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INTRODUCTION TO KERB

KERB began as a pioneering collective of independent street food traders that swept to popularity on the streets of London, before opening our acclaimed flagship food hall, Seven Dials Market, in 2019.

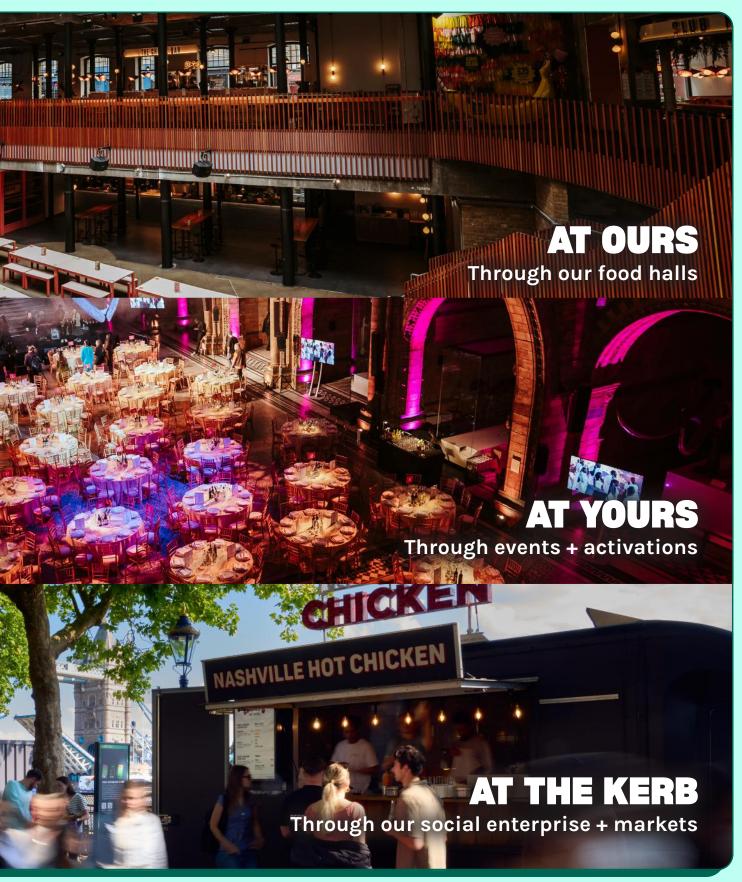
Fast forward to 2025 and our community has grown into a global network of exceptional independent food businesses - serving brilliant food at food halls, markets and events in the UK, Berlin, San Francisco and Copenhagen.

We are a business that champions local talent, supports independent businesses, and brings people together through great taste and great experiences.

With 150+ independent food businesses as members, we dished up almost 3.3 million meals over the past year alone, while also investing over £100k into the creation of 13 new food businesses started by entrepreneurs from less advantaged backgrounds.

THE MORE GREAT FOOD
WE CAN GET INTO
PEOPLE'S HANDS, THE
BIGGER THE IMPACT
WE CAN HAVE







TO BECOME THE MOST HOSPITALITY **ORGANISATION IN** THE WORLD

KERB TIMELINE

THE FIRST 10 YEARS

KERB is born in 2012, a collective of street food traders with a belief in the power of food to create impact.

We pop up as markets, cater for events, and throw epic parties...



