

Workspaces
& Amenity



FRISKA

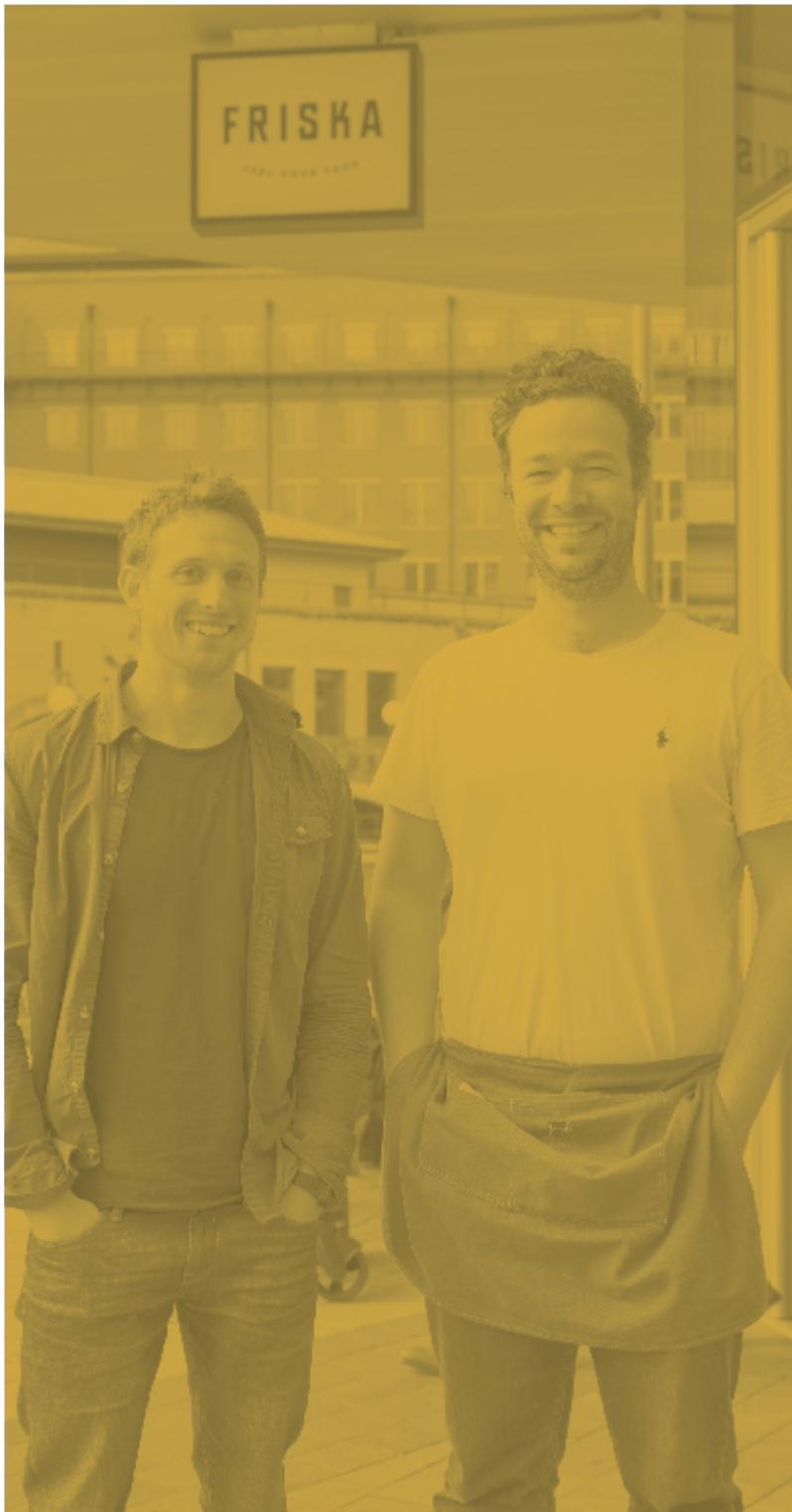
FEEL GOOD FOOD





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HI THERE!

