Tasty 100

Welcome to our 23/24 compilation of food and drink brands we love, that we want to share with you.



Curated by specialist food and drink branding agency Eat With Your Eyes





Tasty 100

Taste your way through our 10 food & drink categories...

Pet Corner

Street Food & Halls

Wellbeing

Pubs, Bars & Restaurants

Coffee, Chai & Tea

Plant-based

Convenience

Retail

Casual Dining

Booze & Softs

2023 has been a mammoth year for the food and drink industry, mirroring the peaks and troughs of society through financial hardship, political unrest, community togetherness and the prioritisation of wellbeing.

While the ebbs and flows of the nation continue, food and drink will always remain a great way to bring people together. The persistent rise of plant-based diets year on year, coupled with a new stronger wave of wellness in the consumer market, sheds a new positive light on the foodie community.

With this in mind, our favourite new tasty category is wellbeing. What fitness influencers were to pre-2020, supplements are to 2023, with consumers reaching for new ways to support their mental health, gut health and overall wellbeing beyond exercise and your '5-a-day'.

Exciting trends include the use of functional mushroom extracts for their adaptogenic properties that are more than just nutritional value, from brands such as Dirtea. Along with the rise in popularity for matcha, after viral TikTok's of where to get the best blueberry matcha, and surprisingly laid-back content from famous models such as Iris Law expressing passion for

matcha tea; new habits are forming. Less people are reaching for a hard espresso in the morning, but instead for mushroom tea, superfood blends and natural-caffeine boosts of matcha.

As people, more than ever, strive for a well-balanced life there seems to be a rebellion against the hustle culture of pre-Covid. As the nation grinded to a halt and we were confined more than ever before, wellbeing was really thrust into the spotlight and it seems we have carried that idea through into our post-Covid world. More and more people, and brands alike, are shedding the idea that you must stretch your mental and physical limits to succeed within life, but instead embracing the 'soft-life' as coined by millennials as they choose a more stress-free way of living. This goes beyond wellbeing supplements, to plant-based products and the way in which we socialise.

We've expanded our vegan category with the influx of incredible quality vegan products now available, even making an appearance in our new pet category as more people look for healthier ways to treat their pets, thanks to brands such as W'ZIS? Meanwhile, our nights out have been amped up with more choice than ever before in how we spend our free time.

With a dose of nostalgia, experience spaces such as Fairgame in Canary Wharf are involving arcade and fairground style games to boost the appeal of going out to eat and drink with friends and family.

To bring it all back to our main driving force – our passion for food, drinks and the brands that impact our foodie community – we've put together our list of favourites that have listened to us. Concepts that have created solutions when needed and provided fun friendly spaces to let loose.

The food and drink industry is here to make you feel good, whether physically, mentally or socially, which is why we've added in some extra fun with our very first game. Get together with friends and family to play **Tasty Trumps** for a cheeky look at how we've rated our favourite new brands and discover what could be your favourites soon too.





Pet Corner

A dog is a man's best friend and we all want to treat them like that. Our pet corner extends to cats and other pets too, as we tally up our favourite brands taking pet treats to a whole new level.





Bark

The tastiest of treats and toys for your furry family.

| Creativity | 80 |
|--------------|----|
| Authenticity | 9 |
| Digital | 7 |
| Innovation | 74 |
| Tastiness | 1 |
| | |

Pet Corner

Trumps



Furr Boost

Smoothies for dogs that enhance your furry friends' health and wellbeing.

| Creativity | 84 |
|--------------|----|
| Authenticity | 80 |
| Digital | 73 |
| Innovation | 79 |
| Tastiness | 8 |

Pet Corner



Grub Club

Bugs are best with easy to digest, healthy meat alternative dog treats.

| Creativity | 93 |
|--------------|-----|
| Authenticity | 90 |
| Digital | 96 |
| Innovation | 100 |
| Tastiness | 10 |

Pet Corner



Herbal Dog Co.

Doggy wellbeing products – all natural, no nasties.

| Creativity | 81 |
|--------------|----|
| Authenticity | 78 |
| Digital | 82 |
| Innovation | 78 |
| Tastiness | 7 |

Pet Corner



Java Whiskers

Enjoy a coffee with feline residents, giving a new meaning to re-homing.

| Creativity | 73 |
|--------------|----|
| Authenticity | 77 |
| Digital | 80 |
| Innovation | 78 |
| Tastiness | 7 |

Pet Corner



KatKin

Natural and fresh premium cat food for healthy, happy cats.

| Creativity | 92 |
|--------------|----|
| Authenticity | 83 |
| Digital | 83 |
| Innovation | 92 |
| Tastiness | 8 |

Pet Corner

Trumps



Pawsitive Cafe

A cafe to combine mental health and our love of dogs.

| Creativity | 77 |
|--------------|----|
| Authenticity | 74 |
| Digital | 80 |
| Innovation | 82 |
| Tastiness | 8 |

Pet Corner

WOOFCHESTER'S®

Sir Woofchester's

Dog treats with the highest quality ingredients and a care for the planet.

| Creativity | 91 |
|--------------|----|
| Authenticity | 97 |
| Digital | 93 |
| Innovation | 95 |
| Tastiness | 9 |

Pet Corner



Smoofl

Flavoured ice mixes for a cool dog treat.

| Creativity | 8 |
|--------------|----|
| Authenticity | 7 |
| Digital | 88 |
| Innovation | 76 |
| Tastiness | 7 |

