Creating Better Together™



Crafting Culinary Excellence at Griffith Foods

How our kitchens inspire innovation and creativity across the globe

Griffith FOODS™

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Creating Better Together™ with Culinary Expertise

Griffith Foods and our subsidiary Custom Culinary® are global organizations that blend care and creativity to nourish the world. In a world where languages and cultures create differences, we know food is a universal language that unites us to provide nourishment and relief.

But how do you know if your food translates the message you intended? Will the flavors you cook up resonate with your consumers? Are you current on the culture you're cooking for or their flavor and texture preferences?

That's where Culinary comes into the picture. As one of our core competencies, Culinary at Griffith Foods acts as the translator between our customers and their consumers. Culinary operates with specialized chefs and culinarians all over the world so we can interpret flavor trends into actionable insights for product development to help our customers stay globally relevant.

Culinary comprises the full path of bringing a product to life, getting customers excited about food and flavor.

Culinarians remain rooted in Griffith Foods' values framework to make the earth a better place. Whether it's championing sustainable practices in our kitchens or educating local farmers on the value of their crops, we always combine care and creativity to nourish the world with more than just food.



Our Values Keep Teams Aligned Across the Globe

Make the Future Better

Chefs nourish people with their food. Improving the future builds on that ideology—how can we nourish people and the planet?

Griffith Foods is committed to our zero-waste kitchen initiative—finding a way to use every scrap and morsel we produce in the kitchen to reduce our contribution to landfills. Waste strategies include working with municipal recycling schemes, supporting suppliers to use more sustainable materials, and encouraging customers to opt into packaging that can be recycled. We are working toward our zero waste to landfill goal across all sites by 2025.

We remain optimistic and courageous as we focus our innovation and curiosity on sustainability, with our culinarians elevating practices like upcycling foods and maximizing ingredients that would otherwise become waste. We are passionate about leaving our planet a better place for future generations because the best is yet to come

"We blend care and creativity to nourish the world—that's exactly what chefs do in the kitchen. It is the perfect link with the chef's mindset."

JORDI GALLEGO

Senior Development Chef, Southern Europe



OUR VALUES

Work Together Globally

Diversity creates unique strength. That's why we created the Global Culinary Council to consult with chefs worldwide to get an authentic read on culinary trends and then attune those flavors to each local region's preferences.

We create better together by collaborating, communicating, sharing, and learning. Our culinarians communicate with one another and unite for a common cause, accessing specialized expertise and techniques at a moment's notice. In other words, every product we produce is the result of diverse thinking.

Behave Like Owners

We believe we are part of something bigger than ourselves. That's why we trust each other and treat our talent as a valuable resource. We support each other and our customers as we strategically take risks and strive to make a difference.

Above all else, we believe in doing the right thing—particularly when it is hard to do. We take accountability for our actions and leave room for collaboration. We do our best to foster a culture of excellence for ourselves and our customers.



Build Customer Success

We work to create value and ensure success through understanding. Our culinarians closely collaborate with customers, anticipating and prioritizing needs as they often arise. Sometimes, culinarians don't even need to wait for those needs to reveal themselves. They can predict trends accurately and take swift action because they attune themselves to trends and consumer preferences.

We recognize that our success depends on our customers' success, so we are committed to generating sustainable long-term value.

Deliver Results

We focus on achieving objectives aligned to our triple bottom line:

People
We care for our employees and the communities we serve. We ensure that everything we cook leaves people with a smile on their faces.

Planet
We all share one Earth and take environmental action to care for it responsibly. Calling back to our zero-waste initiative, we strive to innovate to reduce our impact on the ecosystem.

Performance
We operate ethically and strategically through our 50 geographically diverse chefs to create a positive impact on our business and on all those with whom we interact.

We hold ourselves accountable to these three commitments while measuring results and rewarding success.

OUR VALUES

Act like Family

The common denominator between families and cultures is food. If we want to foster that sentiment in our products, we must practice it in our relationships. That necessitates nourishing people's physical, mental, and financial well-being.