We opened our first place back in 2009 with a clear vision which remains just as true today as it was when we served our first customer; we want to re-define peoples expectations of what a food and coffee place should look, taste and feel like. We really want people to LOVE what we do and how we do it.

What we offer...

We are best described as being part way between a café and a quick service restaurant. It's the best 'everyday' place to go for breakfast, lunch or coffee, that won't break the bank. On the food side we are focused on making delicious, interesting and quality dishes, inspired from around the world and made using quality ingredients. We serve things like Chicken & Chorizo Gumbo, Pho Noodles and lots of other things including the #worldsbestbaconsarnie.

How we do it...

Our service focus is simple, we want our customers to LOVE what we do, feel happy when they are in our stores and, as a result, engage with our brand in a meaningful and genuine way. Ethics, provenance and sustainability are key to the Friska DNA.

The Team...

Creating those 'WOW' moments for our customers is down to our team. We focus on being the best employer we can and cementing our 'people values' of having fun at work, taking pride in what you do and leaving better than when you joined.

That's Friska in a nut shell but the proof is in the Hotbox, the Flat White and the feeling when you leave. There is also a whole back story of how Ed and I came to serve our first customer and to where we are now, but that's for another time.

Griff Holland & Ed Brown

WHAT WE ARE ABOUT

Friska stands for fresh food, speciality coffee and hospitality to make you feel great.



OUR STORES



Park Street
Bristol, BS1 5PJ

Retail



Victoria Street
Bristol, BS1 6BY

Retail



Harbourside
Bristol, BS1 5LW

Retail



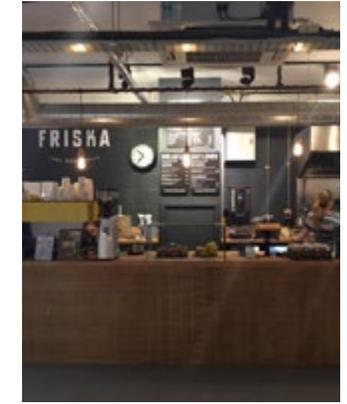
The Eye
Bristol, BS2 0DW

Retail



BBSP
Bristol, BS16 7AJ

Concession



Here
Bristol, BS4 3HG

Concession



Rivergate
Bristol, BS1 6ED

Concession



Queen Square
Bristol, BS1 4QH

Retail



Luton Airport
Luton, LU2 9LY

Travel



Manchester MSP
Manchester, M15 6JJ

Concession



St Peter's Square
Manchester, M2 3DF

Retail



University Green
Manchester, M13 9GP

Retail



Case Study 01

BRISTOL & BATH SCIENCE PARK

LOCATION

Bristol & Bath Science Park, BS16 7FR

OPERATING SINCE

September 2011

PUBLICLY ACCESSIBLE

Fully accessible to the public and occupiers.

LANDLORD

Originally developed by Quintain, recently purchased by South Gloucestershire Council.

STAFFING LEVEL

We have 4 members of staff working at this location.

ON SITE POPULATION

Direct onsite population of c. 250, with a further c.500 in close proximity.

OFFER

Full hot and chiller offer, due to on site kitchen.

DESCRIPTION

This is an out of town site, occupying the central atrium or forum of the central building of the Science Park. We commenced trading in 2011 for the newly constructed Bristol & Bath Science Park. The Capex was fully funded by the landlord. We subsequently carried out a refit in 2018. The deal was originally a license to occupy with a management fee. Following successful trading we have since moved on to a conventional lease structure.

Case Studies

FRISKA CONCESSIONS



Case Study 02

(HERE), FORMERLY BATH ROAD STUDIOS

LOCATION

HERE, Bristol, BS4 3HG

OPERATING SINCE

November 2012

PUBLICLY ACCESSIBLE

Limited access to the public.

LANDLORD

Originally developed as the ITV studios, purchased and developed by Ashville.

STAFFING LEVEL

We have 1 member of staff working at this location, with occasional short term support.

ON SITE POPULATION

Direct onsite population of c. 150.

OFFER

Reduced offer, centred around our chiller range (salads and sandwiches).

DESCRIPTION

This is small concession site occupying a space in the central reception area. There is seating for approximately 30 people. The Capex was fully funded by the landlord. A refit in 2017. The deal was originally a license to occupy with a management fee with a turnover rent payable to the landlord above a threshold.



Case Study 03

MANCHESTER SCIENCE PARK

LOCATION

The Bright Building, M15 6JJ

OPERATING SINCE

September 2017

PUBLICLY ACCESSIBLE

Fully accessible to the public and occupiers.

LANDLORD

Developed by Bruntwood / Manchester Science Park Partnerships.

STAFFING LEVEL

We have 4 members of staff working at this location.

ON SITE POPULATION

Direct onsite competition of c. 200 with a further c.1500 in other buildings across the science park.

OFFER

Full hot and chiller offer, due to on site kitchen.

DESCRIPTION

This is a newly constructed store forming a central position in the Manchester Science Park, located just off Oxford Road. The Capex for the store was fully funded by the landlord. The deal is based upon a short lease, with L&T protection to renew on expiry. We replaced the existing operator located in an older adjacent building, giving us a strong indication as to where underlying trading would be.

WHY, HOW & WHAT?

MAKE PEOPLE FEEL GOOD

Why we do it...

Our 'Why' is to redefine expectations for a breakfast and lunch place in terms of the quality of the food and drink for the price, the customer service and as an employer in our industry. We aim to redefine customers' and employees' expectations to create a brand which stands for something and builds a competitive edge through its values.

FRESH FAST FOOD & COFFEE

What We Do...

We sell great tasting food for breakfast and lunch, and speciality coffee. Our target market is the 18+ (millennial) and responsible consumer. The three most important reasons people come to us are for the quality of our food and drink, the vibe and the convenience.

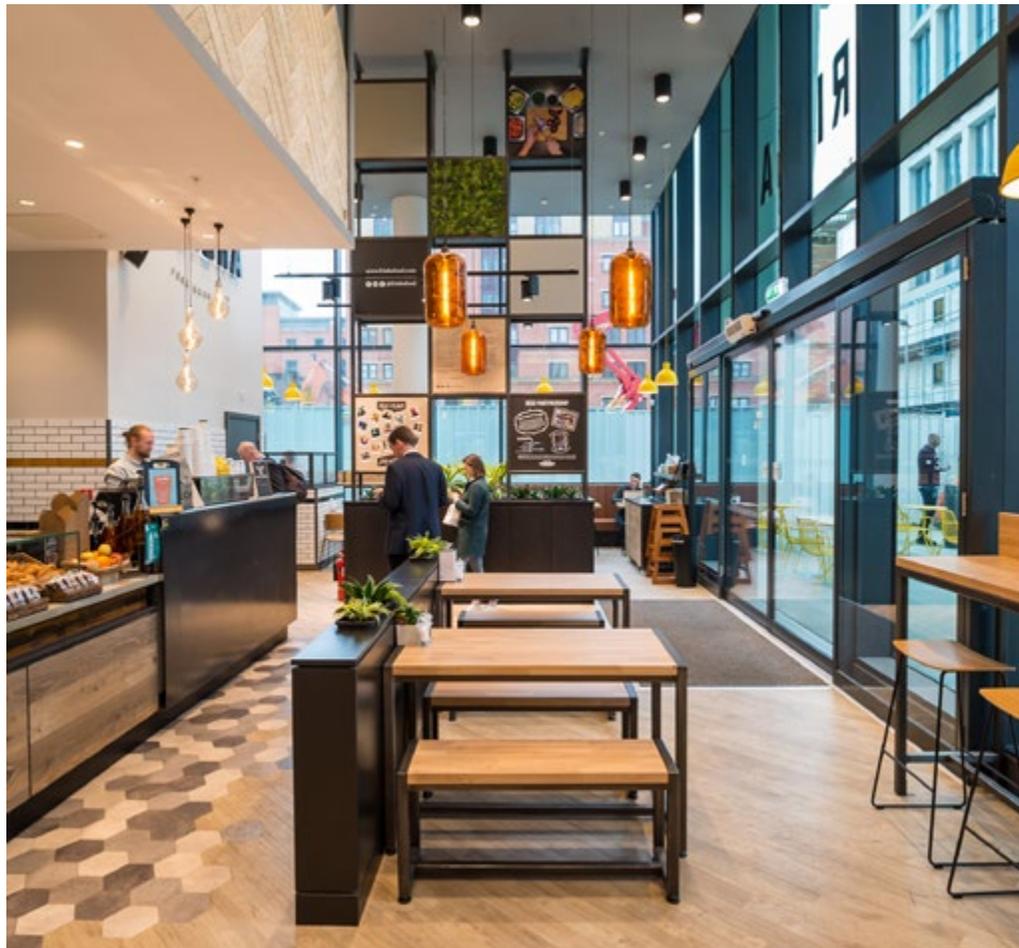
AUTHENTIC, FRESH & FULL OF LIFE

How we do it...

So in everything we do, we make sure that we hit these three guiding principles. Whether it's putting a new item on the menu or how we assess members of the team for promotion we need to hit these three markers of being authentic, innovative and keeping that sense of fun.



LOOK BOOK







OUR MENU: FOOD & COFFEE

A regular cycle of new product development keeps our menu fresh, interesting and relevant. Our guiding principles have always been taste, quality and provenance whilst balancing the importance of health across the menu. Our core demographic of “bright young things” means we are always focused on remaining relevant with the latest food trends and eating habits that appeal to our customers.



BREAKFAST

It's important to start the day right. We know that whether you're running late for work on a Monday morning or treating yourself on a Friday, a quality breakfast served well is the best way to start the day on the right foot.

We have worked hard over the years to refine our breakfast offer, but always keeping it true to our values, well priced, quick to serve and available on the go.

We have options for bread-lovers and those avoiding gluten on our breakfast menu. As an 'everyday' place, we know that it's key to serve a number of healthier options and to keep the price point affordable. Breakfast is served from 7am - 11:30am and prices range from £1.95 - £4.25 for our house breakfast bowl.



LUNCH

Lunch and beyond accounts for the majority of our daily sales. We can serve up to 200 people per hour, with hot food served in less than 150 seconds at our busiest stores.

Our menu ranges from a great mix of Grab and Go Sandwiches, Salads and soups. All of these are made from ingredients we can feel proud to serve, like bread from Hobbs House Bakery or our free range Merrifield Farm chickens.

Lunch is served from 11:30am - until close and the prices range from £2.75 - £5.75. All items on the lunch menu are available to eat in or take away.



PROPER COFFEE

Our coffee is roasted by Bristol-based Clifton Coffee. We have our own unique blend of speciality coffee called Boi Bumba, named after a festival in Brazil – its country of origin.

Our coffee is directly sourced from Pedro who is a third generation coffee farmer at Fazenda Pinhal. Direct trade allows roasters like Clifton Coffee to buy directly from the growers. This cuts out the middleman, giving the farmers a better-than-Fairtrade price, the roasters a guarantee of quality and our customers great tasting coffee every single time.

We are a food led business with coffee representing about 20 - 30% of our total sales (depending on the store) so the importance of having a coffee offer which matches our food in terms of flavour, quality and provenance is critical.



Our COFFEE



COUNTRY: Brazil
PRODUCER: Pedro Teixeira
FARM: Fazenda Pinhal
VARIETAL: Mundo Novo
PROCESS: Natural



Pedro's FARM



DIRECT TRADE

Direct trade means roasters like Clifton Coffee buy directly from the farmers like Pedro, cutting out the middleman, meaning a better-than-Fairtrade price.



