

# IMPACT REPORT

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## THANK YOU 33

# 1 INTRODUCTION



## A MESSAGE FROM OUR PRESIDENT



For as long as I can remember, Boston Pizza has held a special place in my life. Growing up in small towns in British Columbia, Boston Pizza was more than a restaurant - it was a community hub that hosted everything from family meals to team celebrations, quiet date nights to rowdy game nights. BP was always the place to be for great food and drinks, and time to socialize. It was in those small towns that I first appreciated the unique brand of Canadian hospitality that makes Boston Pizza restaurants so welcoming for such a wide variety of guests and occasions. Come as you are and pull up a chair because there's always plenty to go around at BP.

It is this everyday difference we can make in people's lives that has always been our focus. We choose to make our biggest impact for good on people – those we serve and those we employ. But we do so on a firm foundation of good and responsible Corporate Citizenship with regards to the food we serve and the planet we share. Said another way, at Boston Pizza we believe it isn't good enough for us to serve up great food and even better social occasions, we also need to be good neighbours in the many communities we call home.

## SERVING UP GREAT FOOD & EVEN BETTER SOCIAL OCCASSIONS

Today, there are over 365 Boston Pizza restaurants across Canada in all ten provinces and two of the territories and it continues to be a mainstay in Canadians' lives; whether you are catching the game, enjoying a family dinner, soaking up the sun on the patio, or grabbing takeout for dinner at home tonight, Boston Pizza brings people together over food everyone loves. At Boston Pizza, our purpose is to Feed The Need To Connect. This mission comes to life everyday in a literal sense by serving food that Canadians love and crave - but we're also proud to provide a space that is carefully designed for people to connect in whatever way they are looking for that day. In a post-pandemic era of increasing digital interactions and life that moves at light speed, the importance of opportunities for human social connection has never been greater. Boston Pizza believes in the basic human need for social interaction and, after 60 years in business, we continue to be dedicated to being THE place that brings Canadians together more often than any other full-service restaurant brand in Canada.





## **THE POWER OF LOCAL**

Boston Pizza may be Canada’s largest casual dining brand, but our power lies in our locally owned and operated restaurants. Beyond our one corporately owned location, all other Boston Pizza restaurants in Canada are independently owned by local franchisees. From the very first Boston Pizza franchisee (Jim Treliving in 1968 who went on to buy the franchisor, Boston Pizza International in 1983 and still owns the company today) to our network of over 365 restaurants, we are dedicated to growing through local franchisee partners. This structure has allowed Boston Pizza to serve more communities and more guests than any other full-service restaurant brand in Canada, while also creating successful independent business owners leading local operating teams in BP restaurants from coast-to-coast-to-coast.

## **BEING A GOOD NEIGHBOUR**

Our commitment to the communities we serve has been a cornerstone of our brand from the very beginning in 1964; hosting fundraisers, sponsoring local sports teams and donating food in times of need. Since 1990, we’ve formalized this commitment through the Boston Pizza Foundation, raising and donating almost \$40 million over that time to hundreds of local and national charity partners. Looking ahead, we’re excited to double down on our commitment to communities through our Looking After Local program which will ensure 100% of funds raised remains in the local community to benefit the charities chosen by each restaurant team themselves.

While we cherish our rich history, we know the importance of planning for the future. We are committed to upholding integrity in everything we do - whether it’s supporting the communities we serve, looking after our shared planet, or delivering quality food our guests love. We invite you to join us in reflecting on the impact we’ve made and the future we aspire to achieve. Together, let’s embrace the journey for Boston Pizza ahead.

Thank you,

**Jordan Holm,  
President of Boston Pizza International**



## ABOUT BOSTON PIZZA

In 1964, Boston Pizza welcomed our first guests in Edmonton, Alberta, offering a family-friendly casual dining restaurant experience. Boston Pizza has evolved over the years, adding even more experiences under the same roof including our sports bar, patio, and takeout. No matter the occasions that bring our guests in, they can always find delicious, quality food and a sense of community. We're the place where everyone can come in and feel welcomed even if you're cheering for opposite teams.

Every year, we proudly serve over 40 million guests across our expansive network of more than 365 locations throughout Canada. We're a Canadian-owned company with independent franchisees who own and operate their restaurants. We've grown a lot over the years, and currently employ around 20,000 people in our corporate offices and restaurants. Our growth extends beyond expansion. We are continuously evolving, particularly in our commitment to making a positive impact. As a company, we strive to do what's right, exploring ways we can make a difference in the products we serve, the people we help, and the planet we call home.



## THROUGHOUT THE YEARS

From humble beginnings to becoming the largest casual dining restaurant in Canada, Boston Pizza has seen a lot of change, and we've made a lot of impact. We're inviting you to take a look at where we've been so you can get an idea of where we are going.