KERB turns 10 and our social enterprise is officially born



We
launch our
official work
experience
programme at
the National
Theatre





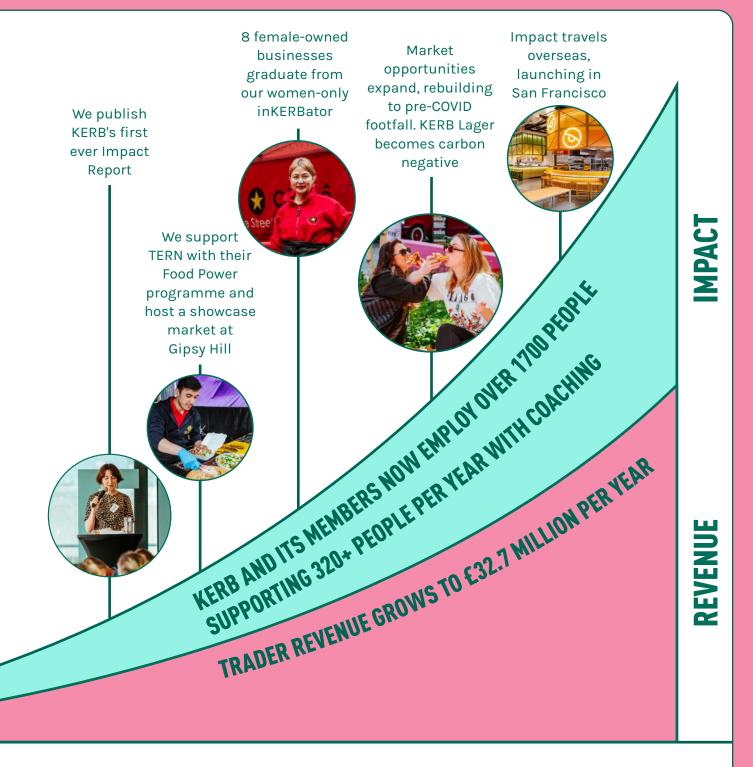




2012

2022

2023



OUR IMPACT IN NUMBERS

APRIL 2024 - MARCH 2025



COACHING



invested in 13 new food businesses via Streets Ahead this year

(now £241k total invested in 32 businesses)

1166

hours of free business and employment coaching

69

individuals referred to our coaching for work programmes

26

individuals coached into paid employment

157

small businesses in KERB membership

MEMBERSHIP

14

businesses graduated from our free inKERBator

94.5%

of membership have gained their Impact Badges (scoring above 60%)

39%

of founders born outside the UK

68% male founder

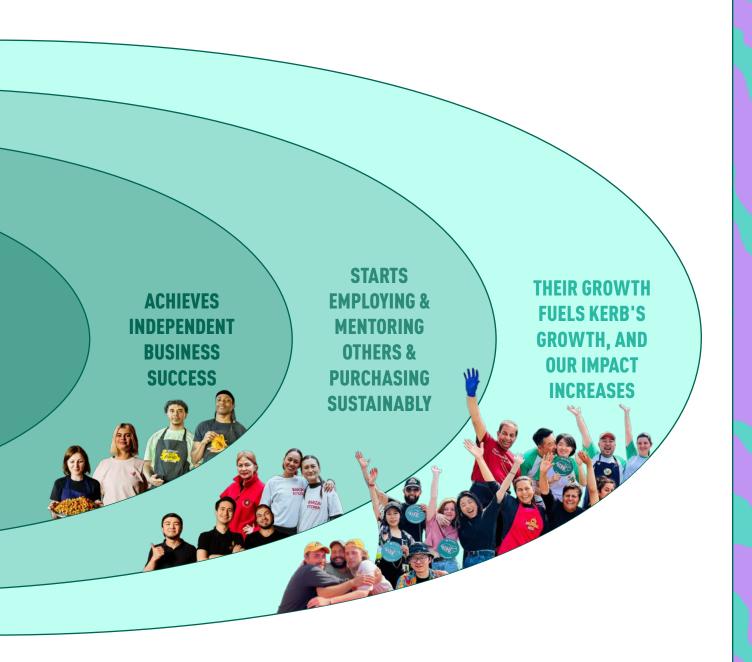
female **32%**

PAYING IT FORWARD

Our mission is to be the world's most impactful hospitality organisation. Our influence goes beyond those we support directly - it creates a ripple effect that reaches far and wide.

Here's how we make that happen...









"KERB'S INKERBATOR **PROGRAMME CHANGED EVERYTHING FOR MEZZO...** THE CLOSE ACCESS TO KERB'S TEAM, KNOWLEDGE, **COACHING AND COMMUNITY HELPED MY BUSINESS TO LEVEL UP. BUT THE BEST THING ABOUT KERB IS** THE **PEOPLE**. BOTH THE KERB TEAM, AND THE KERB **MEMBER COMMUNITY."**

Alice, founder of Mezzo

ALICE'S STORY FOUNDER OF MEZZO

Since joining KERB's women-only inKERBator at the beginning of 2024, Mezzo has been on the start-up journey of a lifetime. We caught up with Mezzo's founder, Alice, to chat about all things food, hard graft, and huge growth...

INTRODUCE YOURSELF

My name is Alice, and I am the founder of Mezzo! I was born in Rome, and spent my childhood cooking with my proper Italian Nonna - who passed on her great love for food and feeding people to me!

My career as a lawyer pulled me away from my passions until I moved to London for love in 2019, and found time to explore my second love - food.

TELL US ABOUT YOUR FOOD BUSINESS, MEZZO

Moving to London just before the COVID-19 lockdown gave me an opportunity to explore a new career path. Mezzo was born in my kitchen, when I got bored of Netflix, fed up of making sourdough, and began selling lasagne and tiramisu through Instagram, delivering it locally on my bicycle.

