

# company overview

#MakingLondonSmile

 Brigit's Bakery



2025

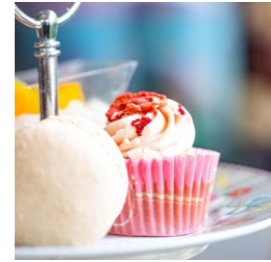


# an overview



## Brigit's Bakery specialises in Afternoon Tea with a joyful twist.

Brigit's Bakery motto is **#MakingLondonSmile**. With our themed Afternoon Teas served on-board our Classic Routemaster Buses, we offer a variety of fun and unique experiences to suite all ages. You'll most certainly have seen one of our fleet of 10 buses driving around the streets of Central London.



## Themed Afternoon Teas with Dietary Options

Brigit's Bakery specialises in unique themed afternoon teas that capture our customers' imagination and taste buds.

We offer a full range of sweet and savoury treats and, of course, the obligatory freshly baked scone with clotted cream and jam. All the food is handmade daily by our expert pastry chefs at our production facility in Bermondsey, London.



- BUS TOURS
- BAKERY
- DELIVERY
- PICNIC
- PRIVATE HIRE
- CATERING



## Sip, Savour & Smile!

10,000

AVERAGE NUMBER OF AFTERNOON TEAS SERVED ON OUR BUS TOURS EVERY MONTH!

600

AVERAGE NUMBER OF AFTERNOON TEAS SERVED EVERY SATURDAY ACROSS ALL OUR EXPERIENCES

60%

LOYAL UK RESIDENTS LOOKING FOR A FUN EXPERIENCE & DAY OUT IN LONDON WITH FRIENDS & FAMILY

40%

TOURISTS SEEKING AN AFTERNOON TEA & LONDON SIGHTSEEING EXPERIENCE WITH A DIFFERENCE



## Brigit's Bakery Covent Garden

Brigit's Bakery Covent Garden is a wonderful French patisserie – as you enter, your eyes will fall upon a wonderful cake counter filled with sweet treats all baked daily by an expert team of pastry chefs. Fruit tartlets, chocolate eclairs, cupcakes, macarons, cookies, scones, cakes and pastries.

Whilst we are renowned for our Afternoon Tea, Brigit's Bakery Covent Garden is also a lovely spot for breakfast or light lunch.

## Halal-certified, Salsa & Tripadvisor Awards

In 2022, we obtained official certification for Halal food preparation, ensuring that all the meat we offer adheres to Halal standards.

We are SALSA approved, which means we maintain the highest standards in food safety & quality, and adhere to rigorous industry-recognised protocols and best practices.

We are proud to have been awarded the Tripadvisor Traveller's Choice Award for three consecutive years; 2022, 2023 & 2024.

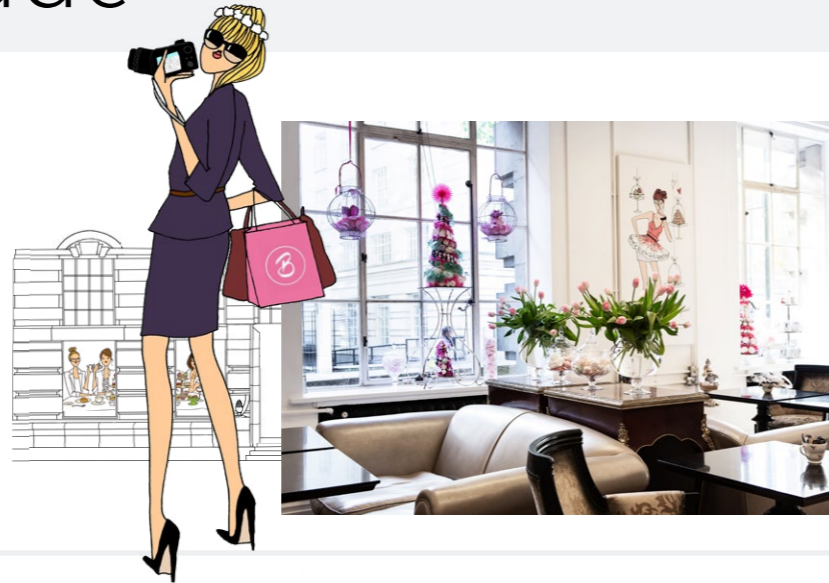


# our first decade



## 2010

In 2010, Brigit, Philippe and Cedric Bloch founded Brigit's Bakery, opening their first French Salon de Thé next to the London Eye – **Brigit's Bakery County Hall**. They served exquisite French patisseries which quickly became popular with both locals and tourists.



## 2016

A variety of **themed Afternoon Tea Bus Tours** were created, each with fully decorated buses and bespoke afternoon tea served on-board the Bus Tours. The themed tours allowed for unique customer experiences for special events such as Christmas, Valentines, St Patrick's Day, Easter, Mother's Day, Father's Day, Cinco de Mayo & Wimbledon Tennis.



