
STUCK IN FOR GOOD:
COOKING UP
LASTING CHANGE
JAMIE OLIVER
2025 SOCIAL IMPACT & SUSTAINABILITY REPORT


A NOTE FROM
JAMIE

I'VE GOT A BIG AMBITION:

TEACH 1 MILLION PEOPLE TO COOK BY 2030

I've always believed that good food can change lives. That's what I've spent my career fighting for. Getting people to cook, helping kids understand where their food comes from, making healthier choices easier and pushing for a food system that works better for everyone. In 2025, we reached even more people, tried new things and kept pushing for radical change.

We took our 10 Skills Food Education Programme into more schools and communities across the UK and USA, reaching over 290,000 young people and giving them the skills and confidence to cook for themselves. And we're seeing those skills stick: 98% of participating UK students reported improved confidence in preparing and cooking food, while 75% went home to cook one or more recipes for their families. That's exactly why I care so much about food education. Give someone the confidence to cook and you give them something they can use for the rest of their lives.

We also kept finding new ways to get people cooking. Through our TV shows, books, websites, social channels and brilliant partners, we reached more than 90 million people around the world. And when people were ready to roll up their sleeves, our Cookery Schools were there to get them cooking. In fact, at our new Cookery School and Café at John Lewis Oxford Street, we brought together 10,515 schoolchildren and communities across 42 countries to cook at the same time and break a Guinness World Records™ title for the Largest Cookery Lesson (Multiple Venues). Now that's what I call a cooking masterclass!

But getting people to cook and eat well isn't just about what happens in our own kitchens. We've got to change what's happening around us too.

So we kept campaigning for better food in schools, challenged the relentless marketing of junk food to children through #ADENOUGH, worked with mayors to push back against junk-food advertising and supported calls to stop under-16s drinking high-caffeine energy drinks. Because if we really want people to eat better, we have to make the healthier choice an easier choice.

And we need to look at what we're doing ourselves. We continued working with our restaurants, suppliers and partners to reduce waste, improve products and materials and cut our carbon footprint. In 2025, our total market-based carbon footprint fell by 4.7% to 78,548.7 tCO_2e. There's still a long way to go, but we're making progress and getting to grips with the things that can make the biggest difference. We're also preparing for our next B Corp assessment in 2027, which is a great opportunity to take a proper look at how we do business and ensure we continue being a force for good.

For me, it all comes back to the same thing. I want more people to have the skills, confidence and inspiration to cook and eat well. I want children to grow up in a food environment that gives them a better start. And I want us to keep raising our own game too.

There's plenty more in this report about what we got up to in 2025, from food education and campaigning to our restaurants, products, people and the work we're doing to reduce our impact on the planet. I'm proud of what we've achieved, and I can't wait to see what comes next.

So have a read, get inspired, and let's keep cooking and keep making a difference.

Big love,

Jamie O xx

2025 IN NUMBERS

100%

OF BOOKS SHIPPED SUSTAINABLY IN PARTNERSHIP WITH PENGUIN RANDOM HOUSE

244

MILLION SOCIAL & MEDIA REACH FOR THE GOOD SCHOOL FOOD AWARDS

100%

OF TV PROPS & COSTUMES REUSED, REPURPOSED, OR DONATED

10,500+

UNITED TO BREAK A GUINNESS WORLD RECORDS™ TITLE

290,000+

STUDENTS EMPOWERED THROUGH OUR 10 SKILLS FOOD EDUCATION PROGRAMME ACROSS THE UK & US

4.7%

OVERALL REDUCTION IN CARBON EMISSIONS ACROSS OUR OPERATIONS

100%

OF WASTE DIVERTED FROM LANDFILL ACROSS OWNED & OPERATED SITES

926

KIDS LEARNT TO COOK FOR FREE AT THE JAMIE OLIVER COOKERY SCHOOL









INSPIRING CHANGE, ONE RECIPE AT A TIME









SPOTLIGHT ON MEDIA

Getting people into the kitchen and cooking good food is at the heart of what we do. But we want our recipes, stories and ideas to make a positive difference beyond the plate too.

In 2025, we brought four purpose-driven shows to screens, all produced in-house with sustainability in mind: Jamie's £1 Wonders & Money-Saving Meals, Jamie's Dyslexia Revolution, Jamie's Eat Yourself Healthy and Jamie's Cook-Ahead Christmas.

We brought Eat Yourself Healthy to both screen and page, showing that healthy eating doesn't mean missing out. With 120 nourishing recipes, a two-week health kickstarter and practical health hacks, we put simple, delicious food at the heart of feeling good.

That approach runs through our wider content too. 78% of our recipes were healthier choices, up 11% year-on-year, while 76% were plant-first or lower in meat. And we put vegetables firmly centre stage: recipes averaged 2.1 portions per serving, up from 1.4 in 2024, contributing to a 31% increase in vegetable portions across our new content.

We're also starting food education young. Jamie's Little Food Library, created with Magic Cat Publishing for children aged 0–5, uses playful books and simple recipes to introduce little ones to the joy of food and cooking from their very first years.

Together, our TV shows, websites and books inspired 85+ million people to cook in 2025. That's a lot of chopping boards, frying pans and very happy kitchens.

NEWS IN BRIEF



TV THAT'S LIGHTER ON THE PLANET.

All our 2025 productions achieved Albert certification, meeting recognised sustainability standards for TV production. Across the four shows, our productions generated just 10.98 tCO2e, keeping the footprint of our on-screen storytelling as low as possible.

GREEN BEHIND THE SCENES.

Our green commitments didn't stop when the cameras started rolling. We banned single-use plastic bottles, used cycle couriers across London and chose public transport instead of cars wherever possible. And when the final take was in, 100% of set materials, props and costumes were reused or donated to local charities, giving them a life beyond the production.















MAKING EVERY PAGE COUNT.

Our long-standing partnership with Penguin Random House UK continues to help us make our books better for the planet. Our 2025 books were printed on FSC™ certified paper using lower-carbon printers and materials, and transported across the UK using rail freight and biofuel-powered trucks. Together, we reduced the emissions per book by 17% compared with 2024.



SPOTLIGHT ON: PRODUCT & PARTNERSHIPS

Good things happen when you get the right people around the table. Across the Jamie Oliver Group, we team up with partners who share our belief that business can be a force for good. From Weber and Samsung to Checkers, FEI, BPS, Lifetime Brands and Tefal, our partnerships bring together great ideas, brilliant products and a shared ambition to make a positive difference to people and the planet.

Take food waste. Nearly 40% of household food waste in the UK happens simply because food isn't used in time, gets forgotten at the back of the fridge or is thrown away because date labels are misunderstood. That's a lot of perfectly good food going to waste, and a lot of opportunity to do things differently.

In 2025, we teamed up with Samsung to explore how clever technology could help make wasting food a thing of the past. Samsung's AI-powered Family Hub™ with AI Vision Inside can recognise and log fresh ingredients, keep track of what's in the fridge and send reminders when food needs using. It can even suggest recipes based on what you already have.

Pair that with our simple, delicious recipes and suddenly those forgotten ingredients have a second chance. It's a great example of what can happen when technology meets practical know-how: helping families save food, save money and get more from what they already have.

AI comes with its own considerations around energy usage, so we constantly evaluate the benefits of using smart technology versus our end goal. But the potential is exciting. Because sometimes the smartest thing you can do is simply use what you've already got.

NEWS IN BRIEF









TURNING DOWN THE HEAT ON EMISSIONS:

Our partnership with Tefal is helping lower carbon emissions associated with the Jamie Oliver cookware range, which fell by 6% year-on-year, even as our carbon reporting boundary expanded. We're now developing a new hero Tri-ply and ceramic range, to focus on more sustainable uncoated materials such as stainless steel to ensure our cookware is made for the future.











DINNER DONE BETTER:

We teamed up with South African retailer Checkers for its Dinner Done Better campaign, bringing Jamie's recipes together with the Simple Truth range to make nutritious mid-week dinners a little easier. The range is free from artificial ingredients and naturally lower in salt and sugar, helping put healthier choices within easy reach.

