The Pizzeria of the future is our vision of a pizzeria that has a minimal impact both in its construction and operation.

We have established an ambitious goal to eradicate almost all our scope 1 & 2 emissions (fuels, refrigerants and electricity) by 2030. We are also developing ways of working that reduce the embedded carbon in the construction and fit-out of our pizzerias, in addition to reducing the impact created through their maintenance and operation.



1. SITE SELECTION

- Breathing new life into historic and characterful buildings
- Improving the usability and extending the usable life of buildings through refurbishment
- Showcasing interesting features such as exposed brickwork and wooden floors

2. DESIGN & FIT OUT

- Incorporating reclaimed materials, and re-using preloved furniture in our interiors
- Innovating with novel materials and features such as pineapple leather and growing basil on site
- We expect our contractors to minimise all waste generated in construction and to comply with relevant regulations for waste disposal
- Installing innovative equipment such as electric pizza ovens

3. MAINTENANCE & UTILITIES

- Using 100% renewable energy in all pizzerias
- Regular servicing and proactive maintenance of key equipment, to ensure efficient operation and extend useful life
- Working with local contractors to reduce journey distances

4. OPERATIONS

- Training our teams on the safe and effective use, and maintenance of equipment
- Setting standards to follow in all pizzerias to reduce overall energy use
- Setting reduction targets and providing managers with appropriate reporting to monitor progress

SUPPLIERS IN FOCUS



LATTERIA SORRENTINA

A craft that's been handed down from generation to generation.

The difference between this Fior di Latte and the one you can buy in your local deli is its distinct flavour that comes from its traditional lactic acid fermentation made from its own cultures.

In addition, the cheese is a little drier and with the perfect consistency for Neapolitan pizza.



CAPUTO

We've been working with Antimo and Caputo Flour Mill in Napoli for 10 years now and in 2023, we decided to make the Matrix style choice to switch from Caputo blue to Caputo red!

But we couldn't make the switch without consulting the pro, so, we went to see Antimo to talk about moving over from the blue flour to their red blend first. We found that the red flour had higher protein to support a longer fermentation, which makes a dough with even more FLAVOUR!

Caputo have recently committed themselves to the Grano Nostrum project - increasing the traceability of the raw materials used to make their flours.



TOMATOES

Nestled in the foothills of Vesuvius, you'll find San Marzano where the soils are incredibly fertile. DOP San Marzano tomatoes are considered by many to be the best sauce tomatoes in the world with their thick flesh, few seeds, and thin skins.

We buy our tomatoes from Solania where their farming is simple - but so is our sauce - tomatoes and salt!

Solania have an uncompromising ethical commitment to clean, nutritious produce, made from fully traceable GMO-free ingredients of provenance, with no industrial additives, and using minimal heat processing.



