

SESSIONS



FUTURE FOOD LEGEND 2022

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“WE ARE AN INDUSTRY RECORD LABEL FOR FOOD TALENT”

DAN WARNE, CEO + FOUNDER

SESSIONS



SESSIONS

THE PLATFORM FOR FOUNDER-LED BRANDS TO DEVELOP AND SCALE

We believe in **real food, real brands and real founders** - and we're making it easier for *you* to discover them and for them to succeed.

We combine bricks and mortar sites with a network of delivery-only kitchens to help emerging brands access new markets and overcome structural barriers in the food industry.

We believe a new wave of pioneers must disrupt the status quo. Success should depend on quality, passion and commitment, not on institutionalised advantage.



HOW WE WORK TOGETHER

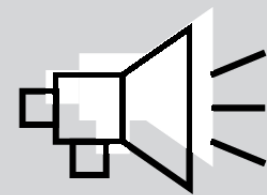
FOOD BRAND PROVIDES



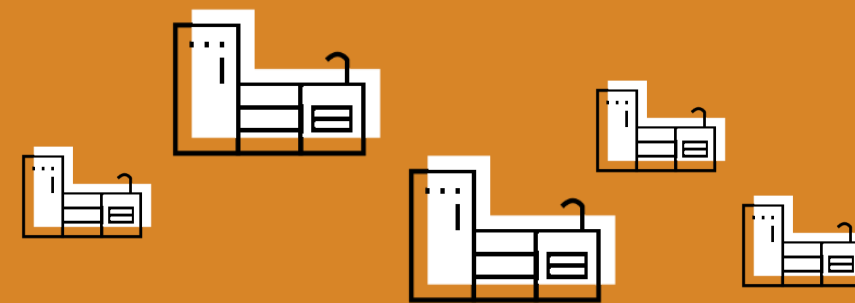
SESSIONS PROVIDE



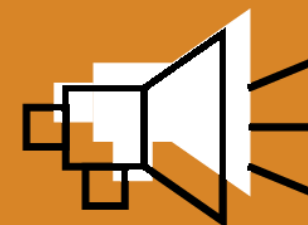
Culinary Concept
with engaged
Founder



Marketing &
Social Media
Presence / Promotion



Food Halls / Highstreet Locations
/ Delivery Focused Kitchens



Marketing and Social
media team for Sites
and partner activity



Culinary Training,
Support &
Engagement



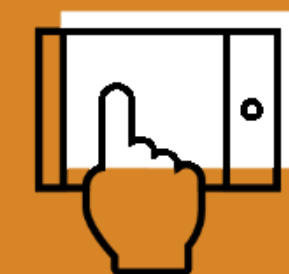
Proven Brand
Development by
Stuido team



Delivery
Partner
Relationships



Playbooks &
Operational
Expertise tools



Ongoing Account
Mgmt. and
reviewing

PROCESS & OPPORTUNITY

Future Food Legend Awards – Complete a short Q&A

Cuisine: What type of cuisines does it celebrate and whats on you menu that people love?

Founder: What was your inspiration - the story behind how you, your business was established and who works in it?

Scale: How has your business grown over the last few years and what are your plans for the future?

Shortlist – Meet the founder - Taste the product - Decide the winner

Prize

Work with Sessions Studio team on Brand improvements

- Optimise for scale and growth COGs / Delivery focus
- Recipe analysis / process and ingredients
- Menu profitability enhancement - Supply chain to support scale and consolidation using our relationships
- Branding assessment and full photoshoot for enhanced images

With an opportunity to scale within Sessions if it's the right match



SHORTLIST ONE



LJ Hugs

- LJ Hugs founder by Lewis Farquharson. Business partners: Tom Barton and Dino Lai - Bath
- Modern Cajun Creole, Celebrating comfort food at its finest. People love our grilled chicken and our taster box.
- We love to cook our grilled chicken and given the correct equipment we love fried chicken and playing with sauce combos.
- Started in 2014 on the festival circuit and fixed city plot 2015 - 14 staff.
- A multicultural family of Chinese, Italian, Malaysian, Jamaican and English. We love to eat together and we love food full of taste, so we created LJ Hugs to replicate that same family feel of eating around a table and eating pure comfort in your mouth.
- LJ Hugs has grown ten fold. We now serve 300+ customers per day at our Bath site and our new shop in Bristol is already performing consistently well. We've gone from 2 staff to 14+ staff, 6 sauces to 20 sauces, 10 customers to 300+ and 0 instagram followers to 5500 followers