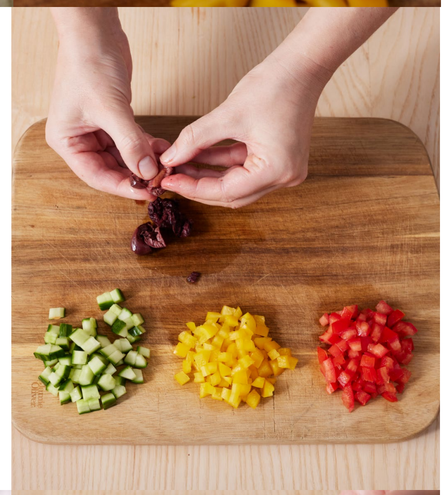








EMPOWERING THE NEXT GENERATION









SPOTLIGHT ON: SOCIAL IMPACT

Every young person should leave school knowing how to cook. Not just how to follow a recipe, but how to make good choices, waste less, understand food and feel confident in the kitchen.

That's the thinking behind our 10 Skills Education Programme, which gives young people practical food skills they can carry with them for life. Through free online resources, lesson plans and schemes of learning, we work alongside teachers to put food education firmly on the school agenda and help young people build a healthier relationship with food. And it's growing fast. By 2025, our 10 Skills Food Education Programme had reached more than 1,100 schools in the UK and 250,000 students across the UK.

We also took our mission to get people cooking across the Atlantic. Chef's Table: Jamie Oliver, released on Netflix in 2025, brought more than 25 years of Jamie's work to a global audience, from his early days in restaurants to his campaigning for better food education and healthier food choices. At the heart of that story is a simple belief: everyone deserves the skills and confidence to cook.

That mission is now taking root in America. Following a successful 12-month pilot at Bellflower School in Los Angeles, we officially launched 10 Skills USA in January 2025. Within just nine months, 10 Skills has 40,000 people across 225 organisations and 31 states, spanning schools, community groups and homeschool settings.

From Jamie's first cooking lessons to a new generation of young people picking up those skills, we're taking food education further than ever before.

NEWS IN BRIEF








CELEBRATING SCHOOL FOOD HEROES:

We celebrated six inspirational winners of our nationwide Good School Food Awards, selected by a brilliant panel of 62 expert and youth judges. From teachers with 55 years in the classroom to student-led menu committees and community food pantries, the awards shone a light on the people making school food better every day. With support from Wonde, This Morning and The Sun, the campaign reached 244 million people, helping put food education and children's health firmly in the spotlight.





DYSLEXIA REVOLUTION:

Jamie's Dyslexia Revolution brought Jamie's personal experience of dyslexia to the screen, exploring the challenges faced by children who learn differently and the impact of going unsupported. The campaign took that conversation directly to the Government, calling for better recognition, support and a fairer education system so that no child is held back by outdated approaches.




TRANSFORMING SCHOOL FOOD (AGAIN!):

Jamie's campaign for better school food continues as the Government expands free school meals and rolls out universal breakfast clubs. Jamie is also calling for stronger, properly enforced school food standards, and put the spotlight on what great school food can look like by bringing Good School Food Award-winning chefs to 10 Downing Street to cook for the Prime Minister.





TAKING CLIMATE ACTION UP A GEAR

SPOTLIGHT ON: SUSTAINABILITY

2025 was a standout year for our climate goals. We took a big leap forward on our Net Zero by 2050 goal, slashing our total market-based carbon footprint by 4.7% year-on-year down to 78,548.7 tCO_2e! But this wasn't just about cutting numbers; it was about measuring smarter. Working with our brilliant agency partner Seismic, we upgraded to Climatiq's audit-ready emissions engine to bring total transparency to our reporting, and expanded our tracking to capture the full digital footprint of every TV show, book, and digital channel we produce.

By keeping 100% renewable energy tariffs across all our sites and streamlining our fleet, we cut our direct operational electricity footprint (Scope 2) by an incredible 24.1% year-on-year. But here's where things get interesting: more than 99% of our footprint sits in Scope 3, across our wider value chain, including our franchise restaurants and commercial partners. So our biggest opportunity for change isn't just within our own four walls. It's in working together.