FROM THE KITCHEN TO THE KERB...

When lockdown finally lifted, my reputation had grown and I was invited to trade at markets. I started trading regularly at King's Cross, as well as dabbling in pub residencies.

"ACCESS TO KERB'S
TEAM, KNOWLEDGE,
COACHING & COMMUNITY
HELPED MY BUSINESS TO
LEVEL UP."

In December 2023, I saw that KERB were looking for female traders for a special women-only inKERBator, and I instantly applied. The market team came to visit my stall and tried my food - before offering me one of the coveted places.

KERB's inKERBator programme changed everything for Mezzo. Not only did I connect with an incredible group of women, but the close access to KERB's team, knowledge, coaching and community helped my business to level up. I learnt so much from the programme, but the best thing about KERB is the people. Both the KERB team, and the KERB member community.

After graduating on International Women's Day, Mezzo began trading regularly at KERB markets and we soon built up a queue of regulars, which was wonderful.

FROM THE KERB TO SEVEN DIALS MARKET...

In May 2024, I was offered the opportunity to take a kiosk in Seven Dials Market. I jumped



at the chance, and Mezzo officially moved in in July 2024. It has been a wild ride, with huge learnings along the way.

GREAT FOOD,

EVERY SINGLE TIME."

When I joined KERB, Mezzo was a company of one, me! In my first two months at Seven Dials Market I didn't take a single day off. Now I have

six employees and a fixed site that is open 364 days a year. For me, it's not about making money. It's about serving great food, every single time. I am most proud to have Italians come and eat my food, and tell me it's as good as their Nonna's!

WHAT ADVICE WOULD YOU GIVE A FOOD ENTREPRENEUR?

Say yes to every opportunity you're given. Along this journey with KERB, if I had said no to opportunities, Mezzo wouldn't be where it is today. Be ready for everything, but never underestimate things. And expect the unexpected.





BIG IDEAS, BIG IMPACT STREETS AHEAD PANEL DAY

Now in its third year, our Streets Ahead programme delivered in partnership with McCain Foodservice GB is going from strength to strength.

Working with street food entrepreneurs from less advantaged backgrounds, the Streets Ahead programme guides participants from idea to reality, with coaching from the KERB team accelerating their journey.

On February 13th 2025, the third cohort of Streets Ahead participants met for

the climax of the programme, the panel day. The entrepreneurs pitched to a panel of experts from KERB and McCain, cooking up their menus for a tasting and presenting their business plans, in a bid to secure up to £10,000 in investment for their start-up.

The businesses were awarded the full £10k each in funding, securing their path into the food industry. Soon to be found trading at KERB markets and more across London!







TOTAL INVESTED



BOEMO



Italian 'bomboloni'
pastries, filled with
pistachio cream,
tiramisu and lemon
meringue. Founded
by Jasmine, a
Ukrainian refugee
who came to London
via Italy.

CLEAVER'S KITCHEN



A mash-up of
Caribbean and
Middle Eastern
flavours served
in sandwiches.
Founded by Gavin,
who uses family
recipes to inspire
his fillings.

SOMALIAN GRILL



Somali dishes including suquar (stir-fried meat) and sambusa (crispy savoury pastries). Founded by Amin, who serves up his Mother's traditional family recipes.

CHIPSEY HUSTLE



Loaded fries with gourmet toppings.
Founded by Lottie and Lam, who pay it forward and empower young people through cooking classes and mentorship.

"THE STREETS AHEAD PANEL DAY WAS ONE OF THE MOST INSPIRING DAYS IN MY NINE YEARS AT KERB. SPENDING TIME FACE-TO-FACE WITH ENTREPRENEURS AT THE VERY START OF THEIR FOOD JOURNEY WAS A POWERFUL REMINDER OF WHY KERB EXISTS, AND WHY OUR MISSION MATTERS: TO BECOME THE MOST IMPACTFUL HOSPITALITY ORGANISATION IN THE WORLD."