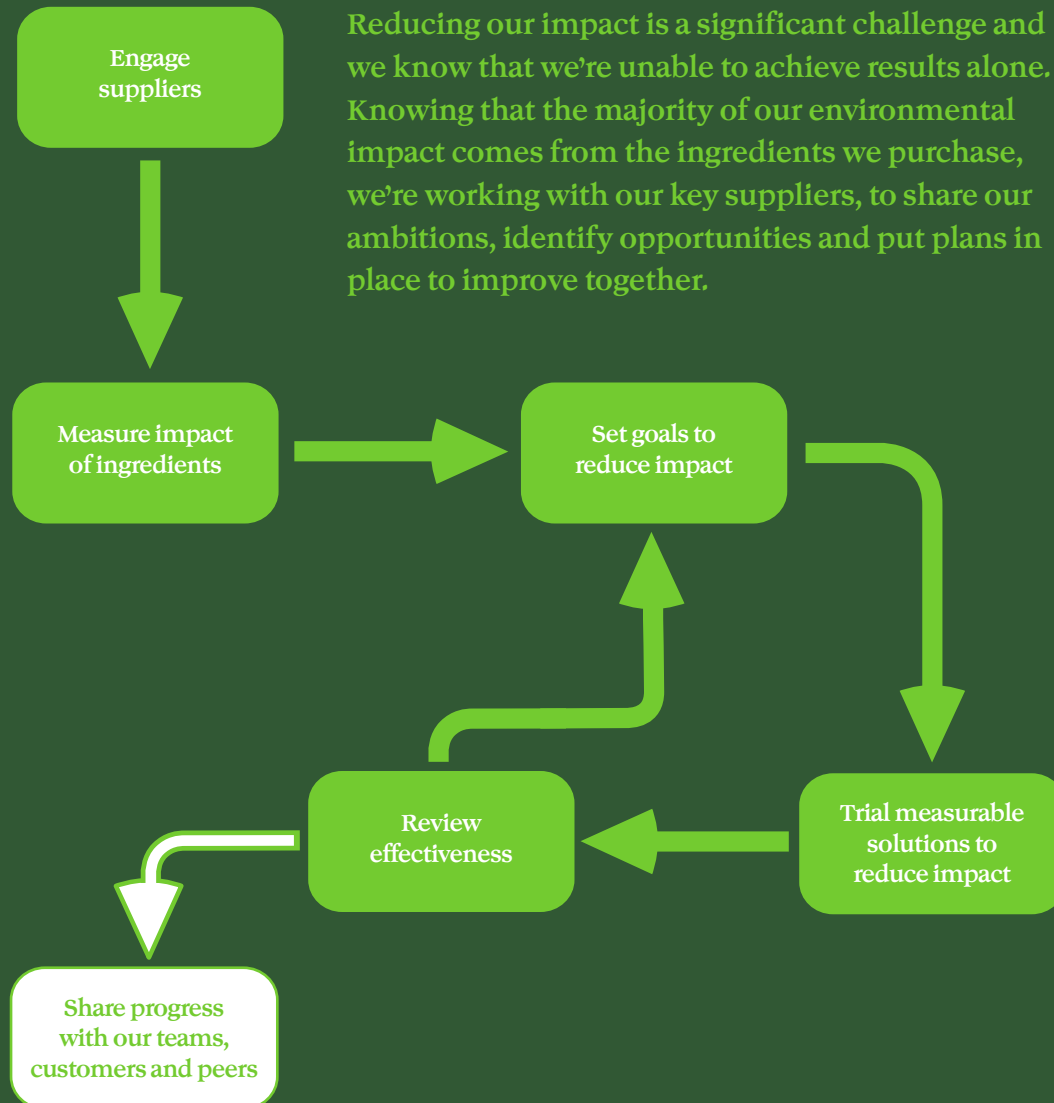
ILAURI

For a few years now we've been sourcing vino from two very talented Italian families: The Redmont-Di Tonno's in Abruzzo & The Bonotto's in Treviso.

Here at Pilgrims, we work with suppliers who do things the right way – by the planet and their people. We're happy to see the widespread use of regenerative practices from reducing soil inputs, capturing and re-using water, using 100% renewable electricity and reducing the weight of their glass bottles.

In addition to their sustainable ways, they're working to be an equal opportunities employer, pay fair wages, and provide valued benefits.

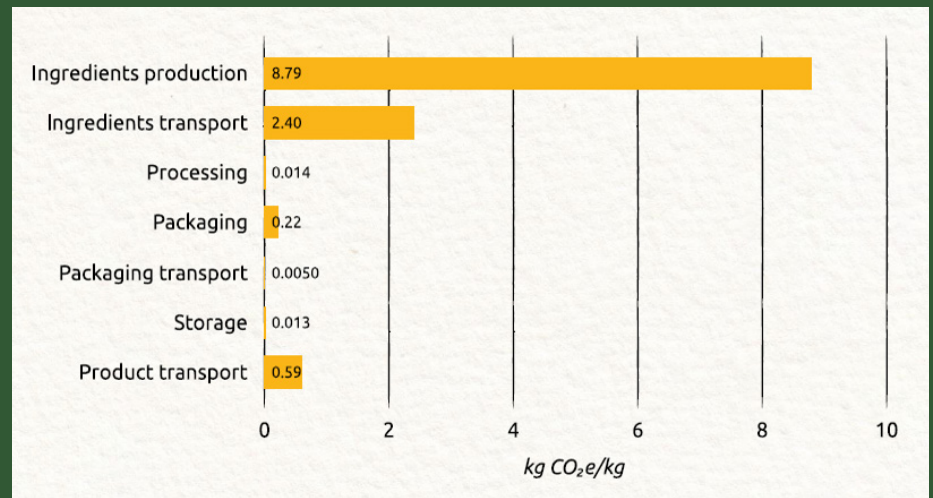
PARTNERING WITH OUR SUPPLIERS



In 2023, we worked with Latteria Sorrentina and Klimato - a specialist food carbon footprint measurement - to measure the impact of the mozzarella we purchase, using a process known as a life cycle assessment (LCA).

