Amamus

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The impact of your workspace coffee:

Are your choices making a difference?

2025 impact report

Published March 2026

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2025 began with a practical question:

How can we deliver outstanding hospitality in unexpected places if we're still operating out of borrowed corners?

After seven years of trading remotely with a partner roaster, the answer was impossible to ignore. It was time to roast our own coffee, in our own premises, and take full responsibility for the product we were proud to serve.

2025 became the year we re-engineered our business, moving from a coffee company into a coffee manufacturer.

We needed three things: a roaster, a premise, and a team who could bring this shift to life, all while protecting, and ultimately strengthening, the impact we deliver.

So how did we do?..

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A new premise - the hunt for Amamus’ home

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A new premise - the hunt for Amamus' home

The first step in our journey to the roastery was finding a premise that would be a collaborative space.

The Criteria:

A location that reduced delivery distances and the emissions tied to them.

A building well-suited to renewable energy from day one.

A space that cut inefficiencies, strengthened team communication, and allowed us to plan for growth instead of working around constraints.

A space to welcome suppliers, friends and supporters of our business.

After months of searching, it led us to a unit in Hampton. Close to our clients, accessible for the team, and adaptable enough to become the collaborative hub we'd been imagining, it checked every box on our criteria list.

We moved in, in January and began work to make it our new home.

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Immediate tweaks we made:

Switched to Ecotricity from day one

The moment the lights came on, they were powered by 100% renewable, green energy, as we started an immediate contract with Ecotricity. The top ethical scorer in the UK energy sector.

Installed an electric vehicle charger

Supporting low-emission travel for team members and reducing the footprint of essential journeys.

Reworked our waste system

Although we weren't able to switch waste providers immediately due to building contracts, we used the time to review alternatives and ultimately select First Mile as our preferred partner. First Mile brings strong environmental credentials, including B-Corp certification and a zero-to-landfill approach, making them well aligned with our sustainability goals.

Shelving repurposed from discarded materials

We sourced several tables from a local office that was throwing them away. One became our boardroom table. The others were broken down and repurposed into additional shelving units throughout the premises, giving us practical storage without buying new materials or sending usable items to waste.

A weighing table born from the roaster's journey

The palette our 30kg roaster arrived on didn't go to waste. We used it to create the packing table in our production area, turning waste shipping material into a permanent piece of our workflow.

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Our roaster - taking control of impact

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Our roaster - taking control of impact

With the premises secured and our sustainability foundations in place, the next mission was clear: We needed a roaster.

We wanted control, consistency, and a machine that aligned with our values.

Over months, we spoke to friends across the industry, attended tastings and courses at the London School of Coffee to find the right fit.

After careful consideration, we settled on IMF. Widely recognised as one of the industry's most sustainable roaster manufacturers. Their equipment is designed for energy efficiency, minimal emissions, and long operational life, reducing environmental impact at every stage.

To understand this better, Tim travelled to Italy to visit the IMF factory. There, he saw our roaster being manufactured and observed the care that went into each unit, as well as the products that would ultimately flow through it.

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Why roasting in-house changes the picture

Roasting always carries emissions. Bringing it in-house doesn't eliminate them, but it gives us control over every stage:

Energy source

We roast using the most efficient roaster and gas. The roaster reuses 30% of its energy through a hot air recirculation system, which reuses the energy necessary for the roasting process and reduces emissions. We also fully track our LPG consumption.

Waste management

Coffee husks (chaff) are fully captured and donated to local allotments to use as a nutrient rich soil booster and mulch which helps with water retention, while being a natural pest deterrent.

One of the charities we work with, Habitats and Heritage, repurposes the chaff for their grow-your-own projects, which support the local food bank, schools and refugees.

Transport reductions

Coffee no longer needs to be moved between multiple roasters before reaching clients, reducing Scope 3 emissions from distribution.

In short, we didn't remove the environmental impact, we owned it. And that ownership allows us to make better choices for the planet, the product, and the people we serve.