- 1964** ..... Greek immigrant Gus Agioritis opens Boston Pizza and Spaghetti House.
- 1968** ..... The first franchise is opened by Jim Treliving in Penticton BC.
- 1983** ..... Jim Treliving & George Melville purchase Boston Pizza International.
- 1986** ..... Boston Pizza sponsors Expo '86 in Vancouver, garnering Canada-wide attention.
- 1989** ..... Boston Pizza expands eastward with the first location in Ontario.
- 1990** ..... Boston Pizza Foundation is created.
- 1992** ..... Heart-shaped pizza promotion begins.
- 1994** ..... Boston Pizza is recognized as one of Canada's Best Managed companies.
- 2000** ..... Boston Pizza expands into the U.S.
- 2003** ..... Boston Pizza expands into Mexico.
- 2008** ..... BP Kids Cards promotion begins.

2009

Launch of the Local Community Program.

2014

Foundation rebrands to the Boston Pizza Foundation Future Prospects focusing on supporting role modeling and mentoring programs for youth.

2017

25th Annual Valentine's Day Heart-Shaped Pizza Promotion.

2019

Over a nine-year span, Boston Pizza Foundation engaged with Live Different to help build 30 homes and 1 restaurant (social enterprise) in struggling communities in the Dominican Republic thanks to hundreds of volunteers, comprised of Boston Pizza employees and a dedicated number of supplier partners.

2020

Boston Pizza Foundation celebrates 30 years of giving back.

2023

28th Annual Boston Pizza Foundation Invitational. This charity golf tournament has raised over \$18 million, thanks in large part to our valued supplier community.

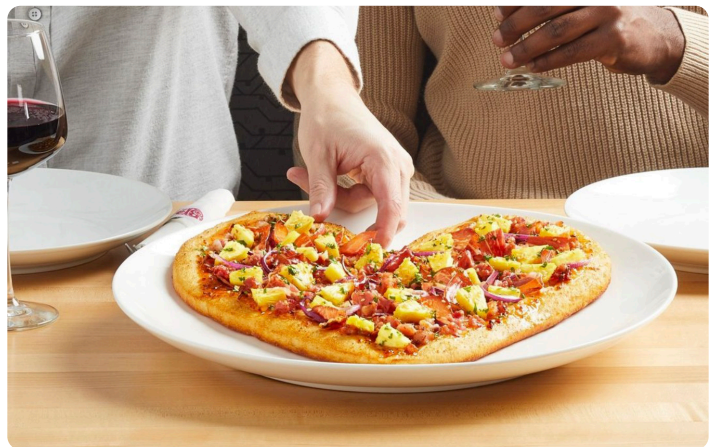
Valentine's Day Program celebrates its 30th anniversary of selling Paper Hearts.

Over \$3.7 million has been raised and donated through the Local Community Program, supporting more than 1,200 local charities across Canada.

2024

Boston Pizza International is recognized as one of Canada's best managed companies for the 30th consecutive year.

Boston Pizza celebrates its 60th anniversary.



## OUR RESTAURANT LOCATIONS

Thanks to our dedicated franchisees, we've established more than 365 independently owned restaurant locations nationwide. We take a lot of pride in being so deeply woven into the lives of so many Canadians. Let's toast to being coast-to-coast-to-coast!



To find the Boston Pizza closest to you check out

<https://bostonpizza.com/en/locations.html>



# IMPACT AT A GLANCE

We're committed to serving quality food our guests can trust, actively engaging with our communities, and reducing our impact on the environment. It's not just about business; it's about doing what's right. Check out the strides we made in 2023.

## THIS YEAR, WE'VE:

Raised and donated **\$1,180,000** for communities across the country.



Supported **hundreds of charities** in communities across Canada.



Served **100% Canadian** beef, mozzarella, and wheat.



Continued to work on reducing our **environmental impact** by reviewing our take-out and delivery packaging.



Started development on our first-ever **electric restaurant**.

We welcomed the next evolution of our foundation, which will focus on supporting charities in the communities we serve through our **Looking After Local program**. 100% of proceeds raised in BP restaurants will be donated back to local charities of the restaurants' choices.

# GOVERNANCE STRUCTURE

In 1983, Jim Treliving and George Melville purchased Boston Pizza International Inc. (BPI) along with its chain of 44 restaurants. Soon after, the franchisee model was adopted for the restaurants, and Boston Pizza was set on a path of sustainable growth across Canada.

In other words, the local Boston Pizza you know and love is independently owned and operated by passionate franchise owners from your very own community.

BPI and its subsidiaries continue to operate as the corporate entity and franchisor of the Boston Pizza brand, responsible for overseeing brand identity, marketing materials, menu items, development, and providing operational guidance and support to our franchise network.

