

Tim Dorsett







# I'm Tim

I am the Events Pro-juicer\*  
I've been at innocent 5 years  
I once sat next to Sophie Grabol on a flight



\*and look after internal comms but that sounds boring



help people work better and  
go home happier





**make natural, delicious drinks that  
help people live well and die old**





# 10

inspiring place to work









# 9

## open communication









8

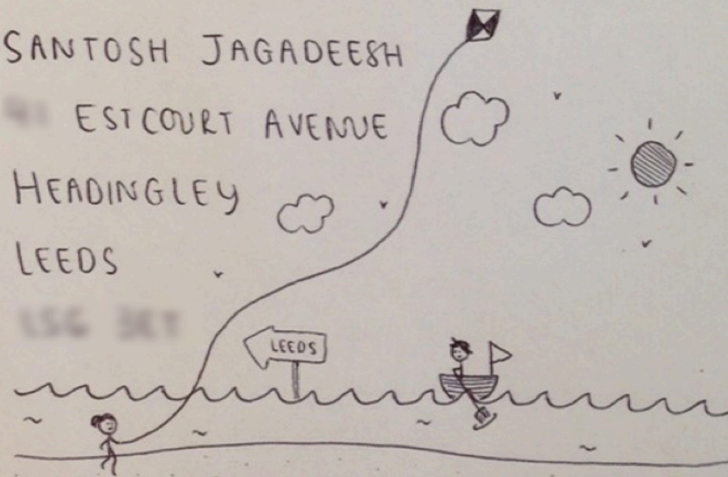
our drinkers







SANTOSH JAGADEESH  
ESTCOURT AVENUE  
HEADINGLEY  
LEEDS











See below **#NightMarketing**

innocent drinks @innocent  
Smoothies.



Apfelkernchen  
@Apfelkernchen



Following

@innocent Smoothies!



innocent drinks  
@innocent

@Apfelkernchen smoothies



Apfelkernchen  
@Apfelkernchen



Following

@innocent Smoithies?



innocent drinks  
@innocent

@Apfelkernchen smooooooooothies



Apfelkernchen  
@Apfelkernchen



Following

@innocent

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innocent drinks  
@innocent

@Apfelkernchen

smoothies  
smoothies  
smoothies  
smoothies  
smoothies







Apfelkernchen  
@Apfelkernchen

@innocent  
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innocent drinks  
@innocent

@Apfelkernchen

☆。★。☆。★  
★。☆。★。☆  
★。 \ | / 。 ★  
smoothies  
★。 / | \ 。 ★  
☆。★。☆。★  
★。☆。★。☆



Apfelkernchen  
@Apfelkernchen



Following

@innocent ... - - - - - . . . . .  
(That's the morse code for smoothies)



