



# Maxim's Cakes Integrating Sustainability into Business

By Ms Theresa Tang

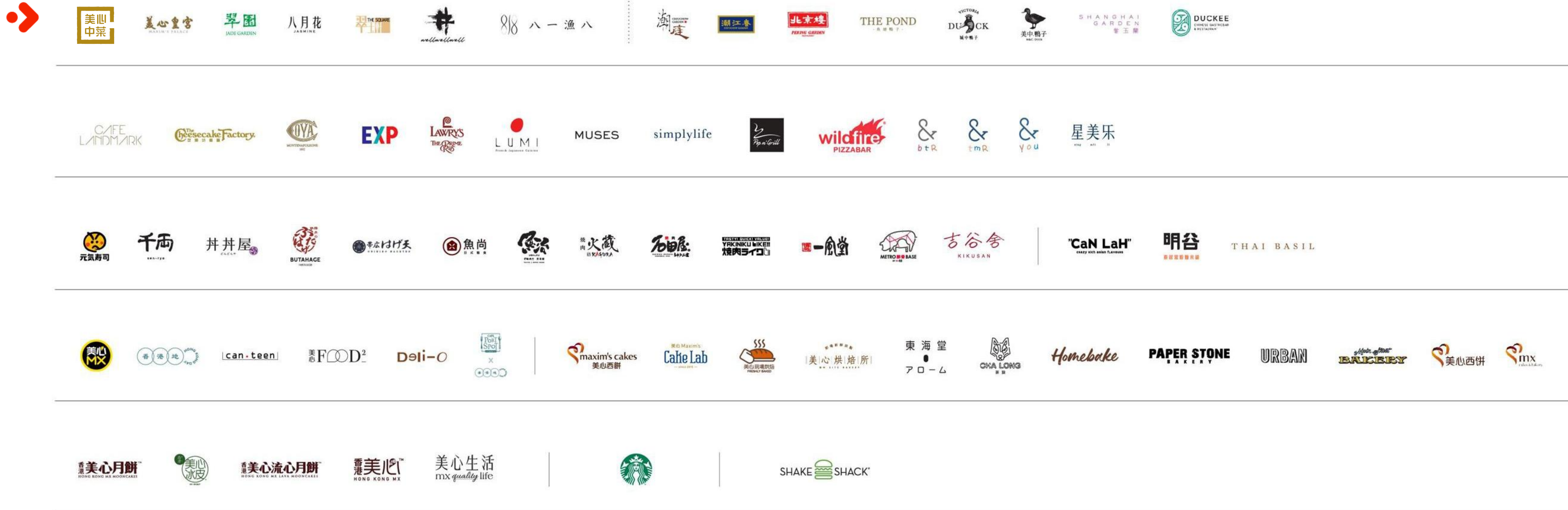
Head of Business, Maxim's Cakes





# Maxim's Group Background

➤ **Founded in 1956**, Maxim's Caterers Limited is one of **Asia's leading food and beverage companies** comprised of Chinese, Asian and Western restaurants, quick service restaurants, bakery shops, coffee shops, Japanese chain restaurants and institutional catering, while providing a range of festive products, including the award-winning HONG KONG MX Mooncakes.







# Maxim's Sustainability Mission & 5 Focus Areas

## Mission

Cherish & Nourish Our People, Our Business & Our Planet

攜手同心共創更好未來



### Let's Taste

We actively source more high-quality and diversified local ingredients, and promote plant-based and low carbon menus.



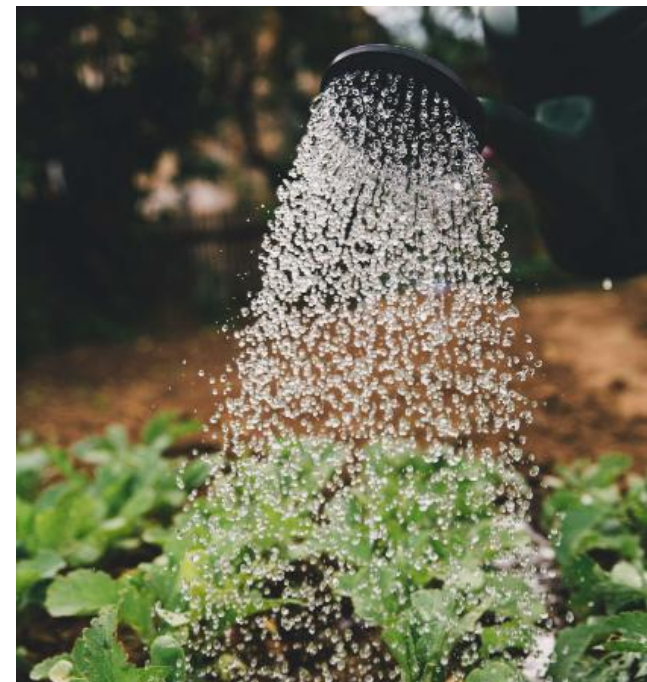
### Let's Reduce Waste

We actively work with our partners to identify waste reduction solutions and explore circular economy models.