The collaborative relationship between our departments, particularly between culinarians and research & development, remains fortified and dynamic. Our departments understand each other and how they work, regardless of generational or cultural differences. They help each other find purpose in the culinary world and demonstrate mutual respect.

"What better way to act like a family than to gather around and break bread together? The common denominator across families is food—we come together as a family around food."

MICHAEL HORNBACK

Executive Chef, Custom Culinary®



Meet Our Expert Culinarians

Griffith Foods and Custom Culinary® operate with over 50 culinarians from all over the world. Our chefs have a variety of specialties, including food scientists, registered dietitians, nutritionists, and independent kitchens. Being a culinarian means joining a rich tapestry of culinary expertise and innovation across diverse global markets.

Whether it's a mastery of alternative proteins or precision in engineering the perfect coating, culinarians hone their skills through international collaboration and diverse perspectives.

Together, our culinarians are greater than the sum of their skills, embodying a commitment to excellence in culinary arts to deliver the best in taste, quality, and innovation.

How We Organize Our Experts' Focus

To best leverage individual expertise, we allocate our culinarians and specialists into three distinct segments: Quick-Service Restaurants and Foodservice, Protein Processors, and Food Manufacturers. Many of the products we offer overlap across segments—they all require the same high standard for flavor and texture across our typical ingredients, including seasonings, batters, sauces, and dressings.

All our chefs and culinarians can handle the culinary demands of segments outside their primary focus. Segmentation allows our culinarians to specialize and hone their crafts. Chefs can also transition between segments, allowing them to cross-train one another to bolster their expertise.

Segmentation also organizes our communication streams. When our colleagues at Griffith Foods have questions about a particular dish, they know who to talk to first. It also ensures that the best person and the best minds for the task are behind every solution we aim to solve.

Our culinarians have the skills to develop and innovate within any category.



OUR EXPERT CULINARIANS

Quick-Service Restaurants and Foodservice

We cater to the needs of quick-service restaurants and foodservice organizations and enhance the taste, texture, and nutritional properties of their menu items.

Beyond prioritizing the quality of foods, we also understand the capabilities of our customers' kitchens. We recognize that all kitchens cannot apply the same recipe to their processes—something we ran into when we developed a bacon-onion jam for one of our customers.

The jam featured large chunks of bacon and onions, creating a complex and pleasurable textural experience for their customers. When another of our customers tried to use the same jam, we learned that the squeeze bottles in their kitchen were too small to extrude the large chunks of bacon and onions. They blended the jam but lost textural satisfaction in the process, leaving their customers dissatisfied.

No solution is worth sacrificing satisfaction. So, we helped this customer retool and repackage the bacon-onion jam to be uniquely tailored to their kitchen's processes to bring textural satisfaction back to their customers.

Protein Processors

Griffith Food specializes in poultry, red meat, and fish and seafood—creating everything from southern fried chicken tacos to sous vide salmon fillets. We enhance the taste, texture, visual appeal, and nutritional value of our meat products through four distinct solutions:

- ***Seasonings***
  Our seasoning blends enhance the flavor, functionality, appearance, and aromatics for any protein base.
- ***Sauces, dressings, and marinades***
  Our marinades, pastes, concentrates, glazes, relishes, and every other product we offer are uniquely tailored to meet different production and shelf-life requirements.
- ***Value-added coatings***
  We don't settle for typical coating systems. Our coatings are customized to help your protein stand out. For example, our Never Fry Coating System only requires hot air to crisp up—no oil required.
- ***Functional blends***
  Blends from Griffith Foods are added into meat substrates to improve binding, texture, color stability, shelf life, clean label, and allergen removal.



OUR EXPERT CULINARIANS

Alternative Proteins

Our vision for protein doesn't stop with traditional meat. We have a dedicated team for alternative proteins to innovate new protein sources and replicate familiar favorites. Our chefs work side-by-side with food scientists to ensure the right flavors and textures come through in our alternative protein sources.