Pet Corner

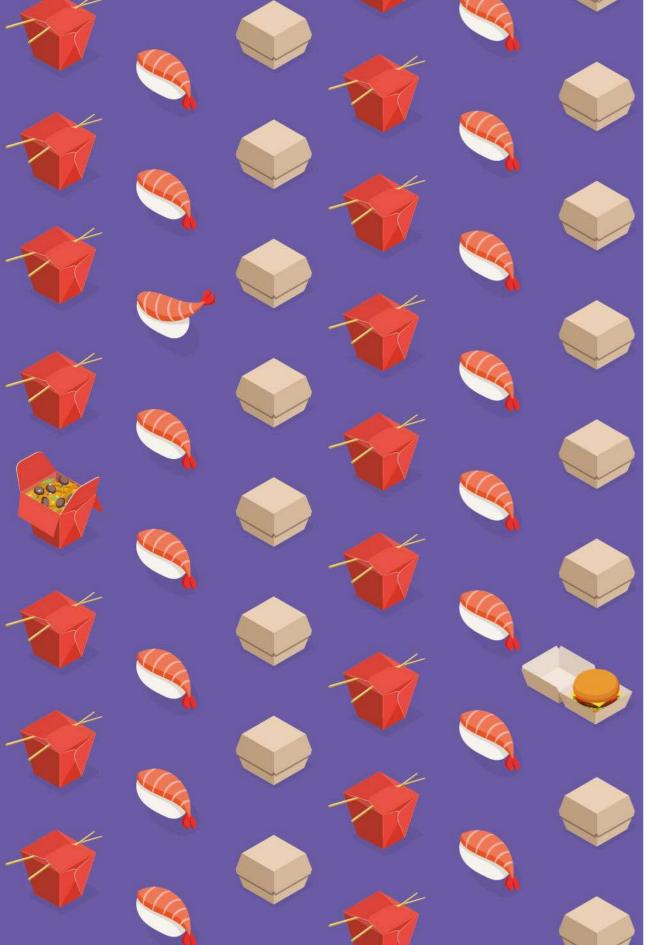


W'zis

Dog treats without meat, for a healthy, happy pup.

| Creativity | 98 |
|--------------|----|
| Authenticity | 93 |
| Digital | 79 |
| Innovation | 96 |
| Tastiness | 10 |

Pet Corner



Street Food & Halls

When you want to hop from cuisine to cuisine, street food and halls are the way to go. Food Halls are popping up more and more in major UK cities, while the home-made, community feel of street food is still an exciting staple of the foodie scene.



Bebek Bebek

Indonesian street food, with twice-cooked Javanese-famous crispy duck taking centre stage.

| Creativity | 74 |
|--------------|----|
| Authenticity | 78 |
| Digital | 70 |
| Innovation | 72 |
| Tastiness | 7 |
| | |

Street Food & Halls



Ebby's

Fuss-free and totally tasty
Turkish street food.

| Creativity | 70 |
|--------------|----|
| Authenticity | 79 |
| Digital | 70 |
| Innovation | 73 |
| Tastiness | 7 |
| | |

Street Food & Halls

FAT PAT'S

Fat Pat's

Manchester based exquisite sandwiches big on flavour.

| Creativity | 75 |
|--------------|----|
| Authenticity | 83 |
| Digital | 72 |
| Innovation | 78 |
| Tastiness | 7 |

Street Food & Halls



Guerrilla Kitchen

Locally sourced and seasonally flavoured Asian steamed Bao in Cambridge.

| Creativity | 72 |
|--------------|----|
| Authenticity | 84 |
| Digital | 73 |
| Innovation | 79 |
| Tastiness | 8 |

Street Food & Halls

HUMBLE

Humble Crumble

The humble fruit crumble elevated with personalised toppings.

| Creativity | 70 |
|--------------|----|
| Authenticity | 86 |
| Digital | 85 |
| Innovation | 75 |
| Tastiness | 7 |

Street Food & Halls

Trumps



Little Bao Boy

Street food bao and Asian dishes with a contemporary, Western twist.

| Creativity | 73 |
|--------------|----|
| Authenticity | 79 |
| Digital | 70 |
| Innovation | 81 |
| Tastiness | 7 |

Street Food & Halls

Trumps

MARKET HALLS

Market Halls

An array of the best, fresh food spots in London.

| Creativity | 86 |
|--------------|----|
| Authenticity | 85 |
| Digital | 91 |
| Innovation | 89 |
| Tastiness | 8 |

Street Food & Halls

Trumps



London

Med Salleh

Malaysian and Vietnamese street food based on childhood nostalgia.

| Creativity | 74 |
|--------------|----|
| Authenticity | 86 |
| Digital | 76 |
| Innovation | 79 |
| Tastiness | 8 |

Street Food & Halls

SMOKO

Smokoloko

Loco for smoked barbecue street food.

| Creativity | 72 |
|--------------|----|
| Authenticity | 75 |
| Digital | 70 |
| Innovation | 79 |
| Tastiness | 7 |

Street Food & Halls

Trumps



Wicked Fish

Quality seafood, banging burgers and dogz with a bite.

| Creativity | 84 |
|--------------|----|
| Authenticity | 9 |
| Digital | 82 |
| Innovation | 89 |
| Tastiness | 8 |

Street Food & Halls



Wellbeing

The relevance of wellbeing is stronger than ever in a world that can be stressful and full-on. Brands are emerging, offering functional mushroom powders, superfood blends and matcha to boost you and maintain your zen.