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Growing together - building culture, care, and purpose

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Growing together - building culture, care, and purpose

With the premises secured and the roaster humming, the foundation for our business was no longer just physical, it was cultural. We now had a home where our team could come together, collaborate, and shape the future of Amamus.

Just as we pride ourselves on creating great workspaces for our coffee farmers, and clients, we knew it was equally important to build a supportive environment for our internal team. As we scaled our operations and became manufacturers, we committed to cultivating a culture rooted in care, fairness, and purpose. Where every team member is valued, empowered, and able to contribute to the impact we aim to make.

This includes:

Paying all employees above the London Living Wage

Providing flexible working hours to support work–life balance

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Our farmers - the story behind your cup

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Our farmers - the story behind your cup

In 2025, we continued our work with our three key green importers:

OMWANI COFFEE CO. | DRWakefield EST.1970 | CARAVELA

Through these, we maintained our six core farms for another year and added three more to our line-up: Sumatra, Peru and Mexico (Decaf).

Find out more info at this link.

This is our third year partnering with these farms, as we commit to long-term contracts with each of our chosen producers. This ensures stability and security for the farmers, while also providing consistency and quality for our customers.

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Sumatra | Hutan

This year, we signed our first ever Asian coffee from Sumatra, sourced through KOPEPI Ketiara, a cooperative spanning 19 villages in Indonesia where 70% of smallholder households are led by women.

KOPEPI strengthens farmer livelihoods by paying premium prices and providing free seedlings of coffee, fruit, and rice during non-harvest months. They also offer training in sustainable farming practices and even aerobic fitness classes, taking a truly holistic approach to farmer wellbeing.

This support enables producers to improve yields while caring for their land, ensuring long-term environmental and economic resilience across the community.

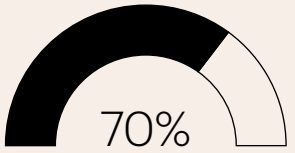
Why Supporting Female Farmers in Coffee Matters

Women play a vital role in coffee production, yet they are often the least supported within the supply chain.

Despite contributing over 70% of the labour involved in planting, harvesting, sorting, and processing. Across the globe, Women own only about 15-20% of agricultural land used for farming globally, often due to legal or customary restrictions in many countries.

Not only this, Female farmers often have limited access to credit, training, and decision-making power compared to their male counterparts. Women receive only about 5% of the relevant coffee farming training available, limiting opportunities to improve yields, adopt sustainable practices, or increase income.

That's why we, alongside our import partners, are committed to working directly with female-owned farms and women-led cooperatives, helping to close the gap, improve access, and ensure women receive fair recognition and reward for the essential role they play in coffee.



% of coffee production workforce who are women

% of farms owned operated by women

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Mexico | Monte Alban Decaf

We also decided to add a new decaf to our lineup.

How did we pick it? We asked our three importers for samples, then took them directly to our customers and invited them to choose through a decaf tasting, evaluating both the story behind the farm and the flavour profile. Our goal was to expand choice for our decaf clients and offer a second option, so people could select the flavour that best suits their preferences.

We landed on Monte Albán Decaf. Grown in the Oaxaca region by smallholder farmers in the mountains, this organic, mountain washed-process decaf blend of Typica and Bourbon varieties delivers remarkable depth and character, all without the caffeine.

What Is Mountain Water Decaf, and Why Does It Matter?

Mountain Water Decaffeination is a natural, chemical-free process that uses pure water from Mexico's highest mountain peaks to remove caffeine from the coffee bean. Instead of using chemical solvents, the Mountain Water method relies on a combination of water, temperature, and filtration to gently draw out the caffeine while preserving the bean's original flavour.

Why It Matters for Producers and the Environment

1

No chemical solvents

The process avoids synthetic chemicals entirely, making it a safer and more environmentally responsible decaf option.

2

Lower environmental footprint

Because the water is sourced from the region and continuously filtered and reused, the process has a smaller environmental impact compared to solvent-based methods.

3

Processed at origin.