innocent drinks  
@innocent

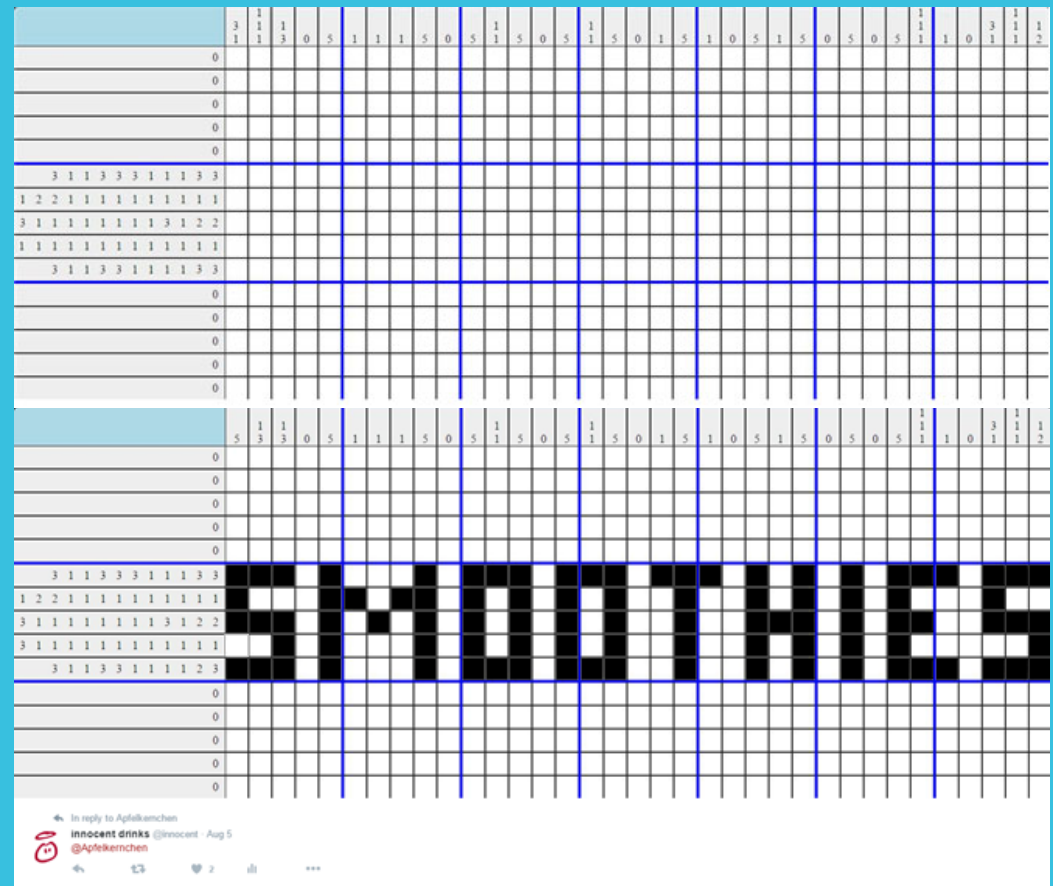
@Apfelkernchen



GIF



@innocent  
!Seihtooms





Apfelkernchen  
@Apfelkernchen



Following

@innocent \$ ♎️ 🍅 🍅 🍷 🍷 🍷 🍷 🍷 🍷 🍷



innocent drinks  
@innocent

@Apfelkernchen 💧 🍌 🍌 🍌 🍌 🍌 🍌 🍌



innocent drinks  
@innocent

@Apfelkernchen 01110011 01101101 01101111  
01101111 01110100 01101000 01101001  
01100101 01110011



Apfelkernchen  
@Apfelkernchen



Following

@innocent V P R R W K L H V!  
(Even caesar cipher knows smoothies!)



Apfelkernchen  
@Apfelkernchen



Following

@innocent



s a s p p a c o h  
 o e d s z p n d w  
 e o i w i h g m m  
 f u a h b l o e r  
 l y p a t q e u p  
 n l a l n o r t a  
 s b s o a j o p l  
 e u g q k w p m m  
 k a h l v h a a s  
 g w j m m e s z d  
 r t e e a u k a f  
 f i f r p s g s s  
 i d a n e a b f h

↳ In reply to Apfelkernchen



innocent drinks @innocent · Aug 5  
@Apfelkernchen



Apfelkernchen

@Apfelkernchen



Following

@innocent

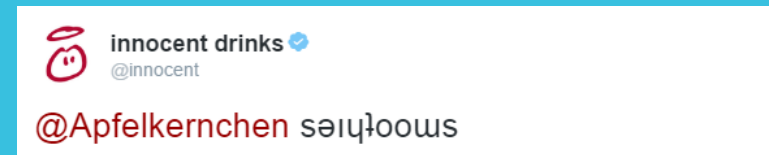


↳ In reply to Apfelkernchen



innocent drinks @innocent · Aug 5  
@Apfelkernchen







**stefanie.** @sempitimal · Feb 23  
**@innocent** do you guys like bad puns?



**innocent drinks** @innocent · Feb 23  
**@sempitimal** sometimes we think you don't know us at all, Stefanie. We love bad puns.



**stefanie.** @sempitimal · Feb 23  
**@innocent** "I'm always on time with my jokes. I guess you could say I'm pretty pun-ctual."



**innocent drinks** @innocent · Feb 24  
**@sempitimal** but do you know the secret of comedy?



**stefanie.**  
@sempitimal



Following

**@innocent** no, what's the secret of comedy?

LIKE

1



11:21 AM - 24 Feb 2016

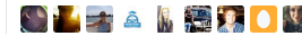


Timing.

**stefanie.** @sempitimal  
**@innocent** no, what's the secret of comedy?

RETWEETS  
**17**

LIKES  
**85**



12:54 PM - 4 Aug 2016





**innocent** ✓

Published by innocent [?] · December 18, 2015 · 🌐

Turns out, raspberries make grape beards.



Famie Fairnie, Laura Patterson, Maddie Furr and 147,593 others like this.

Top Comments ▾

14,989 shares





Sticking it to The Man.



Rachel Rowland, Jemma Leckey-O'Hagan, Megan McFadyen and 18,821 others like this. Top Comments ▾





We're not supposed to take the 4th floor stapler off the 4th floor. So we took it to watch baseball in Boston.



Daisy Brook, Kieran Garlick, Milch Dairy and 17,449 others like this.

[Top Comments](#) ▾



We're not supposed to take the 4th floor stapler off the 4th floor. So we took it to Disney World.



