

COLLEAGUES, CONSUMERS, CITIZENSHIP

Strauss Group 2014 Sustainability Report Highlights



CONSUMERS AND HEALTHY LIFESTYLES



99

calories in our new low-fat yogurt with no artificial sweeteners.

86%

of Strauss WaterBar customers confirm their families drink more water since they have a WaterBar.

62%

share of Sabra Hummus in the U.S. market – the leading hummus brand in the U.S.

700

new food technology projects evaluated since 2012 in our Alpha FoodTech initiative.

1,500

tons of added sugar removed from our products in the past three years.

140k

people downloaded our Zuzu app, a virtual personal trainer – within the first three days of launch.

EMPLOYEE ENGAGEMENT AND DIVERSITY



12.8k

employees in 24 countries (not including non-direct employees).

3,737

new employees recruited globally.

40%

of global management positions held by women & 40% of our total workforce.

23%

reduction in global workplace injuries & 27% reduction in lost workdays due to injury globally.

25

future Strauss Group leaders participated in a nine-month leadership program.

73%

of Strauss Israel field sales staff trained in safety procedures in 2014.

COMMUNITY AND ENVIRONMENTAL INVESTMENT



25%

reduction in greenhouse gas emissions per ton of product.

8%

reduction in energy consumption per ton of product.

12%

reduction in water use per ton of product.

6\$ million

in environmental investments in our different markets.

2.8\$ million

in community investments in our different markets.

18.5k

volunteering hours by Strauss employees in the community.

RESPONSIBLE BUSINESS AND ECONOMIC IMPACTS



ALMOST 1\$ billion

paid to nearly 14,000 suppliers in our global supply chain.

283\$ million

employee salaries and benefits expenditure.

34\$ million

paid in taxes to national governments.

85%

of procurement budget spent on local suppliers in our countries of operation.

5,483

tons of coffee sustainably sourced.

8 ANNUAL SUSTAINABILITY REPORTS

published, as part of Strauss Group's transparency and our ongoing dialogue with our stakeholders