Simon, KERB CEO



IMPACT PARTNERS



















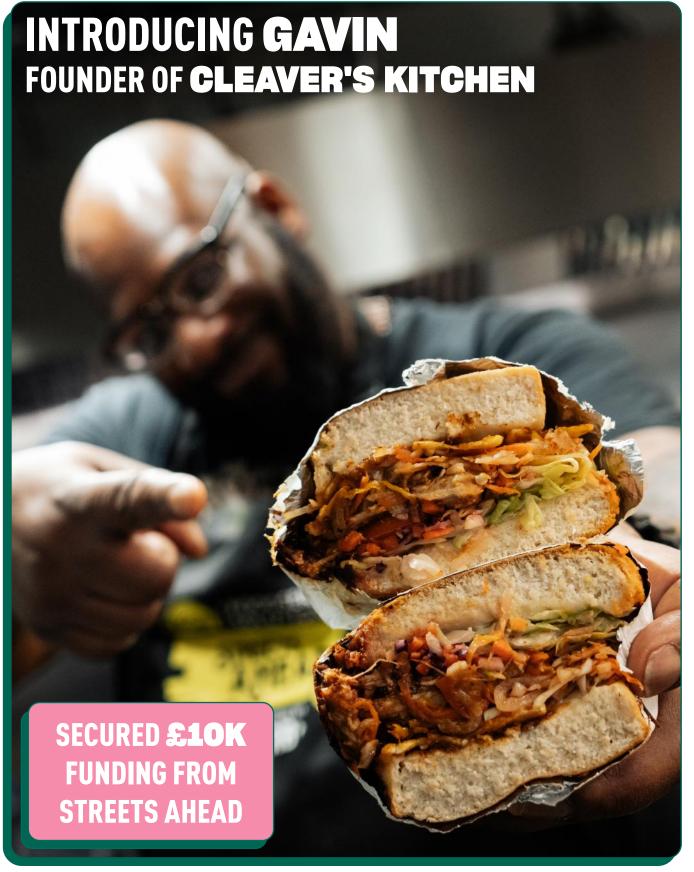




St Giles
Turning a past into a future

AND MANY MORE:

180 Kitchen, Beating Time, Better Lives, Beyond Food, British Red Cross,
Brixton Soup Kitchen, C.A. England & Wales, Campden Charities,
Catch 22, Church Army - The Marylebone Project, Connections London,
Depaul UK, Fat Macy's, Feasted CIC, Fedcap, Finding Rhythms,
The Passage, Good People, Higher Level Care, HMP Brixton, HMP
Hollesley Bay, HMP Wormwood Scrubs, Ingeus, INTO WORK Employment
Programme, Latin American Disabled Peoples Project, Luminary Bakery,
Pecan, Shoreditch Trust, SLAM Work Well, South London & Maudesley
NHS Trust, St Mungo's, The Salvation Army, The Well Kneaded Foundation,
Urban Partnership Masbro Centre, Work Well.





"I FELT LIKE A FISH **OUT OF WATER WHEN I CAME OUT OF PRISON -WORKING WITH KERB** GAVE ME **PURPOSE**. I WAS WELCOMED AT SEVEN DIALS MARKET, **AND WAS BLOWN AWAY** BY THE LEVEL OF SUPPORT OFFERED. KERB GAVE ME HOPE."

Gavin, founder of Cleaver's Kitchen

GAVIN'S STORY FOUNDER OF CLEAVER'S KITCHEN

In just six months, Gavin's journey has taken him from KERB's online Classroom, to work experience at Seven Dials Market, and finally pitching and securing £10,000 in funding to bring his dream food business to life.

We sat down to talk generational recipes, baking bread for the masses, and making his daughters proud with Cleaver's Kitchen...

"THIS HAS GIVEN
ME A MUCH MORE
POSITIVE OUTLOOK
ON LIFE AND A SENSE OF
SELF-WORTH."

INTRODUCE YOURSELF

Two years before I was sent to prison, I bought a trailer with the dream of opening my own food business. Cooking has always been a secret passion of mine - watching others enjoy my food brings me inner peace and joy!

WHERE DOES YOUR LOVE OF COOKING COME FROM?

I was brought up in the UK, but with a strong sense of my Caribbean heritage. I learned my baking skills in prison, making bread for the entire prison population before being offered a role at The Escape Restaurant at HMP Wormwood Scrubs. I used my time in the kitchen to refine my Great Great Grandmother's recipe for her famous cocobread.

This is the recipe my business is centred upon. My menu features coco bread sandwiches, with fillings inspired by my Lebanese motherin-law, a true fusion of flavours!

TELL US HOW YOU MET KERB...

I met Lisa (Managing Director of KERB+) when she visited The Escape Restaurant. As I was nearing the end of my time in prison, I knew I needed to find my feet, so I signed up to KERB's Coaching For Work programme.

I felt like a fish out of water when I came out of prison - working with KERB gave me purpose. I was welcomed at Seven Dials Market, and was blown away by the level of support offered. KERB gave me hope.

FROM SEVEN DIALS MARKET TO THE STREETS...