## 2012

In 2012, the Bloch family opened a second bakery – **Brigit's Bakery Covent Garden** on Chandos Place. With 180 sqm over two floors, including three private dining rooms, it was the perfect spot to provide tourists, shoppers, residents and local workers with a relaxing sanctuary.

## 2017

After the success of the themed afternoon tea tours, Brigit's signed their first Brand Partnership and **Hayman's Gin Lovers Afternoon Tea Bus Tour** was born. The London sightseeing experience included three complimentary Hayman's Gin Cocktails, served alongside a carefully curated Afternoon Tea with gin-infused cakes and treats.



## 2014

**Brigit's Afternoon Tea Bus Tours** were conceptualised; with the purchase of a classic Routemaster, the family struck upon the brilliant idea of serving afternoon tea whilst enjoying the sights of Central London.

**Brigit's Bakery Cook** was also established; the 300sqm premises in Bermondsey would become the main production facility for the business with the office above. Even today, our food is prepared daily for the Bus Tours, Bakeries and Afternoon Tea Catering at this facility.



## 2018

Brigit's launched a **Vegan Afternoon Tea** alongside its existing Vegetarian, Halal and Gluten-free Afternoon Tea dietary options.

The fleet of 10 buses was used not only for tours, but for product launches, events and media campaigns. A bespoke e-commerce system, connected via API to worldwide resellers was also developed.



## 2015

With the Afternoon Tea Bus Tours going from strength-to-strength, the team focused on the growing demand, purchasing additional buses and providing new daily routes and themed tours around Central London.

The Afternoon Tea experiences were extended with **Thames Afternoon Tea Boat Tours**, plus Picnic and Delivery services.

## 2019

Brigit's launched the one-of-a-kind, **Chef's Bus**. A Routemaster bus with a fully-equipped kitchen on the lower level and dining experience on the top deck.

We invited the prestigious **Nobu's Chefs**, offering cuisine lover's a fine dining experience with a twist that guaranteed an explosion of flavours through carefully-selected meals.





## My first Afternoon Tea

In 2020, Brigit's Bakery and Entertainment One's Peppa Pig worked in collaboration to create the **Peppa Pig Afternoon Tea Bus Tour**. It launched in June 2020, aimed at pre-school children from 2 years and over, and was an instant success.

The experience includes a delicious, kid-friendly Peppa-themed afternoon tea, plus a Peppa Pig guided animation of the London tour along with sing-a-long songs, entertainment and an activity book for the children to take home.



## A Grinchy Afternoon Tea

Christmas 2022 brought an exciting and very Grinchy surprise. Brigit's Bakery partnered with Dr Seuss to create the fabulously green **Grinchmas Afternoon Tea Bus Tour**. With an Afternoon Tea menu carefully created, plus oodles of green fur and a fun entertainer on-board, the limited tour sold out in weeks.

Due to its popularity, the Grinchmas Tour is returning annually as a pop-up tour with two buses running daily during the festive period, taking in the Christmas lights along Regent Street.



## Gin Lovers Afternoon Tea

In 2020, Brigit's signed a new partnership to create the **Slingsby Gin Afternoon Tea Bus Tour**.

This gin-infused experience replaced the Hayman's tour with a fresh and exciting Gin brand for new and existing customers to enjoy.

The tour is especially popular during the Christmas season, as the bus drives a unique route along Regent Street to take in the delightfully festive Christmas Lights.

## Blamtastic Afternoon Tea

For the summer of 2023, Brigit's partnered with Beano to celebrate their 85th anniversary with a pop-up **Blamtastic Afternoon Tea Bus Tour**.

An on-board Entertainer provided guests with unknown facts about Beano and the London landmarks they saw during the tour.

Our chefs created a BEANO-inspired menu featuring the Bangers & Mash-up Chocolate Cupcake, the Cheesy Coal as a Cucumber & Cream Cheese Finger and many more sweet and savoury delights!



## A very rare Afternoon Tea

In October 2022, Brigit's launched a very rare **Paddington Afternoon Tea Bus Tour**. Serving up a most excellent Paddington-themed afternoon tea, handmade by Brigit's Bakery.

Each table comes with a special built-in screen providing guests with a Paddington-guided animation of the tour of London. The voices of Paddington and Mrs Bird inform guests about the City's most famous landmarks and share the beloved bear's view of the world.



## Bombay Gin Afternoon Tea

In September 2023, an exciting new partnership was unveiled with a gin distillery, introducing the **Bombay Sapphire Afternoon Tea Bus Tour**, a delectable experience.

With the Routemaster bus beautifully branded and decorated inside and out, plus classic and creatively flavoured 'G & Ts' and gin-infused cakes, it's a truly spectacular tour. And currently the only one of its kind in the gin-soaked streets of London!



## Wheelchair-friendly bus

In early 2024, the first ever wheelchair-friendly Routemaster Bus was launched. To allow a great experience for all wheelchair users, we modified the bottom level of one of our Routemaster buses to add a ramp. The conversion is the first of its kind in a 1960 classic vehicle.