That means getting closer to our partners, improving the quality of the data we use and finding practical ways to reduce emissions across the products, restaurants and activities connected to our business. From working with Tefal to better understand real-world product usage emissions, to supporting our global partners on their own carbon journeys, collaboration is where we can make the biggest impact.

NEWS IN BRIEF

THE NEXT GENERATION TAKES ON CLIMATE:

We teamed up with university students for a week-long Climate Jams session, putting sustainability challenges in front of brilliant young minds. From rethinking food systems to exploring practical solutions, the programme gave the students a chance to get stuck into some of the biggest challenges facing our planet.





CARBON FOOTPRINT OVERVIEW

Year-on-Year comparison of Market-Based Scope 1, 2 and 3 emissions. Our reported emissions increased following a 2024 baseline recalculation, reflecting more comprehensive and robust Scope 3 data and a more accurate picture of our overall footprint.

Market-based GHG emissions (tCO_2e)

SCOPE	FY23	FY24	FY24 (RE-BASELINED)*	FY25	FY25 VS FY24
SCOPE 1	30	28.5	28.5	28.4	-0.5%
SCOPE 2	0	9.0	9.0	6.8	-24.1%
SCOPE 3	59,079	55,481.2	82,414.2	78,513.6	-4.7%
TOTAL	59,109	55,518.6	82,451.6	78,548.7	-4.7%

RAISING THE BAR:

We strengthened our policies across our value chain, bringing tighter human rights due diligence and environmental standards into the way we work with partners, ingredients and products. It's another step towards making sure that being a force for good is built into how we do business, from the ground up.

TURNING SURPLUS INTO SOMETHING GOOD:

We diverted 100% of edible food surplus from our test kitchens away from waste and donated it to City Harvest. What could have gone to waste instead helped provide nutritious meals for people experiencing food insecurity across London.









POSITIVE IMPACT DINING









SPOTLIGHT ON: RESTAURANTS

Through our flagship Catherine Street restaurant and cookery schools, we're helping people cook delicious, nutritious food while championing seasonal, locally sourced ingredients and showing that great food can be good for people and the planet too.

In 2025, we opened our Jamie Oliver Cookery School and Café at John Lewis Oxford Street, bringing experience led food education to one of London's busiest high streets. The new venue also played a starring role in our biggest global food education campaign to date, hosting the live broadcast of our Guinness World Records title for the Largest Cookery Lesson (Multiple Venues).

Together with technology partner Wonde, 10,515 participants, across 42 countries, from schools and the community programmes joined the lesson, cooking fresh pasta and a no-cook tomato sauce simultaneously. It was a powerful demonstration of how food education can connect people globally, while giving them practical skills they can take home and use every day.

Across our cookery schools, we offer more than 40 classes, helping people cook with confidence while making the most of seasonal ingredients, reducing waste and creating food that works for real life.

Together, these changes show that sustainability in hospitality isn't just about what ends up on the plate. It's about the ingredients we choose, how they arrive, what happens behind the scenes and the opportunities we create along the way.

NEWS IN BRIEF

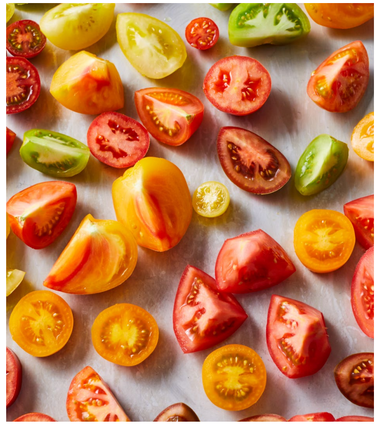
JAMIE OLIVER
CATHERINE ST

JAMIE OLIVER
COOKERY
SCHOOL

CAFE
JAMIE OLIVER

MAKING A DIFFERENCE BEHIND THE SCENES:

At Jamie Oliver Catherine Street, we're looking beyond the plate to make more sustainable choices across the restaurant. In 2025, we replaced single-use cardboard crates for fresh fruit and veg, dairy and meat with reusable crates that circulate between suppliers and the kitchen. We also switched to Minor Figures powdered oat milk at our Jamie Oliver Cafe, helping reduce packaging and transport emissions. And through our partnership with NEMI Teas, our restaurant is helping create employment and training opportunities for refugees rebuilding their lives in the UK.

















