



PELICAN NEWS

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Ice Cream wins Great Taste Award

Two of Blue Skies Dairy-Free Ice-creams have received Great Taste Awards. Creamy Dairy-Free Mango and Passion Fruit Ice Cream and Dairy-Free Coconut Ice-Cream, both received 2-star Great Taste awards, which means judges dubbed them above and beyond delicious!

Judged by over 500 of the most demanding palates, belonging to food critics, chefs, cooks, restaurateurs and producers, as well as a whole host of food writers and journalists, Great Taste is widely acknowledged as the most respected food accreditation scheme for artisan and speciality food producers. As well as a badge of honour, the unmistakable black and gold Great Taste label is a signpost to a wonderful tasting product, which has been discovered through hours and hours of blind-tasting by hundreds of judges.

There were 12,634 entries into Great Taste this year and of those products, 192 have been awarded a 3-star, 1,207 received a 2-star and 3,254 were awarded a 1-star accolade. Judges said of our ice-cream "This is a creamy product which Judges found surprising for a dairy-free ice cream. Great coconut flavours, and not in the least over sweet. No sickly coconut after-taste either. It replicates an ice cream made with milk incredibly well. A fabulous alternative for those who can't eat dairy. Wow!"



Blue Skies breaks £100m barrier in 2017

2017 was a tough year for Blue Skies with challenging market conditions in the UK and a weak pound resulting in a 70% fall in profits. Despite this, the business still managed to break through the £100m barrier after reporting £100.5 worth of sales for the year.

In an interview with the Daily Telegraph, Anthony Pile cited the EU referendum as a key factor in the company's fall in profitability, but signalled growth in the development of the brand and a new range of products would help the business to recover in the coming years.

Egypt launch fresh juice



Blue Skies have recently launched its freshly squeezed juice in Egypt. The range includes pomegranate, valencia orange and white grapefruit. Pictured above is a booth at a shopping mall where Blue Skies is selling its juice.



Blue Skies samples ice cream at UK summer events

The Blue Skies team have been out in full force at summer events across the UK, promoting our delicious ice cream! We kicked off in Coventry at the Viva Vegan Festival, sampling all three flavours and exposing the Blue Skies brand to over 3,000+ consumers. Over the (very warm!) day we received very positive feedback on the taste and flavour of our ice cream range. Following success in Coventry, we are doing more sampling at the Oxford Food Festival (25/08-27/08) and at the Birmingham Viva Vegan festival (01/09) where we plan to give out over 5,000 samples... stay tuned to Blue Skies Instagram and Facebook pages for more detail! *Report by Brian Bircham*

Brazil launches Blue Skies Juice



Brazil has launched Blue Skies Freshly Squeezed Juices with Carrefour. Juices are available in 250ml and 750ml bottles and flavours include Orange, Tangerine, Orange & Guava and Orange, Mango & Banana. The products are pictured above on the shelves of a Carrefour store and Tasting was carried out to let people experience why we are premium and fresh. Our special thanks to the team that supported us with our first production and stayed strong until orders have been completed late in to the night.

By Flavia Mometti

Get 1/3 off Blue Skies Ice Cream



To the Customer: This coupon may be used as part payment of **£1.66** towards your next purchase of Blue Skies 450ml Chocolate & Orange Ice Cream, or Blue Skies 450ml Mango & Passion Fruit Ice Cream or Blue Skies 450ml Coconut Ice Cream at Waitrose stores only. Only one coupon can be used against each item purchased. Coupon must be presented at time of purchase, can only be used once and must be surrendered upon use. Not to be used in conjunction with any other offer, promotion, discount or other coupon. Only original and undamaged coupons accepted. Void if altered or tampered with. Not for sale or auction. Not available online. **Valid until 04/09/2018.**

To the Retailer (**Waitrose stores only**): Blue Skies Holdings Ltd will redeem this coupon at the value of **£1.66** provided it has been taken as part payment towards Blue Skies 450ml Chocolate & Orange Ice Cream, or Blue Skies 450ml Mango & Passion Fruit Ice Cream or Blue Skies 450ml Coconut Ice Cream in accordance with the Customer terms. Blue Skies Holdings Ltd reserves the right to request proof of purchase or to refuse redemption of defaced or damaged coupons or those that have not been correctly redeemed as per instructions. Send coupons to Valassis Ltd, PO Box 6199, Nuneaton, CV11 9HQ within 13 weeks of the valid until date.

Waitrose

Available at participating Waitrose Stores.