For example, take the humble chicken noodle soup. A customer recently said they wanted more chicken flavor in their alt-chicken soup product. While one may simply say to add more chicken flavoring, our chef correctly identified the alternative solution: Add more celery and carrot flavor to the background notes. This addition helped bring out the existing chicken flavors and create a more balanced dish.



"We make or source a gold-standard version of the food or flavor we're trying to match. We taste and tweak every day to make sure the flavor is spot on."

EMILY SCHLAG

RDN, Corporate Chef and Culinologist

Food Manufacturers

Consumers want food that is affordable, delicious, and healthy. Many foods today have two of these qualities, but very few check every box. Our culinarians collaborate with food scientists and research and development (R&D) to cater to these growing demands with sustainable practices.

Checking every box requires us to consider many processes, like tweaking existing products to add additional nutritional value. One approach could involve adding protein to the flavoring powder of chips and other food. Whatever the approach, we help our customers take strides towards solutions they weren't even aware were possible.

We also ensure our flavor is always authentic to the food we're trying to develop or replicate. Emily Schlag RDN, Corporate Chef and Culinologist at Griffith Foods, discusses her collaboration with food scientists as we try to replicate flavors in our food manufacturing division.

Regional Teams Establish Global Reach

We operate in North America, LATAM, Asia-Pacific, Europe & Africa, and India & Middle East.

Our worldwide presence is only made possible with our dedicated regional teams. While every region operates with the same values and goals, each must adapt to the cultures and attitudes of its surroundings. This regional structure helps us to accomplish authentic and delicious global flavors.

"We bring food to life everywhere in the world. The way we work together reveals rising trends that can become big ideas in the future."

DANIEL ROSEIRA

Executive Chef Brazil

Collaborate with Regional Expertise

How would we start development if we wanted to make a paella in the United States as authentic as possible? The answer is that we would contact Senior Development Chef Jordi Gallego in Southern Europe. He operates out of Spain and can teach our North American culinarians everything they need to know about paella ingredients, flavor, and cooking techniques. The same is true for any dish a region wants to develop—our connected network means culinary experts are always available to one another.



REGIONAL TEAMS

Use Accurate Raw Materials

We can't be confident in our products if we don't believe their flavors match what you'd find in the real world. Our flavors must be accurate and authentic, using ingredients from the region we're replicating when possible.

The real challenge is replicating flavors when commonly used ingredients aren't available in other countries. That's when we tap into the regional structure and shared knowledge of our culinarians. Our experts know the notes and undertones of the flavors we wish to create, and work together to come up with creative solutions to achieve what our customer is looking for.

So, while Texas BBQ flavoring may be complicated to concoct in Brazil, our culinarians identify ingredients that are local and familiar to Brazilian chefs that they can use to create an authentic smokey, vinegary flavor.

Cater to Regional Preference

Flavor is not one-size-fits-all. Our culinarians recognize the somewhat subjective nature of flavor and know to adapt to specific markets. Once we've established our authentic base of flavors for a product, we then tweak that authenticity according to what the region expects.

That's what we did when our chefs identified that many European countries preferred Italian cuisine, but that the definition of Italian food varied significantly from country to country. A plate of spaghetti and meatballs has a different meaning between German and Spanish audiences.

We utilize our regional experts to crack open insights into what different countries and cities expect out of a dish. In this case of Italian food in Europe, we played with the levels of herbs and spiciness to create a dish that uniquely captures the adoration of a specific area.

Assess Trends as They Travel the Globe

Just because a product works in one region does not mean it will be successful in another. We ran into this when we developed an alternative protein that was popular in Europe but not popular in the India & Middle East region.

Our regional structure acts as a reality check, giving us immediate feedback and insight into trends in every region. Additionally, our culinarians across the globe can try our foods and give us real-time feedback so we can tweak flavors and textures based on their input.

> Culinary looks different in every region, but the heart and soul remain the same: Blending care and creativity to nourish the world—one country at a time.

How can we ensure our chefs stay connected and unified in our purpose? Our solution is the Global Culinary Council.

