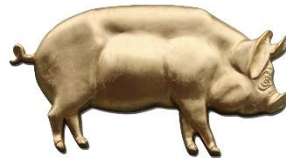


# THE PIG



ROOMS &  
KITCHEN GARDEN FOOD

## NEWS

### Team PIG wear Cariuma Ethical Shoes

New Year, New Shoe. That's what's happening across all eight PIGs. From Cornwall through to Kent, guests will now see every member of staff in the restaurants, bars and receptions wearing Cariuma shoes. Crafted from high-end, consciously sourced materials, Cariuma sneakers feature insoles crafted with an ultra-comfortable cork and mamona oil-based foam, a perfectly-weighted ethically tapped rubber sole, and a classic design. As part of the brand's mission to restore the environment, they have an extensive ecological restoration program which commits to planting two trees for every pair of shoes sold.



With thousands of steps being done each day by the team on the ground attending to guests' needs, comfort is absolutely key for THE PIGs' worker bees. The Cariuma OCA Low has been tried and tested over the past six months and it gets the thumbs up from everyone. No blisters, aches or pains at the end of a long shift.

Tom Ross, MD of The Pig Hotels, has said, “We care passionately about every aspect of our supply chain, from bedsheets to bees, sourcing responsibly and making the best decisions for people and planet; this is integral to the way we operate. Responsible procurement includes our shoes, having a positive impact on the planet, and making sure the team is comfortable is paramount. We are thrilled that Cariuma, with excellent green credentials, is such a joy to wear and that our team feels good in them.”

Cariuma is a Certified B Corporation, or B Corp, meaning B Lab has verified them to meet high standards of social and environmental performance, transparency, and accountability.

The shoe is handcrafted using robust canvas cotton which is exclusively sourced and certified by the Global Organic Textile Standard. The cotton is grown with regenerative methods and without harmful pesticides or fertilizers. The 100% vegan insoles are made from organic mamona oil and cork. Mamona is a plant-based and organic alternative to petroleum and cork is a natural and sustainable material. To procure it, it is carefully scraped from the cork tree so that the tree remains intact and can form new bark. The laces are made from recycled plastic bottles, organic cotton and debossed metal aglets. Since June 2020, Cariuma has committed to planting two trees for every pair of shoes sold. To date they have planted over 2 million trees in the Brazilian rainforest and The Pigs’ order of 400 pairs of shoes will be adding a further 800 trees.

To date The Pig Hotels are the first UK hotel group to order in bulk from Cariuma.

[www.thepighotels.com](http://www.thepighotels.com)

[www.cariuma.com](http://www.cariuma.com)

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For hi res images by John Carey see

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