The encouraging part is that Klimato calculated the kg CO₂e impact per kg of the mozzarella we purchase, to be below the average emissions factor for the UK.

The reality is, we have a long way to go to reduce the impact of mozzarella, so we're continuing to work with our supplier to identify appropriate solutions and to measure progress.



DRIVING INNOVATION



Growing our basil using vertical farming not only helps reduce our environmental impact, but it creates better-tasting produce too.

Harvest London farms in a controlled environment, providing our basil with the exact mix of light, water, nutrients and humidity that they need to thrive, all powered by renewable energy! Their 'climate-recipe' for our basil is appropriately called 'Italian summer'! And means they can grow produce year-round, with no pesticides and minimising waste at every step of the process making the basil leaves better quality with a higher yield.

Since switching to Harvest London's basil, we've removed about 250,000 annual air miles from the supply chain and waste about 30% less basil because of the shorter journey. These changes have reduced the carbon impact of our basil by around 40%, when compared to the previous supply chain. Harvest London's farms also use 90% less water and 99% less land to grow the same amount of basil as conventional agriculture, while also improving the taste, improving supply chain resilience and creating local jobs in London.



ZERO CARBON FORUM

The Zero Carbon Forum is the hospitality industry's collaboration to net zero. Members of the forum benefit from access to the tools and knowledge required to reduce their environmental impact.

We became members of the forum In 2022, with an aim to learn from our industry peers and to share our own learnings from the activities we've undertaken in our operations and supply chain.

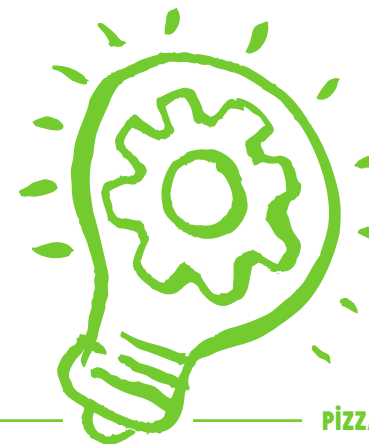
We've been able to collaborate on actions to reduce the impact of dairy (a common challenge for pizza companies!), help create a space for other small and medium sized members to share experiences, and as of early 2024 our Founder Thom Elliot, proudly represents Pizza Pilgrims and other smaller members on the forums Operations Board.



We became founding members of Y-Food way back in 2016 and remain an active part of the community.

Led by Nadia El Hadery, Y-Food brings together innovators and brands, which share the same ambitions to reduce their impact.

We've met with many fantastic innovators through our collaboration with Y-Food, the most successful being our relationship with Harvest London (Certified B Corp) who grow our basil using vertical farming technology.



Happier BUSINESS

WHAT THIS MEANS

When team and guests are happy, the figures - and our contribution to the bigger economy - follow. This pillar is all about keeping an eye on our numbers and making sure we're operating nice and efficiently. We want our commercial performance to put us up there with the titans of the hospitality industry, so we monitor things pretty rigorously.

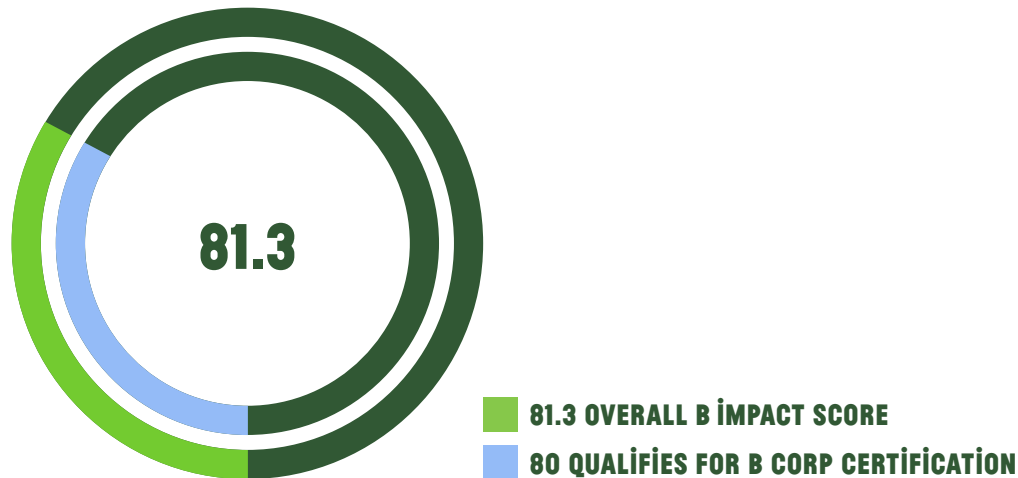
And as we grow, we create new opportunities for our team, open up jobs in different places, and bring our purpose to life.