I was offered a place on the Streets Ahead programme which allowed me to build an amazing network. Lisa and Nadia (one of the KERB+ coaches) helped increase my confidence, and work on the skills I needed to realise my dreams. KERB's coaching and development sessions helped me to pitch my business to a panel and secure £10,000 in



IT FORWARD IS
A BIGGER SUCCESS
THAN ANY MONETARY
REWARD."

funding, which will bring Cleaver's Kitchen to life. With recipes and a name that honours my Great Great Grandmother, Mrs Cleaver!

Now, I can look at my daughters and know

they can be proud of me. This has given me a much more positive outlook on life and a sense of self-worth. But this is only the beginning of my journey...

WHAT DOES THE FUTURE HOLD?

My dream is to feed the nation with the same delicious, wholesome recipes that have been passed down to me. I would love to become a trading KERB member, and create opportunities for others leaving the criminal justice system. I believe that being able to pay it forward is a bigger success than any monetary reward.

SUSTAINABLE GROWTH

At KERB, sustainability is at the heart of how we operate, from the way we run our markets, to how we support our members. As we grow globally, our impact on the planet grows too.

OVER THE PAST YEAR, WE FOCUSED ON:

MAKING **DATA-DRIVEN** DECISIONS

Working with Zevero to baseline our carbon emissions and make positive changes to sustainable practices at KERB HQ and across our venues.

REDUCING OUR FOOD WASTE

Working with our waste suppliers to ensure we're reducing, disposing and recycling properly. Including utilising the Rothenburg more efficiently at Seven Dials Market.

HOLDING OUR MEMBERSHIP TO ACCOUNT

Introducing Impact Badges, to measure, encourage, recognise and reward the sustainability efforts of the 150+ independent businesses in our membership.

SERVING CARBON-NEGATIVE PINTS

Across our venues and events, we proudly served our new carbon negative KERB Lager (brewed by Gipsy Hill Brewery) - saving 84,808kg carbon over the year.

IMPACT BADGES

KERB's Impact Badges are a selfassessment tool that all of our members are now required to complete. They are structured around key environmental impact areas including:

- SOURCING AND INGREDIENTS
- WASTE REDUCTION
- PACKAGING AND MATERIALS
- ENERGY REDUCTION
- COMMUNITY AND SOCIAL IMPACT
- STAFF WELFARE







OF OUR TOTAL MEMBERSHIP:



94.5% SCORED 60% OR ABOVE



24.7%

SCORED 80% OR ABOVE



10.4%

SCORED 90% OR ABOVE

IMPACT RECOGNISED AND CELEBRATED BY:



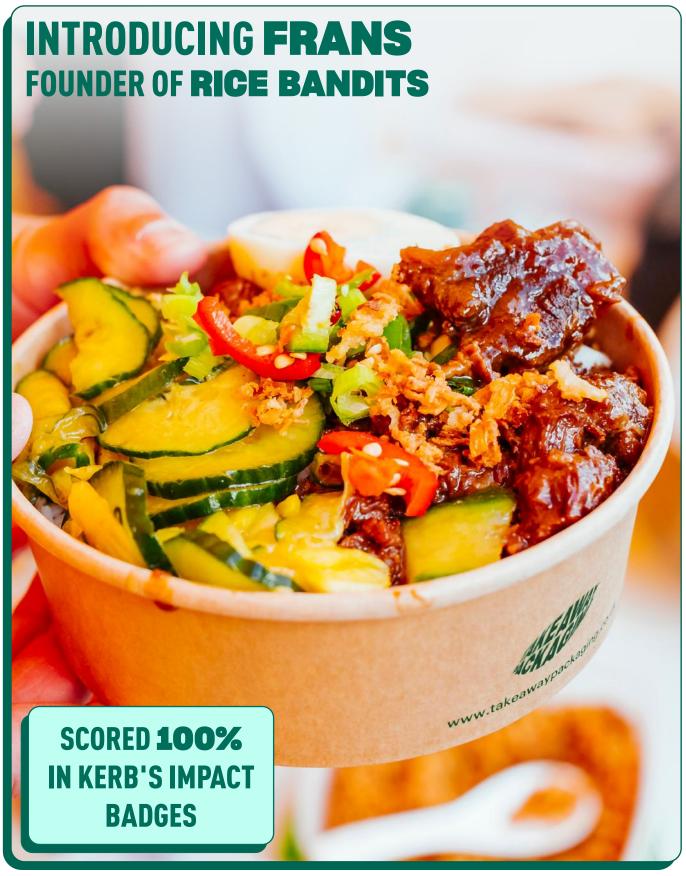














"KERB HAS ALWAYS BEEN AT THE FOREFRONT OF LONDON'S STREET FOOD **MOVEMENT, CHAMPIONING** INDEPENDENT TRADERS AND A **DIVERSE** FOOD OFFERING. IT IS ONLY FITTING THAT **KERB CONTINUES TO LEAD** THE WAY IN THIS SPACE OF SUSTAINABILITY."