Cheryl Treliving, the daughter of Jim Treliving, grew up immersed in the Boston Pizza business. She is now the CEO of Treliving Private Investments Ltd. and works closely with the executive team to support BPI. Additionally, Cheryl has played a vital role as the Executive Director of the Boston Pizza Foundation, and will continue to be involved as the foundation evolves this year.



Separately, sits the Boston Pizza Royalties Income Fund (Fund), which owns the Boston Pizza trademarks and licenses them to BPI in exchange for receiving a royalty on sales made by Boston Pizza restaurants. The Fund is managed by an experienced board of trustees whose focus is on maintaining brand equity value and upholding a high standard of corporate governance.

The Trustees of the Boston Pizza Royalties Income Fund (BPRIF) have extensive experience and provide strong governance. Led by Marc Guay, former President of PepsiCo Foods Canada and current board member of Metro Inc., the BPRIF board includes Paulina Hiebert, Vice-Chair of the Alberta Credit Union Deposit Guarantee Corporation, who also serves on the Board of Governors of Trez Capital, and Shelley Williams, a Chartered Professional Accountant who currently serves on the board of the Bank of Canada and several other organizations. Their collective and deep experience provides robust independent oversight from a governance perspective for BPRIF. The Fund is publicly traded on the TSX under the symbol BPF.UN.

See [HERE](#) for more information on the Fund.



2  
PEOPLE



## WE'RE BIG ON PEOPLE

Our greatest asset is our people. From our dedicated franchisees to our hard-working staff, they are the foundation of Boston Pizza, greeting you with a smile and ensuring a memorable dining experience. We're committed to supporting them and fostering our team through employee development and training, creating a purposeful and inclusive culture, and prioritizing their overall well-being.

Having a strong team is how we deliver exceptional service to our guests. Our guests are the heart of our business, bringing people together over great food for shared occasions, and being there when you need us most.

**We understand that when people unite, that's when life's best moments happen.**



## COMMUNITY GIVING & PHILANTHROPY

Boston Pizza restaurants do more than serve great food, we also serve the community. Being in hundreds of locations across the country gives us the unique opportunity to make a difference across the country in all of the communities we're in. Giving back has always been integral to our business model, going back to the beginning when Boston Pizza restaurants sponsored local hockey teams, and it's evolved so much since then. We have a strong passion for community that is only growing stronger.

### THE HISTORY OF THE BOSTON PIZZA FOUNDATION

For over 30 years, the Boston Pizza Foundation has strengthened and improved Canadian communities by supporting a variety of causes through partnerships. Through initiatives like our Valentine's Day Paper Hearts and Heart-Shaped Pizzas, Kids Cards, and the Boston Pizza Foundation Invitational Golf Tournament, we've raised and donated close to \$40 million to charities across Canada and beyond.

Throughout our history, we've partnered with various national charities, including Big Brothers Big Sisters, Heart & Stroke Foundation, Juvenile Diabetes Research Foundation, Kids Help Phone, and Rick Hansen Foundation. In 2014, we launched the Future Prospects program, with a focus on youth mentorship.



As part of the Future Prospects program, we partnered with Live Different at the national level to inspire kids across the country to live a life of compassion and kindness. Throughout our partnership with Live Different, we organized several volunteer-funded trips to the Dominican Republic. During these trips, employees from both our restaurants and corporate offices pitched in to construct homes and schools. These trips not only strengthened our team bonds but also facilitated personal development by encouraging individuals to step out of their comfort zones and forge meaningful connections. Unfortunately, these trips were suspended due to the disruptions caused by the COVID-19 pandemic. Though the trips have ended, during 2022 and 2023, we maintained an exclusive partnership with Live Different to actively contribute to their goal of inspiring and involving young people in acts of compassion and kindness.

While we're proud of the impact made through Future Prospects, we've shifted the Foundation's focus to honour our franchisees' passion for their local communities, through our new Looking After Local Program.

## FRANCHISEE SPOTLIGHT


**BP #436**  
**MIDLAND, ONTARIO**

Franchise owner Andy Staffen hosts an annual golf tournament, directing funds through the Boston Pizza Foundation to the Wendat Community Program, a charitable corporation serving both seniors with care needs and adults with mental health needs. In 2023, the tournament raised \$64,000 for Wendat Community Programs, supplemented by additional funds from the Valentine's Day Heart Shaped Pizza and Paper Hearts program.

**BP #920**  
**ANTIGONISH, NOVA SCOTIA**

Franchise owners Alexis and Bill Beaton made a donation to the Sick Children Foundation, specifically allocated to The Ewings Cancer Foundation of Canada Endowment in honour of Oliver Smith for his Ollie Bot Project. As part of the Valentine's Day initiative, they matched funds through the Boston Pizza Foundation for a total donation of \$6,142.