MAKING EVERY PART COUNT:

Our butcher partner HG Walter continues to champion more circular food systems through whole-animal utilisation and regenerative farming. Alongside this, its butchery apprenticeship programme is helping develop the next generation of skilled butchers, while surplus food is redistributed to local communities through The Felix Project.



NUTURING TALENT AND CREATIVITY

SPOTLIGHT ON: JAMIE HQ

Our people are at the heart of the Jamie Oliver Group. In 2025, we focused on practical ways to support colleagues, strengthen wellbeing and inclusion, and create opportunities for people to connect, develop and be recognised.

Mental health was an important part of this work. We introduced Mental Health First Aiders across the business, with colleagues completing formal training to give them the knowledge and confidence to support others. We also hosted an interactive lunchtime session with Stretching the City, exploring the importance of community, connection and meaningful relationships for positive mental health, alongside practical tools for building stronger connections.

We continued to celebrate diversity and create opportunities for people to come together. For Pride, colleagues took part in a creative embroidery workshop, learning new skills while creating Pride-themed patches and celebrating inclusion. We also partnered with Creative Access to create an internship opportunity for underrepresented talent looking to build a career in the creative industries.

NEWS IN BRIEF

SUPPORTING HEALTH & WELLBEING:

We strengthened our employee benefits, moving our private healthcare provision to Bupa and renewing our ClassPass membership, giving colleagues access to a broader range of healthcare, fitness and wellbeing support. We also introduced Perkbox, bringing everyday discounts, offers and additional benefits to our people.

perkbox

classpass

Bupa



CREATING A RESPECTFUL WORKPLACE:

We rolled out sexual harassment training for all employees, alongside dedicated sessions for managers focused on recognising and preventing inappropriate behaviour. We also strengthened key policies covering sexual harassment, bullying and harassment, whistleblowing, mental health and parental leave, helping to reinforce a safe, respectful and inclusive workplace.





CELEBRATING OUR PEOPLE:

We brought colleagues together through The Olivers Awards, recognising the people whose contributions and achievements made a positive difference to their teams and the wider business.

MOVING FORWARD

Working at the Jamie Oliver Group means being surrounded by creativity, energy, and constant innovation. Above all else, what brings our team together is a deep-rooted passion for driving real, positive change. Social impact & Sustainability sits at the very core of how we operate across every arm of the business. Led by our Social Impact & Sustainability team and supported by all, every team at Benwell HQ is empowered to contribute, innovate, and keep us moving toward our climate and community goals.

Being a B Corp validates what we've always believed: that commercial success and positive impact must go hand in hand. From how we support our team at Benwell HQ and source ingredients across our supply chain, to how we lobby for child health and measure our carbon footprint, this certification reflects our ongoing pledge to balance people, planet, and profit. It isn't just a badge of honour;it's an active, daily commitment to keep pushing higher and doing better.

As we look toward our upcoming recertification, we are thrilled to embrace B Lab's evolved Performance Standards. With expanded, non-negotiable requirements spanning Climate Action, Human Rights, and Fair Governance, these elevated benchmarks match our own ambition to drive meaningful, systemic change. We are excited to take this next step alongside the global B Corp movement, using our business and global platform as a true force for good.

HEALTHIER FOR NOW & NEXT GENERATIONS

SO HOW DID WE DO IN 2025?

CHECK OUT OUR RESULTS...

