

Health-focused cafés

The Peabodys Group is a coffee shop company located within some of London's best known hospitals and healthcare environments. With an emphasis on freshly prepared, locally sourced ingredients, Peabodys thrives on delivering healthy and nutritious menu choices at cost effective prices.

GreenHouse, an innovative 'build your own salad' bar which is bursting with the freshest of leaves, vegetables, proteins and carbs is especially popular with customers. Similarly Juiced - a smoothie, shake and juice concept - allows a bespoke blend to be created from a long list of fruits and vegetables including cherry, mango, avocado, kale, ginger and basil, all freshly prepared and ready to go.

There's a range of carefully blended super smoothies such as Iron Boost (Açaí puree, spinach, kale, blueberry, banana and apple juice) and Eat your Greens (avocado, spinach, apple, basil and apple juice). Customers can also choose a wellness health boost such as Chai seeds, wheatgrass, Açaí berries, whey protein and vitamin C for an extra shot of nutrition.

"We are very proud of the fact that we were the first to bring high street quality food and drink into the hospital environment," says Claudia Mascino, director, Peabodys Group. "When we started out over 20 years ago, there was no one else doing what we do and we identified an opportunity to claim the space with our unique approach to selling gourmet food and beverages within the healthcare sector."

Gourmet organic and Fairtrade Puro coffee is also part of the mix at Peabodys.

"When it came to choosing a coffee range we really didn't want to compromise on quality or taste," adds Claudia Mascino. "We were looking to partner with a likeminded brand that



shared our ethical approach and one that would sit well with our ethos of social responsibility."

The Puro range from Miko Coffee proved to be the perfect partner. "As a business, we put our customers' health and wellbeing at the heart of everything we do and we liked the fact that Puro has a similar social conscience."

Puro carries the Fairtrade mark, a guarantee that the farmers that grow the coffee receive not only a fair price for their harvest but a social premium which is invested in housing, education, welfare and other socio-economic projects. Puro has also been working in collaboration with the World Land Trust since 2005 and has created 9 rainforests within 7 coffee producing countries, saving 17,139 acres of rainforest and safeguarding the homes of protected species for the future. Not only that, the coffee tastes just great too!

In true artisanal style, Peabodys runs a full barista team and offers an extensive range of speciality drinks, all delivered in style thanks to the La Cimbali traditional machines.

Comprehensive barista training delivered a team of City and Guilds registered trainers who are based at dedicated training centres throughout

the UK was also part of the package. "Peabodys take their coffee offer very seriously and make a regular investment in ongoing training to keep the baristas up to speed and motivated," says Luigi Marras, sales director for Miko Coffee.

"We have also become involved in Peabodys' barista championship, an internal challenge to find the top barista within the Group. It's a great way of brushing up on those essential barista skills whilst having some fun at the same time."

So great coffee, delicious food and drink, and socially aware. Is there anything else we should know about Peabodys?

Take a look at Peabodys' in store design. An exciting new relationship with top Milan based architects Modourbano has paid off handsomely. An enveloping and warm space for customers has been created with wood being used on all surfaces, creating a modern and minimal feel. A stand out feature is the wooden boxes which descend from the ceiling, hiding the air conditioning and light fittings, whilst improving the acoustics and thereby creating a great environment to relax and enjoy everything Peabodys has to offer.

are looking to avoid additives as well as added sugar so fresh juice straight from the fruit appeals.

"As consumers are becoming more knowledgeable and discerning in this area, I think it is incredibly important that businesses who are selling or specialising in juices ensure that their offering is of the highest quality or risk losing their customers to the increasing number of competitors in the market."

Zummo London's Z40 juicer, which claims to be the 'ultimate' juicing machine,

has recently been introduced to the UK market to serve establishments where demand for fresh, high quality citrus juice is high. Producing three litres of 100% pure orange juice in 60 seconds, not only can the Z40 add a touch of theatre to a café's offering but it is also available as a self-service model which is popular with many customers offering a 'grab and go' range of products, feel the brand.

The machine's unique vertical squeezing system also produces juice with zero wastage, as you only use what

you need when you need it, and the juice has dramatically lower levels of chemical residue than machines using the rotary system, so the flavour is significantly fresher and better.

"With sales of soft drinks having taken a sharp rise in recent times following the push for a healthier lifestyle, cafés and coffee shops are beginning to see an opportunity to increase sales, attract a more diverse customer base and offer a beverage menu that is not just delicious, but also provides an element