**ENRIGHT GROUP (OWN 15 BPs)**  
**MANITOBA**

The Enright Group, based in Winnipeg, Manitoba, epitomizes community engagement, participating in many local fundraisers and golf tournaments each year. In 2023, with an annual donation just shy of \$100,000, this group donated to numerous charities in their community, including a \$10,000 donation to Movement Centre of Manitoba, a \$10,000 to Manitoba Theatre for Young People, and a substantial multi-year commitment in support of Children's Hospital Foundation of Manitoba.



Boston Pizza restaurants often work to support the communities they serve in times of need. This can include supporting first responders who are fighting wildfires or providing a gathering place for evacuees. As a restaurant brand, we try to do what we do best in times of emergency.

## LOOKING AFTER LOCAL

At Boston Pizza, we look after our local communities. It's who we are. That's why we are excited to announce our new Looking After Local Program, designed to ensure each of our locations can support the needs of their immediate neighbourhoods and ensure all funds they raise stay in the local communities they serve. This program comes as a response to feedback from both our guests and our dedicated franchisees who expressed the desire to contribute more to their local communities, exactly when and how they need it most.

Moving forward, all funds from the Valentine's Day Heart Shaped Pizza, Paper Hearts, and Kids Cards promotions will be donated to local charities of each restaurant's choice through the Boston Pizza Foundation. All restaurants are encouraged to continue supporting their communities throughout the year with other fundraising events and sponsorships. From backing local sports teams to hosting a trivia night fundraiser, Boston Pizza is here to lend a helping hand. Together, let's make a meaningful difference in our own backyard.



LOOKING *after*  
LOCAL <sup>TM</sup>

## WORKING AT BOSTON PIZZA

Our dedicated franchisees employ over 20,000 employees across Canada and offer opportunities for both part-time roles and long-term career paths. Regardless of their journey within the company or restaurant, employees can find an inclusive and welcoming environment. We're dedicated to fostering a workplace where employees feel a sense of belonging. Together, we form a great team and recognize our success lies in collaboration.

We're always looking for great individuals to join our team. Come find out for yourself why Boston Pizza is such an amazing place to work.

Check out <https://careers.bostonpizza.ca/en> for both restaurant and corporate openings, or apply directly at your local Boston Pizza.

### ONE OF THE BEST

We're one of the best places to work, but don't just take our word for it! We've got the proof to back it up.

BPI has been recognized as a Platinum Club member of Canada's Best Managed Companies for 30 consecutive years and is one of Canada's top fifty great places to work among medium-sized organizations, with special call-outs for Best Workplaces for Women, Most Trusted Executives and Mental Wellbeing.

We've also been a Franchisees' Choice Designation winner for seven consecutive years.



Recognized as a Platinum Club member of Canada's Best Managed Companies for 30 consecutive years



One of Canada's top 30 Great Places To Work among medium-sized organizations



A Franchisees' Choice Designation winner for seven consecutive years



# EMPLOYEE DEVELOPMENT & TRAINING

At Boston Pizza, we recognize our employees are central to our success. That's why we offer a range of education and training opportunities to support our team members on their journey. From on-the-job training in restaurants to corporate professional development programs and formal education resources, Boston Pizza is here every step of the way.

## IN OUR CORPORATE OFFICES

Our corporate teams are located across the country, just like our restaurants. We have two corporate offices in Mississauga, Ontario, and Richmond, British Columbia, but do our best to provide the same experience for our entire team, regardless of where they're located. We're building out our online learning platform for corporate-specific courses as well as the great content available to our restaurant staff, outlining things like ingredients and menu items.

We believe in personal and professional development, and in order to facilitate that we have yearly reviews for each employee, including bi-annual check-ins to make sure everyone is set up for success. We offer an education fund for team members to participate in further education, and we ask all employees to work with their respective Manager to complete individual development plans to develop skills and advance their career aspirations.



## IN OUR RESTAURANTS

While BPI does not directly manage in-restaurant employees due to our franchise model, we have required training for all team members and offer guidance and resources for staff to ensure a consistent brand experience.

### THE BOSTON PIZZA ORIENTATION PROGRAM

The restaurant orientation program lays the groundwork for employees beginning their journey with us. It's their first encounter with Boston Pizza, and we want to make it a great one. Through the Boston Pizza Orientation Program, we introduce new team members to our history, culture, their local BP, and their role and responsibilities, to set them up for success.

### THE ON-THE-JOB TRAINING PROGRAM

Once new employees are all set up, the training begins. Our approach to training is slow and steady to ensure employees feel confident about their new role. To start, we offer a training lesson document that goes over multiple exercises in a Tell, Show, Do and Review format. Then, each employee completes a 3-4 day structured on-the-job training.

