

Benugo's carbon footprint coffee menu Driving climate action sip by sip

Industry: Food Services



Encouraging low-carbon buying decisions with ClimatePartner



About Benugo:

Benugo started out in 1998 as a small café opened by brothers Ben and Hugo in Clerkenwell, London. It was a customer who approached Ben with the idea to bring the same style café into his office building, a major city bank. Since this first small expansion, Benugo has grown to a well-known catering business with over 50 locations across the UK. Their outlets stretch from high street stores to cafés and restaurants within some

of the world's best-loved public spaces and high-volume visitor attractions. Branded simply as serving "great coffee and food in the most beautiful places", the premium caterer has a loyal following in London and wide customer base across the country. As the hospitality industry works towards a more sustainable future, Benugo strives for continuously monitoring and reducing their impact on the environment.

Challenge

Nudging consumers towards low-carbon buying decisions



Often only **1/6th**
OF A COFFEE'S CARBON FOOTPRINT IS
RELATED TO THE COFFEE BEAN ITSELF

Benugo kicked off their sustainability strategy some time ago by partnering with Löffbergs, one of the world's largest producers for organic and fairtrade coffee. Through this collaboration a significant effort has been put into decarbonising their coffee bean growth and supply chain.

However, while the Benugo coffee bean blend is carbon neutral, the coffee bean itself typically only makes up only 1/6th of the drink's full carbon footprint. The consumer's choice of milk for a cappuccino, flat white, latte or other milk-based coffee has a higher impact on the carbon footprint of the drink than the coffee beans.

To tackle this issue, Benugo joined forces with ClimatePartner, aiming to develop a solution that makes it easy for consumers to make low-carbon buying decisions without missing out on their favourite choice of coffee.

Shane Kavanagh, Commercial Director at Benugo, explains: "At Benugo we are aware of the huge responsibility the hospitality sector has to reduce the impact of business and resulting carbon emissions. Our aim is to be fully transparent with our customers about the environmental impact of their daily coffee and support them in making an informed buying decision."

Solution

The first carbon footprint coffee menu in the market



To maximise transparency at the coffee counter of every Benugo outlet across the country, ClimatePartner initiated the idea for a 'carbon footprint coffee menu' that clearly illustrates the carbon footprint of each menu item. It was this simple idea which the team at Benugo built on to create a thought-provoking concept for a carbon footprint coffee menu – the first of its kind in the UK.

For the calculations of the Product Carbon Footprint (PCF) of each hot drink on the menu, Benugo followed the cradle to grave approach in line

with the Greenhouse Gas Protocol standards. This means all product lifecycle stages from pre-processing to end-of-life are considered for the calculation of each drink's carbon footprint. On the new menu, every type of coffee has an associated carbon footprint displayed in 'kg CO₂ equivalent greenhouse gases'.

With this new level of transparency, consumers can now immediately identify how one drink's carbon footprint compares to the other. It further highlights that, for instance, oat or almond milk are more

climate-friendly choices than cow's or even soy milk for any milk-based coffee.

While the carbon footprint coffee menu increases awareness among consumers what impact their buying decisions have on the planet, Benugo goes one step further by making all coffee products on the menu carbon neutral. To achieve that the business reduces emissions where possible and offsets the residual emissions from their coffee sales via registered and certified carbon offset projects.

CARBON NEUTRAL COFFEE COMES IN A BLACK CUP

Carbon neutral Product
ClimatePartner.com/16369-2104-1001



CARBON FOOTPRINT | units are in kg CO₂ equivalent greenhouse gases

Coffee	No milk	Whole	Skimmed	Soy	Oat	Almond
Espresso single / double	0.10 / 0.19	—	—	—	—	—
Americano regular / large	0.10 / 0.10	—	—	—	—	—
Macchiato single / double	—	0.13 / 0.25	0.13 / 0.25	0.12 / 0.23	0.11 / 0.21	0.11 / 0.21
Latte regular / large	—	0.63 / 0.72	0.57 / 0.67	0.27 / 0.29	0.23 / 0.25	0.23 / 0.25
Cappuccino regular / large	—	0.44 / 0.62	0.41 / 0.58	0.23 / 0.28	0.21 / 0.24	0.21 / 0.24
Flat white 8 oz	—	0.41	0.38	0.20	0.18	0.18
Hot chocolate regular / large	—	0.77 / 0.89	0.73 / 0.86	0.43 / 0.54	0.39 / 0.49	0.39 / 0.49

If you're using a takeaway cup, add 0.04

Our Benugo blend coffee is carbon neutral.