### Let's Reduce Plastic

We promote plastic reduction in phases, and gradually adopt alternatives to reduce impact on the environment.



### Let's Reduce Carbon

We speed up the implementation of carbon reduction measures, promoting green operations and minimizing carbon emissions.



### Let's Care

We provide food assistance and encourage employees and the public to serve the community.







# Circular Economy Transformation



BOB (Bottle of Bread)



Regenerative Agriculture (Pilot)



Sustainability Applications of 4 CBD brands









# Circular Economy – Craft Beer Upcycled From Surplus Bread

## BOB BOTTLE OF BREAD



Maxim's Group approached HKUST- Sino One Million Dollar Entrepreneurship Competition winning team to give waste a second life.



Breer collects surplus, unused bread from Maxim's Group and upcycles to craft beer.



For every 6 bottles sold, we will plant a tree through EcoMatcher - a social enterprise that's certified as a B Corporation which addresses climate crisis by sequestering carbon.

EcoMatcher plants trees around the world and every tree can be virtually visited.



Maxim's Group shares F&B management, branding and marketing expertise, and provides city-wide distribution channel at around 100 restaurants.



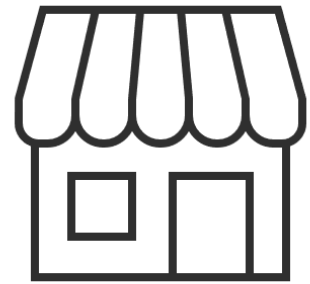
[Take a look of The Birth of BOB](#)



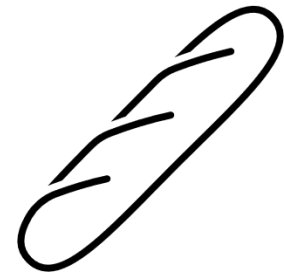




# Caring – Love Bread Donation



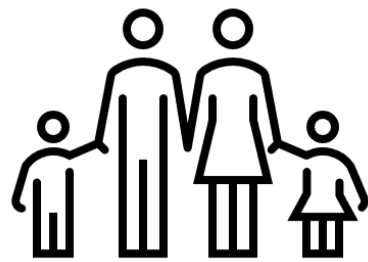
First bakery chain launching this programme since 2009



Maxim's Cakes full chain making regular donations



To ~100 charitable organizations and food banks every day



NGO will then distribute to the needy



To date, **donated over 5.8M** surplus bread



[Take a look of our Love Bread Journey!](#)







# Circular Economy - Regenerative Farming Pilot Project

#FarmToTable #FoodWaste  
#CircularEconomy #ZeroPesticides  
#ZeroChemicalFertilizers



Enzyme made from mango peel can reduce the usage of peanut pulp





# Sustainability Applications of Maxim's Bakery brands

#PlasticsAlternatives  
#WasteReduction



#HealthyEating  
#SustainableChoice  
#NaturalIngredients



零乳糖 零賀爾蒙 零膽固醇 無動物成份  
零抗生素 適合乳糖不耐症人士 適合純素主義者

**Perfect Day**

全球首款「毋庸牛」奶蛋白

立足柏克萊的初創公司 Perfect Day, 成功以菌群製作與牛奶完全相同的乳清蛋白

**革新蛋白**

Perfect Day, 經一系列發酵過程, 生產出非動物性的乳清蛋白。生產過程絕無利用動物, 但是這種乳清蛋白與天然牛奶相同, 其成份不含乳糖, 因此完全適合純素或乳糖不耐人士。

不含任何動物成份  
碳足跡遠低於傳統牛奶生產





# Innovative collaboration of Maxim's Bakery brands

# CHOMP

# EcoMatcher

1. Reduce Paper POSM & Digitalize POSM – starting from Q2 for new store opening or renovation

2. Food Waste Separation & Recycling – EPD Food Waste Collection Pilot Program

3. Waste Reduction & Explore collaboration with Food Matching App "Chomp"



Welcome Home  
**Hong Kong Maxim's Group**

1,000 Trees Planted [Visit](#)

5.76K Kg CO<sub>2</sub> Sequestered [View](#)

Track Tree   Trees Shop   Give Trees

My Carbon   Own Tree   Eco Blog

www.ecomatcher.com

Tree Growth   Tree Details

Tree is planted by:

Your tree

Broken clouds, 29.9°C

CO<sub>2</sub> sequestered 17.3 Kg

plg date Oct 10, 2021

CO<sub>2</sub> sequestered by your trees to date 7,359 Kg CO<sub>2</sub>

CO<sub>2</sub> sequestered over trees' lifetime 250K Kg CO<sub>2</sub>

1000 Hours of Flying

Based on trees' CO<sub>2</sub> sequestered over lifetime

1 Hour flying time per person = 250 Kg CO<sub>2</sub> produced. \*



**6 BOB  
1 TREE**



EcoMatcher







未來  一起嚐

[www.savouringourfuture.com.hk](http://www.savouringourfuture.com.hk)



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