BOI BUMBA
Espresso

SINGLE Origin COFFEE

COUNTRY / FARM: Brazil / Fazenda Pinhal
FLAVOUR NOTES: Dark Chocolate and Roasted Almonds

OUR Brew RATIOS

18G IN / 34G OUT
28 SECONDS

34G / 500ML

ACCREDITATION & ACCOLADES

Sustainable Restaurant Association Society Award

Sustainable Restaurant Association – January 2012 Friska won the SRA's Society Award in recognition of their efforts to engage positively with their staff, customers and the local community.

Best Independent Outlet

Lunch Business Grab and Go Awards – July 2012. Friska won the Best Independent Outlet Award in the 2012 Lunch Business Grab and Go Awards. We were also shortlisted for the CSR Award.

Three Star Sustainability Champion

Sustainable Restaurant Association – January 2013. Friska is commended for taking multiple measures to reduce its environmental impact supporting local fund raising initiatives, and for ensuring all meat is free range.

Green Business of the Year

Business West – June 2013. Friska won the 2013 Business West award for Best Green Business of the Year for our work in waste management, energy efficiency and our work in other areas of social responsibility.

Bristol Good Food Awards Best Express / Takeaway

Bristol Good Food Awards – June 2013. Friska won the best express / takeaway in the 2013 Bristol Good Food Awards. This was voted for by Friska customers.

Runner Up Observer Food Monthly Awards 2013 Best Cheap Eat

Observer Food Monthly – October 2013. Bristol cafe chain committed to great food (like Pho and Laksa) for an equally great cause. A cut of profits from the monthly special goes towards a developing world microfinance project.

Observer Food Monthly Winner 2014

One of our proudest achievements was winning the 2014 Observer Food Monthly Award for the “Best Ethical Restaurant”. This was a massive achievement for us with other category winners including Nigella Lawson and The Ledbury.

Breakthrough 50

Friska was nominated as one of the 50 companies to watch in the Santander & Smarta Breakthrough 50 awards. This recognised up and coming business across the country who were making waves in their industry.

Insider Media 42 Under 42

We were privileged to be entered into the prestigious 42 Under 42 list voted for by Insider Media. Griff and Ed also won the Entrepreneur of the Year Award.

Scores on the Doors FSA Rating

All our Kitchens have a 5 Star Health and Safety Rating.

Guardian Sustainable Business

We were privileged to be shortlisted for the Social Impact Award in the 2014 Guardian Sustainable Business Awards for our Partnership with Deki, a Micro Finance Charity we have been supporting for 3 years.

Bristol Good Food Awards Best Chain

Best Chain of the Year in the 2016 Bristol Good Food Awards. The awards are based on votes cast by Bristol's public with more than 60,000 individual votes cast providing an impressive shortlist of top establishments for a team of experienced judges to visit.

Regional Growth Business Award South West Region

Food & Drink Federation – Sept 2017 Friska were announced as the winner of the Food & Drink Federation Regional Growth Award for the South West Region.

2018 Top 10 Best Places to Work in Hospitality

We were awarded a prestigious industry accolade for our approach to people and our team. Fellow finalists included the Savoy.



Health & Safety Audits

Every year we undergo an external audit by Shield Your Self who critically review our Health & Safety Management Systems.

