

# Street Kitchen Collective launched by Elinor UK

2 years ago



[Elinor UK](#), the leading contract caterer, has announced the launch of Street Kitchen Collective, a dynamic collection of own-brand concepts and street food partners bringing together flavours from around the globe: from Aegean-inspired health bowls to West African chicken stews.

The Street Kitchen Collective concept is a collaborative effort between Elinor's food development team, operations team and client partners, created to meet the demands for more exciting world flavours and better flexibility in the food offering.

The Street Kitchen Collective has launched with six Elinor concepts and five independent partners including: Jollof Mama, Nigeria's finest dishes; Makes Miso Hungry, home-cooked Japanese food; Urban Rajah, Indian street food; Nina Parker, chef and international food writer specialising in Mediterranean food; and Shu Han Lee, food writer and creator of Southeast Asian cuisine.

Market insights informed the team that consumers are looking for dining experiences that are about more than just the food itself – they seek shared experiences built around exciting variety in cuisines and formats. This rise in customer demand has therefore paved the way for Elinor to introduce its new flexible street food offer following extensive research and trend analyses to identify successful and premium independent food providers.

With plans to rapidly scale up the concept, Elinor continues to develop more appetising concepts while constantly on the lookout for new partners across the UK who are passionate about developing boundary-pushing food and help bring new tastes and flavours to customers in the workplace, universities and beyond. Consequently, the Collective will see constant evolution in line with food and hospitality market

trends.

Street Kitchen Collective will introduce brand partners and their authentic offer to clients in a variety of ways: a street food pop-up where the partners visit a client site and run sessions about the brand and menu, or via menu events where sites are able to use the menus and branding of their chosen brand partner.

The Street Kitchen Collective will be rolled out across Elinor's stadia, education, university, and B&I sectors. Pilot schemes with a B&I client in the finance sector witnessed increased footfall and a 16% uplift in sales on a street food pop-up day and created an attractive incentive to come into the office.

The Street Kitchen Collective brand was carefully curated to be fun, bright, and colourful with global influences woven into the design.

Yoko Nakada, founder of Makes Miso Hungry, said: "I am honoured to be one of the partners chosen for Elinor's Street Kitchen Collective. This concept is so exciting. It is great that Elinor is supporting local food businesses and customers can experience authentic Japanese food such as mine. It's clear consumers are excited by new culinary experiences and flavours!"

Michal Seal, Marketing & Commercial Director, Elinor said: "We're incredibly proud of the Street Kitchen Collective. It injects fun and a world of international flavours into our catering service offering, whilst supporting local businesses. The Street Kitchen Collective adds excitement to the lunch calendar and gives our customers a chance to enjoy flavoursome foods in a relaxed, casual environment."