

Wholesale Menu

Bring Pure to your customers with
our delicious wholesale range



Pure.
Deliciously good food.

Breakfast & Fruit Pots

Oats & Yoghurts

Blueberry Overnight Oats 🌱🍓
Wildfarmed regenerative oats with Greek-style yoghurt & blueberries.

Super Nut Overnight Oats 🌱🍓
Wildfarmed regenerative oats with Greek-style yoghurt, mixed nuts, dates & seeds.

Forest Berries Overnight Oats 🌱🍓
Wildfarmed regenerative oats with coconut protein yoghurt alternative, forest berries & seeds.

Mixed Berry Yoghurt & Granola 🌱
Greek-style yoghurt with forest berries & nutty granola.

Peanut Butter Protein Pot 🌱🍓
Coconut protein yoghurt alternative with peanut butter, raspberries & nutty granola.

Blossom Honey, Yoghurt & Granola 🌱
Blossom honey topped with probiotic Greek-style yoghurt and nutty granola.

Protein Boost 🌱🍓
Handmade with Greek-style yoghurt, berries, mixed nuts, dates, seeds & peanut butter.



Fruit Salads

Mango & Pineapple 🌱🍓
Juicy mango and pineapple chunks.

Fruit Salad 🌱🍓
Watermelon, grapes, mango & apple.

Melon & Blueberries 🌱🍓
Cantaloupe melon and blueberries.

Breakfast Wrap Toasties

Bacon & Egg 🌱🍓
Bacon, egg mayo & tomato relish in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

Super Start 🌱🍓
Feta, mushrooms, tomatoes & egg mayo in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

British Sausage & Egg 🌱
Cumberland sausage, egg mayo & tomato relish in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

Salads & Grain Bowls



Salads

High Protein Chicken Caesar 🌱🍓
Chargrilled British chicken with free-range egg, Grana Padano & cos lettuce. Caesar dressing on the side.

Chicken Burrito Bowl 🌱🍓
Chipotle spiced British chicken, smoky beans, pickled veg & corn salsa. Harissa dressing on the side.

Sweet Potato & Asian Slaw 🌱
Sweet potato, edamame, broccoli, Pure slaw, pickled veg, omega seeds & sriracha dressing.

Grain Bowls

Super Salmon 🌱
Hot smoked salmon with free-range egg & pickled veg on a bed of buckwheat, quinoa & black rice. Salsa verde dressing on the side.

Peak Protein 🌱🍓
Chargrilled British chicken, free-range egg, broccoli & mixed seeds on a bed of buckwheat, quinoa & black rice. Grandma's mustard vinaigrette on the side.

Rainbow Grains 🌱
Sweet potato, chargrilled veg, broccoli, pickled beets & tahini dressing on a bed of buckwheat, quinoa & black rice.

Sides

Hummas & Carrot 🌱🍓
Crunchy carrot batons with hummus.

Chicken & Hummus Protein Pot 🌱🍓
Chargrilled British chicken with mixed seeds & hummus.

Chicken & Harissa Protein Pot 🌱🍓
Chargrilled British chicken with mixed seeds & harissa dip.

Egg & Spicy Greens Protein Pot 🌱🍓
Free-range eggs & spicy greens.

Breads

Premium Sandwiches

Chargrilled Chicken & Smoked Bacon 🌱🍓
Chargrilled British chicken, sweet-cured smoked bacon, vine tomatoes & spinach in thick-cut, multigrain bread made with Wildfarmed regenerative flour.

Hot Smoked Salmon & Cucumber 🌱
Hot smoked salmon with cream cheese, dill & cucumber in thick-cut, multigrain bread made with Wildfarmed regenerative flour.

Chickpea, Sriracha & Smashed Avo 🌱🍓
Handmade with smoky beans, rocket & vegan mayo in thick-cut multigrain bread made with Wildfarmed regenerative flour.

Double Free-Range Egg & Spinach 🌱🍓
Free-range egg mayo with wholegrain mustard & spinach in thick-cut, multigrain bread made with Wildfarmed regenerative flour.

Wiltshire Ham & Mature Cheddar 🌱
Wiltshire ham & mature Cheddar cheese with tomato relish in thick-cut multigrain bread made with Wildfarmed regenerative flour.

Protein Chicken Salad 🌱🍓
Chargrilled British chicken, tarragon mayo, vine tomato & cucumber in thick-cut, multigrain bread made with Wildfarmed regenerative flour.

Mature Cheddar Ploughman's 🌱🍓
Mature Cheddar cheese, vine tomatoes, Ballymaloe tomato relish & pickled red onions in thick-cut, multigrain bread made with Wildfarmed regenerative flour.

Skipjack Tuna & Smoked Corn 🌱🍓
Pole & line caught tuna, cucumber & mixed leaves in multigrain bread made with Wildfarmed regenerative flour.



British Chargrilled Chicken 🌱
Chargrilled British chicken, mustard vinaigrette, pickled veg & cos lettuce in a pretzel sub roll.

