

PEABODYS

— COFFEE • LOVE • FOOD —



AN INTRODUCTION
- 2021 -

• COMPANY OVERVIEW •

Peabodys have been established since 1997 and are currently trading from 5 locations within hospitals and universities. We have enjoyed long standing relationships with our latest landlords, the St George's NHS Trust, the Barts Health NHS Trust, the St George's University of London and Virgin Active Health Clubs.

Our boutique and artisan retail offer has at its heart a gourmet organic coffee shop that produces first class coffee made by our passionate baristas using traditional espresso machines. We also offer a wide range of fresh food, homemade cakes and natural juices. Our shops are all fitted out to a high standard complementing with product range.

Our customer service levels are outstanding; our continued strength and success is a direct result of our exceptional staff and their incredible work ethic earning our customers' respect.

• SOCIAL RESPONSIBILITY •

Our business as (un)usual: we protect the rainforest, support fairtrade and hold our staff in high esteem.

Knowing our business has massive environmental and social implications, we are committed to sourcing local, sustainably grown and seasonal products wherever possible. This enables us to produce affordable and healthy food in a more responsible manner which benefits the environment and the customer.

*We partnered with the **World Land Trust** to protect the natural habitats of South America.*

To date, we have helped secure over 32 hectares of rainforest.

We continue to grow the list of certified fairtrade products we buy/sell ensuring communities and land around the world are fairly rewarded.

Our historic position, for over 20 years within NHS facilities, has provided us with a clear insight into what NHS Trusts need from retail providers. We are working to ensure we meet the new CQIN directives to improve the health and wellbeing of staff, patients and visitors to UK hospital sites.



Peabodys Coffee single-use plastic reduction strategy



June 2021

Plastic straws, plates, stirrers and cutlery are banned, replaced with sustainable paper, wood and bamboo alternatives. 20p discount given when using reusable cups. Catering menu 100% sustainable packaging, including reusable tap water bottles. All carrier bags FSC paper only.

June 2022

Plastic lined cups and lids are banned, replaced with plastic-free, home-compostable alternatives. Plastic film for panini, ciabatta and wrap packaging replaced with FSC paper. Smoothie and frappé cups replaced with plastic-free alternatives. Plastic film fronted paper bags banned, replaced with FSC homecompostable, plastic-free paper bags.

June 2023

All plastic film removed from remaining packaging. 2% remaining plastic will be easily recyclable PET.



ORGANIC
COFFEE

PEABODYS
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ARTISAN CAKES
AND MUFFINS



ARTISAN
FRESH PASTA



• OUR PRINCIPLES •

What makes us unique?

Our belief in preparing great natural food & beverages, our pledge for a responsible supply chain, and our spontaneous care for everyone that spends time in our venues.



CARE

let us perk you up



**NATURAL
INGREDIENTS**

daily sourced from selected suppliers



**ORGANIC
COFFEE**

only the best natural coffee



ETHOS

*we endorse fairtrade
we protect the rainforest*

• OUR CORE PRODUCTS •



Organic and fair-trade
coffee & tea



Classic sandwiches



Natural juices



Peabodys' own Italian fresh pasta
cooked in front of the customers



Artisan cakes and muffins



Healthy salads



Peabodys' own Italian ciabattas
and paninis



Stews & soups



OUR RESPONSE TO COVID-19 AND THE WAY AHEAD

In March 2020 the U.K. government reacted with strict lockdown measures to tackle the threat presented by COVID-19.

Peabodys found itself in the unique position of being one of the few retail operations that was able to maintain a level of service within the hospitals for key workers. Working proactively with the NHS Trust and with support from some longstanding suppliers we have been able to offer a wide range of food, drink, care packages, gift bags and discounts for the important key workers at our locations. We were the only operator on site that did not close its doors during the crisis, remaining open seven days a week.

The senior management of Peabodys Coffee have spent the last twenty years investing and growing a successful business that has established excellent relationships with a number of London NHS Trusts, their respective estates and facilities teams and are a trusted commercial partner in a notoriously difficult market to break into. We are well positioned to benefit from future NHS expansion of hospital locations and will continue to explore growth opportunities throughout the recovery period.

“We are so pleased that Peabodys have continued their friendly service throughout this very difficult period. A little comfort in such peculiar times!”

Jenny Higham
Principal of St George's University of London

“Thank you for all your hard work. Especially grateful for staying with us during the pandemic and remaining open despite all the difficulties!”