Here's an example of what a training session is like:

- 1 **TELL:** Explain table maintenance (how to use a tray, table setting, etc.)
- 2 **SHOW:** Demonstrate and explain why
- 3 **DO:** Trainee to practice and receive feedback
- 4 **REVIEW:** Follow up and continue practice and feedback, as needed

## FOUNDATIONS OF LEADERSHIP

Leadership is essential to any team, and at Boston Pizza, we prioritize the development of our leaders. Through our Foundations of Leadership program, we emphasize four key pillars: coaching, building connections, impacting profitability, and task focus. These pillars empower our team members to lead with confidence and help achieve their goals.

Our Four Pillars of Leadership are:

### 1 COACHING

Coaching tips explain how managers can effectively coach and support their team members.

### 2 BUILDING CONNECTIONS

Connection tips help managers look for opportunities to build and develop connections with guests, team members, and the community.

### 3 IMPACTING PROFIT

Profitability Impact tips discuss how managers can enhance restaurant profitability through good business practices and effective operating protocols.

### 4 TASK FOCUS

Task Focus tips explain the different processes and tasks managers can use to run a successful shift and support their team members.



## FOUNDATIONS OF HOSPITALITY

Hospitality is our secret sauce at Boston Pizza. Every member of our team is equipped with the skills to create unforgettable experiences for our guests. Our Foundations of Hospitality program focuses on the most important elements of the service experience, allowing restaurant teams to deliver on what matters most to guests and keep them coming back for more.

The Foundations of Hospitality consists of:

1 BIG HELLOS & BIG GOODBYES

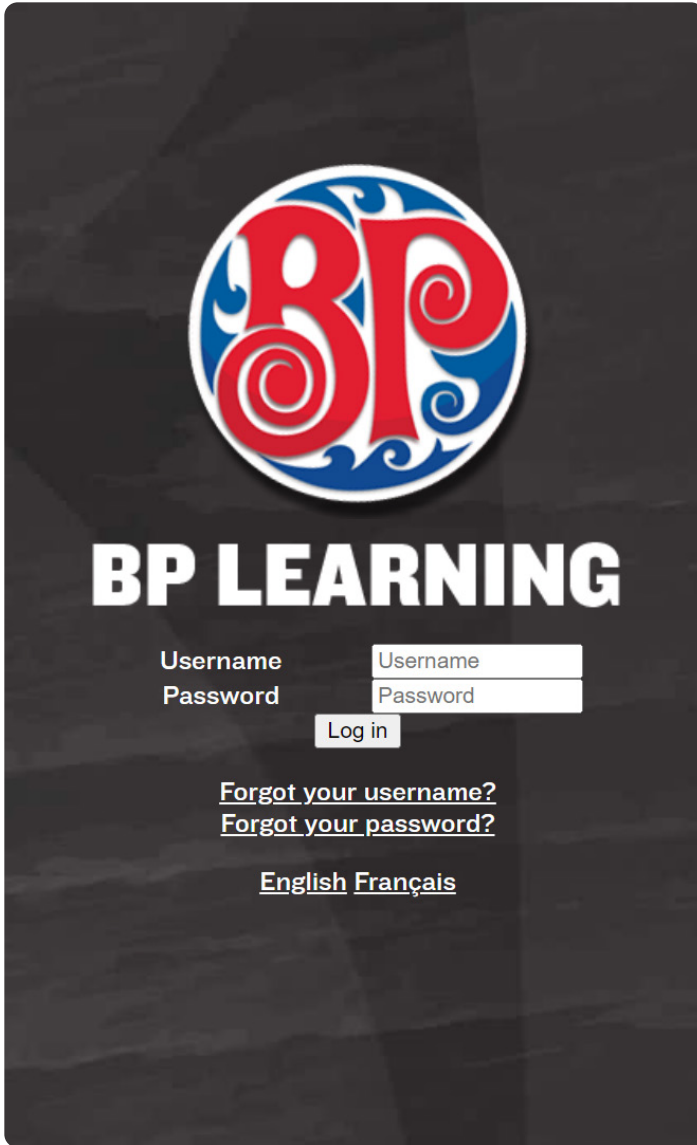
2 ALWAYS BE SMILING

3 SITUATIONAL SERVING

4 WORKING WITH PURPOSE

5 PERFECT FOOD EVERY TIME





## BP LEARNING

There's always something new to learn, especially in the restaurant industry. That's why we have BP Learning, an online platform that helps restaurant staff stay up to date on new promotions, menu items, policies, and food safety. In 2023, BP team members completed over 50,000 hours of E-learning.

In 2024, we're excited to expand our course offering to include corporate staff, providing tailored courses to meet their specific needs.

## BOSTON PIZZA INTERNATIONAL SCHOLARSHIP

We want to set our employees up for success inside the restaurant, as well as out. To show our commitment to our team members, we're proud to offer the BPI Scholarship Program. This scholarship aims to promote post-secondary education for team members by providing financial assistance in obtaining a university degree, college diploma, or certificate. We want to empower our employees to pursue their academic aspirations and achieve both personal and professional growth.