GREEN: ACHIEVED

AMBER: MOSTLY ACHIEVED

RED: NEED TO REVISIT

HEALTHIER FOR NOW & NEXT GENERATIONS

OBJECTIVES	DID WE DO IT IN 2025?	OUR 2030 AMBITION
TEACH 1 MILLION PEOPLE TO COOK BY 2030	• 290,000+ young people reached through the 10 Skills Food • 10 Skills USA launched, reaching 225+ organisations across 31 states • 4,000 people taught to cook through our Ministry of Food programmes • Taught over 6,000 Early years & primary school aged children through Jamie's Kitchen Garden resources with our partners Children's Village in Canada • 10,500 school children and communities participated in a Guinness World Record (™) to cook pasta from scratch. • 339m+ people engaged through our content, inspiring people to cook and eat well • 100% healthy children's menu maintained at Jamie Oliver Catherine Street	• Teaching 1 million people to cook by 2030 • Grow our global reach through content, inspiring more people to cook, eat well and make healthier choices. • Maintain a children's menu where 100% of dishes meet our nutritional and healthy eating standards
MAKE HEALTHY, MORE BALANCED FOOD DECISIONS EASIER	• 76% of food products and new Media recipes were meat-free or meat-reduced • 78% of Media recipes were healthier, continuing to exceed our 70% target • 90% of our ambient food product range was healthier, measured against the Nutrient Profile Model, and carried only green and amber nutrition traffic lights for fat, saturated fat, sugar and salt	• Ensure at least 70% of our recipes and products are healthier, while at least 70% are also meat-free or meat-reduced
HELP MAKE THE FOOD ENVIRONMENT HEALTHY	• Served 1.19 million portions of fruits and vegetables and 9.1 million grams of fibre through our ambient food products in 2025	• Increase the number of portions of fruit, vegetables, beans and pulses across our food product offering
DRIVE TOWARDS REDUCING CHILDHOOD OBESITY	• Took our #ADENOUGH campaign to UK mayors, securing commitments to tackle junk-food advertising across their cities. • Supported new planning powers to restrict hot-food takeaways near schools and children's spaces.	• Continue working with UK government and policymakers to promote greater transparency around food, protect children from unhealthy food marketing and make the healthier choice an easier choice

MORE SUSTAINABLE & NATURE POSITIVE

OBJECTIVES	DID WE DO IT IN 2025?	OUR 2030 AMBITION
DELIVER OUR SUSTAINABILITY ACTION ROADMAP	• Updated our policies to reflect our elevated sustainability approach, including ensuring we work with partners and suppliers who have robust human rights and sustainability programmes and initiatives, through our Responsible Sourcing Policy.	• Deliver our sustainability roadmap across our business and supply chain, embedding practical solutions that support our vision of healthy people = healthy planet
ELEVATE THE SUSTAINABILITY OF INGREDIENTS, MATERIALS AND PACKAGING	• Developed tailored action plans with key partners to introduce and elevate sustainability and social impact initiatives • Switched to circular system of delivery boxes for catherine street • Changed to powdered oat milk • JO by Tefal cookware ranges used 100% recycled aluminium or 90% recycled stainless steel bodies • JO by Tefal packaging made from 90% recycled fibres and used no single-use plastic	• Champion seasonal food across our content and restaurants, while working with our partners and B Corp suppliers to increase the use of recycled and more sustainable materials across our products and operations.
HELP PEOPLE REDUCE FOOD WASTE IN OUR VALUE CHAIN AND COMMUNITIES?	• Continued our work with City Harvest, donating food from test kitchen surplus • Waste at Catherine Street, Benwell HQ and the Cookery School was recycled or converted into energy • No waste from London operations went to landfill	• Use our platforms to inspire people to waste less, while reducing food waste across our kitchens, exploring further recovery options and donating surplus food to local communities where possible.
DECARBONISE OUR BUSINESS AND WORK TOWARDS NET ZERO	• Reduced our carbon footprint by 4.7% year-on-year, despite expanding our reporting boundaries • Trained our franchise restaurant partners to calculate their carbon footprints and identify practical emissions reductions tailored to hospitality • Developed sustainability action plans for key suppliers, providing tailored support to reduce emissions and improve environmental performance • Achieved Albert certification across our TV productions, supporting lower-impact production	• Become Net Zero by at least 2050, focusing on reducing emissions across our operations and value chain and working closely with our partners and suppliers to accelerate progress.
STRENGTHEN OUR POSITION AS A B CORP	• Began preparing for our 2027 B Corp recertification, aligning our approach with the new B Lab standards and strengthening our impact across the business.	• Continue to be a force for good, embedding positive social and environmental impact into how we operate, make decisions and work with our partners.