Ahmed Karim
Consultant Colorectal Surgeon at St George's University Hospital

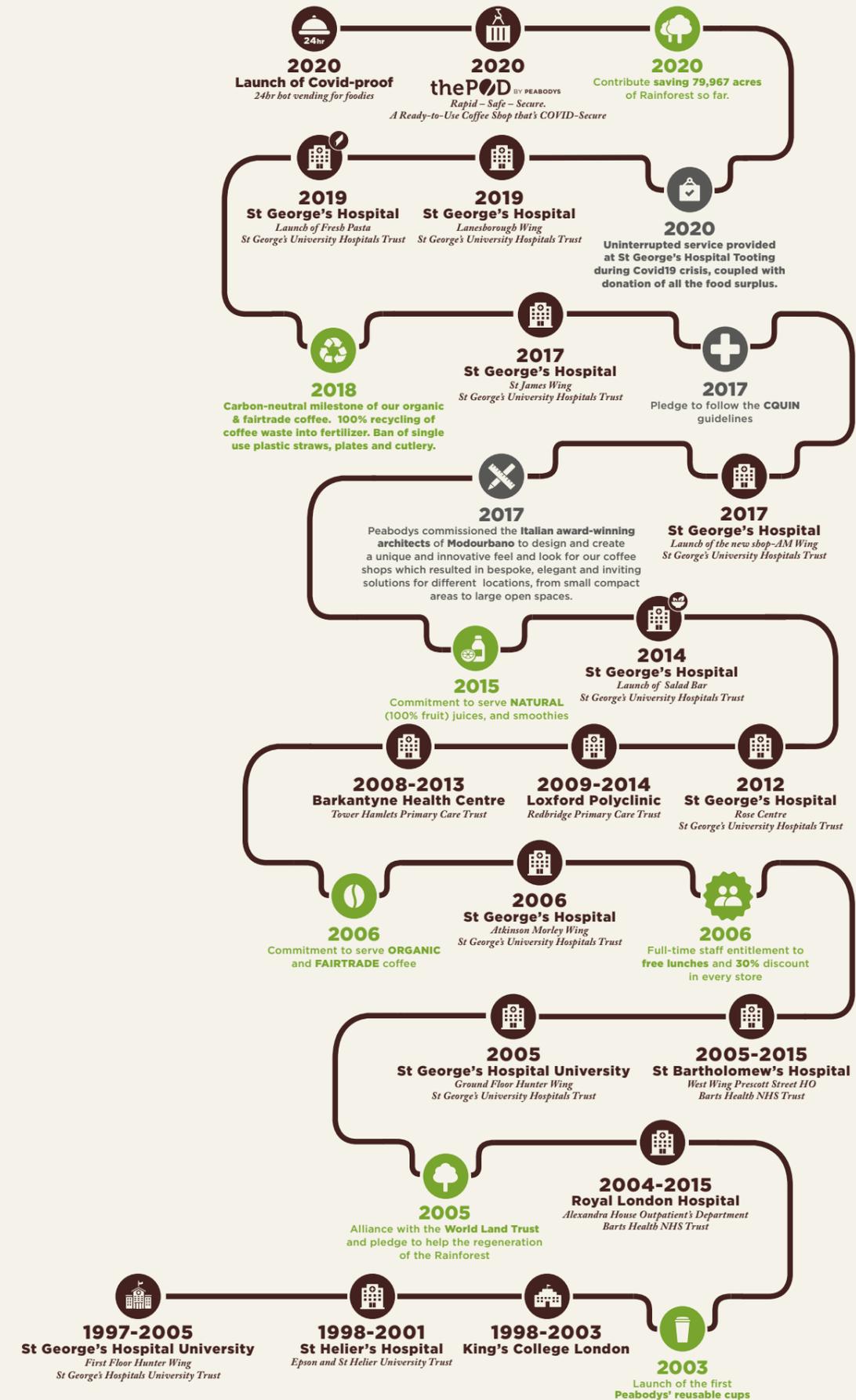
“Perhaps, because of the empathetic attitude of Peabodys staff, the quality of the food or the layout and décor of the shops, a Peabodys shop is often seen as a haven of calm within the hustle and bustle, personal dramas and all the waiting that is the norm of hospital visits”

Richard Hancock
Former Director of Estates & Facilities, St George's University Hospitals NHS Foundation Trust 2016-2018

Nothing is ever too much for the wonderful team at Peabodys. Their warmth, enthusiasm and commitment to supporting our charity is evident in all that they do and our relationship grows from strength to strength. With collection tins prominently displayed at every counter and the staff not only volunteering at the charity but also signing up to fundraise for some of our biggest and most exciting challenge events, the partnership between Peabodys and St George's Hospital Charity is a true collaboration Thank you Peabodys.