Our adaptations allow for one wheelchair to be fully secured and strapped in. We also have an option to comfortably accommodate two additional wheelchair users.

The bus can be hired privately or used on a classic or gin lovers tours to provide a wheelchair user access. Guests simply need to contact our bookings team.



## MONOPOLY Tea Tour

January 2025 saw the launch of the long-awaited **MONOPOLY Tea Tour**, produced in collaboration with Hasbro and MONOPOLY Lifesized.

This unique experience combines a London sightseeing bus tour, with a scrumptious afternoon tea, plus a captivating digital twist on the classic Monopoly game.

Guests complete activities and puzzles, buy properties, charge rent, compete against family and friends and earn as much money as they can. This multi-sensory experience is ideal for corporate bookings looking for something a little out of the ordinary, as well as the ideal day out for family and friends.



## Halloween at Hamleys

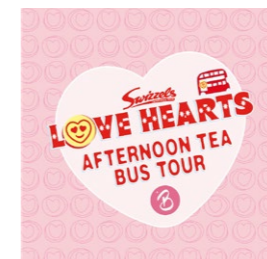
In October 2024, Brigit's partnered with the renowned toystore Hamleys to create a special pop-up tour. The **Halloween at Hamleys Afternoon Tea Bus Tour** ran for just under three weeks, covering our classic route that passes the famous Regent Street store.

Onboard, Hamleys' Halloween friends added to the fun with themed pranks and interactive amusement, ensuring a journey filled with laughter and spookiness. Every child received a small gift and a Halloween at Hamleys travel cup to take home.

## LOVE HEARTS

The **Love Hearts Afternoon Tea Bus Tour** ran in February and March 2025 for Valentines and Mother's Day, offering a lively and welcoming brand collaboration with Swizzels sweets.

Featuring a Love Hearts-inspired afternoon tea that captured the flavours of the classic sweets, along with a specially infused Love Hearts tea, this pop-up tour offered a delightful blend of fun and affection. It spread warmth and love throughout London's chilly winter months.



## 10 years of Bus Tours

Spring 2024 marked the 10th anniversary of the launch of the Brigit's Bakery Afternoon Tea Bus Tours. Throughout the year, we celebrated a decade of success by saying thank you to all our customers and loyal followers by creating a series of collaborations, competitions and giveaways.



Which brand collaboration would you like to see driving through the streets of London in 2026?



# Corporate Events, Private Hire & Catering



## Corporate Events

Brigit's Bakery provides **bespoke Corporate Event packages** for Product Launches, PR & Marketing Events, Team Building, Work Socials, Client Entertaining and more.

Buses can be branded specifically for the event, with bespoke themed afternoon teas also created. All our buses are available to suit all types of corporate events; classic, wheelchair-friendly, Monopoly, Paddington, Peppa Pig and Gin Lovers. Dedicated routes can be created to get most exposure in front of your target audience.

Alternatively, buses can be parked up and used as an entertaining space at exhibitions shows, festivals or outdoor events.

From full bus wraps to simple panels and ornate floral decorations, we can tailor to every brand and budget. Just get in touch and our team will put together your bespoke package.

- Specific days & times
- Bespoke routes
- 1-5 buses available for maximum impact
- Park up at high footfall sites
- Tour empty or full with up to 30 people
- Full wraps or panel options available
- Tailored for your brand
- Floral / Balloon interior decoration



## Wholesale Catering

We also provide **Wholesale Afternoon Tea** for hotels and restaurants in the London area.

Offering a full range of sweet and savoury treats plus the obligatory freshly baked scone with clotted cream and jam, which can all be customised and themed to work with the company brand.



- Our products are freshly baked by our team of experts
- Ability to develop entirely bespoke and seasonal menus
- Variety of dietary options: gluten-free, vegan, vegetarian, halal
- Allergen list available
- Our facilities are SALSA-accredited
- Order by 5 pm to be delivered the next morning



## Consumer Private Hire

Brigit's Bakery provides **Private Hire Packages** for family celebrations, hen parties, baby showers, birthdays, anniversaries and more.

All our buses are available for private hire. Either the entire bus or the upstairs or downstairs decks, depending on party size.

Our bakery also has perfect rooms and spaces for private hire and is popular for hen parties and baby showers.





We never miss an opportunity to celebrate!

From Royal Weddings to the Queen's Jubilee and the King's Coronation, we simply love celebrating quintessentially British events in a classically British way – with Afternoon Tea! In the past few years, we have collaborated with Debrett's, Majesty Magazine, and The Royal Butler to create truly memorable experiences.

We're always looking for reasons to celebrate and collaborate, so if you have an event or anniversary that deserves a magical Brigit's touch, let's start the conversation!



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020 3026 1188  
info@b-bakery.com

[b-bakery.com](http://b-bakery.com)

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