

Packaging POLICY

R&I DEPARTMENT

Owner: Chief Research & Innovation Officer

Distribution: All Employees

Approval Date:	Effective Date:	Reference:
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Policy Owner:	Policy Champion:	
Brecht Vanlerberghe	Brecht Vanlerberghe	

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EFFECTIVE DATE

01.02.2024 (Version 1)

Our Purpose:

Day by day, we make **sustainable** food consumption **second nature** by increasing the appetite for delicious, convenient food with care for both people and planet.

Introduction:

What's Cooking? is committed to producing affordable, high-quality savoury cold cuts, snacking and ready meals that not only delight our customers with their taste and convenience but also fit in a varied and balanced diet. Our packaging policy reflects our dedication to minimizing environmental impact of our packaging activities, ensuring product freshness and food safety, bringing value to our customers and providing convenient solutions for our consumers. Our Packaging policy outlines our commitment to our targets that are operational objectives for product & packaging renovation and innovation and are applicable to the whole What's Cooking? portfolio across geographies and populations. They are based on scientific state of the art, industry standards, take into account technical feasibility, and the customer and consumer acceptance journey while also adhering to regulatory guidelines.



Role of packaging:

1. Protection: Packaging serves as a barrier against physical damage, contamination, spoilage during transportation, handling, and storage. By adequately protecting products, packaging helps prevent losses due to damage or deterioration, thus reducing overall product waste.

2. Preservation: Packaging materials and technologies extend the shelf life of perishable products by controlling factors such as moisture, oxygen, light, and temperature. Effective preservation techniques help maintain product freshness and quality over time, minimizing the likelihood of premature spoilage and disposal.

3. Portion Control: Packaging can facilitate portion control by providing pre-measured servings or individual packaging units. This helps consumers manage their consumption more effectively, reducing the likelihood of overbuying or excess consumption.

4. Extended Shelf Life: Certain packaging formats, such as vacuum-sealed or modified atmosphere packaging (MAP), create conditions that inhibit microbial growth and enzymatic reactions, thereby extending the shelf life of products. By prolonging product freshness, packaging helps reduce the need for premature disposal due to spoilage.

5. Convenience: Packaging solutions that offer convenience features such as resealable closures, portion-sized servings, or microwave-safe materials encourage consumers to use products more efficiently. Convenient packaging options make it easier for consumers to store, handle, and consume products, reducing the likelihood of waste due to mishandling or improper storage.

6. Information and Education: Packaging can convey important information to consumers, such as storage instructions, expiration dates, and usage tips. Clear and accurate labeling helps consumers make informed purchasing and consumption decisions, minimizing the risk of product waste due to confusion or misuse.

Overall, packaging plays a multifaceted role in reducing product waste by protecting, preserving, and enhancing the usability of products throughout their lifecycle, from production to consumption. By leveraging effective packaging strategies, businesses can contribute to more sustainable and efficient supply chains while minimizing environmental impact.

7. Packaging plays a crucial role in marketing: Packaging is often the first point of contact between a product and a consumer. It creates an initial impression and influences consumer perceptions about the product's quality, value, and brand identity. Consistent and well-designed packaging reinforces brand recognition and loyalty. In crowded markets, packaging helps products stand out from competitors. Unique and eye-catching packaging design can attract consumer attention and encourage purchase decisions. Packaging serves as a tangible marketing tool that communicates the product's value proposition and promotes its features and benefits. Packaging design can be used to highlight promotions, discounts, or special offers, driving sales and customer engagement.