Since its inception in 2007, we have awarded almost 600 scholarships across the country.

**33** SCHOLARSHIPS  
AWARDED  
NATIONALLY

DIVIDED UP BY REGIONS BASED ON  
THE NUMBER OF RESTAURANTS:

**12** EAST    **18** WEST    **3** QUEBEC

**\$1,500**

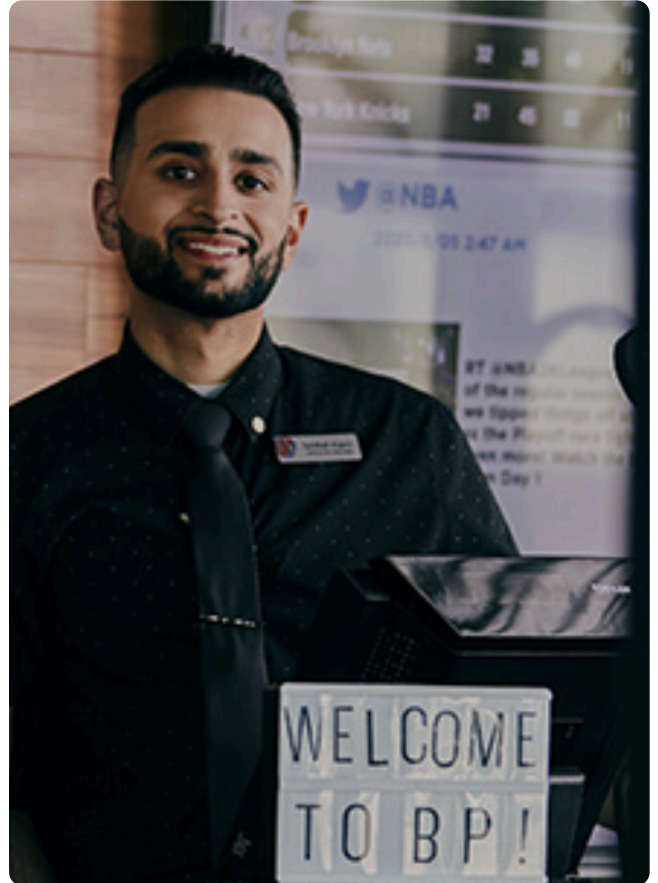
FOR UNIVERSITY, COLLEGE, OR VOCATIONAL STUDIES, TENABLE FOR ONE ACADEMIC YEAR, FOR FULL-TIME STUDIES LEADING TO A DEGREE, ASSOCIATE DEGREE, DIPLOMA, OR CERTIFICATE



## EMPLOYEE WELLNESS AT BOSTON PIZZA INTERNATIONAL

We understand the benefits and policies that we provide for our employees play a big part in attracting and retaining talent. From benefits like a hybrid working model at BPI promoting a healthy work-life balance, to maternity/paternity leave and personal days for corporate and restaurant employees.

We have also recently transitioned to an industry-leading service provider for our Employee Assistance Program, offering unlimited mental health counseling services while providing strong resources for financial, physical and emotional wellness. We make sure that the entire BPI team is looked after.



## DIVERSITY, EQUITY AND INCLUSION

At Boston Pizza we value a diverse workforce reflective of Canada's modern mosaic – it's what makes us stronger. We're committed to fostering an inclusive, healthy, and respectful work environment that's free from discrimination, bullying, harassment, and violence. All employees in both our restaurants and our corporate offices share the responsibility of ensuring that our workplace is a safe and welcoming place to work.

Our franchisees are proud to partner with **Indigenous Link** to strengthen relationships with Indigenous communities across Canada and increase diversity in our talent pool and our teams.



Our corporate employment equity policy upholds and promotes employment opportunities regardless of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex or sexual orientation, age, marital status, family status, or physical or mental disability.

Some highlights of our DEI training over the past year at BPI:

- Chantal Fraser from Empowered Path Inc. supported an education session on National Indigenous Peoples Day 2023 for BPI staff

- Homewood Health led Mental Health 2023 training sessions for BPI staff

- Ongoing education through monthly HR newsletter recognizing monthly days of significance

- Quarterly BPI All Staff Webcasts highlighting commemorative days and activities

As a leading franchisor in the Canadian restaurant industry, we recognize the important role we have in ensuring that our operations and the supply chains that support them adhere to the highest ethical standards, including the prevention and identification of forced labour and child labour in our supply chain. In 2024, we published our first annual anti-slavery report which can be found on our website, [here](#).

