

10 FRESHLY CHOPPED

Type: Salad café / Take-away
Country: Ireland



Why it is a good practice?

Freshly Chopped is showing the world that fast food can be healthy. With a strong emphasis on being plant based and therefore more sustainable and ethical. They give a good range of choice to their customers and use eco-friendly packaging to deliver the fresh and tasty offerings. They retained the market in Ireland, by quickly expanding using the franchise model and now are going international.

About

Childhood friends Brian Lee and Andy Chen saw the movement towards a healthier Ireland in 2011 and felt there was a need for a healthy alternative in the fast-food industry. So, the idea of Freshly Chopped was born, with the first store opening in Dublin in May 2012. The company has been extremely fast moving, going from 3 to 50 outlets in the space of just three years. Most recently, Freshly Chopped agreed a six-figure deal to open two new outlets in Cyprus.

Brian Lee is no stranger to entrepreneurship and thinking outside the box. He started his first business; a gardening service, at the tender age of 11. His entrepreneurial spirit continued throughout his teenage years, running his own stalls at markets across Dublin. Brian describes the turning point for his business: *“The recession was in many ways a game changer for us. It forced people to go out on their own. It forced people into being an entrepreneur. For our business it definitely helped to negotiate rents to get into the market.”*

Brian also explains that going down the franchise route was probably the hardest thing the company has done. They did this to grow the company quickly, which was in response to the news that a similar company was coming into Ireland. Due the Freshly Chopped move the other company decided not to come to Ireland.

Freshly Chopped was rewarded with the “best emerging franchise” at the Irish Franchise Awards in 2016. Every party interested in becoming a franchisee must go through rigorous steps to ensure they maintain the ethos of the company. Freshly Chopped now have 53 stores across Ireland, Cyprus and the UK, selling over 20,000 healthy salads a week as well as healthy blended wraps, baked Choppitos and homemade soups. The company hopes to emulate the expansion success of fast-food chain McDonald’s and become a game-changer in the fast food business.



Healthy

Freshly Chopped are committed to informing & educating their customers about healthy eating choices. The main basis for the menu is plant based with additional ingredients added according to the customers wishes. They cater for every dietary need and can boast customers of ages from 5 to 85. The company use, the finest quality ingredients & source locally first, where possible. The menu is assessed seasonally in order to empower the customer in making informed food choices. A full nutrition and allergen booklet can be found in every Freshly Chopped store or online. They offer a delivery, collection, take-away and dine-in service.



Sustainable

Freshly Chopped not only focus on sustainability with their food they also make sure their packaging is sustainable. The salad bowls & lids are 100% compostable, the paper bags are made from Kraft paper, which is 100% recyclable and compostable. The supplier also operates a zero waste to landfill policy, are an IPPC (Integrated Pollution Prevention and Control) license holder, and runs on 100% green energy.

Follow Freshly Chopped’s story