Maintaining Global Relevance with the Global Culinary Council



"It's incredible that as a chef in Southern California, I can call any one of my counterparts across the globe at any time and access the knowledge they specialize in."

MICHAEL HORNBACK

Executive Chef, Custom Culinary®

To be true to the food, we have to support one another.

Creativity in the kitchen is vital to our success. We sustain that creativity by removing the boundaries our chefs face, be they physical limitations or communication barriers.

The most straightforward approach to supporting creativity is sharing knowledge—and making that knowledge as accessible as possible. That's why we've developed the Global Culinary Council.

The Global Culinary Council is a supportive network that connects our chefs worldwide to pool our resources and expertise. The council meets virtually each month to share ideas, analyze trends, determine what's profitable, and collaborate on innovative solutions to help reach Griffith Foods' sustainability goals.

Every two years, we hold our Global Culinary Council Summit, where all of our culinarians meet in person. Face-to-face interaction fosters long-lasting relationships and trust in our community. In this way, the summit supports authenticity, innovation, and fellowship.

Chefs all over the world work together to innovate dishes.

Thanks to the Global Culinary Council, all our chefs are within reach of one another. Nor are they limited to their own experience. They know that whatever project they're working on, they have on-demand access to the entire team's knowledge.

Creative & Collaborative Solutions

Every kitchen has unique needs. But no matter the challenge, we are equipped to handle them.

Our culinarians monitor the latest global food and flavor trends and leverage the newest technologies to deliver chef-inspired innovation. Six of our primary core competencies bolster this backbone of technology and information.

1 Partnerships & Ecosystems

Building a global network of people to deliver on the promise of good food.

2 Consumer Insight

Uncovering deep consumer insights from around the world for the highest market adoption, consumer preference, and enhanced profitability.

3 Food Science

Employing strict safety and quality programs to protect brands and their products from development to delivery.

4 Sensory Science

Navigating the intricacies of human interaction with food to help brands delight consumers.

5 Health & Nutrition

Meeting standards for health and nutrition to deliver the most nourishing product solutions.

6 Sustainability

Supporting sustainable business and food practices to reduce our carbon footprint and food waste production.

Culinary is at the intersection of creative ideas and these capabilities. We devise proactive products and experiment with current trends to bring innovations to our customers' menus and the marketplace.

Collaboration between these six competencies takes many forms. Our work primarily supports Account Planning, Consumer-driven Innovation, and Commercialized Innovation.

"There's a whole layer of insights and business planning that comes from our culinary team."

MIKE SNODGRASS

Managing Director of Alternative Proteins at Griffith Foods®

COLLABORATIVE SOLUTIONS

Grounding our Customer Account Planning in Market Needs

We connect with chefs to understand reality.

Our culinarians are boots on the ground in the culinary world. They tap into our customers' industries to find out what their consumers want. This helps us attain a more accurate picture of where food innovation is currently at and what it can become.

Because our relationships stretch to such a personal level, we can easily say, "I know that retailer or chef, and I know where their initiatives will take them."

Culinarians understand chefs because they are chefs. This familiarity allows them to assemble the right services to provide the most impactful solution for our customers.

We provide the voice of the customer.

No matter the account, we need a culinarian present to make informed decisions. They work side-by-side with the customer, which is why we trust them when they say an insight is accurate.

Or, they may find that a general insight is not true for that particular customer—data science isn't perfect. We rely on culinarians to know our customers and understand what will and won't work in their space. We have confidence that our ability to connect with the right people, combined with the right insights, can unearth the true path forward for a fruitful partnership.



"When we sit down to lay out an account plan, we need to have a chef there to make informed decisions. There's a whole layer of insights that only a culinarian can provide."

MICHAEL HORNBACK

Executive Chef, Custom Culinary®

COLLABORATIVE SOLUTIONS

Leveraging Global Expertise and Consumer Insights for Commercialized Innovation

The Griffith Foods marketing team gathers consumer insights to help us identify the latest flavor and cooking trends so our culinarians can turn them into new products. Leveraging internal interviews and external market research technologies, Griffith Foods remains focused on the foods that excite the world.

