



THE PIG Hotels gain B Corp Certification

It has always been in THE PIG's DNA to champion local suppliers and produce, curb their environmental impact, and provide real opportunities for PIG people to develop their talents. Ever since the first PIG in the New Forest opened its doors in 2011, it's been part and parcel of how things work at each hotel – it's very much a way of life! So, after years of doing what has felt right, THE PIGs couldn't be more delighted to have become B Corp certified.

For a company to get B Corp certification, every aspect of the business is put under a microscope to see how they're caring for people and planet. From professional opportunities and supporting communities to using hyper-local produce and reducing waste, it's a very thorough audit – and there's nowhere for green-washers to hide.

Tom Ross, CEO of THE PIGs has said, "We are so proud to have achieved this recognition of becoming B Corp certified, joining this brilliant community of purpose-driven businesses.

People and planet have always been at the heart of everything we do, ever since we opened the very first PIG in the New Forest 13 years ago. We know our main job at THE PIGs is to make sure everyone has the most delicious, fun and relaxing time with us – but making responsible, thoughtful decisions to be a force for good is always at the forefront of our minds.

We're not saying we're perfect. We know there's more to do and we're committed to help lead the way for the hospitality industry. B Corp isn't about being the best – it's about always working to be better. You can be sure we're up for the challenge."

Being B Corp certified means that THE PIGs are part of a global community of other businesses that are meeting high standards of social and environmental impact. That really matters to THE PIGs, and to their local friends who have been carefully chosen as partners – small, family-founded suppliers, who also aim to leave their patch in better shape than they found it.

For further press information please contact Emma Cripwell on emma@emmacripwell.com

Images for The Pigs can be found [here](#)