



STOKED FOODS

Stoked Food: from street food to the stars aligning

James & Iszy at Bristol's Stoked Food describe themselves as 'foodies with ethics and a sense of responsibility'. Starting off as a free-range barbecue stall outside a butcher's shop on Gloucester Road, Stoked has evolved into a plant-based, plastic-free street food and event catering outfit, using as much organic and fairtrade produce as possible.

How did you become aware of Foodworks?

"We heard of FoodWorks South West during a business advice session at The Hive, a small business centre near FoodWorks. Our advisor knew exactly where the gaps in our existing expertise were, and so sent us in their direction. We had a tour of the food innovation hub and were accepted onto their Accelerate programme and went from there. You'll find out a lot about us on our website. but what's not there is the fact that we're keen to break into retail, with all the new challenges that brings. We suddenly had to think about making, storing, transporting, manufacturing and packaging our food, so they really helped us with that.



How did FoodWorks support you?



"Pretty much everything to be honest! At the time, going into retail was just an idea, really. But having attended several free open days at FoodWorks and spoken with the team, we knew that this was definitely where we wanted to go. We learned about the SALSA food safety certification scheme, the process of getting into retail and how to produce a product that's suitable for large-scale retail and supermarket sales.



Usefully, for a food start-up, the Accelerate programme involved a grant to help us launch our new products. We used a good portion of the grant to help us develop and test four new products including lab-based shelf-life testing. We were also able to invest in things that might otherwise have been beyond our reach such as label design, SALSA accreditation, nutritional advice and legislative advice to get our labelling correct. It also enabled us to get in-depth feedback and forward-planning advice from Zoe Plant, FoodWorks' Innovation and New Product Development manager.

"we felt very lucky, to be part of the FoodWorks community and to receive the grant funding. We got the financial and professional support just when we needed it: it really felt as if the stars had aligned for us."

What spaces might you use?

“We haven’t needed to hire any of the demonstration kitchens yet as we’re not quite at the production stage. It’s an impressive place, though, with meeting and conference rooms alongside the business lounge and production kitchens. We had a comprehensive tour which we’d recommend.

We can see ourselves using their facilities very soon to begin the manufacturing process. With the results from all of our product and shelf-life testing, we’ll be able to finalise our labelling soon and can start to approach retailers. We just can’t wait to see the finished products.

What are your plans now?

“Our key goal is to break into retail. We’ll still do street food and event catering, that’s what pays the bills at the moment. Once our products are being produced and sold in bulk, we hope it might free up the team to start attending larger festivals and events.



Advice to small food businesses?

“Do it! Go and visit FoodWorks. Attend as many free open days, courses and in-person and online networking events as you can. The team are there to give you advice so ask as many questions as possible. Just being in their innovative foodie environment is really inspiring and motivating: you don’t need to be in it alone. We’re definitely going to become Business Members of FoodWorks, so that we don’t lose out on its events, insider intel and important network of contacts. Once we’re rolling, we hope to get some large orders in quite quickly and then to scale-up rapidly, potentially outsourcing our production or developing our own manufacturing facility. We might even look to hire something at FoodWorks if there’s availability, as they are fully kitted-out and good to go.”

Contact

For further information about Stoked Food, visit:
<https://www.stokedfood.com/>

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