

Greenbox food co.

THE SUSTAINABLE CATERING COMPANY



OUR COMPANY

Food production
Food manufacturing
Sustainable catering
Circular economy

Greenbox Food Ltd (Greenbox Food Co) intends to make the next decade as delicious and sustainable as possible.

The UK veggie/vegan market is growing at an unprecedented rate and is expected to equate to 25% of the entire UK food market by 2025. We hope you can join our journey to define this market and change the face of UK catering.

Greenbox
food co. 

THE COMPANY

EXECUTIVE SUMMARY

The main business functions of Greenbox Food Co is split into three key revenue streams

- Event Catering
- Contract Catering
- Food manufacturing

Within event catering we have traditionally been focused on large-scale public events, such as The Formula one and The Platinum Jubilee. While these are lucrative and give great brand exposure, they hold a high risk profile. We are positioning our company to take on large contracts within this industry to minimise risk and increase revenue. This type of contract includes crew catering for large-scale events and production companies as well as brand activation functions.

The contract catering function of Greenbox is still in early stages but is showing great promise. Generating over £130,000 from February 2022 in a four month period. We hold a three year contract with a leading NGO worth around £500,000 within that period. Our pipeline sales include 2 contracts of similar value expected to start within Q1 2023.

Our food manufacturing capabilities have been expanded with our new production facility opened in June 2022. As this facility is developed we are able to increase our services. Currently we wholesale to our sister cafe, Green Routes as well as producing inventory for our event business and contract catering site. Due to being in control of the sales pipeline we are able to organically scale production and look at diversifying into retail markets when it is operationally possible.

THE COMPANY

EXECUTIVE SUMMARY

While the market of vegan food is becoming increasingly competitive on the side of retail, we are focused on capturing market share of plant-based B2B catering. A market expected to exponentially grow.

Our funding objective is to implement the organisational framework needed to begin scaling. This involves hiring & outsourcing key roles.

The essential early hires include:

Event managers

Production managers

HR manager

We are looking to secure up £1 million over the next two years to support the infrastructure necessary for scaling our existing model.

The budget allocation of this investment:

20% Organisational infrastructure

15% Asset purchasing

30% Production facility

10% Working capital

15% Marketing

5% R&D

5% Stock purchasing

The business plan will be implemented by our team of directors managing our key operations supported by the proposed infrastructure.

Tom Smith - Director of Events

Ross Milne - Director of Operations

Charles Howe - Commercial Director

THE COMPANY

Lettuce eat plants.

Founded in 2017 by Ross Milne & Tom Smith, Greenbox was born from an old family recipe and a love for food.

Ross' Granny Jill passed down her now famous nutty burger recipe through the generations. Greenbox has gone on to be a key player in the UK's event catering scene serving its heritage to thousands across the nations largest events.

The COVID-19 pandemic was a hard hit for many. Especially in the food and hospitality industries. Due to the temporary closure of British events & venues, our company spent the closed period diversifying into product development and wholesale.

Greenbox has come out from the pandemic positioned to scale within its new and existing channels. The appetite for plant-based eating has seen a boom post-pandemic and has presented our company with an opportunity to rapidly grow.



Event Catering

Competing at the highest level of the UK event industry. Our functions include: music festivals, sporting events, crew catering & experiential pop-ups.

Product Development

Greenbox is in development to expand its offering focusing on market capture. Our products are defined by our goals of being climate positive, carbon negative and cruelty & plastic free.

B2B

As part of a collaborative side project, Greenbox manufactures service-ready products suited for hospitality. With a secured contract in place, we can scale to acquire new clients and capture an early market lead.

Contract Catering

As part of a newly acquired contract, Greenbox will be providing service contract catering. A revenue stream with high security and potential growth.

Event Catering

Greenbox has the aim to become the number 1 plant-based caterer in the country. We were proudly the first vegan caterer at the London Marathon and hold prestigious contracts from the Formula 1 to the Goodwood Estate, New contracts for 2022 include The Commonwealth Games, The Royal Jubilee and catering contracts at Oxford University.

We pride our place in driving sustainable change at every event we attend.

The acquisition of a catering unit which is suited to the specifications of premium events will allow Greenbox to cater prestigious & lucrative such as Royale Ascot, Lords Cricket & The Royal Flower Show, all of which have already been offered to our company.

