



Pure.

food for business

Inspiring food for your meeting, event
or team delivered by a brand you love.

Our Purpose

To make deliciously good food, creating moments of joy when you're on-the-go or at work. We go the extra mile to make food that's beautifully presented, full of flavour and packed with goodness.

At Pure, we believe that good food is good for business. Good food brings teams together, fuels great ideas and makes work a happier place to be. Good food makes meetings magic, events extraordinary and workplaces wonderful.

We believe businesses of all kinds deserve exceptional food, because whatever your business goals, great food makes it happen.

Whether it's a weekly team catch up, an annual AGM or options for feeding your teams each day, we can cater for it.



What makes us Pure?



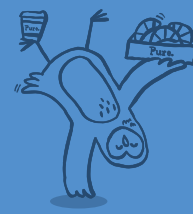
Delicious

Food that's as pleasing on the eye as it is on the tastebuds. Our delicious, beautifully presented food is freshly made every day.



Reliable

Service you expect, from a brand you love. With easy online ordering, live tracking and dedicated customer support, we won't let you down.



Flexible

Food for every business need, when you need it. Meetings, client events, feeding your team - we've got you covered (and your dietary requirements too).



Thoughtful

You buy, we donate. For every catering order made, we donate the cost of two school breakfasts* to Magic Breakfast Charity, to help children and young people thrive at school.

What we do for you

We understand the power of *good food*.

Good food makes meetings magic

Pure has all your meeting needs covered. Whether it's **healthy options** for your weekly team breakfast, **sharing platters** for your monthly board meeting, a **buffet selection** for a client catch-up or you need an **exclusive supplier** for all of your meetings, Pure food is good for business.

Good food makes events extraordinary

Corporate conferences, networking events, or AGMs – our catering and buffet menu is perfect for all event sizes. Wraps or salads to share, cheese or meat platters, tea & coffee with freshly baked croissants, or sweet treats—everything you need to make your next event extraordinary. Or try our simple to order but guaranteed to impress **Event Packages** – curated selections of our best-sellers, designed to suit different **budgets and occasions**.

Good food makes workplaces wonderful

No on-site kitchen at your office? No problem. We have a range of long-term, **workplace feeding solutions** for you. With our Drop Points service, you can give each employee a login, set a daily budget and your teams can choose from a set menu. We'll then pack and deliver **individually labelled bags** directly to a pre-agreed 'Drop Point' in your office. Or is your style more of a protein-packed buffet and healthy salads for your team to share and help themselves every day? Whatever your need, Pure makes workplace feeding wonderful.



Our Product

Nutrition

On-site kitchens

We make our food by hand, in our on-site kitchens and label each dish with the ingredients and allergens contained.

Big on nutrients

We're big on veggies and we don't use any processed meat-alternatives - we prefer to use real, whole foods that are full of nutrients.

Dietary preferences

We cater for lots of dietary preferences, and you'll find lots of our recipes are naturally gluten, wheat or dairy free.

Fibre-rich recipes

We're big on fibre too, essential for maintaining a healthy gut, so you'll see lots of fibre-rich fruits, vegetables and wholegrains in our recipes.

Sourcing & Ingredients

Seasonal & local

We source our fruit and veg seasonally, and as locally as possible.

Our milk

We only use organic dairy milk and don't charge extra for plant-based alternatives.

Our eggs

We only use free-range eggs.

Our oats

We use Wildfarmed regenerative oats in all of our overnight oat pots.

Our meat & fish

We only use British beef, British Red Tractor chicken and Scottish or Norwegian salmon across our menu.

Our coffee beans

Our delicious blend of 100% Arabica coffee is locally roasted and Rainforest Alliance Certified.

Our bread

We use thick cut bread made with Wildfarmed regenerative flour in our sandwiches.



Our Planet



Recycle, re-use, re-fill

£1 reusable cup discount

We offer a £1 reusable cup discount on all hot drinks, and if you don't have a cup you can buy one of our reusable cups in any store. 15% of coffees sold at Pure are now served in a reusable cup and all our team members have their own cup, helping us to save over a million cups since starting the initiative.

National Cup Recycling Scheme

We are part of the National Cup Recycling Scheme, the UK's largest paper cup recycling initiative. The Scheme is a voluntary industry collaboration of major retailers, waste collectors and UK paper mills and has now recycled over 150 million cups since its launch in 2018.

Free filtered water

We are the only high-street brand to offer free filtered water in our shops in partnership with Belu. Our water stations are accessible to all customers. No need to ask for us to fill-up your bottle for you. You can fill-up anytime, even if you're not buying anything.

Recycling

Where possible, our shops have different waste streams available to allow for a separation of food waste, recycling and general waste.

Waste

Reducing food waste

To help reduce food waste from our kitchens, you can find us on Too Good To Go - the brilliant app that helps pair unsold food to customers, at a fraction of the retail price. Since we joined the platform in 2023, together we have saved over 90,000 meals from going in the bin. That translates to a whopping 125,000kg CO2e saved - enough to offset charging 22 million smartphones!

Zero landfill

In all the shops where we control our waste management, we send zero waste to landfill; anything which isn't recycled is converted to fuel.

Packaging

We're continually working on serving our products in the best packaging solution we can, ensuring we balance an excellent product experience with the most eco-friendly option available.

- Our wooden catering boxes are 100% biodegradable.
- We endeavour to always use RPET plastic to prevent virgin oil-based plastics being created.
- Our paper bags and napkins are fully recyclable.
- Our salad bowls are fully recyclable.
- Our grain bowls are made from 100% recycled plastic and are fully recyclable.
- We pack our catering orders in recyclable cardboard boxes.

Energy & Emissions



We use energy from 100% renewable sources at all shops where we buy the energy ourselves.

For our shorter distance catering deliveries, we use cargo bikes or electric vehicles, which are quieter and don't generate any pollution.

Over 90% of our catering deliveries are now made via electric vehicles.

Our People

Helping Communities

Magic Breakfast Charity partnership

In 2023, we began a partnership with the brilliant charity, Magic Breakfast. Their belief that no child should be too hungry to learn, resonates deeply with our values at Pure. That's why for every catering order you place, we donate the cost of two free school meals to Magic Breakfast.

(Charity No. 1102510)

**magic
breakfast**
fuel for learning

Belu Water

We partner with Belu Water to offer free filtered water in shops. Our co-branded reusable bottles are made in the UK, and we donate 50p from every bottle sold to Belu Water, who give it to their charity partner, WaterAid. You can fill your bottle up for free in our shops at any time.

BELU

Woodland Trust

We're proud to be a Woodland Trust Corporate Member, helping to create, protect and restore native woodland across the UK. Together, we're ensuring future generations will enjoy these green spaces.


**WOODLAND
TRUST**



We feed our teams with free food on their shifts, and provide 50% discount at Pure at all other times.



We're proud that over 80% of our General Managers started working with us as Team Members, and 95% of our Assistant Managers also started in our kitchens.



We provide options for access to Private Health Insurance and Life Insurance.



We pay significantly over the minimum wage. Entry level pay is £11.45 (including £1 per hour London bonus). We have consistently paid above the minimum wage and will continue to do so.



All employees have access to an employee benefit programme which provides everything from discounts on big brands, to a range of wellbeing tools.



Our teams are not employed on zero-hour contracts.

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Get in touch

Reach out if you'd like any further information:
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