

BM Caterers partners with Adam Byatt Restaurant Group for Outside at Nova launch

5 months ago



BM Caterers has partnered with to launch Outside at Nova – a new sandwich-led offer now open at Nova Coffee & Bakery in Farringdon.

The concept builds on the success of Outside, which first appeared as a sandwich truck launched by the Trinity team outside the Michelin-starred Trinity restaurant in Clapham earlier this year.

Originally developed by Chef India Thomson, who works in the Trinity Restaurant kitchen, Outside was designed as an extension of the restaurant, using Trinity 'DNA', in a sandwich.

At Nova, the idea has been reinterpreted through a collaboration between BM Caterers and Outside.

The menu, designed by Chef India and the team, features sandwiches made fresh on site, alongside Nova's existing bakery and coffee offer. Sandwiches include signature Coronation Chicken, Tuna Nicoise, Aubergine Parm and Chilli Falafel.

"This partnership is about doing something thoughtful in a different kind of space," said Pete Redman, Chef Director at BM Caterers. "We wanted to really tap into the rise in the super sandwich movement and create something special in Farringdon."

In addition to the food offer, Nova will continue its role as a platform for positive social impact. The café provides training and development opportunities for individuals from disadvantaged backgrounds, and the partnership will be used as a base for future collaborations with charities and community organisations

that help people access employment in hospitality.

Angus Brydon, MD at BM Caterers, said the collaboration reflects BM's commitment to partnerships grounded in shared values.

"It's about working with people who care about the same things we do - craftsmanship, consistency and hospitality," he said.

The Nova space has been refreshed with warm tones, new artwork, and original sandwich sketches by Chef India Thomson, whose creative work continues to influence the Outside brand. The design combines Nova's welcoming, community-focused atmosphere with Outside's understated, confident identity.

Outside at Nova will open on 3 November 2025 and will operate as a permanent part of Nova Coffee & Bakery's lunchtime offer.

Adam Byatt said: "It's good to see Outside find a permanent home with people I've known and respected for a long time. The BM team understands what we're trying to achieve - simple food, well made, for people who care about what they eat."