But finding these insights is just the beginning—what we do with that knowledge is what sets Griffith Foods apart as a product development partner.

Targeting Customers' Excitement for New Foods and Experiences

Our global presence allows us to observe regional flavor preferences more accurately. For example, while Korean food may be popular in North America right now, consumers in India may focus more on Italian or Japanese cuisine. We provide the market insights and culinary expertise necessary to help our customers quickly pivot, customizing products to the biggest regional trends of the moment.

Identifying the trend is just the beginning. We must put it upon ourselves to dive deeper—what does a culture's cuisine look like in each country? How can we streamline processes in different kitchens to arrive at these subtly unique flavors?



Aligning Products with Trending Home Kitchen Tools

Market research reveals food trends beyond cuisine and flavors—it also reveals how we cook our foods. Trendy kitchen appliances transform how consumers prepare their food. Fifteen years ago, pressure cooking was a novel concept. With the rise of popular pressure cooking brands and the promise of faster cooking times, many households now use them daily.

We recently worked with a meat distributor to discuss the rise of another trending cooking method: The air fryer. We asked: How might we address this rising trend? How can we change our products' breading, coating, and seasoning profiles to best react in an air fryer?

While products previously designed for microwave ovens and oil frying could perform well enough in an air-frying context, we knew we could optimize them. Our food scientists and chefs worked together to retool our products to be crispier and more flavorful, aligning with this newly ubiquitous cooking method.

COLLABORATIVE SOLUTIONS



Uniquely Tailoring our Products for the Needs of our Customers and Consumers

We don't innovate just to be at the cutting edge. No matter how exciting a new product or technique can be, it's not helpful if it doesn't fill a customer's need. It's about taking insights, technology, and solutions we've developed for adjacent industries and combining them into solutions appropriate to our customers' needs.

We have experts worldwide specializing in technologies, cuisines, disciplines, and industries. Our chefs rely on that global network, bringing together worldwide expertise to chart a path toward customer and consumer-centric solutions.

Translating Processes from Test Kitchens to Market Entry

Kitchens know precisely what they want. They just aren't always quite sure how to get there.

Consider one of our customers who wanted to develop a fire-roasted salsa. How are they going to get those notes of fire-roasted flavor? How can that flavor be produced in large quantities? What processes can we set to ensure the kitchen achieves a consistent fire-roasted flavor with every batch of salsa?

Our innovation-forward focus demands that we figure out the technology. Through constant testing and tweaking, our culinarians discover a solution that is easy to replicate in any kitchen.

"Culinary becomes a part of not just the ingredients that go in but [also] the processing technology that has to keep up with food manufacturing."

MIKE SNODGRASS

Managing Director of Alternative Proteins at Griffith Foods®

COLLABORATIVE SOLUTIONS

Defining the Undefined of the Culinary World

The challenges of the culinary world are ever-evolving: How do we make processes more sustainable? How do we integrate smart kitchen appliances? How do we match meaty flavor with plant-based and alternative proteins?

Our job as culinarians is to ask questions and innovate until we find the answer.

Take the example of alternative proteins. When developing the flavor of these plant-based proteins, we must first consider what influences traditional meat products' flavor.

Animals have specific diets that contribute to their flavor, whether grass, phytoplankton, grains, or other materials. The animal's age, stress levels, physical activity, and genetics also influence flavor.

How do we replicate all of those factors when formulating alternative proteins? What flavoring is required to give our products a similar taste? How do we transform the texture into something that replicates a burger or a meatball?

In this phase of innovation, our culinarians assume a much more scientific role as they work with food scientists and R&D. While researchers learn to define what's possible in the kitchen, culinarians ensure the flavor profile is spot on for the end consumer and that the product is easy to reproduce in each customer's environment.



Insights Inspire Creative Innovation at Scale

FlavorIQ® and MarketLink are two proprietary tools from Griffith Foods meant to supercharge our customers' ability to produce popular flavors for the masses. FlavorIQ® reveals global food trends, while MarketLink helps customers find a way to globalize their food processing systems.

