

KERB IMPACT REPORT 2026



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INTRODUCTION TO KERB

KERB is a hospitality organisation born on the streets of London and built to champion brilliant food, bold ideas and independent businesses. Since 2012, we've grown from a street food collective into a pioneering operator of food halls, event catering and social enterprise – working with exceptional traders across London, Berlin and beyond.

Our mission is to become the most impactful hospitality business in the world. That means curating exceptional hospitality

experiences in extraordinary places, creating space for creativity over conformity, and backing underrepresented entrepreneurs to break into, and break through, the industry.

At the heart of this mission is KERB+, our not-for-profit social enterprise. The KERB+ team works with 50+ brilliant impact partners (charities) to deliver life changing training programmes to those who need it most, addressing five areas of need: refugees, disability, prison leavers, homelessness and unemployment.



OUR MISSION

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

WHO WE BENEFIT + OUR IMPACT PARTNERS

Our mission wouldn't be possible without the incredible Impact Partners we work with. We accept referrals from charities supporting individuals within the following areas of need:

REFUGEES

Refugees legally allowed to work in the UK, registered with a recognised refugee charity, and requiring support to overcome barriers linked to their refugee status and circumstances.



DISABILITY

Individuals registered with PIP who are supported with reasonable adjustments to access work, training and inclusive opportunities.



HOMELESSNESS

People experiencing homelessness, including rough sleepers and those without a fixed address, who need pathways into secure housing, skills, and employment.



Turning a past into a future

PRISON LEAVERS

Individuals who meet industry exclusion criteria, are not on remand and have been rehoused and stabilised through probation, seeking opportunities to reintegrate through work.



**WORKING
CHANCE**

THE
CLINK
CHARITY

Stand**Out**

YOUTH + LONG-TERM UNEMPLOYMENT

Young people aged 18–30 who are unemployed, or those not in regular work for at least six months, needing access to training, skills, and pathways into sustainable employment.



Get
autism
working

NHS

South London
and Maudsley
NHS Foundation Trust



King's Trust



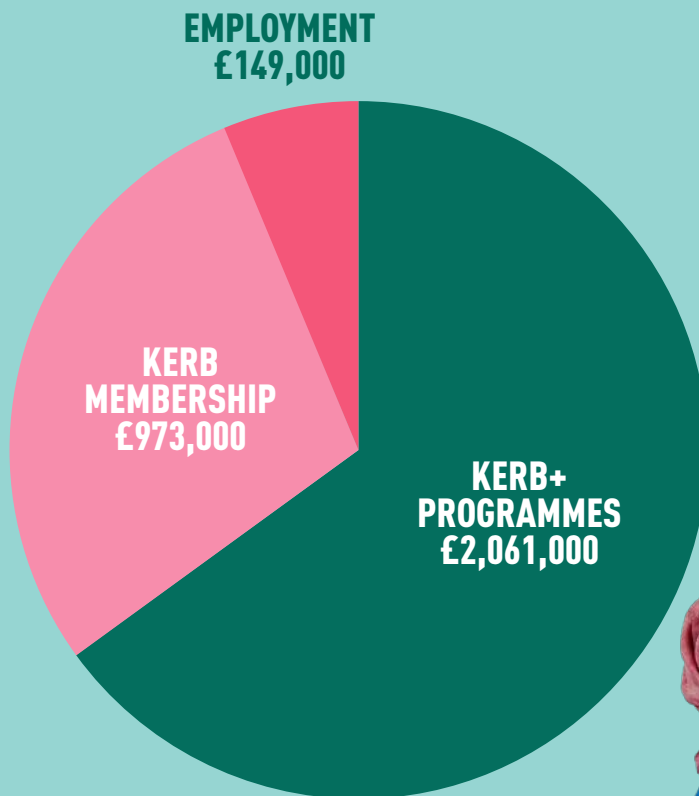
Thames
Reach

UNITY WORKS



OUR SOCIAL VALUE

£3.2 MILLION
TOTAL SOCIAL VALUE
GENERATED BY KERB IN
THE LAST YEAR.



“KERB’s social impact is structural and sustained, rooted in a model where trading opportunity, business support and inclusive practice overlap to optimise impact. As a result, KERB delivers value not only through traditional business practices, but through the long-term outcomes it creates for the people and communities it supports.”

REALWORTH

SOCIAL VALUE BY AREA





**FOR EVERY £1
DONATED
TO KERB+,
WE CREATE
£4.16 IN
SOCIAL VALUE**

**£4.16
GENERATED IN
SOCIAL VALUE
BY KERB**

**£1
DONATED
TO KERB+**



HOW WE CALCULATE THIS VALUE

INTRODUCING REALWORTH

In 2025, we commissioned RealWorth, an independent consultancy specialising in social value measurement, to quantify KERB's broader impact and evidence how KERB's commercial activity translates into measurable social value for people and communities.

WHAT IS SOCIAL VALUE?

"THE NET IMPACT ON PEOPLE'S LIVES, NOW AND IN THE FUTURE, THAT IS ENABLED BY AN ORGANISATION OR ACTIVITY. IT CONSIDERS THE BROADER OUTCOMES FOR PEOPLE AND SOCIETY, BEYOND FINANCIAL RETURNS."

In practice, it means looking beyond financial profit to measure what really matters, from improved wellbeing and reduced isolation to stronger communities, new skills, and inclusive opportunities.

ASSESSING KERB'S SOCIAL VALUE

RealWorth's study used a Social Return on Investment (SROI) approach, an internationally recognised framework that combines qualitative research, quantitative surveys, and monetary valuation. This method demonstrated how KERB's activities lead to real outcomes for people, and to place a credible financial value on those outcomes, providing a comprehensive picture of the benefits created. Asking:

"WHAT DIFFERENCE DID KERB MAKE TO PEOPLE'S LIVES, AND WHAT IS THAT WORTH TO SOCIETY?"

Over 125 stakeholder engagements were made, including workshops, focus groups, interviews, and surveys. The results were staggering.

**REAL
WORTH**

**SCAN TO READ
REALWORTH'S FULL REPORT
+ FIND OUT MORE ABOUT THE
METHODOLOGY**





● **£3.2 MILLION**

Total social value generated through activities in 12 months from April 2025.

● **SUSTAINABLE BUSINESS GROWTH + INCOME STABILITY**

Generating £440k in social value, KERB enables independent food entrepreneurs to access regular trading opportunities and build more sustainable businesses.

