

## The Industry, Its Vision, Goal and Aims

### Branded food and beverage service chains

Branded food and beverage service chains are used with confidence by millions of people across Europe and the world every day, trusting in the quality, value and safety of the products and service they receive.

### Our Vision

We aspire to be a role model in the food and beverage sector in a continually changing world – active, responsible, sustainable, always ready to serve.

### Our goal

To provide innovative and valued opportunities for our customers to access and enjoy meals, refreshment or a moment of indulgence, in tune with their needs and expectations, all the while guaranteeing the quality, choice, style, convenience and affordability that match their varied and active lives.

### Our aims

- **Service:** to provide our customers innovative food and beverage experiences any time of the day and to do so as efficiently and cheerfully as possible, thereby bringing affordable pleasure and enjoyment whilst facilitating today's active way of life in the digital age.
- **Quality:** to serve delicious, safe and high quality food and beverages to a growing number of people across Europe – in secure, comfortable and convenient surroundings out-of-home or delivered safely to their doors.
- **Leadership:** to set, meet and demonstrate the highest standards in everything we do, influencing those around us for the better.
- **Economy & well-being:** to contribute to the dynamism of the European economy by boosting economic activity in the areas where our businesses are located, notably by providing fulfilling jobs for our employees and helping them to develop, so that they are proud to work for us.
- **Environmental responsibility:** to make progress in reducing the footprint of our activities by exploring and adopting new ways of sourcing, operating and serving which are more sustainable and by embracing the circular economy.
- **Business:** we aim to provide appropriate levels of return on investment and value for our owners and for the societies we operate in, creating value for the whole chain of supply.
- **Public policy:** to promote sensible government policies that encourage investment, facilitate business activity, guarantee fair competition, while taking care of the well-being of European citizens.

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