



VILLAGE WHOLEFOODS

Brand Overview Presentation





WHO ARE WE?

AN INTRODUCTION

Over the past 10 years we have grown from a humble family-run organic grocers in Hackney to a wholefoods business with three London locations and two online platforms. Our ethos throughout this growth has remained focused on providing healthy, well-made, well-grown food to our customers as well as working with the most exciting small brands in the sector.

BRIEF HISTORY

EARLY BEGINNINGS

2015 Ahmet opens Village Organic as a family run business in Hackney.

GROWTH

2022 Village Wholefoods Clapham cements itself as challenge to highstreet shops on the Pavement.

The business goes online with the launch of WholefoodsBox.

VILLAGE WHOLEFOODS TODAY

Three stores and two online stores with a combined turnover of £4m.

SALES CHANNEL OVERVIEW

BRICK AND MORTAR

Village Organic, E9 7HJ our founder Ahmet began this family run business in the heart of Victoria Park Village in 2015 and watched it blossom into a favourite of the community

Village Wholefoods, SW4 0HY our second store opened in 2021 and is located outside Clapham Common tube station. Here we work closely with reputable brands to create window displays and run sampling events

Village Wholefoods N1 0SQ our third store (opened 2024), a stones throw from Kings Cross station on the bustling Caledonian Road, expanded our capabilities as a business to include a cafe.

ONLINE

WholefoodsBox created in 2022 is an online marketplace selling fresh produce, frozen and ambient goods as well as a selection of store cupboard products and supplements.

NaturesHealthBox was acquired in 2023 and specialises in a wide range of vitamins, supplements and health products.

Both online business are run out of our warehouse attached to our Kings Cross branch.

Brand Partnerships



TRUSTED COLLABORATOR

Village Wholefoods has cemented its self as a trusted partner for international brands to advertise with



NO COMPROMISE ON QUALITY

Our stores are known within their communities as consistently supplying innovative, five-star produce and products



COMMITMENT TO SUSTAINABILITY

Ethical and sustainable business practice underpins everything we do. From the brands we partner with, to our successful Too Good To Go programs, to our Ecover re-use and refill stations.



SMALL BUSINESS INCUBATOR

Village Wholefoods consistently works with up and coming local small businesses, stimulating growth and building a community

PLANS FOR GROWTH

EXPAND OUR CHAIN

Over the next 5 years we will open more brick-and mortar sites in a sprawling set on London locations.

ONLINE PRODUCTION

We plan to begin In-house production of essential store cupboard goods, delivered by our own fleet of drivers, to create a more transparent, sustainable and high-end service for our customers.

INCREASE SUPPORT FOR SMALL BUSINESS

2025 marks the start of our in-store seminar events for the brands we work with. These will including talks on social media presence, securing investment and in-store activations as well as further deepening the community around our stores.