SHORTLIST TWO



Cosmo's Mexicana

- Cosmo's Mexicana, founded by husband and wife team, Darryl Evans and Michelle O'Donnell-Evans in June 2021 -Wales & South West, usually in either Cardiff or Bristol.
- Cosmo's celebrates Mexican and Tex-Mex cuisine with our own unique twist, championing local seasonal produce. Tacos, nachos, burritos and quesadillas are equally popular, however, if we had to pick one item that personifies what we do it would probably be our 'Burrito Favorito'...Cayenne Roasted Sweet Potato, Charred Peppers & Onions, Lime & Lemon Rice, Pico de Gallo, Mexican Beans & Chipotle Crema...it was the first dish we ever created at Cosmo's Mexicana and is still the one that gets us the most amazing feedback!
- We're never happier than when we're at the griddle! With a 100% plant based menu, we continuously experiment with flavours and textures and we love charring to bring that robust, umami depth from the humblest of produce, combined with exciting, vibrant Mexican herbs and spices.
- Cosmo's Mexicana is an exciting new direction we embarked upon following the difficult decision we took to close our Gastrocafe in Crickhowell, Powys as a result of the challenges brought about by the pandemic. We set about looking for a unique vehicle to bring Cosmo's Mexicana to life and after scouring the internet for several days we happened upon 'Doris', a one of a kind 1953 Fisher Holivan, for sale on the Isle of White. The second we saw her we were smitten. So much so that we booked a ferry there and then, drove through the night and 24 hours later she was back in Wales, parked on our driveway! We then set about converting her into the 'taco truck' she is now. It took many hundreds of hours to complete the conversion but we take enormous satisfaction in the knowledge that every single piece of work was done by our own hands. Once Doris was ready it allowed us to combine our passion for Mexican cuisine with our love of the street food scene and we're loving every minute of our journey, doing our bit to challenge perceptions and the misconceptions around how amazing plant based food can be.
- So far we've had incredible feedback and from a standing start we've brought the business

SHORTLIST THREE



Humble Kusina

- Humble Kusina, Founded by Jennifer Chaney in 2021 - Cheltenham, Gloucestershire
- Filipino cuisine, our people love our colourful Bao buns and Siopao buns
- We cook with bamboo steamers, and source our ingredients from local businesses (farms, millers, homegrown)
- My inspiration was formed through the love of my mums home cooking and traditional family Filipino recipes. Everybody loved my mums food, and she taught me how to make everything I ate growing up. Seeing as Filipino cuisine isn't as widely known, I wanted to share the undiscovered delights that is Filipino flavours and introduce them in a way that brought Street food to life. With diverse flavours and colourful plates of food.
- I started from my small kitchen over lockdown, selling home takeaways from the front door, and word quickly spread on social media about us. This quickly turned into our Street food pop we have today. As much as we love to pop up and put in the hard work at festivals and events alike, I'd love to watch our business expand throughout the UK as a Filipino chain in multiple cities.