Caroline Knights, Louise Stevens, Paula CG and 20,687 others like this. Top Comments ▾



We're not supposed to take the 4th floor stapler off the 4th floor. So we took it scuba diving. (This is getting well and truly out of hand now)



Chris Hardy, Alex Smith, Thomas Delabriere and 30,235 others like this. Top Comments ▾



**Mirror**

Office stapler with 'Do not remove' sticker becomes viral sensation after it is photographed around the world

**MailOnline**

Jobsworth sticks a label on office stapler saying 'Floor 4. Do not remove'... so co-workers immediately take it on trip around the world

- Stapler at Innocent Smoothie offices had a 'Floor 4. Do not remove' label
- But a worker pictured it on second floor then took it on a global adventure
- Images emerged of it at famous holiday destinations and sporting events
- Other workers at the London offices joined in and now often take it abroad



**imgur**

Some company employees took a stapler from the inventory to a world tour  
by ExCx · a day ago

< Next Post >



1,063,409 views



# 7

## surprise and delight







01







6  
visitors















# 5

innocent foundation



# helping the world's hungry

## what we fund

The innocent foundation funds four different types of projects:

food  
security



piloting small scale  
agricultural projects  
in the developing  
world

We work with partner  
charities to deliver  
small scale projects  
that have a significant  
local impact.

local food  
poverty



initiatives tackling  
food poverty for  
disadvantaged  
groups

We help people in  
food poverty in  
Europe who cannot  
afford healthy  
nutritious food.

breakthrough  
development



backing  
transformational  
ideas in hunger  
relief

We take risks on great but  
untested ideas that have  
the potential to become  
the gold standard in  
addressing hunger issues.

emergency  
hunger relief

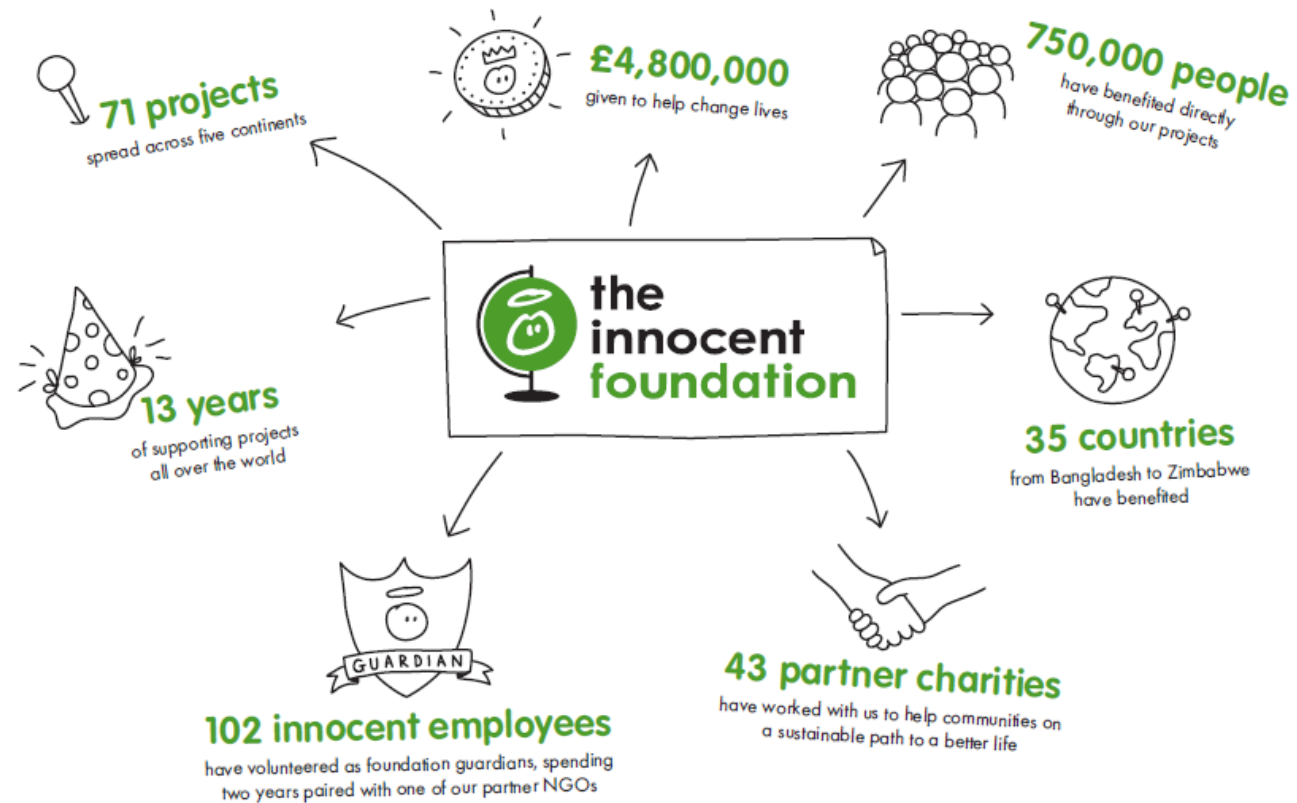


provision of  
emergency food  
in disaster  
situations

We target funding  
where our support can  
have a direct and  
immediate effect on  
those in crisis situations.