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Packaging Guidelines:

1. Sustainability:

- a. Reduction of Packaging
 - i. We strive to minimize excess packaging throughout the supply chain without compromising product safety or quality.
 - ii. Right-sizing Packaging: We understand that excess packaging contributes to unnecessary waste. Our packaging design focuses on right-sizing, ensuring that we use the minimum amount of material necessary to protect and showcase our products effectively.
 - iii. Lightweight Materials: Whenever feasible, we opt for lightweight packaging materials that maintain product integrity while minimizing material usage. This not only reduces waste but also lowers transportation emissions, further contributing to our sustainability goals.
 - iv. Packaging Innovation: Innovation is key to waste reduction. We invest in research and development to explore alternative packaging solutions, eg smart or active packaging
- b. Recyclability: without jeopardizing food safety & integrity of our products all packaging materials are chosen with recyclability in mind and we encourage customers to recycle our packaging responsibly. Clear labeling are provided to facilitate proper disposal. Recyclability to us implies that our packaging is ready to be recycled by state-of-the-art and industry standard technologies.
- c. Recycled content: We strive to incorporate recycled material to support the recycling of packaging materials and development of new circular value chains. Food safety is a very critical point of attention when using recycled materials, precautionary principle and legal frameworks are guiding.

2. Nutrition and Safety:

- a. Freshness and Preservation: Our packaging solutions are designed to maintain the freshness and quality of our products throughout their shelf life. We employ State-of-the-art techniques and materials to ensure optimal preservation without the need for excessive packaging.
- b. Ingredient Transparency: Clear and accurate labeling is essential to inform customers about the nutritional content and ingredients of our products. We comply with all regulatory standards and strive for transparency in our labeling practices.



3. Convenience:

- a. **User-Friendly Design:** Our packaging is designed with convenience in mind, offering easy opening, reclose sealability, and portion control options where applicable. We prioritize customer convenience without compromising on sustainability or safety.
- b. **Portion & format:** our packaging solutions are tailored to meet the needs of specific sales channels or consumption moments. Portion-sized packaging options are available.

4. Continuous Improvement:

- a. **Research and Innovation:** We are committed to ongoing research and development efforts aimed at improving the sustainability, functionality, and efficiency of our packaging solutions. Feedback from customers, stakeholders, and industry experts is valued and integrated into our innovation process.
- b. **Collaboration and Partnerships:** We actively seek partnerships with suppliers, manufacturers, and industry organizations to advance sustainable packaging initiatives and share best practices.

Quality Assurance:

1. **Packaging sourcing:** We source high-quality Packaging, prioritizing sustainable and local options where possible in compliance with our Code of Business Conduct for Suppliers.
2. **Food Safety:** We adhere to strict food safety and hygiene standards, ensuring our packed products are safe for consumption.
3. **Research and Development:** We invest in research and development to develop & offer new or improved packaging solutions with better functionality, sustainability or meeting new legal standards



FSQR Policy 

At What's Cooking? we believe that food safety is never to be compromised.

We are **crafting with care** and delight our customers and consumers by putting quality top of mind.

Confident and courageous, our people are key to our success by responsibly ensuring the production of food safe, high-quality products following applicable laws as well as our own standards and procedures. We speak up when we notice a non-compliance.

Day by day, side by side, our customers and consumers are central to all that we do. We apply transparent communication on product safety, quality and regulatory matters both internally and externally.

What's Cooking? management does provide the resources and support to adhere to this policy and to continuously improve our standards and procedures, in combination with independent integrity audits and GSI recognised certification programs.

..... only then we are successful.



 **Piet Sanders**
CEO

 **Eric Kamp**
COO

 **Jeroen van Rijswijk**
Group FSQR Director

 **Plant Manager**

28 April, 2023



Application to our Product portfolio:

This policy applies to all products within the What's Cooking? branded portfolio. For private label products produced in partnership with us, we encourage and advocate adherence to our What's Cooking? Packaging Policy. We believe that promoting and maintaining our targets contribute to minimizing environmental impact of our activities ensuring freshness, quality & food safety of our products, by doing so we bring value to our customers and provide convenient solutions for their and our consumers

Continuous Improvement:

We understand that state-of-the-art & science evolve constantly, and we commit to complement our knowledge about our products with the latest research and recommendations. What's Cooking? targets will be regularly reviewed in the light of scientific innovation, as well as if the company's product portfolio evolves.

Compliance with Regulations:

We fully comply with all relevant regulations and guidelines governing the production and labeling of food products.

