

Demystifying the Case for Circularity #2



**“Customers
aren’t that
interested in
sustainability”**



This *perception*
creates one of
the *biggest*
hurdles in
businesses
moving
towards
circularity.



But, what if
they are
interested...



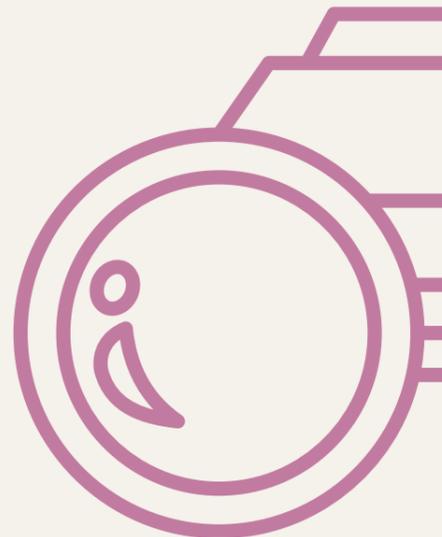
Just look at 'Bold Bean Co'



BECOME BEAN OBSESSED

We're on a mission to make you obsessed with beans, by giving you THE BEST OF BEANS. We sell premium, jarred, beans which are slowly cooked with a pinch of salt to bring out their natural flavour; so good you can e...

 Bold Bean Co



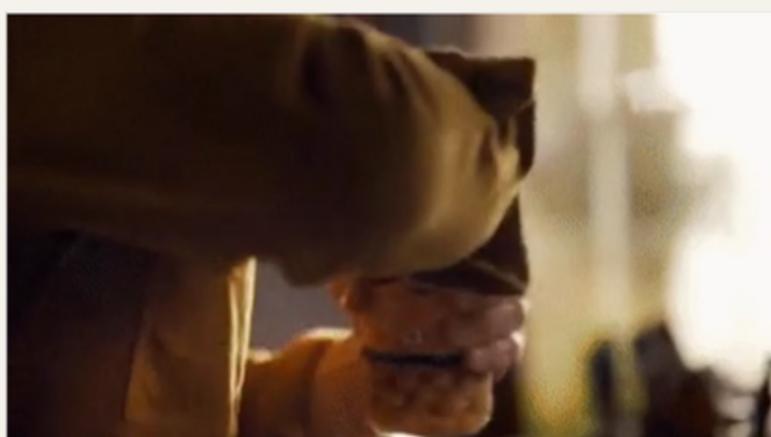
By challenging *business as usual* they have 'bean' able to;

1. **Revitalise the bean category, driving incremental growth.**

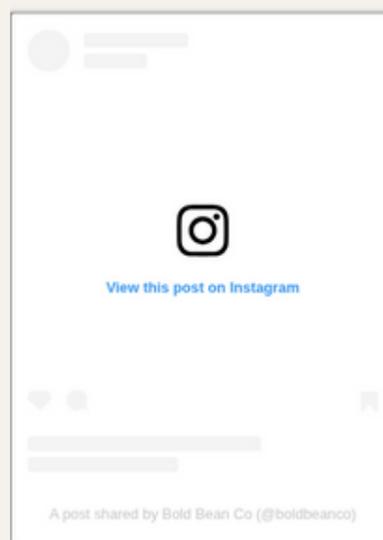


"£3.25 for chickpeas may work in Waitrose & Partners, but you're...
"£3.25 for chickpeas may work in Waitrose &...
[linkedin.com](#)

2. **Gain premium earned media.**



#beanspo | Amelia Christie-Miller | 86 comments
How I went from "crazy bean lady" to Jamie Oliver's TV demo? All in 4 years of shameless bean obsession. 4 years ago, people called me crazy. "You want to build a business around... beans?" I was shameless about i...
[linkedin](#)



3. **Expand their shelf & promo space through engaged and excited buyers.**



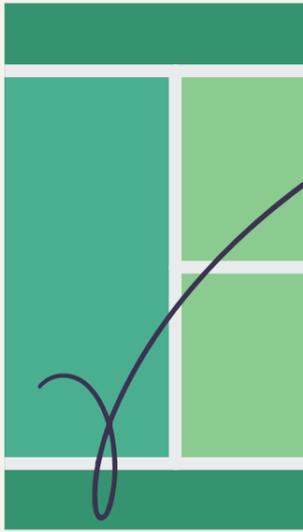
There is a quiet revolution is happening in the meat aisle 🍖 A BIG OLD DISPLAY...
There is a quiet revolution is happening in the meat aisle 🍖 A BIG OLD DISPLAY OF THE WORLDS BEST...
[linkedin](#)

Ok...but what makes them circular?



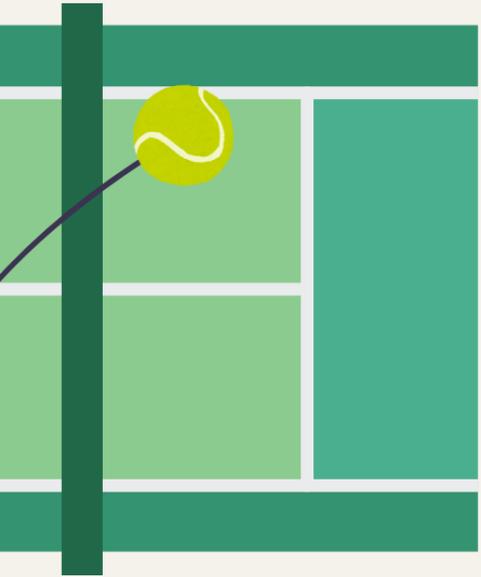
1. **95% less CO₂ produced and 88% less water consumer vs beef -**
'Using smarter production methods to reduce farming intensity and consuming less natural resources.
2. **'Regeneration' of soil through nitrogen fixation.**

Additionally beans are *nutrient dense* - rich in fibre, protein and micro-nutrients - and *affordable*.



Sustainability
succeeds when
brand owners
move beyond
business as
usual.

**Are you up for the
challenge?**



The ball's in your court.

Curious how other businesses
win with circularity?

Follow Trail for the rest of the series

Ready to put these strategies into
action?

Let's talk!

Book a discovery call today