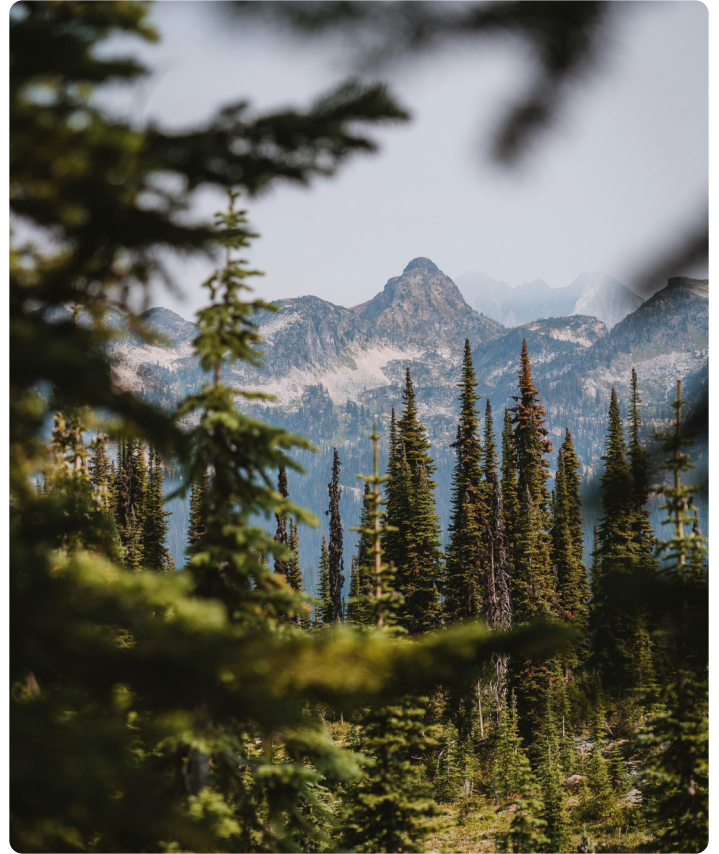
# 3 PLANET



## REDUCING OUR IMPACT ON THE ENVIRONMENT

We know we share lots of good times at Boston Pizza, and we also share the planet we call home. Just as we prioritize the well-being of our guests, we are equally committed to caring for the environment to ensure its preservation for generations to come. The planet not only sustains us but also plays a vital role in the creation of the delicious food we serve.

That's why we are committed to reducing our environmental footprint and exploring innovative solutions to industry-wide challenges. From packaging and waste to restaurant design, we're excited to share with you the improvements we've been making. We all have a role to play in a bright and more sustainable future.



## GREEN DESIGN & CONSTRUCTION

The vibe at our restaurants is always electric, but it's especially so at a particular location on the East Coast. We are thrilled to be in the design phase of our new fully electric restaurant in Newfoundland, a project that we hope is the first of many. This restaurant won't use any fossil fuels and will leverage energy from renewable sources like hydro, wind, and solar.

Locations across the country are adopting green designs and more efficient equipment. Boston Pizza restaurants use induction cooktops, 84% more efficient than other cooking methods. New construction builds and renovations present a significant opportunity to reduce our environmental footprint with more energy efficient options.\* We hope to inspire our independent franchises to incorporate many of these technologies, as they offer long-term cost savings in terms of both dollar - and planet!



\*Most locations are independently owned and operated, so while Boston Pizza International can offer guidance, it cannot mandate upgrades.



## PACKAGING & MATERIALS

While the environment in a Boston Pizza is like no other, sometimes you just want to be in the comfort of your own home with some takeout. Takeout is so loved at our restaurants that it even helped us hit record sales last year. Because of this, it's extremely important to us to make sure we're making takeout more environmentally friendly. We've made strides by prioritizing recyclable packaging and finding opportunities to consolidate food packaging.

## THE BREAKDOWN

**73%** OF PACKAGING IS RECYCLABLE\*

**4%** OF PACKAGING IS REUSABLE\*

**8%** OF PACKAGING IS BIODEGRADABLE\*

**11%** OF PACKAGING IS COMPOSTABLE\*



\*Subject to change based on market conditions (e.g., market demand and government mandates).

## MANAGING OUR WASTE

We're exploring ways to minimize waste. While waste management decisions are primarily handled at the restaurant level and aren't mandated by BPI, they are highly encouraged. Through forecasting, historical food sales data, and kitchen management we're increasing our efforts to track and mitigate waste.

## PARTNERSHIP WITH ECODINE

Making the meals our guests love most requires a lot of cooking oil which can be wasteful. That's why we've partnered with EcoDine to limit our waste and repurpose cooking oil. EcoDine collects the used oil from some of our Alberta locations and transforms it into valuable products, ensuring zero waste. EcoDine has successfully developed refined products in the renewable energy sector, specifically biofuels, contributing to the sustainability of Alberta's agriculture. This collaboration benefits the entire food chain and supply, and we're looking forward to finding more innovative partnerships to help mitigate industry challenges.



