



2023

Physician in the Kitchen 2023 Impact Report

**PHYSICIAN
IN THE
KITCHEN**

Produced in partnership with buyVerde and Helm ESG



Introduction

In today's environment, consumers are looking for companies to step in to fill the void left by the government and larger institutions. Brands and Business Leaders - from large organizations to small ones - are facing growing pressure from consumers to take action. At a time when the media focuses on what divides us, we can proactively choose a different path.

Brands and consumers can and are making significant strides towards positive change. Physician in the Kitchen is a values-driven brand that embodies this philosophy.

In this 2023 inaugural Social Impact report, we bring you research and analytics previously only available to large corporations. The brands we work with are setting the standard for using business as a force for good.

- Larry (Helm ESG) and Bri (buyVerde)

Founder's Message



**Our philosophy:
Invest in your
health one plate
at a time**

Our mission is to help busy households enjoy plant-based eating without impacting their hectic schedules.

My proudest moment for 2022 was the release of my best-selling cookbook, Doc, Fix My Plate! My plans for 2023 include the launch of my vegan Worcestershire sauce and expanding my brand to include other condiments. I also look forward to partnering with other diverse and health-conscious creators.

- Dr. Monique May, Founder & CEO

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Market Impact Themes

We have selected the top 3 market themes deemed most important by consumers when purchasing a product, based on hundreds of thousands of data points from Helm ESG research. We want to say thank you to our loyal customers for supporting these values with your Physician in the Kitchen purchases.



01. Clean Ingredients and Chemical Safety

Go beyond what's legally required to assess, manage, and eliminate harmful chemicals from products.



02. Planet Friendly

Natural resource conservation through improvement in operations, product design, and sustainable sourcing. Contribute to biodiversity through habitat enhancement, education, and research. Reduce waste production and limit waste to landfill.

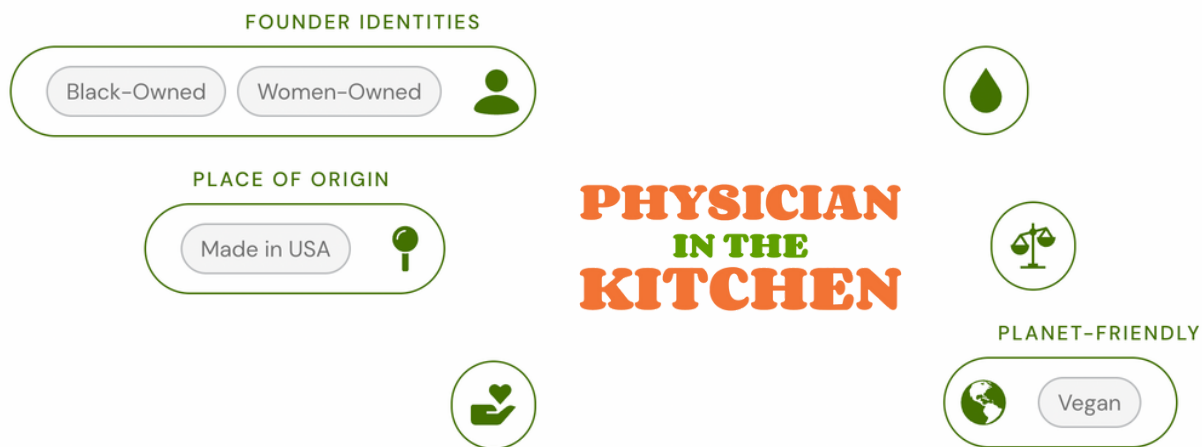


03. Workplace Diversity and Employee Health

Support diverse and inclusive workplaces, including employee flexibility. Eliminate bias and discrimination in hiring practices and compensation. Create an organizational culture of health and well-being.

PITK Values Profile

Physician in the Kitchen's Values Profile shows what our brand stands for at a glance. In 2022 we joined buyVerde, a platform dedicated to matching consumers with brands that share their values. Our values and certifications have been vetted by buyVerde's Standards Board to ensure transparency and prevent greenwashing.



Physician in the Kitchen Values

Our impact in 2022 was increasing awareness about the importance and ease of adopting a plant-based diet.



Clean Ingredients

[comment from brand]



Planet Friendly

[comment from brand about plant-based eating]



Diversity & Health

[comment from brand]

2023 Commitment



We will continue to bring innovative yet simplified plant-based recipes to our customers. We will continue to encourage reliance on plant-based sources in order to increase awareness about the need to protect our environment.

Contact

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