



Vision

Mr. Mallo shares its marshmallow expertise, packaging capabilities and market intelligence with its retail customers worldwide, to unlock the full potential of their private label marshmallow category.

In our marshmallow development facilities, we develop bespoke products for our customers to meet their needs for any specific application... including hot drinks, cereals, (chocolate) bars, baking and decoration...

Our projects are handled with professionalism and confidentiality by our experience team with 100% customer satisfaction our goal.

Mission

Mr. Mallo strives to be the passionate leader & innovative engine of the marshmallow experience.

Strategy

Focus on operational excellence & sound cost leadership.

- Streamline internal processes and make better use of our systems to enhance efficiency, reduce mistakes and create the foundation for further growth
- Develop and invest into a proactive maintenance program to reduce unscheduled production stoppage
- Continue to invest in plant & equipment to ensure capacity grows with demand and quality objectives are met
- Continuously strive for higher product quality while maintaining productivity and efficiency
- Ensure that our suppliers embrace the same commitment to product safety and quality
- Develop long term relationship with suppliers

Focus on product excellence & continuous innovation to widen the marshmallow universe.

Focus on the optimal balance between quality, service & price with respect for people, planet and long-term partnerships.

- Ethics:
 - Work according to these ethical principles in order to achieve a high employee satisfaction
 - Respect local laws on labour, health and safety standards
 - Provide fair and reasonable compensation for employees
 - No child labour, no slavery, no discrimination in all forms
 - Trade union freedom and the right to collective bargaining are respected
 - Develop partnerships with suppliers who respect the same ethical principles
- Environment:
 - Mr Mallo is committed to combining efficient production with attention for the environment
 - Mr Mallo complies with all environmental legislation and wants to produce in a sustainable and ecologically responsible manner
 - Mr Mallo wants to limit energy and water consumption where possible, minimize noise pollution, work with local suppliers as much as possible and limit waste where possible
- Quality:
 - Manage a BRCGS/IFS/ACS certified quality system with an obligation on continuous improvement based on GMP/HACCP quality management
 - Produce products that are food safe and comply with legal requirements in each destination and with customer specification
 - Set up a food defense and food fraud plan to avoid intentional adulteration of our products
 - Install a food safety culture lead by higher management and followed throughout the organisation
 - Build up long term relationships with our customers by continuously meeting or even exceeding their expectations

Date:

29/04/2021

Signed: