

# company overview

#MakingLondonSmile

 Brigit's Bakery



# 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.

#MakingLondonSmile



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



## 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.



## 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 for 2022 & 2023.

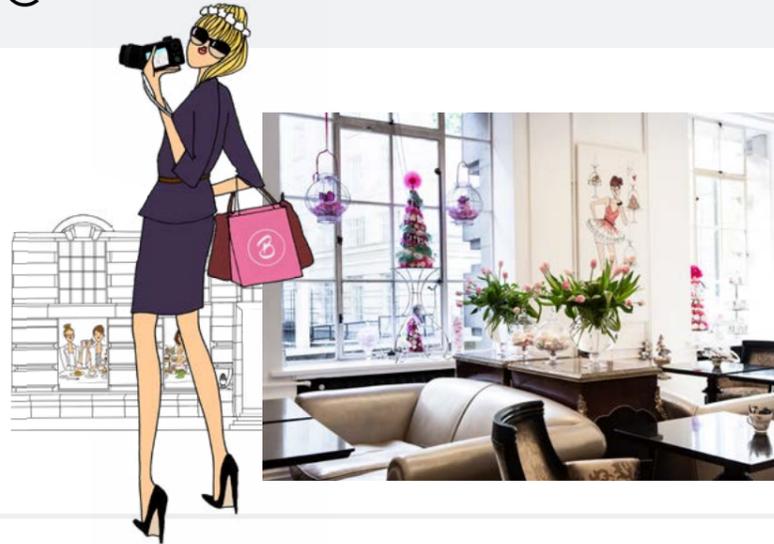


# our first decade



## 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-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.



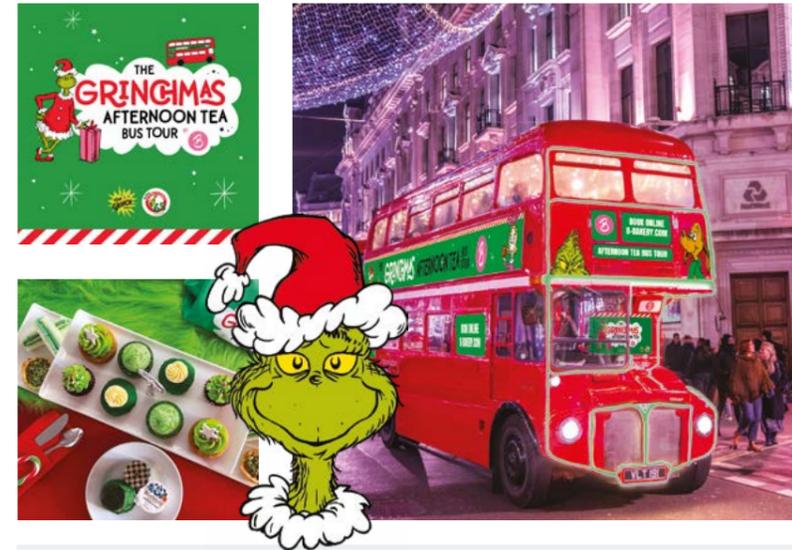
# a new decade



## 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 a fully green 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 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 year with a **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!





## Corporate Events Private Hire & Catering

Brigit's Bakery provides **Private Hire Packages** for Events, Product Launches, Parties, Family Celebrations, Corporate Events and more. With our Bakery, Buses & Boat, you are spoilt for choice. You can even hire our Peppa and Paddington buses for your own private party!

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.



@BrigitsBakery #BrigitsBakery



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