● **ACCESS TO EMPLOYMENT FOR UNDERREPRESENTED GROUPS**

Through KERB+, significant value was generated by supporting refugees, prison leavers and those from less advantaged backgrounds into work, generating £2.1m in social value.

● **SKILLS, CONFIDENCE + PROFESSIONAL DEVELOPMENT**

Through a range of activities, participants and members strengthened their business skills, employability, confidence, improved long-term prospects and generated £685k in social value.

● **COMMUNITY, BELONGING + SOCIAL CONNECTION**

Membership and programme participation increased social connection, strengthened networks and fostered shared purpose across traders, staff and suppliers.

● **VALUES-LED PRACTICE + ETHICAL GROWTH**

KERB's approach supports responsible business practice, inclusive employment and an ethical supply chain.

OUR IMPACT IN NUMBERS 2025 - 26



£38.9M

in total revenue generated for
traders in KERB membership
(18.96% increase this year)

19,080

trading days across venues,
events and markets
(10% increase this year)



3.9M

dishes
served



164

small businesses in
KERB membership

80%

have been
KERB members
for 3+ years



38%

of founders were
born outside
the UK



124

individuals referred onto our
Coaching For Work programmes
(82% increase this year)



24

individuals coached
into paid
employment



2029

hours of free business +
employment coaching



SAVE HOSPITALITY

SPEAKING UP FOR INDEPENDENTS

As the Government prepared its Autumn Budget last summer, independent hospitality businesses were already under extreme pressure. Many were still recovering from the devastating COVID closures – months of shut doors, stop-start reopenings and the slow work of rebuilding teams, confidence and financial stability. Just as the sector began to steady itself post-COVID, another blow landed.

The previous year's NICs changes came into effect in April 2025 and dramatically increased labour costs. By September, 89,000 jobs had been lost across the sector, rising to more than 100,000 by year's end – a situation that would have seemed unfathomable just a year before.

At Seven Dials Market, the wage bill rose by 35% overnight. Our members were hit even harder: food cost rises, razor-thin margins, shelved growth plans and reduced staff hours. Many operators who had only just rebuilt after COVID now faced a new financial cliff edge – creating a perfect storm of uncertainty for the future of the independent food scene.

Independent operators are often excluded from public policy debates in favour of celebrity chefs and the loudest corporate chains. We set out to change that by launching a grassroots campaign:

#SAVEHOSPITALITY



9 STORY-LED POSTS 350K+ INSTAGRAM VIEWS

CHANNEL 4 NEWS ITV NEWS BBC NEWS CITY AM RESTAURANT THE CATERER THE STANDARD

One week before the Budget, we partnered with London On The Inside for a “profit-price” giveaway at Seven Dials Market, selling 400 dishes at their true retained profit. The event created chaos in Banana Warehouse and earned an ITV News feature – including interviews with our traders about the crisis – and coverage in The Standard, SquareMeal and Yahoo.

BAD BOY PIZZA SOCIETY SOLD SLICES FOR 71P



ARNABEET SOLD SYRIAN WRAPS FOR £1.15

The Government didn’t deliver the reforms we called for, but the campaign showed just how powerfully independent voices resonate – and that when we come together, we can command national attention. We’ll keep using KERB’s platform to shout loudly and stand firmly behind our industry.

KERB+ COACHING FOR WORK PATHWAYS TO EMPLOYMENT

In the past year, our coaching programmes—supporting people both into work and in work—generated almost 65% of KERB’s total social value, contributing an impressive £2.1 million. We’re incredibly proud of the impact these programmes deliver, and of the growth of our team who continue to expand this work year on year, across the UK and globally.



IN THE PAST YEAR,

41 CANDIDATES PARTICIPATED IN KERB’S COACHING FOR WORK PROGRAMMES (+64% year on year)



59% went on to paid employment

34% went on to further support

7% went on to further training



QUOTES FROM PARTICIPANTS:

"If you knew me five years ago, you wouldn't recognise me. I'm no longer ashamed to ask for help. I've learned to manage my emotions better. Here, I've found friends... To everyone I worked with – you made me feel at home."

"I've felt so welcome here! Back home, I wasn't allowed in the kitchen. But after spending time with Mouna and the Arnabeet team, I've discovered the joy of cooking and now make food for myself!"

"As someone who struggled with their mental health, I had lost all my confidence. KERB's programme has assured me that I am capable of living a healthy and happy life. I have travelled on my own, tried new foods, met new people and worked up the courage to have conversations."

"Because of my autism, I've had a lot of knock backs in my life due to people not understanding me, but the team have been very welcoming, and they have embraced me. I've really enjoyed putting my energy into a routine and great learning experiences."

"At first, I felt overwhelmed and wondered if I could do it – but I'm so glad I pushed myself. I've learned so much and found out I have mad hosting skills! My advice to future candidates: go for it, don't stress, and trust that the team wants to see you win."

"I have a little boy and the idea of him being able to say, 'my Dad's a Chef', makes me so happy. I want him to look up to me. I'm looking forward to training and working as a chef with the National Theatre Kitchens team. I've grown so much – life feels less stressful because I have direction."

THE ENTREPRENEURIAL REFUGEE NETWORK BACKING REFUGEE FOOD FOUNDERS



When TERN realised that one in four people coming to them wanted to start a food business, they built Food Power – a hands-on incubator for refugee founders. And the very first organisation they called was KERB.

From the pilot in 2021 to today, KERB has been the backbone of the programme: sharing know-how, opening doors, lending equipment, sourcing market spaces and helping shape a practical, trader-ready curriculum. The annual Food Power Showcase – a live market where founders serve real customers for the first time – was inspired by KERB’s “learn by doing” approach.



THE IMPACT

● CONFIDENCE UNLOCKED

Participants arrive nervous and leave believing they can trade for real. Many now come back as mentors.

● IDEAS TURNED INTO BUSINESSES

Over 37 refugee-led food businesses launched since 2021.

● A REAL PATHWAY INTO THE INDUSTRY

Thanks to KERB’s partnership with McCain Foodservice Solutions, eligible founders can progress straight into Streets Ahead and access up to £10k in investment.