Festivals

Sporting

Corporate



Wilderness
Cornbury Park, Oxfordshire



innocent

10TH ANNIVERSARY
BARN
ON THE **FARM**
OVER FARM GLOUCESTER



GREENPEACE



GOODWOOD



Contract Catering

As of March 2022 Greenbox Food Co has entered a three year service agreement as an in-house contract caterer. As more large organisations see the benefits from plant-based catering, this service is becoming increasingly in-demand.

Discussions are underway for two more sites in both public and private sectors.



Crew Catering

In 2021, Greenbox expanded its event catering offering by servicing the back-of-house catering needs of the festivals we attend. We delivered on-site catering for a 5 week period for Camp Wildfire and have opened discussions for other festivals produced by the same organisation.

For 2022 we have 2 crew catering contracts and are positioned to tender for the high value contracts.

B2B

In collaboration with Routes Coffee Roasters we opened a joint-flagship cafe on the 7th January 2021. The venture has seen quick success with week-on-week sales growth. The site was created to provide an extra revenue stream during the pandemic, with both separate companies being the main suppliers to the cafe.

This additional revenue stream has created a wholesale opportunity for Greenbox. The developed range of service-ready products are positioned to enter an expanding market.

GREEN ROUTES

Green Routes is a franchisable venture, Greenbox is secured as a lead supplier with each new site opened.



Product Development

Plastic Free Future

We developed a range of packaged meals in November 2019 for the London based zero-waste start-up We Are Kilo. We were tasked with created a plastic free meal range. Our proposed production facility would allow expanding into this high-growth market, from Barbecue kits to table centrepeices & pantry essentials.

Products With Purpose

We've been quietly reinvesting profits from our plastic-free-product sales towards decarbonisation programmes & reforestry.

One of our core objectives is to help build a clean & green economy, increasing our production capabilities is a crucial step in achieving this goal.

We are currently developing a corporate catering range of products on behalf of a client.



46.82T

**OF CARBON
REDUCTION**

1,479

**TREES IN OUR
FOREST**

THE FUTURE OF FOOD

Greenbox Food Ltd.

THE FUTURE OF FOOD

Operations

Greenbox Food Co values creating low impact supply-chains.

Suppliers

Transparency in Supply Chain
Local & Seasonal Produce
Independent suppliers
Minimising plastic packaging
Low impact chemicals
Low emission logistics

Sustainability

Seasonal Menus
100% Plant-Based Company
Zero Waste Goals
Carbon Offset Workforce
Recycled Cooking Oil in Biofuel
Supportive of Organic & Fair Trade
Suppliers

THE MARKET OPPORTUNITY

THE MARKET OPPORTUNITY

£5bn UK
Market

25% of all
British People

1 in 3 Brits have
reduced meat
consumption

The largest food
trend in the country

The UK Vegan market is the fastest growing food sector, displacing traditional Dairy & Meat industries. It is an inclusive industry with over half the population estimated to follow a flexi-vegetarian diet.

The internet has shone a light into the repercussions of mass-scale animal agriculture industries: land use, resource drain, climate change and inhumane treatment of animals. This has caused a surge in conscious consumers choosing more sustainable diets and lifestyles. Veganism, vegetarianism and meat reduction is a trend which has increased seven-fold in the last 5 years.. Estimations show this phenomenon is only going to continue to grow.

