

## Lexington Catering commits to 100% Wildfarmed Regenerative Flour

9 months ago



[Lexington Catering](#) has committed to using Wildfarmed flour exclusively across its entire estate, which includes more than 100 sites nationwide. This marks a significant step in Lexington's sustainability journey, as its entire wheat supply is now regeneratively grown.

The partnership began under Lexington's award-winning Mindful Kitchen brand, where Wildfarmed flour was first introduced and very well received. Successes such as a dedicated Wildfarmed pizza residency at a flagship London site prompted the caterer to expand the initiative across its estate.

This move supports Lexington's broader sustainability strategy, which focuses on sourcing that is British, seasonal, ethical, and regenerative, helping to reduce the carbon footprint and support British farmers.

Jon Lilley, Culinary Director at Lexington, said: "Lexington has always been committed to responsible sourcing and reducing the environmental impact in its culinary operation. Working with Wildfarmed allows us to further strengthen this commitment in a way that supports both people and the planet. Regeneratively grown wheat offers a great environmental impact and a deeper, more complex flavour, which enhances our food offering. We're incredibly excited about the impact this will make."

Wildfarmed flour now available through Lexington's supply chain includes plain flour, strong white bread flour, and self-raising flour.

Wildfarmed: farming with nature

Wildfarmed was founded in 2018 by Andy Cato, Edd Lees and George Lamb, with a mission to accelerate the transition to regenerative agriculture. Wildfarmed is a food and farming business that grows wheat,

barley and oats in harmony with nature, not against it.

Wildfarmed flour is produced using wheat that is grown in nutrient-rich, healthy soil, farmed in a way that prioritises positive outcomes for farmers, fields and consumers, from improving soil health and increasing biodiversity to helping to minimise water pollution.

Immensely positive climate impact

In partnership with the [Zero Carbon Forum, Wildfarmed](#) estimated that if the UK hospitality and brewing sectors switched to regenerative flour and barley, 3.6 million tonnes of carbon could be saved by 2030, the equivalent of taking around 2 million UK cars off the road for a year.

Matt Wood, Managing Director of Lexington, said: “Switching to Wildfarmed flour was a natural step for us. It aligns with our values and supports a food system that works with, not against, nature. We’re proud to be the first in our sector to make this commitment and look forward to helping raise the bar for sustainable catering.”

George Lamb, co-founder of Wildfarmed, added: “We’re thrilled to have Lexington on board. When businesses like this make the transition to championing regenerative produce, it sends a powerful message that change is not only possible but is already happening. If we are going to transform the food system, we need to deliver change at scale and this collaboration is another incredible step on that journey..”