Frans, founder of Rice Bandits

FRANS' STORY FOUNDER OF RICE BANDITS

Having graduated from KERB's incubator in October 2022, Rice Bandits have been regulars at our markets and events ever since, serving up Singaporean rice bowls and curries.

For their business, sustainability has always been a responsibility rather than a trend. Scoring 100% in KERB's Impact Badges proved Frans, founder of Rice Bandits, takes their impact on the planet seriously...

WHY IS SUSTAINABILITY SO IMPORTANT TO YOU?

We recognise the impact the food industry has on the environment, and are committed to making choices that reduce waste, support ethical sourcing, and ensure a greener future for our community.

Our logo, the otter, is more than just a playful mascot, it also symbolises Singapore's remarkable environmental transformation. In the 1970s, Singapore began cleaning up its polluted waterways, leading to the return of indigenous otters, a sign that nature could thrive again with dedicated effort.

This story of renewal and resilience inspires us every day. Just as Singapore restored balance to its ecosystem, we strive to run a street food business that respects the environment.

WHAT SUSTAINABLE PRACTICES DO YOU CHAMPION?

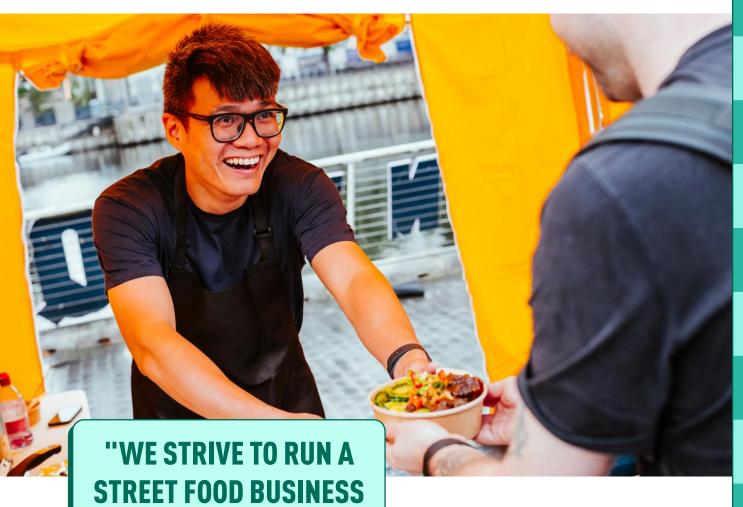
Great food shouldn't come at the

"SUSTAINABILITY GOES
BEYOND JUST REDUCING
WASTE, IT IS ABOUT
MAKING A POSITIVE IMPACT
ON THE ENVIRONMENT
AND THE COMMUNITY"

environment's expense. Sustainability goes beyond just reducing waste, it is about making a positive impact on both the environment and the community. We strive to:

- Use eco-friendly biodegradable and recyclable packaging
- Source responsibly, using local suppliers where possible
- Implement portion control strategies to minimise food waste
- Use an all-electric van for our deliveries, catering events and market trading

We also invest in our team. Most of our staff are tertiary-level students who have recently graduated and are in the midst of searching for a full time career. As business owners with experience in the corporate and public sectors, we take an active role in supporting our team beyond their time at Rice Bandits through career guidance, mentoring and



more. Whilst sad to see our team members leave Rice Bandits, we are so proud that many of them have landed their dream jobs - it is incredibly rewarding.

THAT **RESPECTS THE**

ENVIRONMENT

We are dedicated to not only serving great food but making a lasting impact, both on the environment and on the lives of those who work with us.

YOUR TOP SUSTAINABILITY TIP FOR A SMALL BIZ?

Start small, but stay consistent. Rome wasn't built in a day!

Sustainability doesn't mean having to overhaul your business overnight.

Begin with one meaningful change, for example switching to compostable packaging or cutting down on food waste. From there, stay committed and build on your sustainability habits gradually. Over time, these small steps will add up to real change and impact not just for the environment, but for your brand and community too.

FOOD AT YOURS, IMPACT AT OURS

The past year has seen huge growth in KERB's events catering business, as we continue to be recognised on prestigious venue caterer lists including the Natural History Museum, Kew Gardens, The Roundhouse, Drumsheds and more.