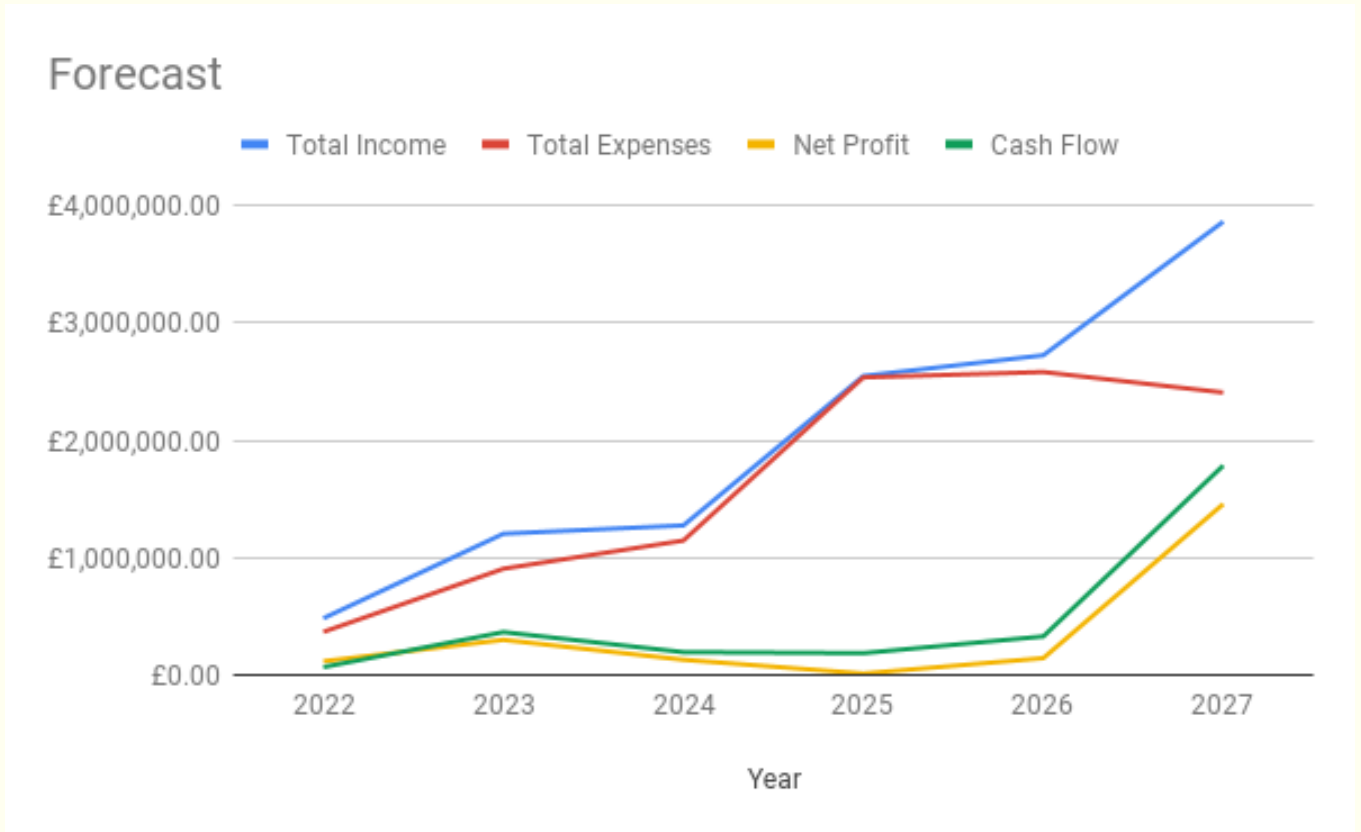
Some segments of the vegan food market are already beginning to saturate, with fast food chains being opened weekly.

Greenbox is positioned to grow into key players within our emerging market segments and become a mainstream part of the overall ethical food revolution.

Displacing traditional industry
with sustainable & ethically
driven business.

FORECAST

2022



We are on track for our forecasted revenue of £400,000 in 2022.

The projections provided are based on our current working capital, without investment. We are seeking investment to increase our scale-curve by two calendar years.

After a five year period we will be seeking an up-chain sale or further investment for scale.

The Company

Ownership & Management

Tom Smith - CoFounder & Director of Events

Toms background comes from a degree in event management, his passion for the hospitality industry comes from a career spanning across all types of events. Tom managed public events alongside his degree, now organising Greenbox events with the largest venues in the country. Having worked in the event industry his whole life, tom wants to see Greenbox as the largest vegan event caterer in the UK.

Ross Milne - CoFounder & Operational Director

Cooking with family from a young age first kindled Ross' love of food. After years of travelling, and different careers in the food and hospitality sector. Ross has developed and refined his passion for food, and plant based cuisines. Ross aims to change the way plant-based food is perceived, and bring Greenbox to the forefront of the plant-based sector.

Charles Howe - Commercial Director

Having grown up within a family run catering equipment business he has extensive knowledge of the industry along with a network of long-standing relationships. His education has been dedicated to business management and growth, graduating from The University of Southampton in Management and Small Business Entrepreneurship. Joining the the team in 2018, he added his experience managing event activations for some of the largest UK drink brands. Charles has the goal to permanently reduce the environmental impact of the UKs event & food industries.

George Lunn - Contract Catering Executive Chef

Classically trained chef set on pioneering the plant-based movement. George joined the team to lead the contract catering arm of the company.

Key Company Information

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Oxon
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Bankers

Barclays Plc
Tide
Metro Bank