£753K

in social value
generated

100%

had increased
confidence to
pursue their
business
goals

100%

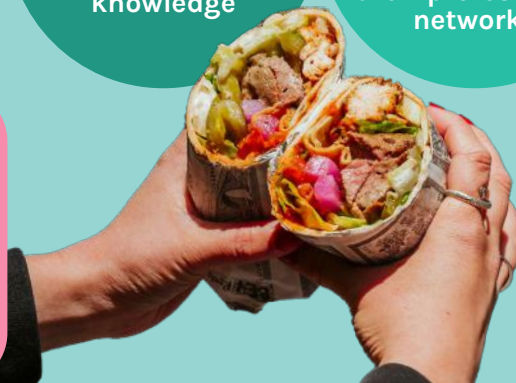
gained business
knowledge

67%

strengthened
their professional
networks

“Without KERB, we wouldn’t have had the confidence, the credibility or the pathway. They helped us grow – and they helped our founders grow too.”

ELY AHAMED, TERN FOUNDER



“The support, belief, and funding I received gave me a huge boost – it encouraged me not to give up on my idea or myself in the UK. It allowed me to stay and continue working on my business instead of having to return to my home country, which is still affected by active, dangerous conflict.”

FOOD POWER PARTICIPANT



ONLY A PAVEMENT AWAY

OPENING DOORS INTO HOSPITALITY



Only A Pavement Away supports people facing homelessness, prison leavers and others at risk of exclusion into meaningful, lasting employment. For the last three years, KERB has been one of their most collaborative and impactful partners, especially for candidates who need a supportive, flexible route back into work.

KERB's work experience programme is one of the only pathways in hospitality that offers up to 16 hours a week, giving candidates the chance to ease back into work without risking their benefits or stability.

KERB and OAPA also partner inside prisons: visiting together, running joint employability sessions, and supporting participants to access online programmes – complete with laptops installed inside Brixton, ISIS and Wormwood Scrubs (no small feat).



THE IMPACT:

● A SOFT LANDING BACK INTO WORK

Candidates can test the waters, build confidence and gradually increase hours – something no other hospitality employer offers at this scale.

● COACHING + UNDERSTANDING

KERB+ provides personalised one-to-one coaching, which candidates consistently describe as transformative.

● A ROUTE INTO ENTREPRENEURSHIP

In prison, the KERB Classroom helps participants develop a street food business idea. Some graduates now run their own food businesses, trading at events and markets.

● A GATEWAY TO WIDER OPPORTUNITY

Even when candidates don't go into food, KERB's site visits and taster mornings open their eyes to what a career in hospitality could look like.

"KERB are open-minded, passionate and genuinely committed. You feel it across the whole company – not just one department."

RIA GARRETT, ONLY A PAVEMENT AWAY

HMP BRIXTON

BUILDING HOPE INSIDE PRISON WALLS



At HMP Brixton, the focus is clear: help men build the skills, confidence and pathways they need to succeed on release.

KERB has become one of the prison's most impactful partners by bringing practical business skills, real-life industry insight and a genuine sense of possibility into a challenging environment.

KERB's in-custody business coaching programme gives men the chance to explore a street food or food business idea while still inside. Participants are given laptops, workbooks and one-to-one sessions with KERB's business coaches to help shape menus, write budgets and develop fully formed business concepts before they reach the gate.

"KERB may be a small company, but they pack a punch. When it works, it really works – and it can genuinely change someone's life."

YASMIN NOORALI

THE IMPACT:

● CONFIDENCE + BELIEF

Seeing real employers in the room – not judging, but investing – breaks down stigma and builds hope. Men start to imagine a future where their past doesn't define their prospects.

● SKILLS THEY CAN USE IMMEDIATELY

From menu writing to business planning, participants build practical skills many have never had the chance to learn.

● REAL SUCCESS STORIES

Alumni have gone on to launch food businesses, trade at events and more – proving to current cohorts that change is possible.

● A BRIDGE INTO THE COMMUNITY

Participants leave with contacts, coaching, and clear next steps. Even if the timing isn't right immediately post-release, the connection remains – and men often re-engage months later when they're ready.



MORE TALENT HITS THE KERB THROUGH OUR PARTNERSHIP WITH MCCAIN

Through the McCain Foodservice Solutions Streets Ahead Programme, KERB continues to support emerging food entrepreneurs from less advantaged backgrounds.

By combining the online KERB Classroom course with immersion days, tailored 1-2-1 coaching sessions, a supportive community, and the opportunity to pitch for up to £10k of investment from McCain, the programme continues to change lives and provide opportunity to those most in need.

Participants leave the programme not only with the tools to grow a business, but with renewed belief in their ability to thrive – professionally and personally.

SINCE LAUNCH:

45

new food
businesses
launched

£345K

total invested by
McCain

123

enrolled onto
KERB Classroom

13

received
funding in this
financial year



THE IMPACT:

● SOCIAL VALUE BEYOND INDIVIDUALS

A total of £1.2m in social value generated by the programme in the past year alone.

● SKILL BUILDING

100% gained practical food/industry skills and core business management knowledge.

● COMMUNITY + LEARNING

80% felt less isolated, with all participants reporting improved academic performance.

● IMPROVED MENTAL WELLBEING

75% experienced reduced stress and anxiety. Significant increases in wellbeing, confidence, and readiness for sustained trading.



“Without Streets Ahead, we would not be doing this today. It gave us belief and kindness.”

STREETS AHEAD PARTICIPANT

“The programme’s guidance and encouragement has made me feel valued and motivated, helping me approach challenges calmly and with confidence.”

STREETS AHEAD PARTICIPANT

GRADUATES OF FEB 2026, ALL OF WHOM SUCCESSFULLY PITCHED FOR £10K IN FUNDING FROM MCCAIN

Naseraldeen, founder of Thai & Fry. Ali, founder of Mama Zizi. Nour, founder of Baytna. Farida, founder of Lime Street Elote. Darell, founder of Caribana BBQ.



ONE TO WATCH:

EL'S TACOS

Eli Jones, founder of El's Tacos and a graduate of the McCain Foodservice Solutions Streets Ahead programme, turned a simple idea into a fully launched business with KERB's support. We caught up on mentorship, training, and securing a trailer.

How did your journey with KERB begin?

My Prince's Trust mentor came across the Streets Ahead programme and sent it to me. I signed up, did the initial pitch about my idea, and started having video calls with Lisa from KERB. She was brilliant. Really encouraging and helped build my confidence from the start.

What was the programme experience like?