## what we have achieved



# 4

## services to fruit







# 3a

we make things that do good





3b

we make things that do good









# say hello to our star knitters

Meet the people behind some of our greatest big knit hats.

## Ali and Marion

"We absolutely love knitting."

Retired teachers Ali and Marion knit together in Gosport, and between them they've contributed a whopping 2,500 hats for The Big Knit over the years. "I'm not an expert; I never knit tension squares," admits Ali, and Marion adds that they make up the patterns as they go along. The ladies are members of the Priddy Purlers knitting group. When not knitting hats, you'll find Marion attending music festivals with her husband in their motorhome, and Ali whipping up another sweater for her husband, 'Jumper Joe.'



# 2

## The big stuff



We're the official  
smoothie of the  
London 2012 Games  
and to celebrate  
we've launched  
a limited edition  
golden\* recipe

\* okay, goldish





Innocent Christmas Party 2014

To View your photo's visit [pictureblast.co.uk](http://pictureblast.co.uk) Password: PB7













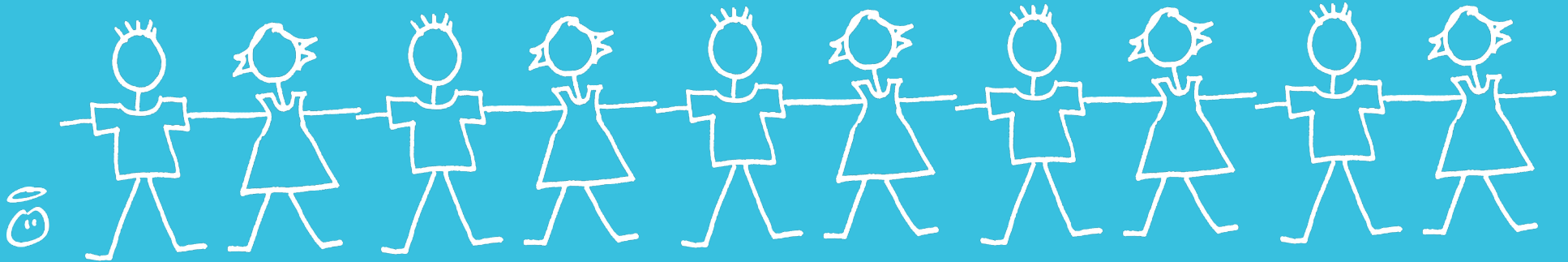


# 1

and my number 1 is . . .



the people

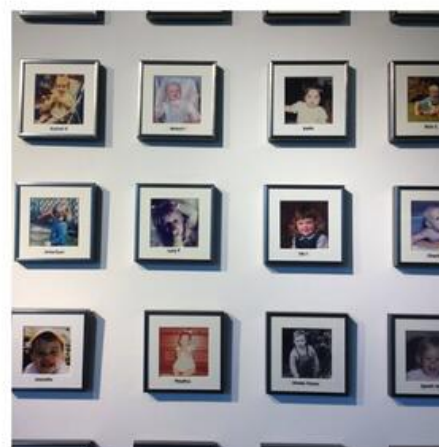


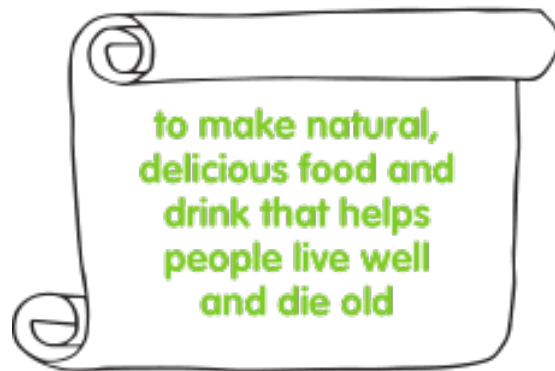


***“I’d rather have a hole than  
an asshole.”***

- Dan Walker  
head of talent,  
Apple







purpose



vision



values





**stay small as we grow**





# thanks a mil' / tak

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Facebook / Instagram - @InnocentDanmark