Salt Beef, Mustard & Pickles
Salted beef, mustard sauce & pickled cucumber in a pretzel sub roll.

Salmon & Cream Cheese
Hot-smoked salmon, dill cream cheese, cucumber, lemon juice & black pepper in a pretzel sub roll.



Handmade Wraps

Smoky Beans & Corn Salsa 🌱🍓
Sweet potato & pickled veg in a wholemeal wrap made with Wildfarmed regenerative flour.

Chargrilled Chicken Caesar 🌱🍓
British chicken, egg mayo, Grana Padano & cos in a wholemeal wrap made with Wildfarmed regenerative flour.

Mexican Chicken & Smashed Avo 🌱🍓
British chicken, Cheddar cheese & Sriracha dressing in a wholemeal wrap made with Wildfarmed regenerative flour.

High Protein Coronation Chicken 🌱🍓
British chicken in coronation mayo with cucumber, pickled red onion & almonds in a wholemeal wrap made with Wildfarmed regenerative flour.

Spiced Chickpea & Mango Chutney 🌱
Chickpeas in a curried mayonnaise with roasted sweet potato, cucumber, pickled red onions & mango chutney in a wheat bran wrap.

Sweet Potato Falafel & Hummus 🌱🍓
Sweet potato falafel, hummus, slaw & pickled beetroot in a wholemeal wrap made with Wildfarmed regenerative flour.

Gochujang Beef & Pickled Veg 🌱🍓
Salt beef, pickled veg, cucumber, cos lettuce & Korean mayo in a wholemeal wrap made with Wildfarmed regenerative flour.



Lunch Wrap Toasties

Chicken Picante 🌱🍓
Chicken, smoky beans, avocado & Cheddar in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

Halloumi 🌱
Halloumi, hummus, mushrooms, sun-dried tomatoes & relish in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

Chicken New Yorker 🌱🍓
Chicken, Cheddar, pickled cucumber & mustard mayo in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

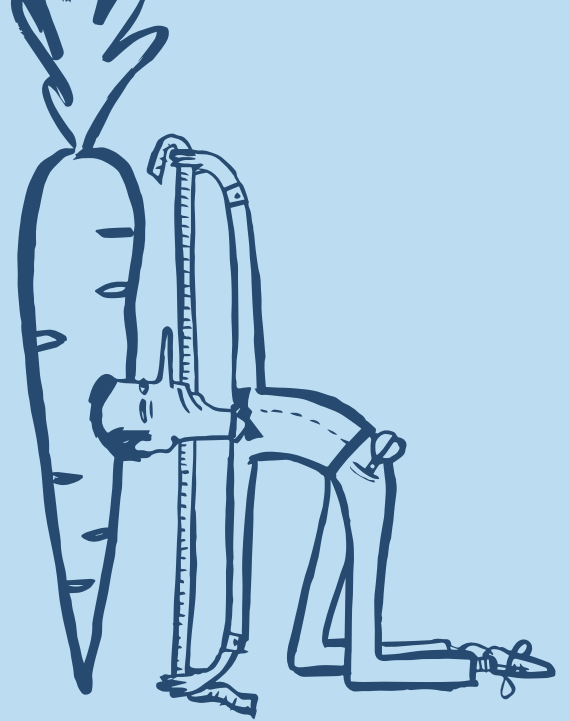
Ham & Cheese 🌱
Ham, Cheddar cheese, tomato & mustard in a toasted wholemeal wrap made with Wildfarmed regenerative flour.

Desserts

Super Rice Pudding Pot 🌱
Vegan rice pudding made with arborio rice, quinoa, coconut milk, agave nectar, orange zest & coconut chips.

Peanut Butter Choc Pot 🌱
Our best ever vegan dessert pot made with dark chocolate, coconut yoghurt alternative & Pip & Nut™ peanut butter.

Our Product



Recognised brand

The winner of numerous industry awards, Pure is a multi-channel business with retail, catering and wholesale operations.

We have 12 shops in prime London locations and high-footfall travel hubs. We deliver catering for meetings, events and conferences all over London. And most recently we have added our premium, wholesale food-to-go range handmade in our own kitchen

Same kitchen, same food

We make the products ourselves - in the same kitchen we make food for our own customers - so quality and consistency is even more important to us. We only make products we are proud to sell.

Higher quality, higher sales

We know from existing wholesale clients that having the Pure food and brand increases sales. But it's not just sales that are higher, so is the customer satisfaction.

Dietary preferences

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

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.

Our Food

Seasonal & local

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

Our chicken

We only use British, Red Tractor char-grilled chicken in all sandwiches, wraps & salads.

Our eggs

We only use free-range eggs.

Our bread

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

Our oats

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

Our packaging

We serve our products in 100% recyclable packaging.



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

Eco-friendly

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)



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.



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



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



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



We are proud that our average hourly paid team member earns 11% more than the National Living Wage. We have consistently paid above the minimum wage and will continue to do so.



Our teams are not employed on zero-hour contracts.



Get in touch

Reach out if you'd like any further information: wholesale@pure.co.uk

Pure.

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