Compliance

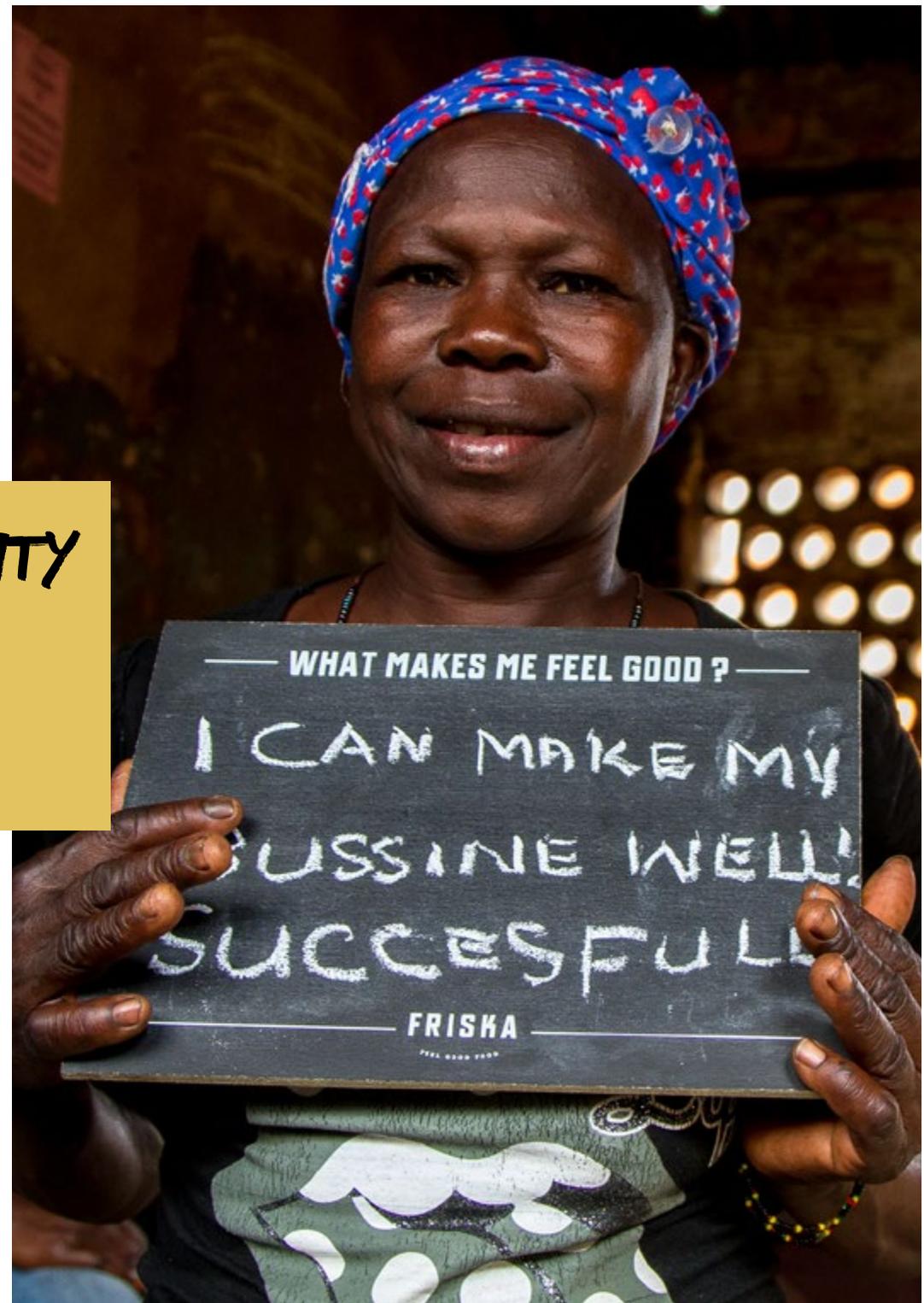
We use an external e-learning platform to train and maintain legal compliance across all employees which include Allergen awareness.

External Food Safety Audits

Every 6 months we undergo an external audit by STS who critically review our HACCP and Food Safety procedures.

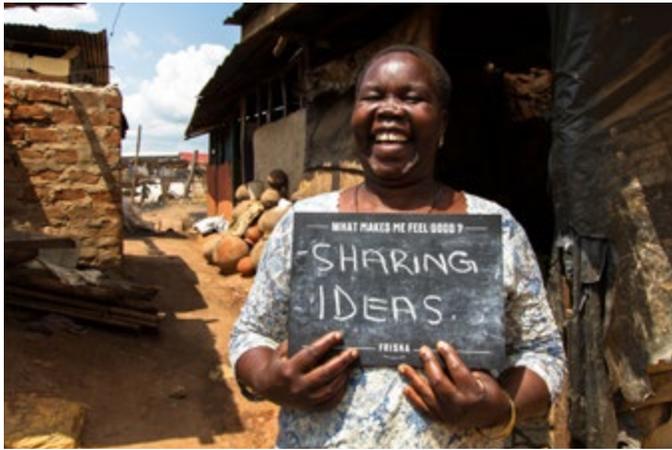
ETHICAL & SOCIAL RESPONSIBILITY

Our ethics and social responsibility is at the heart of how we go about running our business.