Acti-vit

Deliciously sparkling! Vitamin-filled!

| Creativity | 84 |
|--------------|----|
| Authenticity | 79 |
| Digital | 88 |
| Innovation | 82 |
| Tastiness | 8 |

Wellbeing

atis

Atis

Connecting communities with sustainable, plant-powered food.

| Creativity | 73 |
|--------------|----|
| Authenticity | 80 |
| Digital | 77 |
| Innovation | 79 |
| Tastiness | 7 |
| | |

Wellbeing

Trumps

DIRTEA

Dirtea

Functional mushroom extracts to improve health, wellbeing and lifestyle.

| Creativity | 74 |
|--------------|----|
| Authenticity | 82 |
| Digital | 86 |
| Innovation | 78 |
| Tastiness | 7 |

Wellbeing

Trumps

humble warrior

Humble Warrior

Immunity drinks made with kick-ass plants and nutrients for that warrior feeling.

| Creativity | 88 |
|--------------|----|
| Authenticity | 92 |
| Digital | 88 |
| Innovation | 86 |
| Tastiness | 8 |

Wellbeing



Minor Figures

Making coffee products for coffee lovers, from barista milk to cold brew, without dairy.

| Creativity | 98 |
|--------------|-----|
| Authenticity | 95 |
| Digital | 100 |
| Innovation | 94 |
| Tastiness | 10 |

Wellbeing

Trumps

DEHSIRUON

Nourished

Beauty from within thanks to vitamin and collagen snacks.

| Creativity | 90 |
|--------------|----|
| Authenticity | 88 |
| Digital | 90 |
| Innovation | 97 |
| Tastiness | 9 |

Wellbeing



Perfect Ted

Sparkling energy drinks using the crash-free caffeine of Matcha.

| Creativity | 87 |
|--------------|----|
| Authenticity | 89 |
| Digital | 90 |
| Innovation | 94 |
| Tastiness | 8 |

Wellbeing

Trumps

Rheal

Rheal

Blends to make superfoods accessible for everyone.

| Creativity | 80 |
|--------------|----|
| Authenticity | 77 |
| Digital | 85 |
| Innovation | 71 |
| Tastiness | 7 |

Wellbeing



Strong Roots

Completely vegan, plantbased frozen food for healthy convenience.

| Creativity | 9 |
|--------------|----|
| Authenticity | 94 |
| Digital | 93 |
| Innovation | 86 |
| Tastiness | 9 |

Wellbeing

waterdrop®

Waterdrop

Fruit and plant extract cubes – just add water.

| Creativity | 86 |
|--------------|----|
| Authenticity | 82 |
| Digital | 88 |
| Innovation | 84 |
| Tastiness | 8 |

Wellbeing



Pubs, Bars & Restaurants

An evening out with food and drink is where true bonds are made. From being with friends and family, a good meal or cocktail night creates lasting memories. We've chosen brands that provide whatever mood or setting you're looking for.



Creativity 73
Authenticity 71
Digital 79

Innovation 81 Tastiness 7

Pubs, Bars & Restaurants





Fairgame

Fairground vibes, street food eats and cocktails flowing.

| Creativity | 88 |
|--------------|----|
| Authenticity | 74 |
| Digital | 77 |
| Innovation | 89 |
| Tastiness | 8 |

Pubs, Bars & Restaurants

HACHA

Hacha

A celebration of Tequila and Mezcal with chic Mexican aesthetics.

| Creativity | 70 |
|--------------|----|
| Authenticity | 78 |
| Digital | 72 |
| Innovation | 75 |
| Tastiness | 7 |

Pubs, Bars & Restaurants

Kill The Cat

Kill the Cat

Be adventurous with drinks for the beer-curious.

| Creativity | 95 |
|--------------|----|
| Authenticity | 89 |
| Digital | 93 |
| Innovation | 99 |
| Tastiness | 9 |

Pubs, Bars & Restaurants



Lulu's

Deli by day, intimate wine bar by night.

| Creativity | 89 |
|--------------|----|
| Authenticity | 87 |
| Digital | 70 |
| Innovation | 77 |
| Tastiness | 8 |

Pubs, Bars & Restaurants

Trumps

PINT · SHOP

MEAT. BREAD. BEER.

Pint Shop

No nonsense! Beer, meat and bread!

| Creativity | 75 |
|--------------|----|
| Authenticity | 78 |
| Digital | 80 |
| Innovation | 72 |
| Tastiness | 7 |

Pubs, Bars & Restaurants

Trumps

PLAYERS SOCIAL

Players Social

Bringing friends together with games, music, food and drink.

| Creativity | 79 |
|--------------|----|
| Authenticity | 74 |
| Digital | 84 |
| Innovation | 77 |
| Tastiness | 7 |

Pubs, Bars & Restaurants

sketch

Sketch London

Combine food and drink with music and art for a cultured experience.

| Creativity | 96 |
|--------------|-----|
| Authenticity | 91 |
| Digital | 100 |
| Innovation | 97 |
| Tastiness | 10 |

Pubs, Bars & Restaurants



The Tivoli

A unique social experience of mini-golf, street food and drinks in Cambridge.

| Creativity | 97 |
|--------------|----|
| Authenticity | 88 |
| Digital | 97 |
| Innovation | 9 |
| Tastiness | 9 |

