

# Bridgeway to Success™

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## A Fresh Approach to Corporate Social Responsibility

On a recent layover in London I had perhaps the freshest, tastiest, most creative take-away food I've ever experienced. Pret a Manger, a UK-based company, was founded on the idea that delicious, take-away sandwiches could be made fresh, without the chemicals, preservatives and additives so commonly used.

Today, almost 25 years later and with over 240 shops, Pret a Manger (French for "ready to eat") has kept to that philosophy with its menu of hot-and-cold sandwiches, salads, baguettes and treats. Being additive-free means that foods are the colors they should be – the wasabi mustard is brown not green; the ham is pale not pink. Everything is made fresh each morning. At the end of each day all the leftover food is offered to charity. This prevents around 250 tons of food from ending up as landfill each year.

A sense of responsibility is engrained in their culture. Sourcing of foods emphasizes organic and free-range. Their products meet high, certifiable standards for animal welfare. Local is preferred but Fair Trade principles are followed for foods sourced from developing countries.

Does any of this sound like the current conception of *Corporate Social Responsibility* (CSR)? While many companies are attempting to retrofit their practices to CSR, Pret a Manger has been living it.

Looking for some fresh ingredients for your CSR strategy? Check out [www.pret.com](http://www.pret.com). Bon appétit!

Michael Canic