

EVERYTABLE

EVERYTABLE

# 2022 Impact Report



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# To the Everytable Community:

Welcome and thank you for being here!

As a social enterprise and public benefit corporation, we are in business to make fresh, delicious meals and on a mission to change the food system and our world. We believe that nutritious food is a human right and should be available to everyone, because people with access to good food have better health outcomes and overall quality of life.

Through our first annual impact report, we aim to celebrate how our customers, team members, investors and strategic partners all play a vital role in achieving our mission. We are committed to making a positive difference in the communities we serve through our three Impact Pillars: 

## **Making nutritious food affordable and accessible to everyone.**

We design every part of our business, including growing our multi-channel model, powered by central kitchens, to ensure our meals are as affordable and accessible as possible. And through strategic partnerships and the expansion of our Pay It Forward program, we aim to reach those most vulnerable to food insecurity.

## **Creating a more inclusive economy.**

Through our Social Equity Franchise program, partnerships with minority-owned brands and our company DEI and employee equity programs, we aim to level the playing field for historically disadvantaged and underrepresented groups in our economy.

## **Supporting a sustainable food system.**

We can not make nutritious food accessible to all without fundamentally transforming the food system. From the vendors we partner with to sourcing more sustainable packaging and minimizing food waste, we strive to build a supply chain that supports our people and our planet.

While we're focused on our impact in these areas in 2022, we also look back at formative moments in our short history, like our business pivot in 2020 to meet the unprecedented need for emergency food relief in the wake of the Covid-19 pandemic.

This inaugural report is an invitation to learn more about our commitment to transforming the food system and building a more equitable society. Thank you for joining us on this journey.



NOTE FROM **Sam Polk**  
CEO AT EVERYTABLE



Impact Pillar 1:

# Make Nutritious Food Affordable and Accessible

- Multi-channel Business Model
- Food Security Partnerships
- Pay It Forward Program

Make nutritious food affordable and accessible

## Multi Channel Business Model

In 2022 we exponentially grew all areas of our business to serve more customers than ever before.

**5.2  
Million**  
Meals Sold

**181,000**  
Retail Customers Served

**96,000**  
Retail Customers Served  
In Low Income/Low Food  
Access Areas



**11,201**  
Subscription  
Customers Acquired

**60**  
SmartFridges Installed

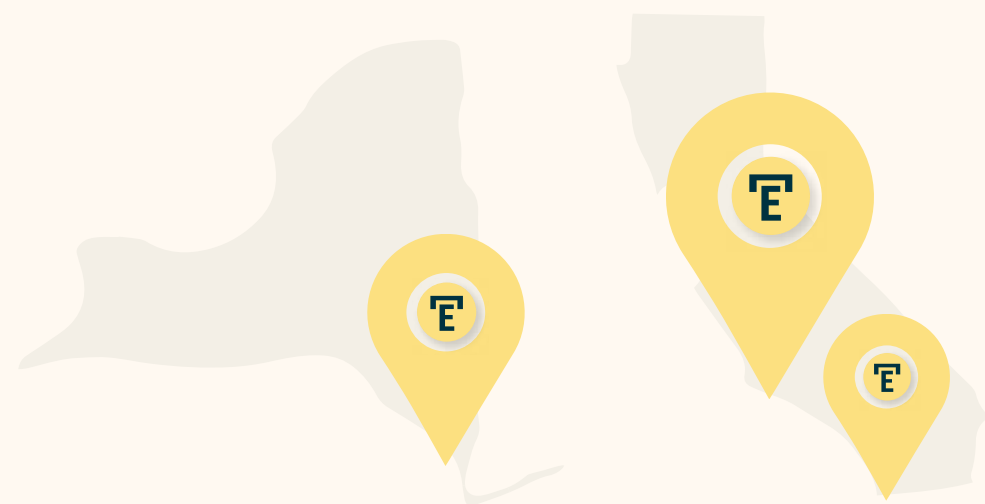
**33**  
Strategic Partnerships Formed

**38**  
Stores Opened

Make nutritious food affordable and accessible

# Food Equity Through Retail Locations and Tiered Pricing

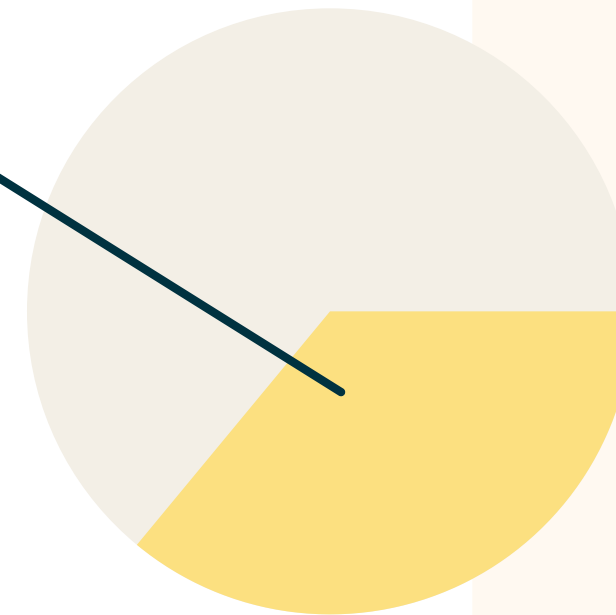
39 new retail locations



## Stores opened in 2022

36%

of stores opened last year are located in low food access and low-income communities