Pubs, Bars & Restaurants

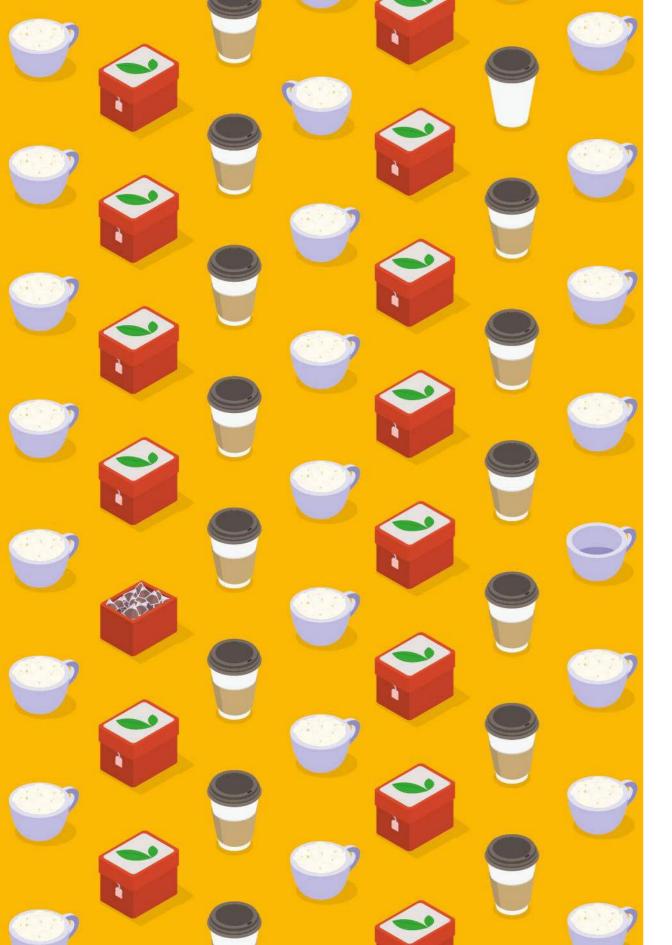
WOLF AT THE DOOR

Wolf at the Door

Manchester's late night party bar with cocktails, natural wine, craft beer and a good time.

| Creativity | 83 |
|--------------|----|
| Authenticity | 79 |
| Digital | 81 |
| Innovation | 81 |
| Tastiness | 8 |

Pubs, Bars & Restaurants



Coffee, Chai & Tea

A good ol' cup of Joe, a builder's brew or a spicy sweet Chai... whatever your taste, these brands are the goto for your hot drink. From subscriptions straight to your door, to independent cafés; the ways to drink your humble coffee and tea are evolving.

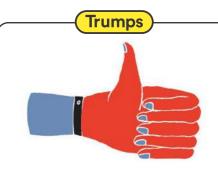


Batch Coffee Club

A speciality coffee subscription delivering an ever-growing roasterie roster.

| Creativity | 90 |
|--------------|----|
| Authenticity | 95 |
| Digital | 83 |
| Innovation | 89 |
| Tastiness | 8 |

Coffee, Chai & Tea

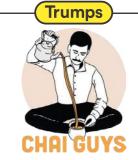


Browns of Brockley

Speciality coffee and in-house bakery delights.

| Creativity | 98 |
|--------------|----|
| Authenticity | 88 |
| Digital | 72 |
| Innovation | 82 |
| Tastiness | 10 |

Coffee, Chai & Tea



Chai Guys

Chai using the best ingredients. Sourced responsibly!

| Creativity | 93 |
|--------------|----|
| Authenticity | 99 |
| Digital | 95 |
| Innovation | 85 |
| Tastiness | 8 |

Coffee, Chai & Tea

GRIND

Grind

London-based coffee with compostable, speciality-grade pod subscription.

| Creativity | 99 |
|--------------|----|
| Authenticity | 92 |
| Digital | 89 |
| Innovation | 91 |
| Tastiness | 9 |

Coffee, Chai & Tea



Hard Lines

Deliciously roasted coffee delivered straight to your door.

| Creativity | 98 |
|--------------|-----|
| Authenticity | 98 |
| Digital | 100 |
| Innovation | 94 |
| Tastiness | 10 |

Coffee, Chai & Tea

JENI7

Jenki

Ceremonial grade matcha for focused energy and a feel-good routine.

| Creativity | 91 |
|--------------|----|
| Authenticity | 89 |
| Digital | 90 |
| Innovation | 93 |
| Tastiness | 9 |

Coffee, Chai & Tea

Trumps

LITTLE'S BIGGER THAN COFFEE

Little's Coffee

Fun flavours and great coffee. Rebelling against coffee snobs!

| Creativity | 96 |
|--------------|----|
| Authenticity | 89 |
| Digital | 88 |
| Innovation | 94 |
| Tastiness | 9 |

Coffee, Chai & Tea

moicha matcha

Moicha

Matcha for the everyday on your self-care journey.

| Creativity | 89 |
|--------------|----|
| Authenticity | 91 |
| Digital | 93 |
| Innovation | 86 |
| Tastiness | 8 |

Coffee, Chai & Tea

NØRLO°

Norlo

Smooth, organic coffee for those who dare to be different.

| Creativity | 94 |
|--------------|----|
| Authenticity | 97 |
| Digital | 89 |
| Innovation | 88 |
| Tastiness | 9 |

Coffee, Chai & Tea

PAM BAN

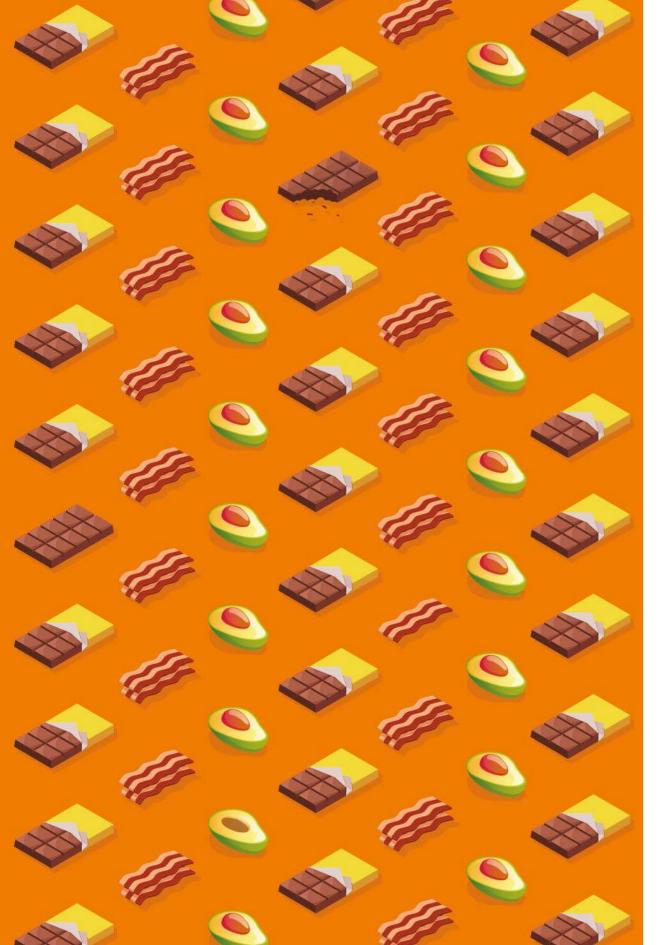
Pam Ban

For the taste of a proper chai.

| Creativity | 9 |
|--------------|----|
| Authenticity | 96 |
| Digital | 87 |
| Innovation | 94 |
| Tastiness | 9 |

Coffee, Chai & Tea





Plant-based

The plant-based food trend grows year on year. A lifestyle that benefits health as well as the environment and the food and drink industry is listening. With more choice than ever, it's been a struggle to whittle down our favourite brands.



Better Nature

Tempeh as a tasty choice, not just an alternative.

| Creativity | 86 |
|--------------|----|
| Authenticity | 99 |
| Digital | 88 |
| Innovation | 9 |
| Tastiness | 9 |
| | |

Plant-based



Club Mexicana

100% vegan and 100% tasty tacos!

| Creativity | 100 |
|--------------|-----|
| Authenticity | 88 |
| Digital | 93 |
| Innovation | 98 |
| Tastiness | 10 |

Plant-based





Dauns

The UK's first fully vegan Scandinavian-inspired cafe, bar and deli.

| Creativity | 87 |
|--------------|----|
| Authenticity | 94 |
| Digital | 91 |
| Innovation | 77 |
| Tastiness | 7 |

Plant-based



Future Farm

From juicy burgers to loaded chicken burritos; they all happen to be plant-based.

| Creativity | 83 |
|--------------|----|
| Authenticity | 85 |
| Digital | 85 |
| Innovation | 82 |
| Tastiness | 8 |

Plant-based



Jack & Bry

The meatiest of meat alternatives, thanks to jackfruit.

| Creativity | 82 |
|--------------|----|
| Authenticity | 84 |
| Digital | 74 |
| Innovation | 76 |
| Tastiness | 8 |

Plant-based

Trumps



La Vie

Plant-based bacon that's mind-blowingly good.

| Creativity | 92 |
|--------------|----|
| Authenticity | 83 |
| Digital | 90 |
| Innovation | 88 |
| Tastiness | 9 |

Plant-based

mallow

Mallow

A 100% plant-based, sustainable concept restaurant, brought to you by Mildreds.

| Creativity | 92 |
|--------------|----|
| Authenticity | 90 |
| Digital | 86 |
| Innovation | 83 |
| Tastiness | 8 |

Plant-based

Trumps

Mildreds

Mildreds

Internationally inspired, colourful food since 1988.

| Creativity | 77 |
|--------------|----|
| Authenticity | 79 |
| Digital | 81 |
| Innovation | 75 |
| Tastiness | 7 |

Plant-based



NOMO

Vegan chocolate for all chocolate lovers to enjoy.

| Creativity | 83 |
|--------------|----|
| Authenticity | 79 |
| Digital | 78 |
| Innovation | 73 |
| Tastiness | 8 |

Plant-based

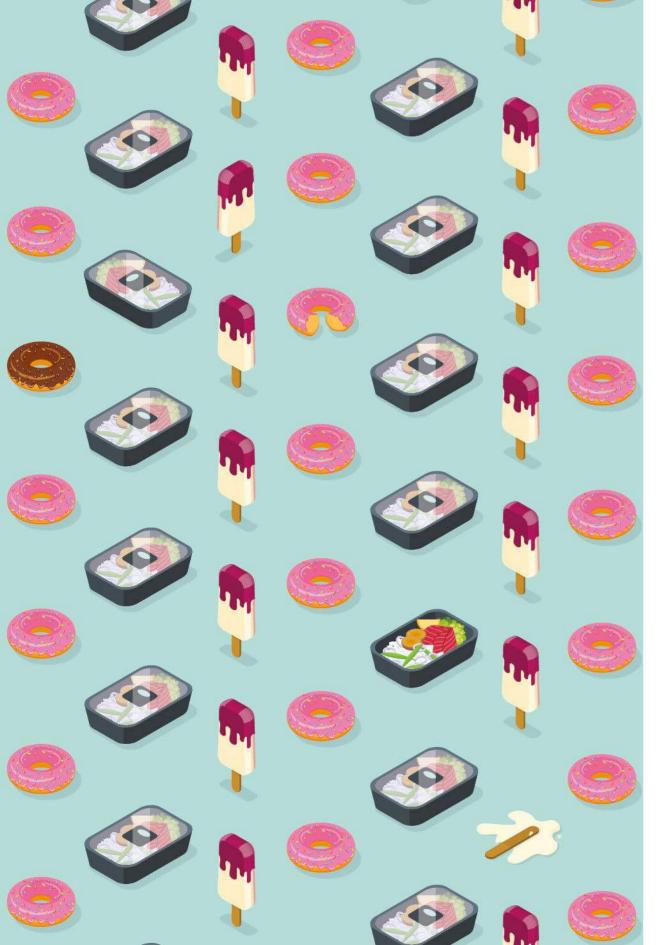


Vive

Healthy yet indulgent plant-based snacks.

| Creativity | 80 |
|--------------|----|
| Authenticity | 87 |
| Digital | 77 |
| Innovation | 72 |
| Tastiness | 8 |

Plant-based



Convenience

Quick treats and restaurant-level grub at your convenience; the quality of food available for time-poor people is better than ever. Mammoth sarnies, Asian street food, artisan gelato and donuts; you can still live your best foodie life, no matter how quick and accessible it needs to be.



Butchies

The juiciest and crunchiest fried buttermilk chicken London has to offer.

| Creativity | 98 |
|--------------|----|
| Authenticity | 96 |
| Digital | 93 |
| Innovation | 89 |
| Tastiness | 9 |

Convenience



Farmer J

Cooked from scratch and always seasonal.

| Creativity | 83 |
|--------------|----|
| Authenticity | 86 |
| Digital | 96 |
| Innovation | 87 |
| Tastiness | 8 |

Convenience





HONI POKE

Honi Poke

Fresh and wholesome poke with sustainable fish, transporting you to the paradise of Hawaii.

| Creativity | 87 |
|--------------|----|
| Authenticity | 97 |
| Digital | 95 |
| Innovation | 88 |
| Tastiness | 10 |

Convenience



Hop

Fast and fresh Vietnamese food for the time-poor, flavour-seeking people of London.

| Creativity | 79 |
|--------------|----|
| Authenticity | 79 |
| Digital | 85 |
| Innovation | 78 |
| Tastiness | 7 |

Convenience

Jack's Gelat.

Jack's Gelato

Beautiful gelato and sorbets – churned daily with love by hand.

| Creativity | 80 |
|--------------|----|
| Authenticity | 88 |
| Digital | 78 |
| Innovation | 83 |
| Tastiness | 8 |

Convenience

PASTA LA FRESCA NONNA

La Nonna

Artisan-crafted fresh pasta plates in the heart of Brixton.

| Creativity | 99 |
|--------------|----|
| Authenticity | 98 |
| Digital | 85 |
| Innovation | 93 |
| Tastiness | 10 |

Convenience

roll BABY

Roll Baby

Fresh rice paper rolls and Australian coffee. The perfect match!

| Creativity | 80 |
|--------------|----|
| Authenticity | 82 |
| Digital | 87 |
| Innovation | 79 |
| Tastiness | 7 |

Convenience

Trumps



Sandwich Sandwich

Bristol's sarnies that are more than just sarnies.

| Creativity | 83 |
|--------------|----|
| Authenticity | 93 |
| Digital | 87 |
| Innovation | 89 |
| Tastiness | 9 |

Convenience







Say

Born from a love for dough, made with toppings and glazings of passion.

| Creativity | 79 |
|--------------|----|
| Authenticity | 84 |
| Digital | 74 |
| Innovation | 8 |
| Tastiness | - |

Convenience

WONDEALAND

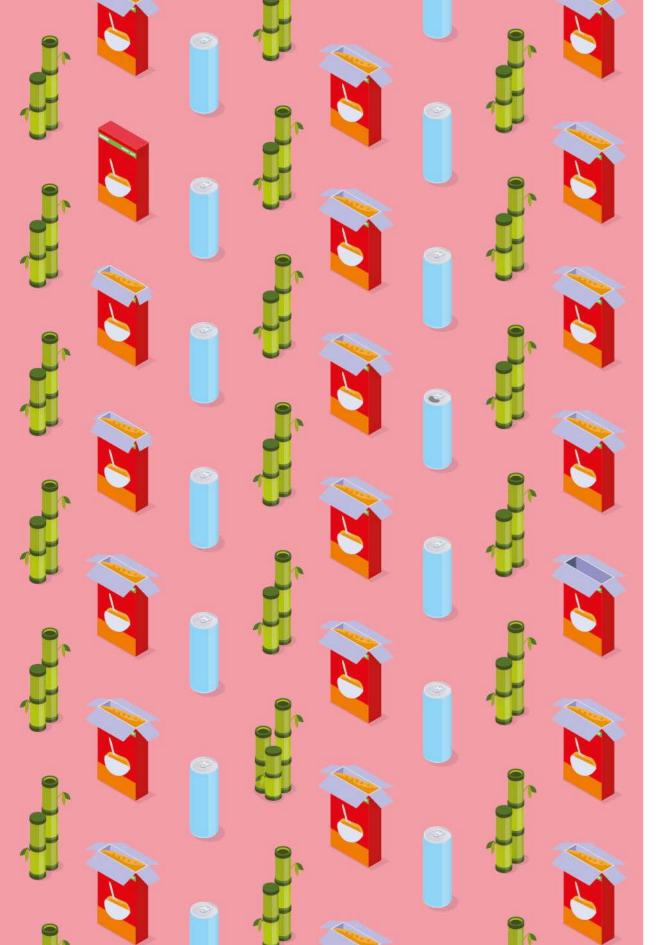
Meat VS Plants

Wonderland

Taste the craze of meat vs. plants.

| Creativity | 9 |
|--------------|----|
| Authenticity | 88 |
| Digital | 90 |
| Innovation | 94 |
| Tastiness | 8 |

Convenience



Retail

The retail sector has seen a giant leap forward in sustainable and healthy options. Brands have taken notice of our need for good-tasting alternatives that are good for us, and our planet.