# 4 FOOD



## SERVING UP QUALITY FOOD

We wouldn't keep our guests coming back for more if we didn't have great food. Whether it's our famous pizza or pasta, our guests are in for a good time with the flavours to match. Although we're all about fun, we take food very seriously, which is why we serve quality products that are always up to standard. We want our guests to feel good around the table with food choices that suit their dietary needs and taste. We also want our guests to know more about their food, which is why we're working to provide more transparency about where our products come from.



## RESPONSIBLE FOOD SOURCING

We believe some of the best food is grown right at home. That's why we choose to source a lot of our products locally, throughout Canada, which in turn supports the local Canadian economy. We're committed to sourcing only the highest quality ingredients, so our guests can have confidence in what we're serving. To do so we make sure that we're getting ingredients from trusted suppliers that have third-party certifications for responsible sourcing and animal welfare, such as Maple Leaf Foods and Olymel.



We're also continuing to improve our reporting requirements with suppliers through our Supplier Code of Conduct. In doing so, we'll be able to track and communicate their progress and identify ways we can support them in their ongoing improvement.



## ANIMAL WELFARE

We do our part to ensure the welfare of animals in our supply chain. We work with our suppliers to support their compliance with the Five Freedoms of Animal Welfare and many hold third-party endorsements such as the Global Animal Partnerships (GAP) certification. We'll continue to encourage and support our suppliers to uphold the highest standards of animal welfare.



## KEY INGREDIENT TRACEABILITY

All of our key ingredients can be traced back to their original sources. They each have their own story of how they came to be on the plates we serve.

### FLOUR

Our flour has always been harvested from the golden fields of the Canadian prairies and is ranked amongst the best wheat flour in the world. Every day our flour is hand-pressed in-restaurant into fresh pizza dough.



### TOMATOES

Our pizza sauce is made with special vine-ripened tomatoes grown under the Californian sun and carefully transported to their Canadian facilities to be hand-made into our delicious marinara sauce.



### CHEESE

Our pizza mozzarella is a Canadian cheese from Canadian dairy farmers.



### BEEF

We proudly serve burgers and steak made with 100% Canadian beef.



## IMPROVING CHOICE, NUTRITION & TRANSPARENCY

It's important to us to provide our guests with a safe dining experience, by providing transparency around our ingredients and allergens. All of our nutritional information can be found on BostonPizza.com as well as on our app. We have a highly flexible menu that caters to personal preferences and specific dietary needs so our guests can dine worry-free.

We're continuously adapting our menus to meet the evolving needs of our guests. All BP restaurants currently offer GlutenWise and some offer Halal menus.



We also provide calorie information on all of our menus in Ontario per provincial government requirements and the Menu Nutritional Guide is available at [bostonpizza.com/en/nutritional-information.html](https://bostonpizza.com/en/nutritional-information.html).



### Boston's Pizza Bread

Calories	500kcal
Protein	15g
Carbohydrates	84g
Dietary Fiber	3g
Total Sugars	5g
Fat	12g
Saturated Fat	3g
Trans Fatty Acid	0.100g
Cholesterol	5mg
Vitamin A - RE	0%
Vitamin C	6%
Calcium	4%
Iron	45%
Sodium	670mg

## FOOD SAFETY

Not only does our food get a green light in the delicious department, but it also upholds the highest standards of food safety. We've teamed up with two industry leaders, Steritech and Ecolab, to ensure the safety and quality of food across our restaurants. We also use various metrics and assessments on a restaurant level to ensure we're delivering exceptional quality and safety.

### STERITECH

Steritech is different from other standard industry audits, which is what makes it the #1 food safety, quality assurance and customer experience management in North America. Their highly trained staff conduct assessments to help restaurants go above and beyond.

### ECOLAB

Boston Pizza partners with Ecolab, using their industry-leading chemicals and services to help keep our restaurants safe and clean.



### ASSESSMENTS & ALL-STARS

We further support franchisees in delivering top-notch services to our guests through the Core Brand Standards Assessment. This assessment is conducted regularly and evaluates all aspects of the restaurant, including food quality and service.

To provide holistic support, we have additional training, assessments and check-ins which we use to compile a national ranking, the National Service and Standards Report (NSSR). The restaurants that rank in the top 15 on the NSSR make up the annually awarded All-Stars winners.





# THANK YOU

Thank you for taking the time to read through our Impact Report. We've reached the end of the report, but the beginning of a brand new chapter. 2023 and 2024 were hugely successful years at Boston Pizza, thanks to so many Canadians - from guests to team members and franchisees and everyone in between. We're looking forward to making 2025 a year filled with even more impact, great food and amazing times going forward.





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