



For immediate release

Meg Rivers Bakers of Happiness Certifies as a B Corporation

04/03/2022: Cotswolds based bakery brand Meg Rivers Bakers of Happiness has announced its certification as a B Corporation (or B Corp), joining a growing group of companies reinventing business by pursuing purpose as well as profit. Meg Rivers Bakers of Happiness has been certified by B Lab, the not-for-profit behind the B Corp movement, as having met rigorous social and environmental standards which represent its commitment to goals outside of shareholder profit.

The B Corp certification addresses the entirety of a business' operations and covers five key impact areas of Governance, Workers, Community, Environment and Customers. The certification process is rigorous, with applicants required to reach a benchmark score of over 80 while providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. To complete the certification, the company will legally embed their commitment to purpose beyond profit in their company articles.

Meg Rivers Bakers of Happiness is now part of a community of 4,000 businesses globally who have certified as B Corps™. The B Corp community in the UK, representing a broad cross section of industries and sizes, comprises over 400 companies and include well-known brands such as The Guardian, innocent, Patagonia, The Body Shop and organic food pioneers Abel & Cole.

Jess White, owner of Meg Rivers, says, "Providing quality products that are also socially and environmentally responsible has always been core to our business ethos. To have our efforts certified as B Corps™ is wonderful, and I hope will provide our customers with further reassurance when they buy from Meg Rivers, they are buying from an accountable and transparent business that is working to be a force for good."

Recent attention on the environmental impact of the food industry makes Meg Rivers' B Corp certification a notable step and signals a shift towards greater accountability and transparency in the sector.

Chris Turner, Executive Director of B Lab UK says "We are delighted to welcome Meg Rivers Bakers of Happiness to the B Corp community. This is a movement of companies who are committed to changing how business operates and believe business really can be a force for good. We know that Meg Rivers Bakers of Happiness are going to be a fantastic addition to the community and will continue driving the conversation forward".

"We are pleased to have B Corps™ of all shapes and sizes as part of our community – from

startups to multinationals and across many different industries. Business is a powerful force and B Corps™ demonstrate that you can do good in any sector. Welcoming Meg Rivers Bakers of Happiness is an exciting moment because they have an opportunity to lead the way within the food industry. We and the rest of the B Corp community are really pleased to support Meg Rivers Bakers of Happiness in paving the way for a new way of doing things”.

“Being able to welcome Meg Rivers Bakers of Happiness to the B Corp community is hugely exciting. Their commitment to doing business differently will be an inspiration to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit”.

There are currently over 400 B Corps™ in the UK and 4,000 worldwide. Other food industry B Corps™ include Brewdog, Graze, and Higgidy.

About Meg Rivers Bakers of Happiness

A modern, forward thinking bakery and gift business based in the heart of the Cotswolds, producing cakes and treats based on recipes developed by founder Meg Rivers.

Established more than 30 years ago, Meg Rivers built an unparalleled reputation for quality and service. Since Meg's death from cancer in 2001, the business was then run by family friend Julian Day with help from his daughters. Their lives were also touched by cancer when Julian's wife Joy died leaving him to bring up their children alone. Since his retirement Julian's eldest daughter Jessica continues the Meg Rivers name, leading the business for a new generation, whilst continuing to bake delicious, wholesome cakes just as they would for their own families, in memory of Meg and Joy's love of home baking.

For more information:

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About B Lab UK:

B Lab UK is transforming the economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies—known as B Corps™—who are leading the way.
<http://bcorporation.uk/>