HOW WE KNOW WE'RE ON TRACK

We want to fuel our growth in the right way by reaching 20% profitability at pizzeria level and average 2% covers growth year on year.



OUR B CORP SCORE



We consider B Corp to be the most balanced assessment of the impact we have as a business, and we're delighted to become certified in February 2024.

What we like the most is how B Corp allows us to focus on all our key stakeholders; from our teams, to our guest; our community and the environment.

We also value how the B Corp framework challenges us to become a better business. Achieving B Corp certification is just the start and the framework is helping us to continue to monitor key metrics that can make a difference to our stakeholders.

We're committed to improving our B Corp score into our next financial year and beyond!

GOVERNANCE
16.7

How we set and measure progress against our impact goals.

WORKERS
29.6

How we support our team to grow as people and as professionals.

COMMUNITY
15.0

How we support our local communities and work with our suppliers.

ENVIRONMENT
16.0

How we are working to reduce the impact Pizza Pilgrims has on the planet.

CUSTOMERS
3.7

How we ensure every guest receives a great experience, every time.

MEASURING OUR IMPACT

HAPPIER TEAM

HAPPINESS SCORE

TARGET 80%

84%

TEAM STABILITY

TARGET BELOW 80%

BELOW 60%

INTERNAL PROMOTION

TARGET 65%

49%

When we became a B Corp, we knew that was only the start of the journey to reduce our impact. Certification was recognition for some of the actions we've taken to date, but we know there's always room for improvement.

To help keep us on track, we keep an eye on some key metrics across our strategic pillars. We've embedded these metrics in team objectives and regularly monitor them at Board level. The targets are intentionally stretching, pushing us to continue improving in key areas, over the coming years.

We commit to reviewing these annually when setting objectives, to ensure that we're focusing our efforts the right way, for all our stakeholders.

HAPPIER GUEST

GUEST EXPERIENCE

TARGET 4.7

4.75

HAPPIER WORLD

B CORP SCORE

TARGET 80

81.3

CARBON INTENSITY PER GUEST

3.72
KG CO₂E



LOOKING AHEAD

As we reflect on the journey we've taken so far, we're more inspired than ever to continue building a business that brings happiness to our customers, our team, and the planet via the medium of pizza. The future of Pizza Pilgrims is all about staying true to our mission while setting ambitious goals that drive us forward - or "pushing ourselves" as one of our values would have it.

One of our key priorities is sustainability. In the coming years, we will be measuring our carbon footprint annually, with a clear commitment to reducing its intensity year after year. By tracking and acting on these insights, we aim to become more efficient, reduce waste, and make smarter choices that support a healthier planet—because we know that making people happier means making the world a better place, too.

Equally important to us is creating a workplace where our team can thrive. We're obsessively focused on making Pizza Pilgrims a fun, rewarding, and happy place to work.

Our people are at the heart of everything we do, and we're dedicated to fostering a culture of growth, positivity, and respect. A happy team means happy customers, and we'll continue investing in our people to ensure they feel supported and empowered every step of the way.

Lastly, we'll continue to lead the pizza agenda with a relentless commitment to quality and innovation. Whether it's creating new menu items that push the boundaries of flavour or perfecting our classic recipes, we're always striving to improve. Our goal is to set the standard for what great pizza should be, keeping the spirit of fun and creativity alive in everything we do.

The road ahead is full of exciting challenges and opportunities, and we're more motivated than ever to make each step count. With your support, we're confident that we can continue to make people happier, one pizza at a time, while creating a brighter future for everyone.

Pizz& Love.

JAMES & THOM

Co-Founders Pizza Pilgrims



Thank you!

GOT FEEDBACK?
ANY QUESTIONS?
INFO@PIZZAPILGRIMS.CO.UK