Louise Bellamy
Interim Major Gifts & Corporate Partnerships Fundraising Manager St George's Hospital Charity

OUR JOURNEY WITH THE NHS



• LOOK & FEEL •

The Peabodys' sites in London are bespoke solutions that develop an innovative approach to the idea of a coffee shop. The concept comes from creating an equally welcoming and warm space for customers whatever the size or shape of the potential retail space.

Peabodys commissioned the Italian award-winning Architects of Modourbano to design and create our unique feel and look.

Wood is the protagonist of the project and has been used on all surfaces; from floor to furniture, but mainly for the myriad of cubes with a natural and sinuous geometry, parametrically distributed, descending from the ceiling, not only screening the technical elements of the air conditioning and lights, but also ensuring acoustic comfort.

Using the same materials, the main counter and furniture complement and enhance this warmth along with the benches and tables they configure the open space in small clusters with a well handled privacy.



• PEABODYS SHOP SOLUTIONS •

From small coffee kiosks, to full size coffee shops with additional modules, be they a fresh pasta bar or build your own salad bar, Peabodys is a flexible concept that can suit any space from from 5m² right up to 150m². Whether it's a small outpatients unit that would benefit from a compact grab and go facility or a larger dedicated wretail unit with seating and lounge area, there is a Peabodys solution that fits your space.

the POD

A covid secure, self contained coffee stop, open the presentation for [detailed information](#).



5 m²



65 m²



150 m²



• TESTIMONIALS •

Your staff don't know what their customers are going through, especially in a hospital environment, so to be greeted with a warm smile makes such a difference. Thank you to all at Peabodys, especially for staying open during the height of the pandemic. You were our refuge!

Claire Gough
Clinical Nurse Specialist – St George's Hospital

For as long as I've worked at @StGeorgesTrust I've described Peabody's as ,our' coffee chain (think they started in hospitals, don't know if we were actually first!) They've been so supportive through all this, enforcing social distancing, opening more days etc.

Michelle
MAPharmT

Good news for our staff working over the weekend. Thanks @peabodys_coffee for helping to keep us going.

St George's NHS Trust

Thank you @peabodys_coffee very grateful you are open. Fully support you.

#Hellomynameis Tori RN
Registered nurse & nurse teacher

I'm a patient of those guys and come in frequently. I always use your shops as the smiles and warmth are hotter than the coffee.

Chris Lewis

@peabodys_coffee you are fabulous! Thank you.

_ Peabodys: We're here for you NHS. 70% off all hot drinks at Peabodys Coffee in St Georges Hospital - while you help us enforce our social distancing rule. Thank you.

St George's Hospital Charity

Just amazing generosity thank you to all the team @peabodys_coffee.

_ Peabodys: We are continuing our work to secure donations for @StGeorgesTrust. Once again we have worked with @LaTuaPasta & 400 portions of fresh spinach & ricotta #ravioli are arriving today, to fuel the wonderful #NHS staff at #StGeorgesHospital.

Jennifer Doman
Deputy Director, Estates and Facilities
St George's University Hospitals NHS Foundation Trust

We understand and will support you. Thanks for sticking around V.

ar_shaw

This is brilliant thanks to the wonderful @peabodys_coffee. The official caffeine provider to our critical care teams.

Dave Woodruff

• SUMMARY •

With a long-term plan for growth and continued excellence, our aim is to remain a strong operator in the specialty coffee and healthy food industry, and in communities, through our relationships with our employees and customers. Through innovation and creativity, Peabodys intends to lead the way. We reward excellence and we always cherish loyalty. We will work with our employees and partners to build a strong business and a secure future. A commitment to values such as leadership, integrity, quality, passion and excellence allows us to navigate through challenges and towards future opportunities. Our effort is to provide an environment which nurtures individual growth for our employees, encourages excellence in service to our customers, engenders quality and open relationships with our clients, and creates an atmosphere where the entrepreneurial spirit is given room to grow.

We care about our business, and strive to create a place where all together we are inspired to grow and succeed.

“Without understating the role of senior management, our success has more to do with the employees on the front line than any other characteristic. We have exceptional staff that work incredibly hard and always interact with the customers. They earn the customer's respect and deservedly so, they are well rewarded for their hard work and staff turnover at Peabodys is incredibly low.”



Claudia Mascino
DIRECTOR

Claudia Mascino



PEABODYS COFFEE

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