FAIRER & MORE ACCESSIBLE FOR ALL

OBJECTIVES	DID WE DO IT IN 2025?	OUR 2030 AMBITION
FOSTER A HIGHLY ENGAGED STAFF CULTURE	• Continued recognising colleagues through the Olivers Awards. • Supported employee development through twice-yearly training opportunities and targeted behavioural and technical training. • Strengthened our focus on a respectful and inclusive workplace through sexual harassment training for all staff and in-person manager sessions. • Continued supporting The Felix Project through employee volunteering opportunities.	• Continue strengthening employee engagement through recognition, training and benefits
CREATE A HAPPY AND HEALTHY WORKING ENVIRONMENT	• Provided free breakfast at Benwell HQ. • Provided subsidised, and mostly vegetarian, lunches, encouraging healthier, lower-impact food choices.	• Continue providing healthy, nutritious meals across our operations
CREATE A HAPPY AND HEALTHY WORKFORCE	• Strengthened our employee health and wellbeing support through renewed ClassPass, the launch of Perkbox, financial advice clinics, flu jabs, health checks and wellbeing workshops and events. • Switched our health insurance provider from Vitality to Bupa, giving employees broader access to healthcare support and services. • Introduced Mental Health First Aiders across the business, providing training to equip colleagues to confidently support others. • Implemented annual increases to National Minimum Wage, Statutory Maternity Pay, National Insurance and Statutory Sick Pay.	• Enhance our employee benefits and continue providing financial advice and wellbeing workshops
CHAMPION A DIVERSE AND INCLUSIVE BUSINESS	• Continued our Creative Access internship programme, creating opportunities for underrepresented talent to gain experience in the creative industries. • Celebrated cultural and religious events requested by employees, alongside inclusive workshops open to everyone.	• Continue working towards a more diverse, inclusive and equitable organisation.

OBJECTIVES	DID WE DO IT IN 2025?	OUR 2030 AMBITION
BUILD A MORE DIVERSE FOOD INDUSTRY	• 50% of Cookbook Club books celebrated diverse authentic talent • Surpassed onscreen diversity targets • Catherine Street workforce represented 28+ nationalities • Taught over 900 children and 130 NHS employees to cook for free across our cookery schools	• Expand our impact by championing diverse talent, building stronger community partnerships, creating new opportunities to learn and cook, and increasing employee volunteering and participation.
TRANSFORM SCHOOL FOOD FOR AS MANY AS POSSIBLE	• Campaigned for stronger school food standards and expanded access to free school meals and breakfast clubs • Our 2025 Good School Food Awards reached 244 million people, shining a light on the people making school food better every day.	• Champion better school food by expanding access to nutritious meals and raising the bar on quality and standards. • Ensure the Good School Food Awards continues to reach more schools and celebrate the 100,000 people working in school food

2026 THERE IS SO MUCH MORE TO DO

- We've taken the Jamie Oliver 10 Skills Food Education to primary schools, helping a new generation discover the joy of cooking from the very beginning.
- We've partnered with Britebound to develop and expand our 10 skills offering in the USA, focusing on life and career skills for young people.
- We've teamed up with Pinterest to turn the food trends everyone's searching for into recipes worth making.
- Fire up the BBQ: Jamie's brought 90 recipes, big flavours and plenty of outdoor cooking to the summer with his BBQ book & TV show.
- Jamie, Jools and the family are hitting the road with Life360 for a comedy adventure involving a questionable journey of self-discovery.
- We've dived beneath the surface with Fish Tales, putting sustainable seafood, the people behind it and what's on our plates centre stage.
- After eight years of campaigning, we've helped secure a ban on high-caffeine energy drinks for under-16s, a major win for children's health.
- 20-Minute Meals brought Jamie's quickest, tastiest dinners to screen and page, proving that busy nights can still end with something brilliant on the plate.
- The Government updated School Food Standards to ban deep-fried items and sugary foods, following Jamie's long-running campaign for better food in schools.
- The Good School Food Awards helped celebrate the people changing school food for the better, taking the message to over 180 million people.

THANK YOU

JAMIE OLIVER