B Corp Certification

In January 2018, Luke's Lobster earned certification as a B Corporation®, recognized as the highest standard for corporate social responsibility. We’re proud to be part of a growing group of 2,000+ companies - including Patagonia, Ben & Jerry's, Seventh Generation - committed to using the power of business as a force for good™. B Corp certification is proof of Luke's Lobster's commitment, and a restaurant’s ability, to create positive change, not just to make a profit.

What is a certified B Corporation?
Certified B Corporations are a new type of corporation, which uses the power of business to solve social and environmental problems. B Corps are certified by the nonprofit B Lab. To become certified, a company must complete a rigorous assessment and earn a reviewed minimum score demonstrating that it upholds the highest standards of environmental and social responsibility, transparency and accountability. Additionally, a B Corp must adopt the B Corporation Legal Framework to ensure its flexibility to consider a “triple bottom line,” making decisions that balance financial return to shareholders with social and environmental good.

What does the B stand for?
B stands for benefit, as in the benefit that Luke's Lobster seeks to bring to the world. A B Corp is a certification, much like “Fair Trade” is to coffee, but for the whole company. Being a B Corp means that Luke’s has dedicated itself to running our business in a way that prioritizes our workers, our fishermen, our communities and the environment above short-term profit and shareholder returns.

Why did Luke's Lobster decide to become a B Corp?
From day one, with only one small restaurant in New York's East Village, to 28 restaurants and growing, a seafood company, and a fisherman's co-op, we have always placed sustainability, transparency, and social responsibility as core values. We are committed to doing right by our people, from lobsterman to server, and our coastal environments, for without them we would not be able to offer consumers the best tasting, highest quality seafood. B Corp validates all the work we have done and continue to do for these stakeholders, and provides the rigor and standards to ensure we remain transparent and continually improve our business's impact on the world.

Why do B Corps matter?
Certified B Corporations are leading a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, Certified B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business. We’re proud to be the largest restaurant group and first vertically integrated seafood company to join the B Corp movement, and hope to serve as a model for others in our industry to adopt this mission.