The decaffeination happens in Mexico, which keeps more economic value within the producing country through local jobs, processing facilities, and skilled labour.

4

Better quality and consistency

By preserving the bean's natural character, the Mountain Water method results in a higher-quality decaf, providing more flavour choice for customers while supporting sustainable processing practices.

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Community activations & events

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Community activations & events

September 2025: Mary Portas' Thrive Street: You Are What You Shop

We were proud to be one of thirty businesses selected to exhibit at Mary Portas' Thrive Street, a showcase of impactful businesses shaping the future of retail.

Our stand was built entirely from repurposed packaging and coffee sacks, where we brewed our newest arrival, Sumatra, throughout the weekend. Our goal was to help visitors understand why choosing traceable coffee matters, and how to identify whether the coffee they drink can be traced back to its producers.

We also met the team at Fresh Flour Company, who create pasta, crackers, and more using upcycled flour. Since the event, we've donated a significant amount of our coffee chaff to Andrew and his team, who are now trialling a "coffee-waste biscuit." This collaboration moves us a step closer to our 2026 goal of repurposing all our chaff waste.

Jan 2025: Repurposed Coffee Sack Bags

This year, we partnered with a local producer to repurpose our green coffee sacks into gift bags for use at pop-ups and client events. We filled the bags with coffee samples and used them as prizes during tastings and other activities, giving our packaging a second life and reducing waste.

August 2025: Repurposed Machines

This summer, we refurbished six ex-lease machines, sending each for a full service and repair to begin building our rental fleet.

By recycling and restoring these older units, we can now offer short-term hires, machine trials, and flexible rental options for our clients. It's one of the ways we're embedding circular-economy principles into our operations, extending product life, reducing waste, and making quality coffee equipment more accessible.

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Community activations & events

December 2025: Tea Donation

We decided to partner with our local community centres and Habitats and Heritage charity to donate the remaining stock of teas we held after changing suppliers earlier in the year. We donated 362 packs of tea to these charities that focused on supporting the local vulnerable, homeless, and refugees.

This ensured that our leftover stock supported people in the community rather than going to waste, aligning with our commitment to responsible, impact-driven operations.

October 2025: UK Coffee Week & Our Involvement

We took part in UK Coffee Week in support of Project Waterfall. During the campaign, we offered sample tasting packs, allowing customers to choose from four origins for just £5, with the full amount from each pack donated to charity.

It was a great way to showcase more of our farmers and their work without requiring customers to commit to a full bag, while also raising £260 for a great cause.

What is Project Waterfall?

Project Waterfall is the official charity of UK Coffee Week and works to bring clean drinking water, sanitation and hygiene education to coffee-growing communities worldwide.

Since its founding, Project Waterfall has raised over £1.7 million, funding dozens of sustainable water-and-sanitation projects, and improving access to clean water for tens of thousands of people in coffee-growing regions.

By taking part in UK Coffee Week, we helped our clients taste great coffee, and also gave them a chance to make a real difference through our partnership with Project Waterfall.

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Emissions baseline

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Emissions Reset

With the move into our new facility, one of our key goals for 2026 will be to reset our emissions baseline.

As we transition into full manufacturing, operate from dedicated premises, and welcome four new team members who work on-site, we expect a significant shift in our emissions profile. Establishing a new baseline will give us an accurate starting point — allowing us to measure, manage, and reduce our environmental impact as we grow.

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A Fresh Start for Our Footprint

With a new home and a shiny new roaster, the way we work has evolved. And so has our carbon footprint.

While we've been diligently tracking our 2025 emissions, this year has been a bridge between our past and our future.

For 2026, we are resetting our emissions baseline to reflect our new reality. This ensures we're comparing apples with apples as we work toward our climate goals.

In the meantime, here's a look at our 2025 numbers.

