

# Hassetts Bakers & Confectioners Ltd



Sustainability Programme  
**GOLD MEMBER**  
2020



Hassetts Bakery was founded on the principle of making great tasting treats and snacks using

only the finest quality ingredients that are free from any artificial colourings and preservatives. The business was influenced by Michael Hassetts’ time working across Europe, as a trained chef in the early 1980’s. On returning to Ireland, Michael started his own bakery based in Douglas, Cork in 1984. Nearly forty years later, this family run business has grown to offer a wide range of products including artisan breads and confectionery such as cakes, desserts, biscuits, crackers, granolas, chocolates & ice creams. Continuing to grow and develop, Hassetts now have shops in the English Market, Douglas Court and Blackpool Shopping Centre. They hold many awards, including Blas na hEireann, Great Taste Award, Artisan Business of the Year and Best Cork Export Business.

## Exemplary Performance Target Areas

Minimum Origin Green Targets Required Annually = 5

Raw Material Sourcing	Supplier Certification	★
	Primary Producer Sustainability	
	Packaging	
Manufacturing Process	Water	
	Waste	
	Energy/Emissions	
	Biodiversity	
Social Sustainability	Employee Wellbeing	
	Community Engagement	
	Health & Nutrition	★
	Diversity & Inclusion	

### Spotlight Target Area: Health and Nutrition ★

Hassetts became a member of Origin Green in 2018 committing to a five year sustainability plan to 2022. Operations Manager Georgina Wolsztynski leads their sustainability performance across the business with the support of her colleagues Rose O’ Kelly and Sarah O’Connor who manage Health and Nutrition and Social Sustainability targets. Throughout the period of the plan, Hassetts looks to focus on health and nutrition to increase their production of savoury snacks and develop new healthy option products and reformulate existing lines.

Within the plan, Hassetts Bakery has set ambitious health and nutrition targets one of which is to reduce sugar content in their cookie range by 40%, from currently 31.4 grams per 100 grams to 18.9 grams per 100 grams in 2022. Working towards this goal, the company embarked on a research and development project, working with Food Institute at University College Cork, focusing on finding ways to reduce sugar levels without compromising the taste of their high quality products.

### Commitment to Developing Healthier Products



In 2019, they achieved exemplary performance scores against their health and nutrition targets as they achieved a reduction in sugar content (g/100g biscuit) in their cookie and short bread biscuit of 48% from the 2017 through reformulation.

They also accelerated their health R&D programme and created 3 new cracker lines with recipes low in sugar and fat. Going forward, Hassetts bakery have made a commitment to develop products that will benefit the health and nutrition of our society.

“ We are delighted to be an Origin Green Gold Member, we are working hard to achieve all our goals in our sustainability plan and look forward to future partnerships with Origin Green. ”

Michael Hasset, MD