I went to London twice. The first time was a classroom session with previous traders, which made everything feel real and less intimidating. The second was the Hero Dish cook-off – nerve-wracking but amazing. Cooking for judges instead of friends and family pushed me out of my comfort zone and gave me proper, honest feedback.

How useful was the KERB classroom?

Really useful. The trader videos explained things like cash flow, identifying your USP, and developing your menus in a way that made sense. I had no idea about the business side, so learning through video was perfect for me.

“I HAD THIS IDEA, BUT I DIDN'T KNOW WHERE TO START. KERB GAVE ME ACCESS TO THE FUNDING, THE GUIDANCE, AND THE CONFIDENCE TO MAKE IT HAPPEN.”

What happened after you finished the programme?

I got the funding, bought my trailer, and launched El's Tacos. I kept checking in with Lisa every couple of weeks – she made sure that I wasn't just left alone. I'd ask about insurance, suppliers, all the things no one else around me knew. She even connected me with other alumni in Liverpool which helped me expand my network.

Have new opportunities come from starting the business?

Yes – I've been trading at festivals and markets where I've met loads of people. I was even invited to a local business networking event out of the blue!

What's the biggest impact KERB has had on you?

Confidence and knowing where to start. I'd been a chef for years, but the business side felt overwhelming. KERB gave me the structure, support and belief to actually make it happen. El's Tacos wouldn't exist without them.

Follow their journey [**@els_tacos**](#)



OUR MEMBERSHIP

AN UPDATE

KERB Membership continues to drive meaningful economic, social and community benefit for early-stage food entrepreneurs. By providing year-round trading opportunities, business support, and a strong peer network, KERB helps members build more sustainable, confident, and better-connected businesses.

IMPACT AT A GLANCE:

REAL
WORTH

94%

gained confidence
in running their
business

£973K

in social value
generated through KERB
Membership alone

85%

felt their
professional
network had been
strengthened



92%

of members grew more sustainable
businesses through regular trading
opportunities



KERB MEMBERSHIP THIS YEAR:

Membership grew from

157 → 164

38%

of founders were
born outside
the UK



37%

of members
started with less
than £5000



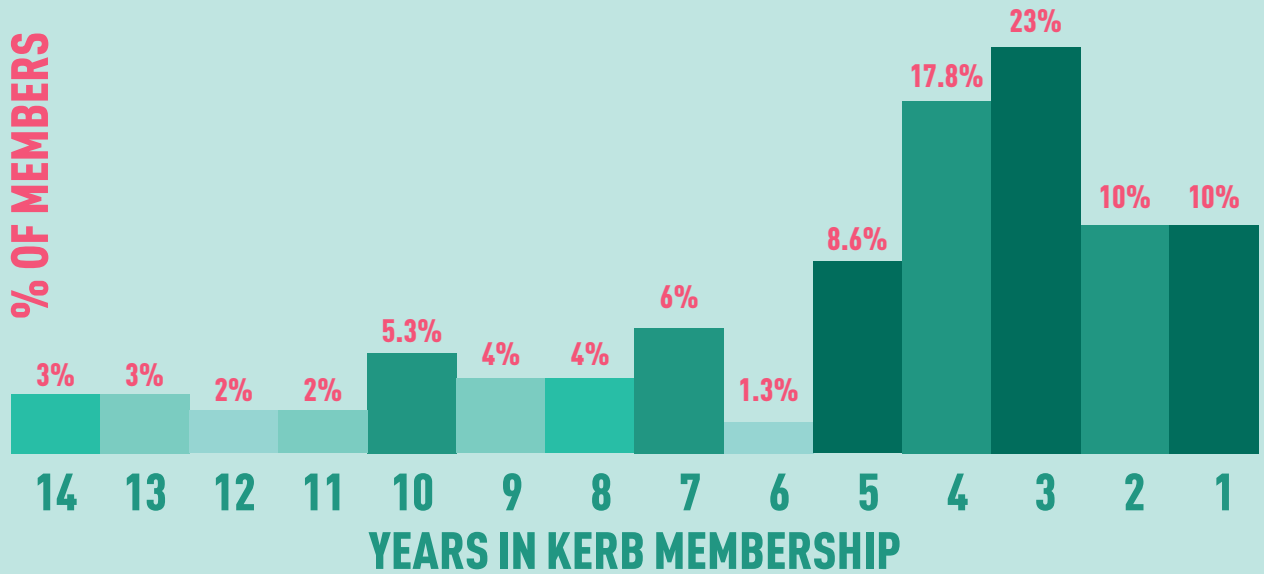
100%

of members
now have their
Impact Badge





SUPPORTING SUSTAINABLE BUSINESSES



ONE DIVERSE + DELICIOUS MEMBERSHIP



PAYING IT FORWARD

KERB'S RIPPLE EFFECT



**ONE INDIVIDUAL
WITH AN IDEA**

...

**... ACCESSES
COACHING +
SUPPORT
FROM KERB**

**... UNLOCKS
TRADING
OPPORTUNITIES**





... ACHIEVES
INDEPENDENT
BUSINESS
SUCCESS

... STARTS
EMPLOYING +
MENTORING
OTHERS +
PURCHASING
SUSTAINABLY

... THEN THEIR
GROWTH FUELS
KERB'S GROWTH
+ OUR IMPACT
INCREASES



ONE TO WATCH:

UTOPIA

At KERB, paying it forward is part of how the community, and our collective impact, grows – traders lifting each other, sharing experience and opening doors for the next person. Utopia brings that to life. Hind's journey shows how support from KERB programmes and fellow traders such as Arnabeet can spark a business with its own incredible ripple effect.

Introduce yourself

My name is Hind, and I'm the founder of Utopia. I came to London in 2017 from Syria, which meant starting again from scratch. Cooking was the thing that grounded me. When I began sharing my mum's recipes with friends – especially her lamb sujuk – they told me

the flavours reminded them of their own family dinner tables in Syria. That confidence planted the first seed that maybe this food could become something bigger.



Learning from others

I met Mouna from Arnabeet at fundraiser events she organised for Syrian food relief, and asked whether I could learn from her. She welcomed me in fully. For three years, I worked with her across markets, events and at Seven Dials Market, seeing what real trading in London looked like. It was fast, demanding, creative and full of problem-solving. That period showed me exactly what was required to succeed and helped me understand the business from the inside out.