Let's explain further.

flavorIQ BY GRIFFITH FOODS

Where Insights Become Inspiration

FlavorIQ® by Griffith Foods® combines market insights, sensory science, culinary artistry, and technical expertise to craft a solution customized to our customers' unique needs.

FlavorIQ® outsources innovation as we capture classic food concepts and explore unique flavor trends that can garner new business. But these ideas come from more than just insights—we collect input from worldwide chefs about what they've observed and upcoming trends they're seeing for next year. This process reveals general trends that we can funnel into specific applications.



The root of FlavorIQ® begins with Culinary.

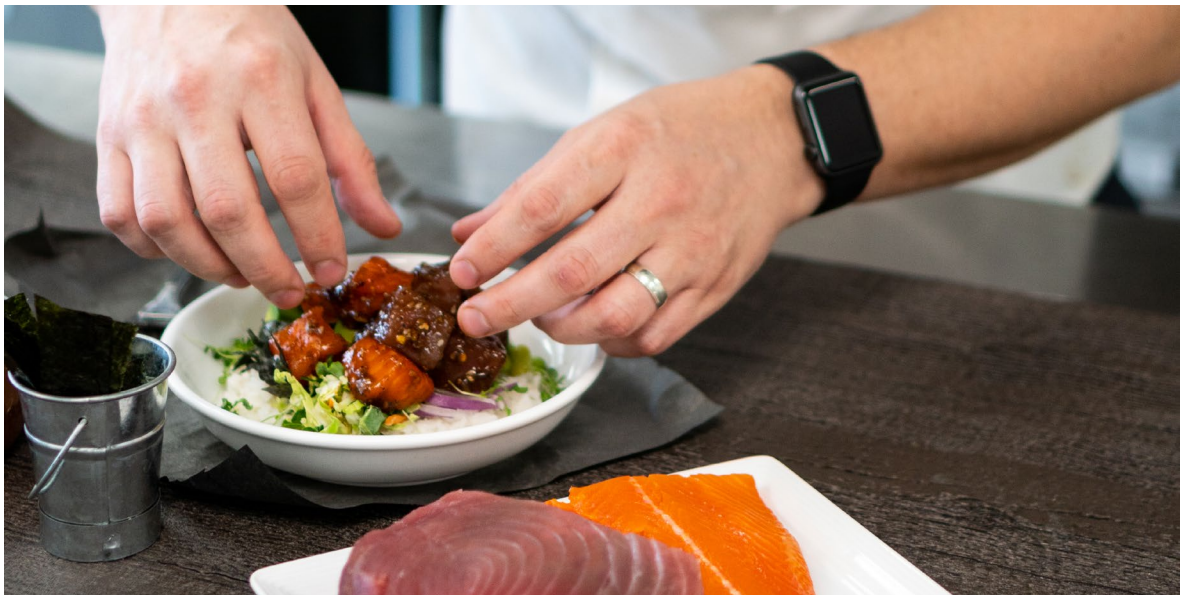
Griffith Foods aligns with FlavorIQ® trends annually. We leave no stone unturned, considering trends from regions across the globe to compare and contrast similarities and identify the trends worth pursuing. Then, we leave it to each regional team to customize trends to their locale, as each trend will require slight variations to truly thrive.

We present these trends to our marketing and research & development teams to bring them to life in the marketplace. Through iterative ideation and testing, our chefs, R&D, and marketing teams create a product that's ready for our customers.

This is where the real fun begins: Figuring out how to transform a trendy item into something that will resonate with consumers.

We collaborate with our customers to develop on-trend menu items and products that align with their goals, vision, and customer base. We conduct qualitative and quantitative consumer testing to validate how well these new offerings will perform with consumers. Using proven market research tools like Datassentials, Mintel, and Technomic, we compose the complete picture of the future and how food will fuel business growth.

CREATIVE INNOVATION AT SCALE



MarketLink: Connecting Global Markets with Ease

MarketLink is global product development made simple—streamlining source country processing, destination country consumption, and everything in between.

