



2017 Good Stuff Report

Perry's Ice Cream is committed to actively manage our impact on communities and the environment through responsible business practices. An integrated sustainability culture requires consideration of People, Planet and Performance. At Perry's, The Performance aspect includes two distinct business strategies to ensure the long-term sustainability of our organization: Grow & Protect and Process & Systems Improvement.



CULTURE & PARTNERSHIPS



ENVIRONMENT



GROW & PROTECT



PROCESS & SYSTEM IMPROVEMENTS

CULTURE & PARTNERSHIPS

Long Term Goal: To be known as an employer of choice and responsible corporate citizen

\$125k
donated from Perry's
Top Shelf Sundae to
the Buffalo Sabres
Foundation since 2008



+\$750k
in charitable
contributions
since 2010

11 YEARS
average team
member tenure



\$125k
in wellness
incentives
earned by
team
members

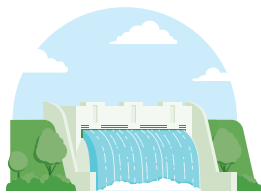
Reduced safety
incidents by

32%



ENVIRONMENT

Long Term Goal: To be recognized as a "zero landfill" operation and maximize the value of our resources through improved efficiencies, productivity and utilization of technology



80%
clean, renewable
hydroelectricity
powering our
facility

370 tons
of corrugated
boxes reused
since 2013



75% ↓
in waste
to landfill
since 2012



1/2 the chemicals used
in our waste water
treatment process since 2010



+20%
MPG
SINCE
2010

GROW & PROTECT

Long Term Goal: To manage growth and maintain profitability for reinvestment



Perry's is the most loved
ice cream in Upstate NY



on-line sale in
company history

\$100 Million

in product sales
for the 1st time in
company history



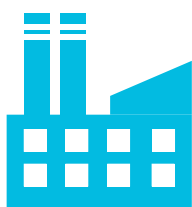
+1,700 new customers
since 2010

80%

in Direct
Store
Delivery
territory
since 2014

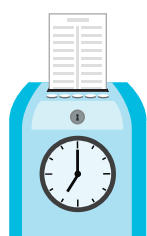
PROCESS & SYSTEM IMPROVEMENTS

Long Term Goal: To continuously improve our processes to eliminate waste and increase operational effectiveness



90%
obtainment of our
manufacturing efficiency
target as measured by
uptime, run rate & First
Pass Quality

Zero overtime
achieved by better utilizing
our warehouse and item
order systems to fulfill Point
of Sale materials



Our Direct Store
Delivery division right
sized brand offerings
and optimized
orders, resulting in
increased average
sales per delivery

Invested in a new digital
applicant management
system that increases
applicant experience
and greatly reduces,
time and paper copies