The more events we deliver, the bigger the impact we can have. We are committed to donating 5% of KERB Events' profits to our social enterprise to fund more coaches, and support more entrepreneurs and start-up businesses.

A FEW HIGHLIGHT EVENTS FROM THE YEAR...

SQUID GAME SEASON 2 LAUNCH

FOR INCA PRODUCTIONS

VENUE: DRUMSHEDS

NO. OF TRADERS: 8

NO. OF GUESTS: **7,500**

NO. OF DAYS: 1





VENUE: CHELTENHAM **RACECOURSE**

NO. OF TRADERS: 9

NO. OF GUESTS: 342,000

NO. OF DAYS: 4

CHRISTMAS AT KEW GARDENS

VENUE: KEW GARDENS

NO. OF TRADERS: 9

NO. OF GUESTS: **342,000**

NO. OF DAYS: **51**



A RACING START AT GOODWOOD



We are proud to have established long-term partnerships with iconic event venues across the UK.

One of these is Goodwood, and 2024 saw KERB deliver four spectacular events there. Including the Members' Meeting, Festival of Speed, Qatar Goodwood Festival and Revival.

Partnering with this prestigious venue gave 29 of KERB's trader members the opportunity to feed crowds of hungry speed fanatics.

VENUE: **GOODWOOD**NO. OF TRADERS: **29**

NO. OF GUESTS: **588,000**

NO. OF DAYS: 14

EVENTSBY KERB





THE **FUTURE** OF KERB

The past year has been heavily focused on international expansion of our food halls, with KERB now operating in four countries worldwide: the UK, the USA, Denmark and Germany. As KERB grows, so does our potential for impact.

In the year ahead, we're focusing on being intentional with this impact. Ensuring our resources are focused on our areas of need, and those who will benefit most from KERB's support.

OUR GOALS FOR THE YEAR AHEAD...

REFOCUSING OUR INCUBATOR PROGRAMME

Going forwards, we will be reserving all spaces on our nine-week incubator programme for people who can't afford to access resources. Working even more closely with our Impact Partners to get referrals for those most in need of the support.



In 2024 we took our coaching programmes overseas to San Francisco, where we hired a full time coach. We have huge plans to utilise Saluhall's on-site Cookery Skola to feed the local community, engaging schools to educate and facilitate freshly cooked hot meals for families in need.

GOING FOR GOLD WITH KERB'S IMPACT BADGES

We will be taking sustainability one step further, introducing Gold, Silver and Bronze awards to our Impact Badges. Encouraging our members to take responsibility and step up their sustainability game.

TAKING THE NEXT STEPS WITH STREETS AHEAD

We will be partnering with McCain Foodservice GB to deliver another year of the Streets Ahead programme, with a further £100k secured for start-up food business graduates.

INCREASING TRADING OPPORTUNITIES

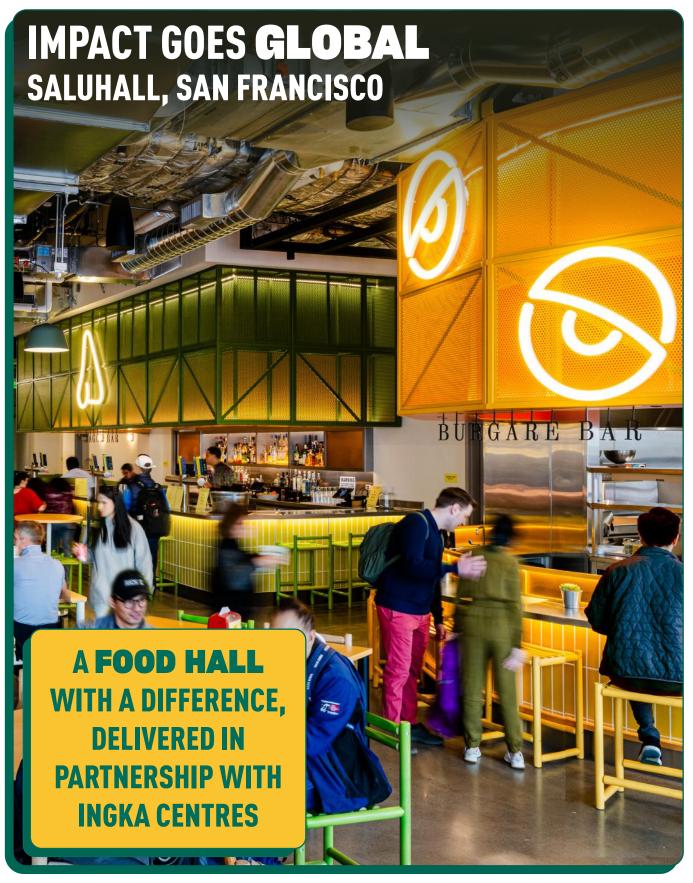
Markets are building back to pre-COVID footfalls, and so we will soon be launching a new public Saturday market, as well as a further weekday market. We're constantly looking for new ways to grow and increase member opportunities.