The idea for Utopia

The idea for Utopia came together in 2023. I wanted to bring recipes from my hometown in southern Syria, together with dishes shared across the Levant – from Jordan to Palestine. These dishes cross borders, but every family makes them differently. That's what I love about Levantine cooking: the homes shape the food, not the borders. Utopia is built on that truth. The recipes stay close to their roots, but I adapt them slightly for London while keeping their heart intact.

Coaching and support

Mouna, KERB and TERN all played major roles in helping me turn the idea into a real business. Through TERN, I was introduced to KERB and the Streets Ahead programme, which later led to the inKERBator and trading opportunities.



“MY JOURNEY HAS ONLY BEEN POSSIBLE BECAUSE PEOPLE HELPED ME — MOUNA, KERB AND TERN. AS UTOPIA GROWS, I WANT TO DO THE SAME FOR OTHERS.”

KERB's business coaching was essential. It made me rethink my role and realise my strength wasn't just cooking — it was bringing together the traditions behind the food. That shift in mindset gave me the confidence to build Utopia properly.

Growing the business

After markets and the inKERBator, I expanded into catering, and was introduced to Mercato. I opened my first stall in Elephant and Castle in 2024 and recently opened in Mercato Canary Wharf — where we've created something closer to a Levant-style deli, where customers build plates from fresh, healthy dishes. My dream is to grow into something similar to Ottolenghi.

Paying it forward

My journey has only been possible because people helped me — Mouna with her time, and KERB and TERN with opportunities and guidance. As Utopia grows, I want to do the same for others. In our culture, food is built on generosity, and I want that to be at the heart of this business too.

Follow their journey [@_utopia_food_](#)

EVENTS BY KERB

Over the last 12 months, KERB Events has had an incredibly important role in supporting our network of independent traders, giving them the opportunity to trade year-round, at some of London's most iconic venues.

550

events

£648K

highest revenue to a trader over the year

108

venues

1.1M

guests served

£10.7M

in total revenue to traders this year

1.3M

portions served

£58K

highest revenue to a trader in a single day

NEW VENUE PARTNERSHIPS:



KEW GARDENS

HALLOWEEN + CHRISTMAS

- 11 traders
- 70 days of trading
- 150,000 portions served
- 7,500 churros served
- 9,000 margherita pizzas served



MUSEUM OF THE HOME

SHOREDITCH GARDENS

- 90 trading spots during 2025/26
- Partnership with KIN for 7 years
- 30 events
- 7,700 guests fed



THE MIDLANDS

REGIONAL EXPANSION

- 16 traders at every Birmingham City F.C. match
- 30 traders operating regularly at 105 matches during the 2025/26 season
- Nationwide opportunity for our traders and new independent businesses



NATURAL HISTORY MUSEUM

LSE SUMMER BALL

- 10 traders
- 2400 guests
- 7,200 portions served
- Full NHM Takeover
- Unique opportunity for independent traders at one of London's most iconic venues



ONE TO WATCH:

BANZAI KITCHEN

From graduating the women-only InKERBator in 2024 to generating £54k in event-catering revenue in the past year, Banzai Kitchen's journey has been one of heritage, hustle and huge belief. We caught up with co-founder Ocean to talk building a business with your mum, family recipes and breaking barriers.

Introduce yourself

My name is Ocean, and I'm the co-founder of Banzai Kitchen. I've worked in street food since 2020, including a few years with Only Jerkin', where I learnt the foundations of trading at events. But the concept for Banzai had been in my mind since my teens.

My mum worked in a sushi restaurant, and I grew up eating her fried chicken. I realised there wasn't much karaage represented in London, and I always said, one day, we'll do it ourselves. By 2022 I found the confidence, and the following year Banzai Kitchen was officially registered.

What's the story behind "Banzai"?

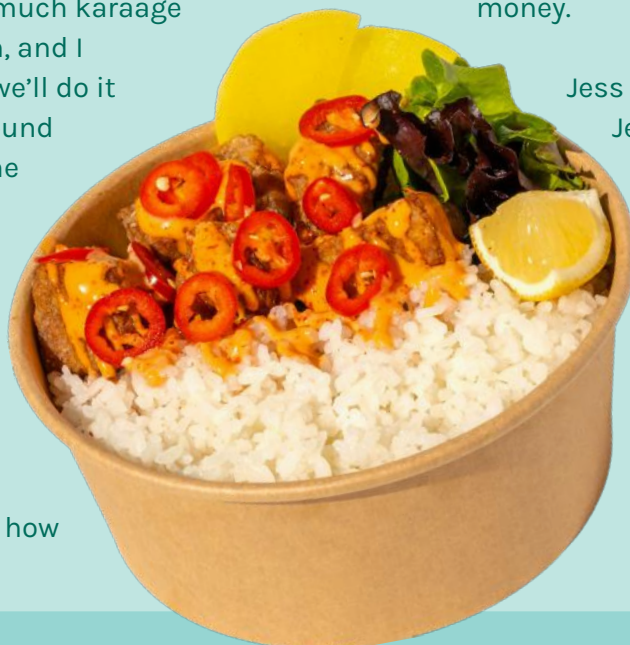
"Banzai" means "hurray!" or "yippee!", and that joy is exactly how

I want people to feel when they eat our food. The "Kitchen" gives us space to experiment beyond our signature dish.

Our karaage recipe is over 50 years old. It started with my grandma in Koriyama and has been passed down through the generations. Now my mum and I are bringing it to London together. Working on Banzai has brought us even closer – we share every small and big win, and turning this dream into reality makes her incredibly proud.

From starting out to the InKERBator

Starting was the hardest part. I had little to no experience trading on my own and relied heavily on advice from friends and industry contacts. During lockdown, I worked constantly to gain experience and save money.



Jess and Luke from Only Jerkin' were huge supporters, offering equipment, advice and encouragement before I even applied to KERB. They sent me the link to the women-only InKERBator in 2024 and pushed me to go for it.



At 23, I was the youngest in the cohort and felt like the most inexperienced. Being surrounded by women gave me confidence – we understood and supported each other.

Finding your feet at KERB

Our first city trading experience was at KERB Cowcross Yards, and it was a steep learning curve. The inKERBator taught me things I'd never considered: frontage design, how customers approach a stall, how to describe food well, and how much pace and timing matter. We focused our first year on markets, which built the foundations we needed to expand. Then we did Comic Con with KERB Events – busy, chaotic and intense – but we managed it. Now events are a major part of our growth, generating £54k in the past year.