As the food supply chain becomes increasingly globalized, kitchens need to find a way to simplify product development and food processing worldwide. MarketLink aims to do just that as the Griffith Foods solution to help food travel across the world until it arrives on your consumer's plate.

Griffith Foods has abundant expertise in raw material legality, regulatory compliance, market intelligence, product taste and texture, rapid sampling, recipe transfer, line trial assistance, and more. This expertise positions us to accelerate time to value, cut costs, and scale globally.

Local flavor innovation comes from Culinary.

Griffith Foods contributes to MarketLink with our skillset in the kitchen and developing familiar flavors with unfamiliar ingredients.

Let's say a retailer in England wants to develop a spicy chicken curry dish using a protein processor in Brazil. Brazil is one of the world's leading poultry exporters, and the retailer can gain efficiency and expertise by using a Brazilian processor.

The Griffith Foods culinary team in England will develop a sample with an authentic flavor profile they know the English consumer will love. By combining insights from their colleagues in the India & Middle East region with their understanding of English palates, they can home in on the exact flavor the retailer needs. From there, they will devise a way to develop this sample using only Brazilian raw materials and ingredients.

Our 2030 Aspirations

Our 2030 Aspirations will transform Griffith Foods into a catalyst for positive change–a regenerative business that improves the lives of our consumers, communities, and environment. We will nourish the world as:



A collaborative leader in building sustainable food system networks that restore nature and improve livelihoods



A preferred partner in developing more nutritious and sustainable food



A pioneer in creating new markets and serving the underserved

These aspirations were not created in a vacuum—we worked with a diverse and qualified group of experts, people who know our business and the broader global food sector. They are an extension of our Foundational Goals. While we were first focused on creating a business that "does no harm" to people and the planet, our Aspirations take us one step further. We are now focused on reshaping our business into one that improves our consumers, communities, and environment with an approach that serves the needs of others while restoring the natural world around us.

Culinary is an integral component of our success in these Aspirations. Our chefs' culinary expertise drives innovation in sustainable food development while maintaining our commitment to the nutritional value of our products.



2030 ASPIRATIONS



Partnering to Create Sustainable Food System Networks

We strive to build sustainable food system networks to restore nature and improve livelihoods.

We seek ingredients to introduce into our products that encourage regenerative agriculture. This search begins with hero crops (AKA hero ingredients)—agricultural products that have significant nutritional, environmental, and economic viability.

While many hero crops have already become popular, such as pulses like lentils and chickpeas, plenty still need to be prevalent in the public eye. We research and test lesser-known hero crops, like millet, spelt, and other ancient grains, to determine how we can enrich the nutritional value of our foods without relying on non-sustainable crops.

"If there's anyone who knows how to use an ingredient in multiple ways, that's the chefs. You tell me to make a cheese out of millet, I can figure it out...and make it taste good."

SEERATT MATSES

Director of Culinary Global Alternative Protein



Developing the Nutritious and Sustainable Portfolio

We aim to develop nutritious and sustainable products that positively impact people and the planet.

How do we balance nutrition with unbeatable flavor? By putting our chefs to the test. We can leverage our food science capabilities with chefs who want to use their creativity to maximize flavor.

One of our customers wanted our help improving their hospital's food offerings. Since it was a health clinic, maintaining high nutritional value in its meals was a top priority. When we returned with their new recipes, they were surprised when we delivered a solution that actually tasted good.

Healthy foods and flavorful foods can always overlap when you put the right ingredients to work.

We always keep consumers' health top of mind as we continue to develop around trending and innovative flavors.

We also do our best to limit food waste with all our products. Many of our chefs come from a food service background, where it's imperative to limit food waste as much as possible. Our chefs look at the leftover scraps and consider: How can we upcycle these ingredients into something that's both nutritious and delicious?

2030 ASPIRATIONS

Creating New Markets and Serving the Underserved

We aim to develop nutritious, affordable, and accessible products for underserved markets and consumers in need.