SECURING RECOGNITION FOR OUR COACHING PROGRAMMES

We are exploring formal accreditation for our coaching for work programmes, adding more value to the courses and credibility to the coaching we deliver to entrepreneurs and start-up businesses.

OPENING DOORS TO THE HOSPITALITY INDUSTRY

Hosting work experience placements at Corner Corner in Canada Water. And working hard to expand these programmes overseas, adding impact to the menu in San Francisco and at KERB Berlin, our newest food hall.





FINDING A HOME

OUR MAIN GOAL THIS YEAR...

To secure a permanent home in the heart of London, dedicated entirely to social impact. This space will serve as a hub for food, community, and impact — a place to

host fundraisers, expand our programmes, and run supper clubs, industry talks, cooking classes, and much more.

WE'RE LOOKING FOR A SPACE THAT COULD ACCOMMODATE:



CLASSROOMS



OFFICES AND CO-WORK SPACE



KITCHENS



THE LIBRARY (EQUIPMENT RENTAL)



PHOTOGRAPHY STUDIO



COMMUNITY EVENTS

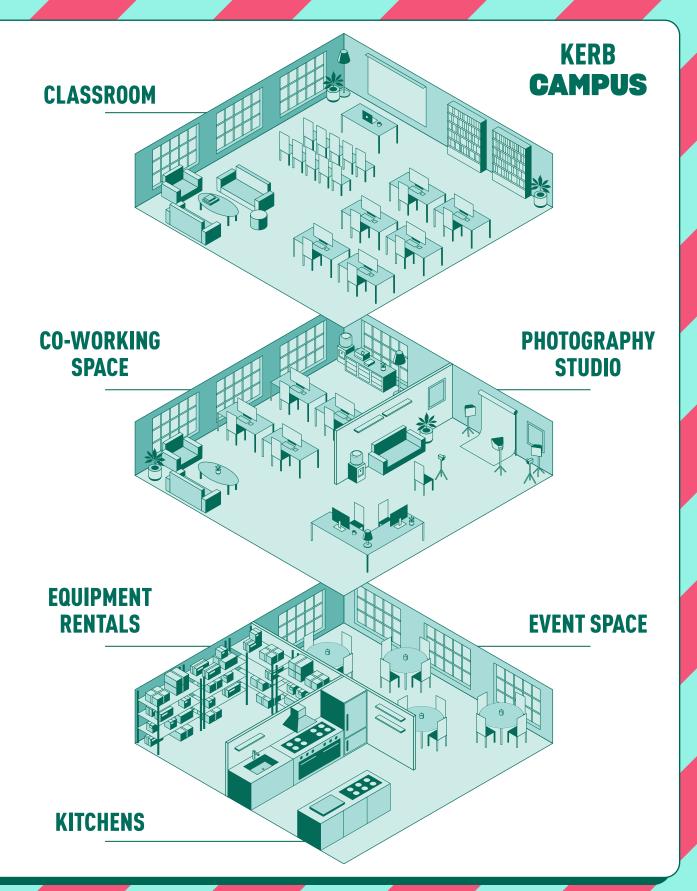


A CENTRAL HUB



AND MORE...

If you can help us with the space or investment to make this happen, please contact:
Simon@KERBfood.com



GET INVOLVED

If you want to help KERB deliver more positive social impact in the year ahead, we'd love to talk to you.



DONATE TO HELP FUND MORE LIFE-CHANGING COACHING



SPONSOR OUR INDUSTRY-LEADING INCUBATOR



BOOK US FOR YOUR OFFICE CATERING OR EVENT



ASK US TO RUN A WEEKLY MARKET AT YOUR LOCATION



DONATE EQUIPMENT TO OUR LIBRARY FOR RENTALS



HOST A WORK
EXPERIENCE
PROGRAMME AT
YOUR VENUE



HIRE FROM OUR POOL OF WORK EXPERIENCE GRADUATES

To get in on the impact, please contact: Lisa@KERBfood.com



@KERBfood www.KERBfood.com