SHORTLIST FOUR

MR MURRAY'S
SCOTCH EGGS

Mr Murray's Scotch Eggs

- Mr Murray's Scotch Eggs, Founders James Murray & Lauren Tyldesley in 2021 - Manchester, Derbyshire, Cheshire, York.
- I have transformed a classic British favourite into a unique street food dish. The main focus of my menu is the Scotch Egg, with seven different flavours to try. There is something for every palate including a vegetarian diet, I have amazing feedback from all of my customers.
- Where possible we always use locally sourced, seasonal ingredients. Supporting local independent business and keeping my business as sustainable as possible while keeping product quality is most important to us at Mr Murray's Scotch Eggs. On product development days we enjoy using various different cooking processes to trial out new flavours. Such as, slow cooking, pickling & salt bathing and using a sous vide to water bath.
- With a serious lack of British cuisine on the street food scene I decided Mr Murray's Scotch eggs was something I needed to share. Starting off life in a gazebo set up we are a family run business that has traveled the UK serving up Scotch Eggs and changing people's perspective on what is seen as a traditional picnic snack.
- Business started with our first week of trading by selling our Scotch Egg street food at Holker Hall Spring fayre in the Lake District, this was the first event in the area after all the lockdowns and felt surreal to be a part of this nationwide reopening. Our Scotch Eggs went down a storm and over the following 12 months we were fully booked and selling out every weekend at food festivals across the country. Every weekend has been fully booked and most recently we have expanded into wholesale, selling Scotch Eggs to cafes, restaurants and Delicatessens locally. We have a big demand for our product but with a one team set up we aren't currently able to keep up with the demand. Ideally we would like to be able to attend every event and market we have the opportunity to join, open a Mr Murrays takeaway while also having the ability to wholesale our product nationwide.

SHORTLIST FIVE



Skullduggery Desserts

- Skullduggery Desserts by Steph Parker January 2021 -West Midlands
- I'm not so sure it fits a cuisine as such, I often try to develop things with stuff you wouldn't expect in desserts, smoke guns, water features, lights, but the packaging is probably the most important element. Ingredient wise white chocolate, edible paints and cream are the most valuable ingredients I use, however they're bloody temperamental.
- I don't see things as most people do, my brain isn't quite programmed that way, so on working in a restaurant I was only allowed to cook starters and desserts at the time and customers would tell me stories of how certain desserts evoked memories, I'd been making mechanical cakes for a few years at that point and wanted to integrate them into dessert form for my customers, I wanted to evoke memories & create new ones. My mother was a food tech teacher all of her life so she helps me bake and make, in fact her and my father are the reason that I'm still going, they bake all hours of the night and day, they create packaging, stick labels on everything, stick menu boards together when I'm in a rush, dad builds and helps load and all the things I need as I'm literally running out the door, its that I take over their whole house with packaging, they've built a packaging shed in the garden, given me his van and they are my true inspirations and grafters. My best mate Kaz is a fundamental person in my business, she makes things clear to me, she travels with me, drives the van and helps whenever she can, I'm forever grateful. I just want to make people use their senses and enjoy their desserts
- It's been slow, money is always a factor for me, I survive week by week, but my customer base has doubled, we won a couple of awards and I have more regular local events and prospects of desserts going in shops., I want certain products in supermarkets for the masses, I want to have a development kitchen, I want bakery areas, I want to employ people that are looking to change their lives, young and old because sometimes the world can be cruel but you just need someone to give you a chance and believe in you. I want to have a skullduggery in every city across the globe.

WHERE WE STARTED

SHELTER HALL - OUR LANDMARK FOOD HALL IN BRIGHTON



2021 – Food Market of the Year
South England Prestige Awards

2021 – Public & Community Award
Sussex Heritage Trust

2022 – Best Unique Restaurant
International Dining Awards

2022 – Top Restaurant in Brighton
Conde Nast & Timeout

2022 – Best Local Market & Craft Bar
LuxLife Restaurant & Bar Awards

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Sliders
on the beach
with the band

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Katsu
on the couch
with Tony

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Sesame Gouchang
at Shelter Hall
with the Lost Boys

OX BLOCK
by Kenny Tubb

SHELTER HALL
by Kenny Tubb

LOST BOYS CHICKEN

SHELTER HALL
by Kenny Tubb

Join us on the beach every weekend in July.
Food from Ox Block. Music from Brighton's finest.

Make it a meal to remember,
even if you're eating it in front of the telly.

Available all August at Shelter Hall.
Try with a West Coast Pale from our local brewery.

#91 Summer Sessions **SESSIONS** sessionsmarket.co.uk

#89 Sofa Sessions **SESSIONS** sessionsmarket.co.uk

#32 Sauce Sessions **SESSIONS** sessionsmarket.co.uk

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END

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