



2020

Good Stuff Report

"Make sure you put in enough of the good stuff" – H Morton Perry, founder

A Decade of Good Stuff Dedicated to Team Members

As a fourth-generation family business founded over a century ago, Perry's Ice Cream has a long history of community support and responsible use of natural resources. In 2010, Perry's began its formal journey of sustainability marked by growth in team member education, engagement and corporate annual reporting.

This 10-year anniversary report highlights our organization's recent successes along our journey. While we are making great strides, we are most proud of our team members' growth in knowledge and engagement in sustainable thinking and actions. It's our team members' "good stuff" that is driving these results and this edition of the Perry's Corporate Sustainability Report is dedicated to our amazing team.

We are honored to continue investing in Perry's future, thanks to our organization's commitment to an integrated sustainability culture that considers People, Planet and Performance as part of our long-term and annual corporate goals.

*The Perry
Family*
SINCE 1918





2020

Culture & Partnerships

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



\$1.1M

in charitable
contributions
since 2010



\$700,000

Covid Relief Fund

Team member safety,
supply chain support, &
community donations



Completed phase
1 of site security
upgrade



42% Employment
growth since 2010



new jobs in
Ohio since 2015



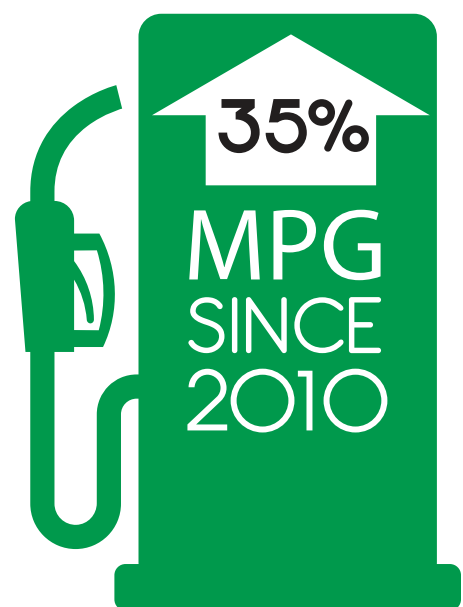
\$536k

in wellness incentives
earned by team
members since 2015

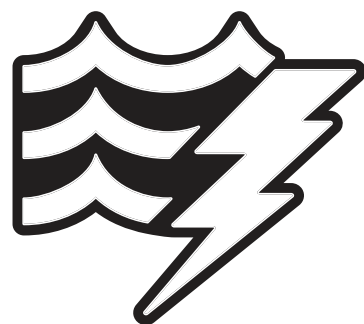


2020 Environment

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



74%
clean, renewable
hydroelectricity
powering our facility



Sudden growth in
demand due to
COVID drove water
use above prior years,

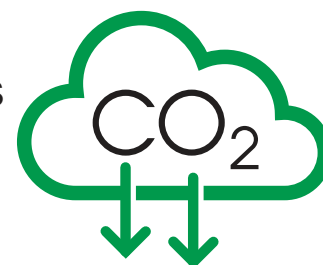
+12%

586 tons
of corrugated
boxes reused
since 2013



97 tons less

CO₂ released since
2010 by using excess
heat energy from
equipment to raise
cleaning water temperatures



increase in sales/gallon
attributed to growth and delivery
efficiencies since 2010



2020 Growth

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



26th largest ice cream brand in the US and **#1 brand** in the Buffalo Mid-Atlantic region*

*Nielsen, Total US Market, YE 2020; Nielsen, Buffalo Mid-Atlantic Market, YE 2020.

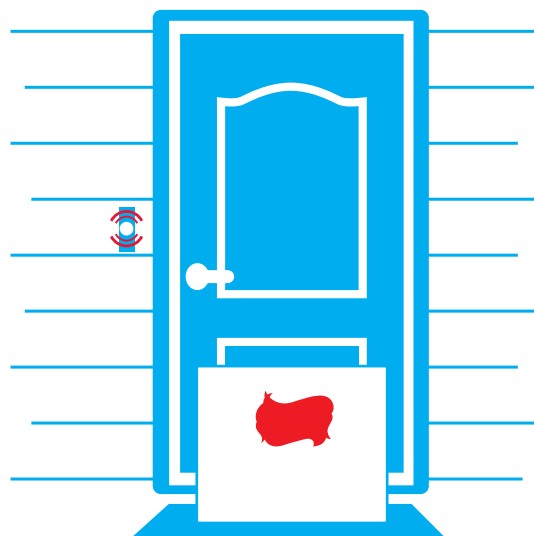


26%
increase
in ice cream
manufactured
since 2010



+850 new Perry's Ice Cream customers in Ohio since 2015

E-commerce sales
+150% in 2020



1st year
of a long-term
partnership with
the Cleveland Indians





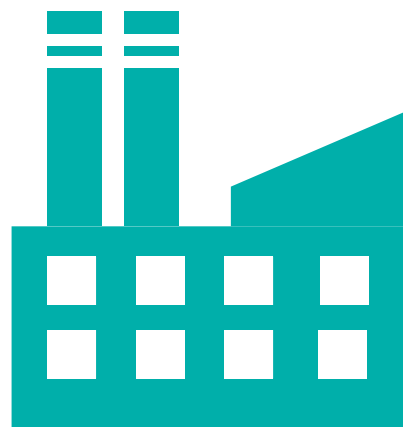
2020 Process & System Improvements

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



87%

obtainment of our manufacturing efficiency target as measured by uptime, run rate & first pass quality



IT Infrastructure Overhaul

- Data storage capacity ▲ 567%
- Server network speed ▲ 900%
- "1 click" rotating maintenance



10%

annual reduction in chemical consumption by automating chemical usage

22,000 gallons

of finished goods saved by our mix reclamation process