Breaking barriers

Coming from a working-class background, being a woman and being mixed heritage, running a business didn't always feel “for people like me”. There weren't many resources or visible examples to follow. KERB helped us break those barriers, and now passing that knowledge on feels just as important.

What's next?

What started as just me and Mum has grown into a team: me, my mum, Jake and Mantas, plus extended event crews. The dream now is a catering truck – a big investment, but one that would open even more opportunities.

What advice would you give?

Start. That's the hardest part. But once you start, it keeps rolling.

Follow their journey [@banzai.kitchen](https://www.instagram.com/banzai.kitchen)

VENUES BY KERB

Over the past year, we have grown our portfolio of fixed sites – giving more KERB traders the chance to run full-time operations, grow teams and build long-term stability. Alongside a RealWorth valuation of £41,300 social value generated, our venues continue to prove that bricks-and-mortar can be a powerful engine for social and economic impact.

SEVEN DIALS MARKET



KERB AT THE UNDERSTUDY

In the past twelve months we opened three new fixed venues, unlocking 17 new full-time trading spaces for independent food businesses.

Across London and Berlin, KERB now provides 38 permanent, year-round, trading spots where traders can plug into high footfall, learn fast and grow their businesses even faster.

NEW TO THE LINE-UP IN 2025:



KERB BERLIN



CORNER CORNER



KERB SOCIAL CLUB

ONE TO WATCH:

MASA

From gazebo to Seven Dials Market — MASA’s rise from markets to winning KERB’s publicly-nominated 2026 ‘Dish of the Year’ has been built on graft, confidence and awesome tacos. We caught up with co-founder Ben to reflect on the experience of opening Masa’s first fixed location and what it means to be part of KERB’s membership.

Introduce yourself

My name is Ben, and I’m the co-founder of MASA. Before starting the business, I worked in advertising, but Svet (my partner) and I had always loved food and travel. We’d talked for a long time about doing something of our own, and when COVID hit we decided to go for it.

We spent about £1,500 on a gazebo and a hot plate and started trading weekends at Venn Street Market in Clapham, while still working full-time. At that stage, we had a lot to learn, but we were driven by doing something we loved.

Taking the leap

After a couple of months, Sam from KERB reached out, came to see us, and things moved quickly. Not long after, we both quit our jobs, ordered our first truck and committed to building MASA.

Moving from a gazebo into a truck opened up huge opportunities in events, making trading more practical and allowing us to scale. About 18 months in, we bought a second truck as demand grew, then added a container for larger festivals and events.

The menu has evolved, but our adobo chicken and barbacoa beef have been at the heart of what we do from day one.

Learning through trading

One of the biggest things KERB gave us was the chance to learn by doing. Without trading at Corner Corner — our first fixed site — we wouldn’t have learned as quickly. It also pushed us to grow our team, where we found brilliant people like Pedro, now part of our management team at Seven Dials Market.

Corner Corner prepared us for opening at Seven Dials Market. Trading seven days a week is very different to events, and a fixed site pushes you to tighten every part of the operation. Customer expectations are higher, so we’ve improved everything — from tortillas to marinades and sauces.



“YOU’RE RUBBING SHOULDERS WITH SOME OF THE BEST IN THE BUSINESS, SO IT’S IMPOSSIBLE NOT TO FEEL MOTIVATED.”



People might think it's easy to start a street food business, but there's a lot to learn. KERB gave us both the knowledge and the right environments to develop.

Opening at Seven Dials Market

Opening at Seven Dials Market has given us the chance to show a fuller version of MASA. We've introduced new dishes and sides we'd wanted to share, helping us take another step forward as a brand. It's also a special environment to be part of. You're surrounded by serious talent like Bleecker and HOKO, which pushes you to raise your game. You're rubbing shoulders with some of the best in the business, so it's impossible not to feel motivated.

A community that helps you grow

What's stood out is how supportive the street food community is. When we started, we didn't know anything, but people were always willing to give advice or help out – just the other week we ran out of petrol at the ExCel and Baba Dhaba gave us a lift to the station! There's a real sense that every trader wants to see each other do well.

What's next?

We know we'll always stay mobile because we love our trucks and we love events. But as we grow at Seven Dials Market, we could definitely see ourselves looking at more fixed site opportunities in the future.

Follow their journey [@masa.idn](https://twitter.com/masa.idn)

MARKETS BY KERB

Markets are where it all began for KERB – the beating heart of our community and the launchpad for 500+ brilliant small businesses over the past 14 years. Walk into any of our venues – Seven Dials Market, KERB Social Club, Corner Corner or The Understudy – and you’ll meet traders who first honed their craft at one of our many lunchtime markets. These sites are where dishes are perfected, queues are earned and confidence is built.

Our markets remain the places where seasoned pros and newcomers trade side by side – testing ideas, growing their businesses and learning from each other. This past year was our strongest since pre-Covid: our markets team opened two new locations and expanded trading days at several OG sites.

KERB White City quickly became one of our most successful launches, with traders taking over £30,000 in the first month. In the East, KERB Francis Road in Leyton brought Saturday market energy back to the borough – and, for the first time, created trading opportunities for local produce sellers.

**MORE LOCATIONS,
MORE OPPORTUNITY,
MORE FLAVOUR ON
THE STREETS.**

(24% increase
this year)

£1.2M

total revenue
for traders

100K

dishes served
at markets

1835

trading days
over the year

2

new markets
launched
this year



2026 will see the return of our inKERBator programme, this time with two versions: a fully funded pathway for graduates of the Streets Ahead programme, and a paid version for those who can afford to cover the costs.

By running the programme this way, we can make sure our support reaches the people who need it most – opening doors, widening the pool of talent, and keeping London’s streets as diverse, delicious and full of opportunity as they should be.



KERB WHITE CITY



KERB FRANCIS ROAD



KERB COWCROSS YARDS



KERB GHERKIN



KERB FLEET PLACE



WANT A KERB MARKET?

Email Lisa@KERBfood.com

ONE TO WATCH:

CHULO

Since joining KERB's inKERBator in 2023, CHULO has grown from a one-man hustle into a bold Nepalese street food brand that's a mainstay at KERB markets and London's biggest cultural events. We caught up with founder Sulav to talk mentorship and why building people matters just as much as building profit.