Flawsome

Cold-pressed juice and waters made from wonky and surplus fruit.

| Creativity | 80 |
|--------------|----|
| Authenticity | 76 |
| Digital | 84 |
| Innovation | 79 |
| Tastiness | 8 |

Retail



Happi

Rich, creamy and indulgent plant-based chocolate.

| Creativity | 90 |
|--------------|-----|
| Authenticity | 97 |
| Digital | 100 |
| Innovation | 85 |
| Tastiness | 9 |

Retail



Juno

Hydrate with the collagenboosting and detoxifying benefits of bamboo.

| Creativity | 81 |
|--------------|----|
| Authenticity | 79 |
| Digital | 76 |
| Innovation | 83 |
| Tastiness | 7 |

Retail

Trumps

Liquid Death

Just water with a mission to kill pollution with humour.

| Creativity | 85 |
|--------------|----|
| Authenticity | 78 |
| Digital | 94 |
| Innovation | 93 |
| Tastiness | 7 |

Retail



Lo Bros

Flavourful kombucha that is good for your gut.

| Creativity | 94 |
|--------------|----|
| Authenticity | 88 |
| Digital | 97 |
| Innovation | 90 |
| Tastiness | 10 |

Retail

Milliways

Super natural gum, offering mighty flavours - made from plants.

| Creativity | 91 |
|--------------|----|
| Authenticity | 89 |
| Digital | 87 |
| Innovation | 98 |
| Tastiness | 9 |

Retail

Trumps

NOBL

NOBL

On a mission to be the UK's lowest carbon footprint drinks.

| Creativity | 78 |
|--------------|----|
| Authenticity | 79 |
| Digital | 91 |
| Innovation | 88 |
| Tastiness | 8 |
| | |

Retail

OFF×THE

Off the Eaten Path

Tasty range of vegetable snacks.

| 78 |
|----|
| 82 |
| 85 |
| 80 |
| 8 |
| |

Retail

PACK'D

Pack'd

Organic fruit and vegetables for smoothies, quick meals and more.

| Creativity | 85 |
|--------------|----|
| Authenticity | 89 |
| Digital | 87 |
| Innovation | 83 |
| Tastiness | 8 |

Retail

Trumps

SURMEAL

Surreal

High-protein, zero sugar and plant-based cereal, based on your childhood favourites.

| Creativity | 88 |
|--------------|----|
| Authenticity | 93 |
| Digital | 89 |
| nnovation | 91 |
| Tastiness | 9 |

Retail



Casual Dining

Casual dining doesn't have to be fast food. If you're looking for a laid back evening with friends in a no-fuss restaurant, we've got the perfect list of brands for you. This year has seen an influx in the varieties of cuisines from around the world.



Acme Fire Cult

Live-fire concept restaurant where the vegetables are the flaming stars.

| Creativity | 90 |
|--------------|----|
| Authenticity | 87 |
| Digital | 83 |
| Innovation | 84 |
| Tastiness | 9 |
| | |

Casual Dining



Bébé Bob

Born out of love. Bébé Bob is where rotisserie meets glamour.

| Creativity | 89 |
|--------------|----|
| Authenticity | 71 |
| Digital | 70 |
| Innovation | 81 |
| Tastiness | 9 |

Casual Dining

BROTHER MARCUS

Brother Marcus

Bringing East Mediterranean food to London, with a friends and family feel.

| Creativity | 78 |
|--------------|----|
| Authenticity | 81 |
| Digital | 73 |
| Innovation | 78 |
| Tastiness | 7 |

Casual Dining



Chet's

LA Thai-influenced dining that's fiery yet informal.

| Creativity | 99 |
|--------------|----|
| Authenticity | 93 |
| Digital | 95 |
| Innovation | 99 |
| Tastiness | 10 |

Casual Dining



CHUKU'S

Chuku's

The world's first Nigerian tapas restaurant.

| Creativity | 81 |
|--------------|----|
| Authenticity | 94 |
| Digital | 73 |
| Innovation | 88 |
| Tastiness | 8 |

Casual Dining

GASTRONO

Gastrono-me

Entertainment and good food – just like you're hosted by friends.

| Creativity | 79 |
|--------------|----|
| Authenticity | 82 |
| Digital | 80 |
| Innovation | 78 |
| Tastiness | 8 |

Casual Dining



Le Bab

The best of Middle Eastern kebabs and flowing cocktails.

| Creativity | 87 |
|--------------|----|
| Authenticity | 92 |
| Digital | 95 |
| Innovation | 89 |
| Tastiness | 9 |

Casual Dining

Trumps

MobileRot

Noble Rot

Award winning wine bar and restaurants that all began with a magazine.

| Creativity | 92 |
|--------------|----|
| Authenticity | 79 |
| Digital | 84 |
| Innovation | 87 |
| Tastiness | 8 |

Casual Dining

SHACKFUYU

Shack Fuyu

Izakaya-style dining for Japanese comfort food.

| Creativity | 70 |
|--------------|----|
| Authenticity | 80 |
| Digital | 73 |
| Innovation | 76 |
| Tastiness | 7 |

Casual Dining



Waku Waku

Japanese dishes in a 2D world.

| Creativity | 98 |
|--------------|-----|
| Authenticity | 91 |
| Digital | 70 |
| Innovation | 100 |
| Tastiness | 10 |

Casual Dining



Booze & Softs

Boozie brands are having even more fun with their products; evoking a sense of rebellion against any rules of the past – packaging is wild and flavours are intense. And soft drinks aren't far behind, finding new ways to invigorate thirsty consumers.



