

# The Springboard to Success: Applications Now Open for the Second Artisan Springboard, from Kitchen Table Projects

Thursday 27 August, 2015

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Following the success of the Kitchen Table Project's very first Artisan Springboard, applications are now open for the Christmas 2015, twelve week programme. Do you have a shelf-ready product ready to launch? You could be one of just eight start up artisans who will once again be given the exciting opportunity to showcase your product to thousands of visitors at a pop up farm shop/café in the heart of Central London. Founded by foodie entrepreneur Tara Sundramoorthi, this unique programme aims to champion those hidden artisan gems and launch the next generation of artisan producers.

## Why apply?

Not only will this incredible opportunity provide a unique shop window to sell your product, you will also be mentored by sixteen food and drink experts specialising in photography, branding, marketing, PR and finance - including Vhari Russell from The Food Marketing Expert and Tussie Collier from Hurricane Design.

## The Original Springboarders are collecting stars...

The first intake are currently just over half way through their twelve-week programme, with thousands of commuters flocking through the doors of The Kitchen Table Project pop up at London's Old Street Station, on a weekly basis. The eleven start-ups range from handcrafted chocolates and marshmallows to savoury sauces and artisan dressings, including Great Taste 2015 winners Tigg's, Dips Ltd and Fifth Dimension chocolates.

Jacob James, founder of Tigg's said: *"The Artisan Springboard has allowed us to ask important questions regarding what we have been doing and gain a better idea of the direction that we need to go in the future; for any business in its infancy this is extremely useful. Tara and the team have been great and have always been on hand to offer assistance."*

Tara Sundramoorthi, founder of Kitchen Table Projects, said: *"We had a fantastic response from the first Artisan Springboard, with thousands of people visiting our pop up to browse and buy the artisans' fantastic produce. The current Springboarders have gained invaluable experience and industry advice from our experts already - and they are only half way through! I am now looking for our next round of emerging artisans. Not sure whether to apply? Pop down to Old Street Station and take a look for yourself!"*

**ENDS**

## Editor's Notes

The deadline for applications is 4th September. The programme starts on 1st October and runs for 12 weeks until 31st December.

Participating in the Artisan Springboard this Christmas costs £2,500.

It will include all day trading, market research and customer feedback, more than 50 hours of industry expert support, PR exposure and a lifetime membership of the Kitchen Table Project's Artisan Community.

For further press information, please contact Claire Dunn at [claire@monkhousefoodanddrink.co.uk](mailto:claire@monkhousefoodanddrink.co.uk), or telephone 01939 290399

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