DOING THINGS RIGHT

We don't claim to be perfect, but we strive to increase the good stuff we do and reduce the environmental impact associated with running a business like ours.



DEKI

Our main charity partnership is with Deki. Deki support aspiring entrepreneurs in the developing world through lending micro loans to help people start up or grow their businesses and provide for their families. We decided to make one of our dishes our 'Deki Dish' where we donate 10p to Deki every time one is sold. This means that so far we have supported nearly 300 entrepreneurs, which has had a positive impact on over 1,800 people in their communities.



FRANK WATER

We take great pride in our relationship with FRANK water. FRANK is a clean drinking water charity which create clean drink facilities in India. We support FRANK Water through a donation of 10p bottle of water sold. For every £13 we can give someone in India clean drinking water for life which helps them avoid preventable illnesses. So far we have managed to provide clean drinking water for life for over 429 people who are now healthier and more productive as a result.



ENERGY

Our stores are powered by 100% renewable energy whenever we get to choose our energy supplier (most of them).

ANIMAL WELFARE

We use free range chickens from Creedy Carver, outdoor-reared pigs from Wicks Farm and pasture-fed cows and lambs.



WASTE MANAGEMENT

Our environmental approach is framed around the idea of reduce, re-use, recycle. As such we are fully committed to reducing waste wherever possible. When operations require waste, like with take away packaging we seek to source items which have the smallest environmental impact possible and or can be disposed of effectively.

REDUCE

- Where possible reusable packaging from suppliers is collected and sent back for reuse.
- Detailed specs and recipes are produced for kitchens to enable accurate preparation and ordering therefore reducing produce waste.
- Our online management system analyses sales to produce predictive reports for kitchens, guiding ordering and preparation levels to minimise waste whilst still meeting customer expectations around availability.
- Waste is recorded and monitored to allow reduction strategies to be implemented effectively.
- Measurable targets are set for wastage for each store, front of house and kitchen.
- We use online systems almost exclusively for specs, reducing the need to excessive printing and waste paper (CPL and FriskaOnline).
- We are currently investigating the introduction of Keep Cutlery to further reduce our customers need for single use cutlery.

RE-USE

- Some recipes utilise ingredients that would otherwise be wasted, such as herb stalks.
- All edible food products to be wasted are donated to partner homeless charities for distribution.
- We sell our Keep Cups at Cost Price to encourage our customers to reduce their use of single use disposable cups.
- We offer a Keep Cup Discount of 30p for any Hot Drink bought with a Keep Cup.

RECYCLE

- Friska is a zero waste to landfill company.
- All paper, cardboard, plastic, glass, and metals are separated from general waste and sent for recycling.
- All general waste is sent for incineration to produce energy.
- All spoiled food and preparation waste (e.g. vegetable peelings) are collected separately from general waste and sent for anaerobic digestion for energy production.



WORKING AT FRISKA

We believe in creating 'feel good jobs' for our colleagues. This means providing opportunities for personal and professional development, doing the right thing, and fair pay to all.



BEING A GREAT PLACE TO WORK

We know that our people are what make Friska loved by our customers – they are at the heart of what we do. In order to keep attracting and retaining great people, we are focused on being one of the best places to work in our industry and indeed in the UK.

OUR VALUES - FUN, PRIDE, DEVELOPMENT & SUCCESS

Having fun at work, taking pride in what you do, leaving better than you arrived and being successful. These values are embedded into everything we do, and are strengthened through all of our People & Development practices.

They are celebrated with monthly A Team Awards, for which there have so far been over 200 nominations. They make for great reading and sum up the positivity and friendly nature of our teams

PAYING ABOVE THE NATIONAL LIVING WAGE

We have always paid above the minimum wage and currently pay above the National Living Wage for all employees, regardless of age. Wages are reviewed yearly, in line with inflationary increases.