Introduce yourself

My name is Sulav, and I'm the founder of CHULO. Before launching my own business, I was working with Truffle Burger, running their Seven Dials Market location. That's where I really learned about KERB – as well as how to run a food business!

The inspiration to go out on my own came from Tom, the founder of Truffle Burger. He encouraged me to back myself and recommended I join KERB. That was the first

door that opened and he's still my mentor today.

Tell us about CHULO

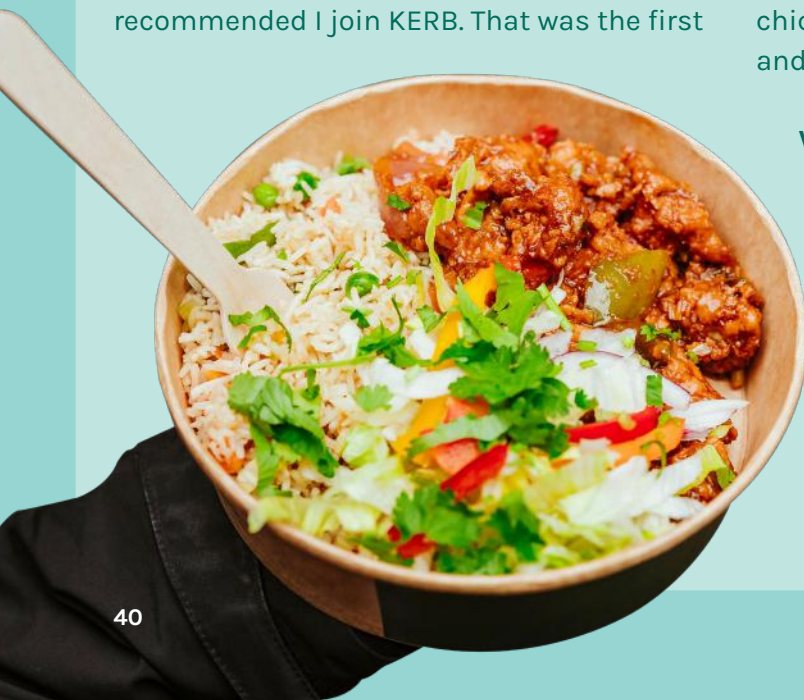
After leaving Truffle Burger, I bought a café in 2022 and ran it for over a year. It was a valuable experience, but I realised it wasn't my dream. What I truly enjoyed was the energy and connection of street food. Selling the café gave me the confidence and focus to fully commit to CHULO and scale it the right way.

We serve Nepalese fried chicken and momo, which is rooted in home but adapted for London. Before joining KERB, I was fortunate to work with amazing people who shaped CHULO's menu and identity. Chef Charlie, who advised me at my café, suggested switching from bone-in to boneless fried chicken, advice that has worked brilliantly and transformed our hero dish.

What was the impact of KERB's markets?

KERB gave me the platform and belief to change everything.

Through the inKERBator and regular markets, CHULO built momentum quickly. That confidence pushed me to pursue bigger opportunities, and we've since traded at major London events including



“LAST SUMMER I EMPLOYED 30 PEOPLE, AND WE HAVE TWO REGULAR TEAM MEMBERS DEDICATED TO MARKETS — REAL GROWTH THAT STARTED WITH THE OPPORTUNITY KERB GAVE ME”



British Summer Time Hyde Park, All Points East and Southbank Centre Winter Market. We've also grown a strong office catering arm, with many bookings coming directly from our presence at KERB markets.

In the beginning, it was just me trying to survive. Last summer, across major festivals, I employed 30 people. At peak events we now operate with 10-12 staff per site, alongside two regular team members dedicated to KERB markets — real growth that started with the opportunity KERB gave me.

What does KERB mean to you?

Opportunity and the confidence to build something from scratch. The support, the community, the chance to trade alongside other like-minded people at different markets with regular customers – it motivates and helps you improve.

What's next for CHULO?

2025 has been a huge year for us, with £500k in total revenue (including £50k from KERB markets and events), which have played a big role in our growth. But the dream is to bring CHULO to Seven Dials Market.

A fixed site would give us stability, longer hours for our team, and the chance for me to mentor others. Just as I was mentored!

Follow their journey [@chulo_momo](https://www.instagram.com/chulo_momo)

SUSTAINABLE GROWTH

Last year, we said we would make data-driven decisions, reduce our food waste, hold our membership to account, and push our sustainability standards across markets, events and food halls. Here is our progress in growing sustainably:

MAKING DATA-DRIVEN DECISIONS

This year we've been laying the groundwork for long-term change. Working with Zero Carbon Forum, we are developing our first Climate Action Plan, creating clarity on where our biggest carbon wins lie.

Alongside this, we partnered with A Greener Future to measure the carbon footprint of our bar operations at public events – giving us real numbers to benchmark and improve against.

REDUCING OUR FOOD WASTE

At Seven Dials Market, we've now diverted 100% of waste from landfill – including 76 tonnes of food. Reporting from our waste partner Grundon has been crucial: it's helped us understand exactly what's being thrown away, allowing us to work with traders on practical ways to cut waste at the source.

Food waste used to account for 32% of total waste at Seven Dials Market. Today, all unavoidable food waste is sent to Anaerobic Digestion (AD) facilities – turning peelings, scraps and leftovers into renewable energy and bio-fertiliser instead of methane emissions.

HOLDING OUR MEMBERSHIP TO ACCOUNT

Across our membership:

- **73%** use organic products
- **83%** of traders serving beef use UK-reared red meat
- **73%** adjust menus seasonally
- **34%** donate surplus food
- **56%** engage in charity or community work
- **90%** pay LLW/NLW at entry level

Sustainability isn't optional at KERB.

Every member now meets the Impact Badge baseline of 60%, and this is a prerequisite for joining our membership and trading with us.

These numbers reflect a community that wants to do better – and is proving it.

THE YEAR AHEAD:

MANDATING SUSTAINABLE PACKAGING

From 1st January 2026, KERB Events will begin to move towards using Notpla – a seaweed-based, biodegradable alternative to plastic. Demand for event spots within our membership is high, and this packaging

choice ensures sustainability becomes a must-have, not a nice-to-have.

By January 2027 this will be mandatory across KERB Events.