Throughout the world, impoverished and underserved communities must rely on cheap, non-nutritious foods for sustenance. We commit to changing that narrative, delivering affordable, ethical, and culturally relevant nutrition to the societies it serves.

Serving the underserved focuses on the elderly, children, discounted retail consumers, and emergency food aid recipients. Serving these populations requires significant nuance, as there are diverse needs between the groups.



Case Study: Protein for All Ages

One of our customers in Japan wanted to address the nutrition of their country's large aging population. Older people need more protein to combat natural muscle and bone density deterioration.

Instead of encouraging this population to consume more meat, which can be difficult for them, how can we find different ways to add protein to their meals? Can we add protein to the breading or coating of another food product? Can we tweak the protein source to be easier to consume?

No matter the audience, we aim to make a difference. We must deliver products that help our customers give the underserved what they need and want with dignity. Whether that means adding more fruits and vegetables to salsa or adding a bit more protein to the coating of their favorite snack, we leverage our knowledge to maximize our impact.

We are globally aligned on our aspirations.

The Global Culinary Council helps us focus on our 2030 Aspirations. Each goal has a dedicated subcommittee to ensure we stay on track and to consolidate best practices to share what works and what doesn't.

2030 ASPIRATIONS

The Four Pillars of Culinary Sustainability

Sustainability helps Griffith Foods grow by positively impacting people, the planet, and performance. These pillars guide how we behave, conduct business, and treat people to ensure that everything we do leads to responsible growth and protects our ecosystem.



1 Sustainable Sourcing

We focus on sourcing raw materials sustainably, partnering with suppliers to enhance farmer livelihoods, and promoting regenerative farming practices. Through the Griffith Foods Sustainably Sourced (GSS) program, we ensure high-quality raw materials from trusted partners, support farmers with increased yields and community support, and promote environmental benefits through sustainable agricultural practices. Additionally, we prioritize sustainability in seafood sourcing, with 100% of our seafood bases using sustainably sourced seafood certified to international standards.

2 Health & Nutrition

We aim to be the foremost partner in developing sustainable and nutritious products, pioneering solutions that facilitate a shift towards eco-friendly and healthy diets. We prioritize enhancing nutritional benefits while minimizing or removing ingredients consumers seek to avoid, such as nitrates and high-fructose corn syrup.

3 Climate Action & Environmental Management

We are committed to achieving net-zero carbon emissions in our operations by 2030 and collaborating with suppliers to minimize our climate footprint. We implement water conservation measures—such as recycling water in our cookroom systems—and track our impact with water meters. Additionally, we monetize food waste through culinary innovations and developing scalable programs to reduce waste across our business units. We are currently exploring alternative energy sources to increase our use of renewable energy and lower overall carbon emissions.

4 Wellbeing & Fulfillment

We empower and support our people, ensuring fair pay, equitable working practices, and opportunities for underrepresented and marginalized groups. We're leveraging personalized development and career training while also providing resources for our employees' holistic physical, mental, and financial health.

Griffith FOODS™

Creating Better Together™

Partnering with Griffith Foods and Custom Culinary® ensures more than access to our culinary expertise. We dedicate ourselves to innovating processes, enriching products, and guiding our customers toward a future of exciting culinary adventures.

Even if you have only the seed of an idea for a product, we support you from conceptual ideation to market realization. Our global team of chefs stands ready to transform your ideas into solutions custom-tailored to diverse markets. We lead global trends and keep our finger on the pulse of commercial and noncommercial food culture to stay ahead of the curve on culinary preferences.

But as much as we champion the culinary collaboration between our chefs, we want to collaborate with our customers, too. We understand that no one knows your customers better than you do, so we seek your input in every innovation—avoiding the one-size-fits-all mentality in favor of bespoke solutions that resonate with the market and individual audiences.

For food companies around the globe, Griffith Foods and Custom Culinary® are the creative product development partners that will help you exceed evolving consumer expectations and respect and sustain the planet.

We look forward to Creating Better Together™ with you as we innovate your menu or food products as your dedicated product development partner.

Learn more about how our culinarians are Creating Better Together™ at griffithfoods.com