We've worked with ClimatePartner to calculate the footprint of our most impactful hot drinks based on a cradle to grave lifecycle, so you can discover whether your go to drink costs the Earth.

It's easy to make a positive impact by switching your dairy milk for a milk alternative.

Scan the QR code to find out how we have offset the emissions from our coffee through verified carbon avoidance, reduction and removal projects.



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The first step is to encourage people to choose a less impactful cup, and the second step is to remove and offset any remaining emissions through verified climate projects. **Shane Kavanagh, Commercial Director at Benugo**

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ClimatePartner

All solutions at a glance



Corporate Carbon Footprint (CCF)

Calculating your corporate carbon footprint (CCF) provides you with an overview of your company's greenhouse gas emissions, where carbon hotspots lie within your business and what targets you can set to reduce your climate impact.



Used by Benugo

Product Carbon Footprints (PCF)

The calculation of a Product Carbon Footprint (PCF) for a product or service considers the emissions from the raw materials to delivery and disposal (cradle-to-customer plus end-of-life). In addition, you can also include the use phase.



Used by Benugo

Carbon emission reduction

A reduction strategy based on science based targets sets out the priorities for climate work. It provides an agreed framework for deploying resources, creating an impact and communicating results.



Used by Benugo

Carbon offsetting

No matter how much you reduce your existing emissions, there will always be some you cannot avoid. Unavoidable emissions can be offset by supporting a recognised carbon offset project. Your products, services and company can then be classified as climate-neutral, given the overall effect on the climate has been offset.



Used by Benugo

Communication

Climate action initiatives should be communicated. We help you celebrate the steps you're taking towards measuring and reducing your carbon emissions to your clients and stakeholders. We support the use of correct terminology, avoid greenwashing and help you transparently express your climate commitments.

Results

Emission transparency, reduction and offsetting expand Benugo's sustainability journey

By offering a carbon footprint coffee menu and making every drink on it carbon neutral at the same time, Benugo is empowering its customers to better understand the impact of their buying decisions on the climate and adjust accordingly.

Through the collaboration with ClimatePartner, Benugo was able to expand its reduction strategy beyond the coffee bean and understand the full carbon footprint of each drink on the coffee menu. The business has further taken the responsibility to reduce associated emissions of each drink and offset remaining emissions through one of three certified carbon offset projects.

Shane Kavanagh, Commercial Director of Benugo, comments: "We've been working on this project for some time, and ClimatePartner was incredibly helpful in allowing us to calculate the cradle to grave carbon cost of individual drinks across our coffee range. We hope that being totally transparent with our customers on this carbon cost will help them make an informed choice to reduce the carbon emissions associated with each cup of Benugo coffee."

Kavanagh further emphasises that Benugo's responsibility does not end here but needs to evolve continuously:

"We have an ongoing carbon reduction programme which we will keep challenging and developing. We have chosen to offset all of the carbon emissions associated with our coffee menu into high quality certified projects which also support local communities in coffee growing areas. It's not the complete answer but is a critical and important step in our wider sustainability journey, and we will continue to challenge and progress what we do."



Carbon Offset Project

Benugo supports afforestation in Nicaragua to offset residual emissions





1,000,000 NATIVE SPECIES OF GIANT CLUMPING BAMBOO

2,361 HECTARES COVERED

The afforestation project in eastern Nicaragua has planted more than 1 million plants of a native species of giant clumping bamboo, covering 2,361 hectares while protecting an additional 1,000 hectares of old forest as a conservation zone. It has transformed a degraded landscape into a flourishing and biodiverse ecosystem. Bamboo is one of the most efficient biological tools for fighting climate change. The project contributes to mitigation by preventing deforestation and capturing CO₂ as well as to adaptation by reducing temperatures, creating micro-climates, supporting a low-carbon economy and creating livelihoods for vulnerable communities.





In contrast to cutting trees, harvesting giant clumping bamboo does not kill the plant. Once fully mature, selective poles are harvested from each bamboo clump annually, leaving enough time for other poles to regenerate. Thus, the carbon stored within the bamboo becomes a permanent sink, with the bamboo clumps having a lifetime of 80 years. The bamboo fibre from the plantations forms the base for a broad range of sustainable, deforestation-free products like fibres or building materials.

Your partner for climate action



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 **Carbon neutral**
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