Breakdown by Scope:

Scope	Total emissions (tCO2e)
1	1.423
2	3.086
3	342.755
Total	**347.265**

Amamus' total emissions came to 347 tonnes of CO2e in 2025 which roughly equates to:

155 return flights between London and New York in economy

67 journeys around the Earth driving a petrol car

44.5 million smartphone charges

This figure is just under 13% less than the emissions we recorded in 2024. This is largely down to the fact that we have more accurate emissions data from DPD who is one of our main delivery suppliers and previous assumptions would have been more conservative.

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A Fresh Start for Our Footprint

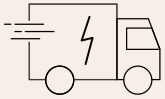
Breakdown by Category:

Activity	Emissions (tCO2e)	% of Total Footprint
Green Coffee Procurement	254.259	**73.2%**
Purchased Cleaning Products	25.899	**7.5%**
Business Services	19.634	**5.7%**
Deliveries (by road)	14.328	**4.1%**
Packaging	8.235	**2.4%**
Shipping of Green Coffee	6.146	**1.8%**
Commuting	5.030	**1.4%**
Tech and Software	3.001	**0.9%**
Business Travel (by road)	2.948	**0.8%**
Business Travel (by air)	1.644	**0.5%**
LPG (coffee roaster)	1.592	**0.5%**
Business Travel (by rail)	1.086	**0.3%**
Other	3.462	**1.0%**

The table shows the top 12 categories that account for 99% of Amamus' overall emissions. Other categories include homeworking, electricity, hotel stays, water, waste and business travel in employee vehicles.

Carbon Wins:

Over 70% of our electricity came from renewable sources as our energy contract has been with Ecotricity since we moved to our new roastery. This will be 100% in 2026.



All of our company vehicles, including our delivery vans are electric.

Our carbon emissions per £1M revenue is 174 compared with a figure of 242 in 2024. This is partly due to improved supplier data but also shows that Amamus' emissions are not increasing at the same rate as business growth.

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Continuing the journey

2025 was a year of transformation for our business. Now that we're manufacturers, we've had to re-establish where our impact comes from and how we measure it across our expanded operations.

While growth naturally brings increased emissions and greater resource use, it also gives us a fantastic opportunity to uncover new areas for positive impact, gain greater control over our footprint, and work with more clients to create meaningful change.

In 2026, we'll be resetting our emissions targets to reflect this new chapter, ensuring they are ambitious, transparent, and aligned with our responsibilities as a growing manufacturer.

Growth doesn't mean impact is left behind. Rather, now more than ever, we're accountable for our choices, our footprint, and the difference we make.

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Our year in numbers

70	electric van runs
3001	tubs reused
31,390kg	of green coffee purchased
8	machines refurbished for reuse
5	new team members
174	tonnes CO2e per £1M revenue

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The next phase of our B Corp certification

Amamus has been a proud member of the B Corp community since 2020, using the certification as a critical element of our business strategy. 2026 marks the most significant update to the B Corp framework yet, and we're leaning into the challenge.

Over the coming months, we'll be refining our approach across seven core impact areas to meet these new requirements. We're doing the work now to ensure our 2027 recertification reflects our continued growth and commitment to being part of a global movement working to benefit people and the planet.

New Impact Area	Outcome
Purpose and Stakeholder Governance	Ensuring companies act in accordance with a defined purpose and embed stakeholder governance in decision making.
Fair Work	Provision of good quality jobs and positive workplace cultures that facilitate a shared sense of purpose
Justice, Equity, Diversity and Inclusion	Facilitating inclusive and diverse workplaces to contribute to just and equitable communities and foster a sense of belonging
Human Rights	Improving outcomes for people suffering or at risk of harm from human rights violations linked to a company's operations
Climate Action	Taking action to combat the climate crisis and its impacts and transitioning to Net Zero by no later than 2050
Environmental Stewardship and Circularity	Demonstrating environmental stewardship and contributing to the circular economy in operations and value chains
Government Affairs and Collective Action	Supporting collective social and environmental movements to have a broader systemic impact and embrace taking a role in collective solutions

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If you have any feedback on our report, or you would like further information, please contact Tim Wookey, Managing Director

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