BUILDING GROUP-WIDE ACCOUNTABILITY

Over the next twelve months, we will establish group-wide baselines for sustainability reporting across events, markets and food halls. This will give every team – from operations to food halls to bars – a clear set of metrics to own and improve.

A dedicated Sustainability Team at KERB HQ will oversee implementation and help us set ambitious targets through to 2030.



OUR TEAM

KERB's team is the heartbeat of our business – and the driving force behind our social impact.

RealWorth's independent study found that, in the last year alone, KERB employees generated £149k of social value through the work they do every day.

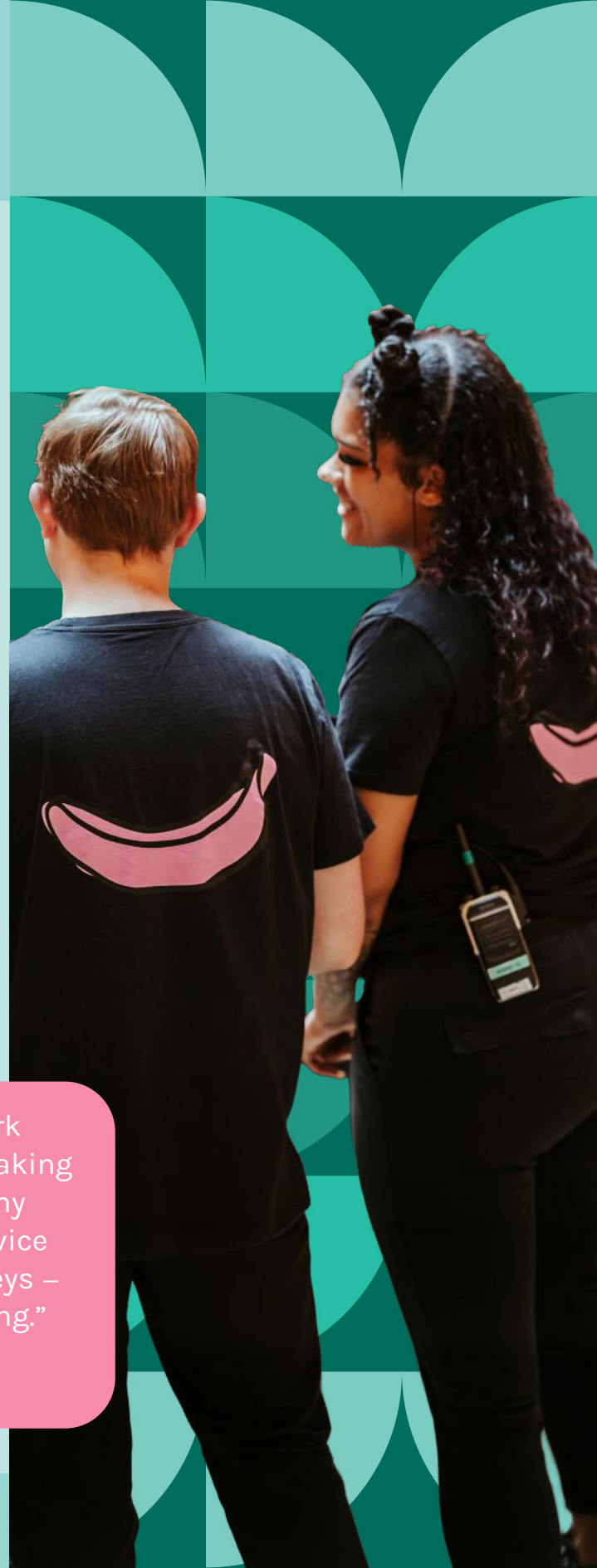
We're also proud to be recognised as one of the Top 100 Best Companies to Work For, ranking 64 in November 2025.



Our people care deeply about the impact we create together, and we invest heavily in nurturing their growth. RealWorth's survey showed that KERB is a workplace where the team experiences genuine support, development, connection and purpose—all of which contribute to wellbeing, motivation and progression far beyond their core roles.

“Through KERB's Coaching for Work programme, I've spent a morning speaking directly to young people, sharing my experiences & offering practical advice as they begin their own career journeys – something I found extremely fulfilling.”

KERB EMPLOYEE





82%

of the team said that participation in training, DEI initiatives and committees improved their professional and personal skills

91%

of team said that KERB's social enterprise work help them feel more connected to the organisation's purpose and values

86%

of the team agreed that mental health resources and wellness initiatives improved wellbeing

94%

of team said social events and team initiatives strengthened their connections at work

THE PAST YEAR

This year has been one of massive growth for KERB as we continued to build opportunities for independent food businesses across London.

We opened three new venues, each expanding the platform for our traders and bringing more people into the KERB ecosystem.

Alongside this, our markets and venues drove a 18.96% increase in trader revenue, demonstrating not just higher footfall but deeper engagement with the incredible businesses we champion.

And underpinning it all is our mission-led approach: this year, our work generated £3.2 million in social value, reinforcing that when KERB grows, so does the positive impact we create for communities, entrepreneurs and local economies.



“This year shows what happens when you stay absolutely committed to the mission. Every market we open, every trader we back, every guest we feed creates a ripple effect that reaches far beyond our walls. The growth we’ve seen isn’t just commercial – it’s social, it’s economic, it’s human. And we’re only getting started. KERB’s ambition is simple and deadly serious: to become the most impactful hospitality company in the world, proving that great food and great impact can – and should – go hand in hand.”

SIMON MITCHELL, KERB CEO



THE YEAR AHEAD:



- **ADDING VALUE TO OUR MEMBERSHIP THROUGH WORKSHOPS, PARTNERSHIPS AND MORE**
- **OPENING A FLAGSHIP KERB CAMPUS IN LONDON**
- **PUTTING SUSTAINABILITY FRONT AND CENTRE ACROSS EVENTS**
- **INCREASING OPPORTUNITIES FOR OUR MEMBERS TO TRADE AND INCREASE REVENUE**
- **OPENING DOORS TO THE HOSPITALITY INDUSTRY THROUGH COACHING**
- **RELAUNCHING OUR INKERBATOR TO SUPPORT THOSE MOST IN NEED**

GET INVOLVED

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

A few ways you can get involved and reach out to us...



**DONATE TO HELP FUND
MORE LIFE-CHANGING
COACHING**



**SPONSOR OUR
INDUSTRY-LEADING
INKERBATOR**



**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

FOLLOW US
@KERBfood
www.KERBfood.com

KERB

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