

THE ALLOTMENT deli

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www.theallotmentdeli.co.uk

PEPPER

THE ALLOTMENT

Sandwiches

Juice Bar

THE ALLOTMENT DELI
Vicky's bread

THE ALLOTMENT DELI

CHEESE CAKE PASTIES GROCERIES & MORE

THE ALLOTMENT DELI

THE ALLOTMENT DELI
A LOCAL BUTCHER
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ABOUT PEPPER

The PEPPER Collective, has brought together a team of people with a common purpose: To work with like-minded souls, businesses and enterprises to create new hospitality experiences.

Our core offering is partnerships and support across the hospitality and restaurant space. With PEPPER's unrivalled network of chefs, operators, designers and property experts, we deliver a bespoke service to our partners in order to bring their vision to life.

OPERATIONS & CORE SERVICES

Across the team, we have opened and operated over 300 premises across the country, working with some of the UK's largest landlords and developers, such as British Land, Shaftesbury and Allied London - with over 100 years combined experience in bringing concepts and large-scale roll outs to life.

Key to each and every project that we work on is developing a sustainable commercial model, which has undoubtedly been the cornerstone to the success of every project to date.

In addition to operational support, PEPPER offer the following services;

- Concept development
- Location sourcing
- Branding and Marketing
- Onboarding and training core staff
- Design, build and production
- Food and beverage strategy
- Quality control and assurance
- Financial and investment services
- Project and operational management
- Reporting and measurement
- Due diligence and corporate governance

High street retail as we know it is shifting. This is no more evident than in the 2020 boom of online artisanal retailers. Suddenly, in this post-Covid reality, consumers have a greater awareness of the availability of quality products. From Raf tomatoes sold online by Natoora, to dusty, volcanic wine from Pantelleria. All of a sudden, due to Covid, online retail has taken a step into the future in terms of what is on offer.

Food and wine retail (and restaurants) will need to offer more than just the sale of goods to build loyalty. They will need to build community, engagement and trust. In this, food and wine retail can capture the market and the increased interest in high quality products.

Singularity in food and retail could be dead. No longer does a retail shop serve one function. Instead, the offering must become more diverse and within that, more specific. In food and wine retail, ethos will prevail. The quality of each integral part of the offering will be of utmost importance. Each and every product to be hand selected because customers will crave experience, whether it is a single jar of hand-picked fennel pollen from the coast of Calabria or a meal on the pavement. From sausage rolls and house-baked brioche in the mornings to butchered meats and wine to take home, through to a glass of champagne to celebrate the end of the week.

The public bestow a great deal of trust in the shops and restaurants they support. They need to trust them to be making the right ethical decisions, to have the proper skills, values & expertise to produce and choose produce of unsurpassed quality and to know that the people serving them are not only the best at what they do, but care about every stage of the process.

Whilst the climate and landscape around food changes dramatically year on year, businesses that have earned their customers trust are thriving. Now, more than ever, we are engaged with the politics of food, the ethical and global implications of provenance and the real cost of buying cheap. As a result we are learning the true meaning of quality, supporting those who do things the right way. We are reconnecting with the notion that the best food establishments are not only cornerstones of the community, but essential to the physical and emotional wellbeing of all of us.

Dan and George

THE OFFERING | BUTCHER . MONGER . DELI . WINE . EATERY . ARTISAN GOODS



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PROPERTY

The PEPPER Collective is working with a leading international Wine business to bring this project to life.

We are looking for:

- 40 cover Wine Bar
- Kitchen to serve small plate/tapas style menu
- PDR/ Tasting Room
- Office space above ideally for 15 desks
- Central: Soho, Covent Garden, Fitzrovia

PEPPER

CONTACT US:

Please contact Richard Wassell to discuss any possible locations:

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