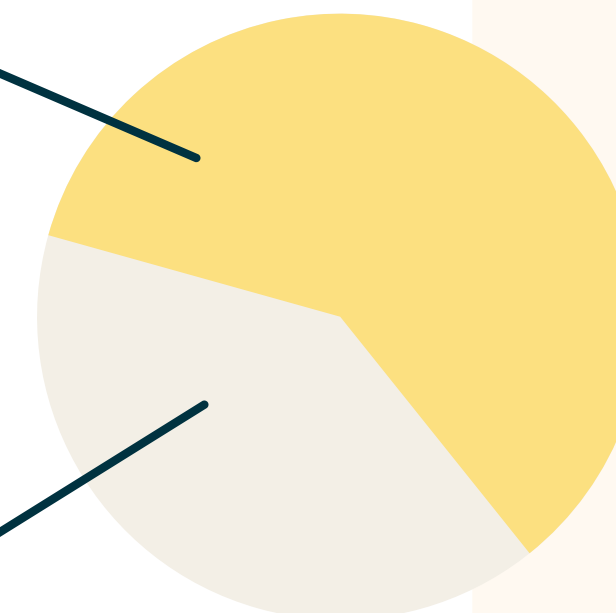
## Today's store portfolio

60%

tier 2 Pricing (higher income communities)

40%

tier 1 Pricing (lower income communities)



Affordability means something different in different communities. To address unequal access to food in low-income and communities of color, we created a retail model that prices our menu based on median income, poverty levels and level of access to healthy food. In lower-income or low food access areas, we price our menu between \$5-7 per meal. In higher income areas, meals are priced between \$7-9 per meal.

Everytable is committed to opening retail locations in historically underserved neighborhoods. At present, 40% of our 55 stores are expanding access to nutritious food in neighborhoods with limited options. In 2022, we opened 39 new retail locations. Of these stores, 36% of them are located in low food access and low-income communities. Over time, our goal is to maintain an even split between stores located in underserved areas and elsewhere.

Make nutritious food affordable and accessible

# Food Security Partnerships



# 80%

More than 80% of Everytable's food service programs **serve food insecure populations**, primarily addressing hunger among **college students, older adults and people experiencing homelessness**.

# 2.8 million

In all, Everytable provided over 2.8 million **meals to food insecure residents** in 2022.

## A Personal Story

Erika was pregnant and sleeping in a tent on the sand in Venice Beach until St Joseph Center was able to provide her with services, a place to stay and Everytable meals through the Encampment to Homes Program:

The food has been really good," says Erika from the comfort of her new apartment, "It's really flavorful. Shout out to you guys for the food. Me and my baby be eating!"



In 2022, Everytable partnered with the City of Los Angeles to launch a home delivery program for seniors while senior centers remained closed or at low service levels. Each week, over

# 5,500 seniors

**received between 5 and 10 fresh meals** delivered directly to their homes, providing that no senior fell between the cracks of hunger.

Everytable also became the leading meal delivery partner for homeless service providers and our unhoused neighbors. Serving warm and nourishing meals to the full range of transitional housing solutions - from tiny home villages to Project Homekey\* - Everytable has served more than

# 1 million

**meals to sheltered and unsheltered people experiencing homelessness.**

Some of our non-profit partners include Urban Alchemy, Union Station Homeless Services, Volunteers of America and St. Joseph Center in Los Angeles.

Make nutritious food affordable and accessible

# Pay It Forward Program

Even though we strive to make our menu as affordable as possible, we understand that not everyone can afford to purchase a meal. The Pay It Forward (PIF) program was designed to provide free meals to those most vulnerable to food insecurity. Anyone can Pay It Forward and purchase a meal for someone else at any of our 60 stores or online at [Everytable.com](https://www.everytable.com). In 2022, we forged partnerships with two community organizations to distribute PIF meals across Southern California and New York.



Polo's Pantry is a mobile food pantry dedicated to groups helping unhoused and marginalized communities across greater Los Angeles.



PIF Meals  
**8,100**  
in 2022



City Harvest is New York City's largest food rescue organization. The organization collects food waste from restaurants, bakeries, and cafe's.





EVERYTABLE

Locally made every day with wholesome

Impact Pillar 2:

# Creating a More Inclusive Economy

Social Equity Franchise Program ■

DEI, Employee Equity & Bonus Programs ■

Brand Partners ■



Create a more inclusive economy

# Social Equity Franchise Program

If buying a franchise requires wealth, what happens to those without access to capital, networks and mentorship - who share the same amount of drive and talent?

Through our Social Equity Franchise program, we are leveling the playing field and building a pathway to business ownership within our communities. It starts with our training and development program: Everytable University.

