

Press release

Title Landsec nurtures a new wave of food and drink talent
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The latest inKERBator scheme takes place at West India Quay every Tuesday

March 2018 - Street food trailblazer, KERB, has launched their newest phase of food and drink business incubator – the inKERBator – at West India Quay. The aim of the inKERBator is to discover and grow emerging street food talent. West India Quay is an iconic waterside dining and leisure destination adjoining Canary Wharf jointly owned by Landsec and Schroders (SREF). InKERBator forms part of Landsec’s broader vision to bring new dining concepts to mass audiences by nurturing enterprising food brands to become multi-site operators.

Taking place every Tuesday, the inKERBator scheme gives food and drink start-ups a three-month trial space to sell their products and test their menus with consumers. Alongside inKERBator Tuesdays, each new brand is mentored by KERB with consumer feedback and business consultancy provided over the course of their residency.

Since March 2017, the inKERBator scheme has helped over 30 new businesses accelerate their growth. The latest ‘wave’ of street food brands at West India Quay includes social enterprise Kitchenette Karts, helping young unemployed people get involved in street food, health food fanatics, Kaledascope and Southern Californian cult favourite, Zephyr.

Known for its London lunchtime street food markets, KERB has helped develop over 130 food businesses and street food traders including Pizza Pilgrims, who most recently worked with Landsec to open its first restaurant outside of London on the rooftop of Westgate Oxford.

Polly Troughton, Head of Retail Markets for Landsec said: “From waterside and rooftop dining, to innovative kerb-side street food, we are proud to provide unparalleled food and drink experiences across our destinations. Working with new and exciting concepts like *inKERBator* helps us to keep our offer fresh and gives new brands a chance to grow their businesses. We know that this format is successful for brands and guests alike; KERB alumnus, Pizza Pilgrims, chose Westgate for their first venture outside of London as part of the innovative Westgate social, which provides a shared eating and leisure environment with freshly prepared food at a casual price point. Similarly, it has been a joy to support the likes of Rola Wala grow from a pop up at Trinity, Leeds to a permanent unit in Westgate Oxford”.

Ollie Hunter, Head of KERB Community and Talent said: “Launching the *inKERBator* scheme at West India Quay has given traders an invaluable platform to grow and hopefully turn into a business that will take on permanent restaurant spaces. We’re looking forward to seeing our newest fleet test their creative food concepts every Tuesday at West India Quay, and we’ll be helping them along the way to gather feedback to improve, innovate and grow their businesses.”

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Notes to Editors

About Landsec

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.2 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at landsec.com

About KERB

KERB exists to create spaces for street food traders to thrive in London. They operate six markets on some of London's most iconic kerbs; grow new street food talent through our inKERBator programme; cater events for private businesses; and throw the biggest public street food parties in London, all year round.

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