Offer Expires: 04/09/2018

Coupon Code: 2305 00001



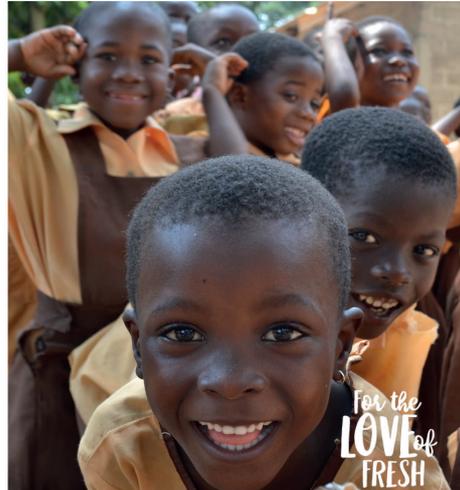
Brazil marks Fathers Day



On the 10th of August a simple homage was organised for the fathers of Blue Skies Brazil, who were presented with a beautiful souvenir. Everyone was thrilled!

Foundation publishes 2017 Annual Review

Remembering Lemuel Mantey



The Blue Skies Foundation has published its 2017 review, highlighting the projects completed over the past twelve months and their impact. You can download your copy of the Foundation's 2017 Annual Review from www.blueskies.com/foundation

This monthly we sadly lost one of our papaya farmers. Lemuel Mantey was one of our first papaya farmers and has been a loyal supplier to Blue Skies over the years. Lemuel also served on our Foundation Council and was one of the people who first inspired the School Farm Competition. We shall all miss Mr. Mantey dearly and offer our condolences for his family, friends and colleagues.



BLUE SKIES HEROES

If you know someone who can be considered a true Blue Skies Hero, please let us know by sending a nomination at: <http://www.blueskies.com/nominate>

Meet Sampson Kwawukumey



This month we meet Sampson Kwawukumey who is our occupational health and safety officer for Blue Skies Juice in Ghana. Sampson is also a Keep Fit coach. You can read his full profile at www.blueskies.com/sampson.

He says "One of the greatest things I learnt while in Blue skies is the sign language. Blue Skies operates a culture of seamless society and equal opportunities for all, hence it employs Deaf people. My association with these people has made me interested in their language and so I opted to learn more. I have taken some online sign language lessons which has made me better in communicating with the deaf. With my little knowledge in sign language, the deaf employees always look out for me whenever there is a fire drill or a meeting in the factory; for interpretations"

Brazil holds health and safety week



Blue Skies Brazil has recently held another Health and Safety Week. Topics this time included stress, safety, welfare and ergonomic. There was also advice on STDs and distribution of condoms, and student nurses came along to take peoples blood pressure and provide massages (as pictured above). There was good participation from staff who took advantage of all the lectures.



Blue Print Update

Introducing **The Blue Skies Way**



The Blue Skies mission is to build together a profitable enterprise where people respect each other, care for environment and inspire a legacy for the future.



We believe in 'Adding Value at Source' This means we aim to make the finished product in the country or region where the fruit is grown.



By doing this we return more value to the communities that produce our fruit, and we can deliver products that are Fresh from Harvest.

JEE

To achieve our mission, our business is founded on three core beliefs that make up what we call our Joint Effort Enterprise

OUR JOINT EFFORT ENTERPRISE CORE BELIEFS



We are strengthened by our **Diversity**



Bound by our culture of **Respect**



Driven by generating a **Positive Return**



Respect for **People**



Respect for **Communities**



Respect for the **Environment**

We believe that care for our people breeds care for our fruit, which in turn fosters a natural respect for the environment and the communities where we exist.

Measuring our Performance

To help us understand how far we are generating a positive return, we measure our performance against a range of targets and indicators as part of our new Blue Print. This will be published with our annual report. You can find out more about the Blue Print at www.blueskies.com/blueprint



Blue Skies in the Netherlands saves **16.7 tons of plastic**

Blue Skies in the Netherlands has managed to save over 16 tons of plastic a year by simply removing the plastic spork from some of its lines with Albert Heijn. The move has so far had no negative impact on sales, potentially opening the opportunity for similar initiatives with other lines.

Share your Success Stories in our Blue Print Awards



If you've been involved in a project that has helped make a difference to people or the environment, don't forget you can share the details by entering our Blue Print Awards, and stand a chance of winning a fitness watch! You can enter the awards at: www.blueskies.com/blueprintawards

How can we recycle more of our waste?



Send us your Big Ideas!

This month we're looking for ideas to help us recycle water. If you have an idea to help us achieve this, or any idea, please let us know at:

<http://www.blueskies.com/ideas/>

The best ideas will also be considered