The Everytable University program sets entrepreneurs from marginalized backgrounds on an expedited pathway to potentially owning and operating an Everytable store through employment and on-the-job training programs. Investing in entrepreneurs and creating generational wealth for marginalized communities is how we achieve food justice.

In 2022, our first cohort of five franchise candidates graduated from Everytable University and will become franchise owners this year.

## A Day at the White House

On September 29, 2022 Everytable founder Sam Polk, together with Social Equity Franchise candidate Dee Adimora, attended the White House Conference on Hunger, Nutrition and Health, hosted for the first time in 50 years with a goal of "ending hunger, improving nutrition and physical activity, and reducing diet-related diseases and disparities." During this momentous gathering, we committed to investing \$100 million towards financial capital, training, and mentorship to aspiring small business owners across the country.



**Dee**  
SEF Candidate

Create a more inclusive economy

# DEI, Employee Equity & Bonus Programs



At Everytable, we welcome everyone to the table. We are a stronger, more innovative company because of our diverse experiences, cultures and backgrounds. That is why we have taken strides this year toward our commitment to building a culture of equitable opportunity, starting with providing eligible employees with career pathways and access to wealth creation tools. In 2022, Everytable launched the Equity For All program offering all employees a piece of ownership, with several opportunities to continue to acquire more equity over time with tenure milestones and great performance with promotions. We also expanded bonus opportunities to all corporate support employees. We are launching our first formal and required Diversity, Equity and Inclusion training for managers. Lastly, we were proud to overhaul our health and benefits programs for employees last year, offering six free, high quality benefits programs among a plethora of other affordable options.

Create a more inclusive economy

## Brand Partners

When considering brand partnerships, we aim to uplift and celebrate underrepresented entrepreneurs. From chef collaborations to the ingredients we source for our menu and the CPG brands we carry in our stores, we actively seek to work with women and BIPOC-owned businesses or organizations that support marginalized people. In 2022, we worked with 6 such brands.

Trap Kitchen

Sanzo

Crenshaw Coffee Co.

Diaspora Co.

Open Water

Homeboy Industries

### Partner Spotlight:

## Crenshaw Coffee Co.

In August 2021, Everytable's Hollywood store began serving coffee from Crenshaw Coffee Co. (CCC), an LA-based Black-owned business. CCC has created relationships with private small, independent coffee farmers in Ethiopia to enhance the quality of their green coffee beans to specialty standards, while paying farmers above market prices.

In 2022, we expanded the coffee program to more than a dozen Everytable stores. We started by brewing **20 lbs of coffee per month and now purchases more than 300 lbs** of espresso, cold brew, and drip coffee per month, making Everytable CCC's largest client. While black and brown people grow most of the coffee in the world, they rarely are given an opportunity to sell it at the specialty and wholesale level. Our collaboration is one step towards attaining equity and representation in the coffee industry.





Impact Pillar 3:

# Support a Sustainable Food System

■ Food Ingredients & Quality

■ Sourcing

■ Packaging

Support a sustainable food system

# Food Ingredients and Quality

Everytable is committed to building a resilient, regenerative and sustainable food system that meets the health needs of future generations. In 2022, we set a clear standard for the quality of our ingredients and menu items. We pledge that everything we serve excludes high fructose corn syrup, partially hydrogenated oils, trans fats, nitrites, BHA, BHT, MSG and 64 total additives; we believe these items should be kept off every table. We are also committed to avoid added hormones and antibiotics in animal products, which supports public health, natural ecosystems, and animal welfare.



Support a sustainable food system

## Sustainable and Ethical Sourcing

We are dedicated to sourcing ingredients from sustainable farmers and suppliers who uphold high standards of environmental responsibility. By prioritizing local sourcing, Everytable supports local food economies and minimizes greenhouse gas emissions from transport. In 2022, we began to assess our supply chain of over 60 suppliers and producers to learn about their environmental, equity and labor practices. Long-term, Everytable is committed to sourcing from producers who practice climate resilient and regenerative farming, as well as producers who promote or represent our values of equity and access. We pledge our support to historically disenfranchised farmers, including women, people of color, veterans, and LGBTQ individuals. By building regional food systems that support economic inclusion, Everytable promotes diversity, equity, and inclusion within the food system.



Support a sustainable food system

# Packaging

Improving the sustainability of our packaging is one of the biggest opportunities we have as a company. We've realized more recent wins in reducing the environmental impact of our packaging while laying the foundation for long-term improvements and innovation, including rethinking all of our packaging systems.

## Short Term Gains

- Moved to MFPP (Mineral Filled Polypropylene) trays for hot meals, approximately **30% less plastic** than traditional PP (Polypropylene Plastic) tray
- Moving toward **replacing plastic lids** with lidding technology to further reduce the amount of overall plastic usage

## Future Innovation

- Explore **bio assimilation** technology, an additive that allows non recycled plastics to break down within 6-42 months to a molecular weight that can be consumed by microorganisms, resulting in no microplastics
- Explore **returnable systems**, starting with cardboard boxes, liners a gel packs used for home delivery





# EVERYTABLE

Thank you for supporting our mission to transform the food system and make fresh, nutritious food accessible to everyone, everywhere.

