



Righteous sets a new standard for corporate cultures in Canada!

Righteous receives recognition as one of Canada's Most Admired Corporate Cultures

Waterstone CANADA'S MOST ADMIRABLE CORPORATE CULTURES

November 25th, 2021 (Calgary, Alberta) - **Righteous Gelato** has been named one of **Canada's Most Admired Corporate Cultures for 2021** by Waterstone Human Capital. This national program recognizes best-in-class Canadian organizations for fostering corporate cultures that enhance performance and help sustain a competitive advantage.

"Fostering and prioritizing a culture of happiness, health, growth and opportunity for our team is at the core of what we do here at Righteous." said James Boettcher, Custodian of Culture, and CEO. "Things like personal development funds, being a living wage leader, community investment of 1% of our total revenue, paid volunteer hours, unlimited vacation, hot meals everyday, employee ownership and profit sharing for all team members are things that we have prioritized, and make it an honour to lead an organization like ours each and every day. I am also very proud of

our renewed belonging commitment, emphasizing diversity, equity and inclusion through strengthening our team's understanding and appreciation of the relevance of these important topics, and working hard to increase under-represented groups through the growth of our team, partnerships and collaborations".

About Righteous

Righteous Gelato is on a mission to enrich people's lives one tiny spoonful at a time, and we do this by investing in community organizations that work to reduce poverty and food insecurity, end domestic violence, and provide opportunities for the next generation. We are certified BCorp meaning we use business as a force for good for our people, planet and community.

Join the Righteous wave on social media [@righteousgelato](https://www.instagram.com/righteousgelato) and [righteousgelato.com](https://www.righteousgelato.com).

About Waterstone

"At Waterstone we believe corporate culture drives performance and that it's your organization's greatest asset" says Marty Parker, President and Chief Executive Officer of Waterstone Human Capital and Chair of the Canada's Most Admired™ program. "Each of the 2021 award recipients puts culture at the centre of everything they do, and demonstrates a commitment to culture as competitive advantage. They set an excellent example of how crafting and sustaining a high performance culture can drive incredible growth and performance."

For more information please visit [waterstonehc.com](https://www.waterstonehc.com) or [canadasmostadmired.com](https://www.canadasmostadmired.com)

Righteous Gelato is available at Canadian grocery stores coast to coast, and in the U.S at Whole Foods locations in the Pacific Northwest.

For more information, interview requests, or high resolution images, please contact: **Brittany Back, Demand Champion at** brittany@righteousgelato.com or visit www.righteousgelato.com/media-kit