All Aboard London's First School of Food: Unique Chance For Artisan Producers To 'Pop Up' At London Railway Station

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Calling all new food and drink artisans - the train to success is now waiting at Old Street Station! Kitchen Table Projects are launching a unique platform for emerging businesses who are looking to take their product to the next destination. Be one of fifteen very special artisans to take part in the first ever School of Food - and secure a ticket to showcase your product to thousands of shoppers and commuters at Old Street Station, right in the heart of London's start up scene. Or be a visitor and experience the top fifteen new products this summer from June 22nd until September 13th.

From the Kitchen Table
Kitchen Table Projects is a foodie business based in London - passionate about helping artisan food producers springboard their products to the wider market. Founded by entrepreneur and former pastry chef Tara Sundramoorthi, Kitchen Table Projects aims to champion all those hidden artisan gems. Tara launched Kitchen Table Projects to help other people along the path to realising their dreams after having a 'light bulb moment' of her own. Ever the entrepreneur, Tara set up a market stall at university selling her own baked goods and found that her products were constantly selling out. She then opened a café with her friends where she met many people who had great foodie ideas - but no idea how to put them into action. It was this that motivated her to set up her own business - and launch Kitchen Table Projects to help and inspire small scale producers.

Want to pop up?
Do you have a shelf-ready product to retail? Do you have a passion for being part of a foodie community? Then apply for the chance to become one of Kitchen Table Projects fifteen very special artisans. This incredible opportunity will provide you with a rare shop window to sell your goods and the expert advice to help you pursue your foodie dreams. You will have the chance to sell your product - chilled or ambient - alongside others at a pop up School of Food, café and farm shop showcasing a unique range of craft produce from across the UK - all at London's Old Street Station.

Back to School
The School of Food is just that - a school where your teachers will be a twelve-strong team of experts specialising in marketing, PR and finance through to branding, photography and food law. Be educated for twelve weeks and emerge with the knowledge that will help your food project become a reality.

In the classroom

*London retail shelf space to sell your product

*12 weeks of workshops, advice and discussion groups from industry experts

*Fortnightly sales reports and customer feedback

*Use of space to run tastings and other events

*Marketing and PR exposure

*Access to monthly networking night

*And a chance to pitch your business at an Artisans After Hours Event.

Tara Sundramoorthi, founder of Kitchen Table Projects, said: "*With Kitchen Table Projects, I put together two of my most favourite things - food and making things happen. I wanted to create a starting point for emerging artisan food producers to make their visions and aspirations a reality. I believe that the world is a better place when people are doing what they love. Our School of Food will help those producers looking for a shop window to retail their product - and provide them with invaluable expert advice at the same time. All that they need is a product and a passion for being part of an incredible foodie community. Old Street Station is a fantastic location for a pop up shop front and I am so excited to be launching there. It would be amazing if I could help fifteen food and drink businesses achieve what they never thought was possible.*"

Vhari Russell, of Food Marketing Expert, said: *"I am delighted to be involved with Kitchen Table Projects - it offers such a great platform for producers who are looking to start and grow. The panel of experts have such a great wealth of knowledge and all bring different experience and advice to one place. With over fifteen years of experience of working in the food industry both on own brand, branded products, helping to create them and sell them; it will be great to pass on tips and advice to the producers. We hope to help them grow and develop their products and their markets."*

ENDS

Editor's Notes

The deadline for applications is May 15th, 2015.

The programme starts on June 22nd 2015 and runs for 12 weeks until September 13th 2015.

Participating in the School of Food this summer costs £1,800 plus VAT - which works out at £21 per day.

It will include all day trading, market research and customer feedback, more than 40 hours of industry expert support, PR exposure and a lifetime membership of Kitchen Table Project's Artisan Community.

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