BENEFITS

We reward the team for their hard work and commitment to improving and growing Friska in the following ways:

- Coffee and lunch on us when working and 20% off the rest of the time
- Simply health cash back scheme for every day health and well-being
- “Friskaversary” present of £100 to go out for a special meal
- Party pot incentives for the team to celebrate success
- Great parties and whole team get together

We also offer a competitive bonus scheme for managers, who can earn up to £3,000 per year on top of their salary.



TEAM SURVEY 2018 TESTIMONIALS

What the team said:

“Friska has high standards, promotes good food and a fun environment. I genuinely think it is one of the best companies I’ve worked for.”

“Recognising duty as a business to contribute to social causes. Friska employs people that embody its values – they are fun and take pride in what they do!”

“Encourages hard work but rewards this well. Having company values which can be seen throughout the business. All employees know one another and everyone is very friendly.”

86% agreed or strongly agreed that Friska is a fun place to work

86% agreed or strongly agreed that Friska has high performance standards

92% agreed or strongly agreed that their manager always treats them with respect

10TH IN THE CATERER'S BEST PLACES TO WORK IN HOSPITALITY AWARDS

10 **FRISKA**
In a nutshell A group of healthy fast-food restaurants and concessions
Locations 10 sites in Bristol, Manchester and Luton
Employees 115
Average staff turnover Undisclosed
Annual sales turnover £5m

Friska believes that its staff should have fun at work, while also striving to improve their performance. To incentivise employees, the company recently implemented a values awards scheme called the A-team awards, to recognise employees who embody values and go above and beyond to make Friska's customers – and colleagues – feel great.

Nominations can be made by anyone and are shared in Friska's monthly Feel Good News newsletter, with a winner picked every quarter. An overall winner receives a cash prize at the Christmas party.

“We've received nearly 100 nominations and they make for very uplifting reading,” says people and development manager Ellie Steers. “They sum up the positivity and friendly nature of our team.”

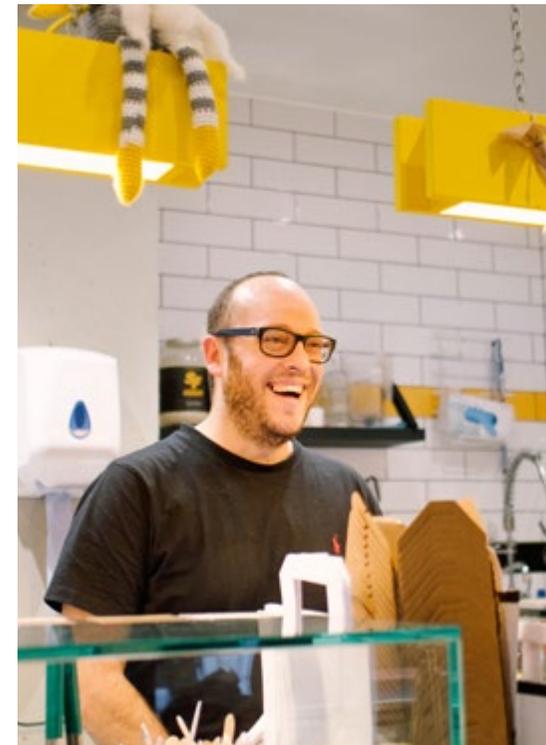
Friska is a three-star member of the Sustainable Restaurant Association, and being a good employer is as central to its ethos as low waste and good food. Its approach includes a good work-life balance, fair pay, benefits such as Simplyhealth healthcare, childcare vouchers, free lunch and coffee, and opportunities for development and progression.

“On a personal level, I have had access to a huge amount of personal development and feel valued in the company,” is one comment that reflects the company vibe.

Another is: “Great work-life balance for the hospitality industry – most people have weekends off due to the nature of the business, and there isn't the expectation that managers will be working 50-plus hours a week as is common in the industry.”

Not least, team members get to celebrate their annual Friskaversary with a meal out for two courtesy of Friska.

It all pays off, with 92% of Friska staff wanting to do a good job.





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