BLACK COW — VODKA —

Black Cow

Exceptionally smooth pure grass-fed cow milk vodka.

| Creativity | 78 |
|--------------|----|
| Authenticity | 79 |
| Digital | 76 |
| Innovation | 87 |
| Tastiness | 7 |

Booze & Softs



ELRAYO

El Rayo

100% agave Tequila born from a discovery of modern, vibrant Mexico.

| Creativity | 89 |
|--------------|----|
| Authenticity | 91 |
| Digital | 89 |
| Innovation | 93 |
| Tastiness | 9 |

Booze & Softs

Trumps



Engine

Fuel your taste buds with motocross inspired gin.

| Creativity | 91 |
|--------------|-----|
| Authenticity | 81 |
| Digital | 100 |
| Innovation | 96 |
| Tastiness | 10 |

Booze & Softs

Trumps



Jubel

The refreshing taste of fruit cider, but in a sessionable lager.

| Creativity | 97 |
|--------------|----|
| Authenticity | 87 |
| Digital | 75 |
| Innovation | 86 |
| Tastiness | 10 |

Booze & Softs



Seeing Eye Rum

A rum inspired by speakeasies, fortune tellers and all things mystical.

| Creativity | 87 |
|--------------|----|
| Authenticity | 83 |
| Digital | 91 |
| Innovation | 81 |
| Tastiness | 8 |

Booze & Softs

Trumps

SHANKY'S WHIP" MADE IN IRELAND

Shanky's Whip

A black liqueur and whiskey blend – creamy without the burn.

| Creativity | 83 |
|--------------|----|
| Authenticity | 88 |
| Digital | 95 |
| Innovation | 92 |
| Tastiness | 9 |

Booze & Softs



Pulp

No nonsense cider! Grown, picked and pressed in-house.

| Creativity | 82 |
|--------------|----|
| Authenticity | 80 |
| Digital | 77 |
| Innovation | 72 |
| Tastiness | 7 |

Booze & Softs

SAKE酒SLING

Sake Sling

An all natural and botanical fruit flavoured sparkling sake.

| Creativity | 85 |
|--------------|----|
| Authenticity | 80 |
| Digital | 79 |
| Innovation | 85 |
| Tastiness | 8 |

Booze & Softs



The Henley Distillery

Gin distilled in an 18th Century barn set in the Henley countryside.

| Creativity | 79 |
|--------------|----|
| Authenticity | 85 |
| Digital | 74 |
| Innovation | 70 |
| Tastiness | 8 |

Booze & Softs

THREE SPIUS

Three Spirit

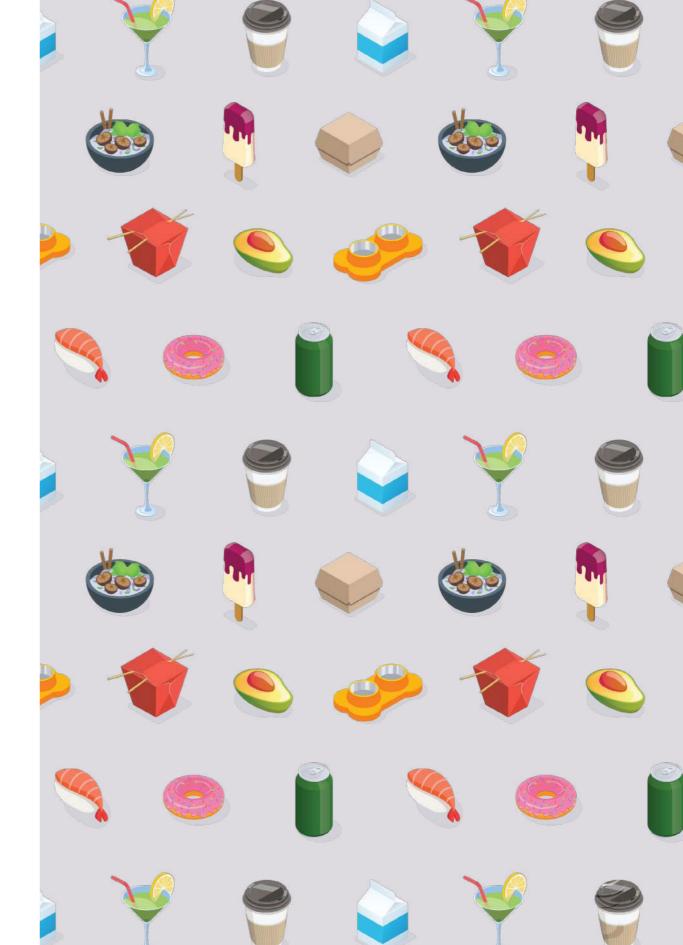
Plant-based alternatives to alcohol for every mood.

| Creativity | 77 |
|--------------|----|
| Authenticity | 76 |
| Digital | 85 |
| Innovation | 79 |
| Tastiness | 7 |

Booze & Softs

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