

Type: Street food / Take-away
Country: UK



Why it is a good practice?

Baked in Brick is a prime example of how a business innovated and adapted to deal with the pandemic. Owner and qualified chef Lee showed his ability to completely change his business model to suit the circumstances. By adapting his menu he supported the local and vulnerable communities in providing nutritious cost effective meals. The introduction of Fruit & Veg boxes meant he ensured healthy eating options were readily available. By trading in more than one way, Lee made his business more sustainable and likely to ride out the crisis.

Action

Lee and his team had to change the way they traded quickly and moved into home deliveries and click 'n' collect options. As well as this, Lee began working with Meals for the NHS and Warwickshire Council. They created a range of offers for the council that were planned and cooked in line with their requirements. They changed their operations to ensure that they were able provide meals for the vulnerable and to create fruit & vegetable boxes.

About

Baked In Brick started with a hand built wood-fired pizza oven and a shed at the bottom of owner and chef, Lee Desanges' garden. He converted a classic mini car and married it together with a wood oven on the back and BBQ under the bonnet. Lee's food is mostly based around real live fire cooking, his love of spice and fresh tasty seasonal ingredients. His little street food business has gone from strength to strength, with multiple street food set ups all based around classic vehicles and in 2018 opened his first pizzeria / street food restaurant in Digbeth, Birmingham. In 2016, Baked in Brick won 'Best Street Food and Pop Up' in its hometown, the West Midlands. Then went on to win 'Best Dish' and 'Best of the Best' at the British Street Food Awards. In 2017 Lee travelled to Berlin in his newly converted VW LT28 and won 'Best Main Course' and 'Best street food in Europe' in the European Street Food Awards.

Result

Working to feed vulnerable groups during the Covid-19 crisis meant that they had to devise a menu that was affordable for the council as well as being healthy at a time when nutrition was key to keeping and staying Covid-19 safe. The fruit & vegetable boxes have become an ongoing project that have enabled communities to access healthy food. Their Meal boxes are also now being delivered across the country. The plan upon reopening post Covid restrictions, is that Baked in Brick will invite guests to come back to their restaurant with physical distancing and a new menu so that their safety and well-being, is considered

Challenge

Covid-19 struck when the restaurant was growing, street food market pitches were booked across the country and they were getting ready for a busy summer at festivals and events.

Follow Baked in Brick's story

