

**Type:** Café /Take away / Meal kits  
**Country:** London and Oxford, UK



## Why it is a good practice?

Founders of Greenbox had a vision to modernize what it means to eat British. The Sunday Roast is a British institution and the origins of sitting down for a meal consisting of meat and three veg goes back centuries. British pub food traditionally consists of classic staples such as sausage and mash, beef and ale pie, fish & chips and roast chicken, making the quest to turn a traditional 'wet pub' into a haven for vegans a significant challenge. But these guys did just that by securing a residency in a pub in East London. 2020 meant changes had to be made. So, to deal with the lockdown restrictions etc they pivoted their business and created boxed meal options, of British classics, Vegan style. Therefore, although the pubs were closed their innovative and delicious plant based offerings could still be enjoyed, just at home. The Covid challenge also drove them to team up with their favourite coffee guys (Routes coffee) and this year they have combined their passions and opened a Vegan café-Green Routes, (in Oxford). An eco-friendly approach, good nutrition and sustainability remain at the core of their business. Greenbox is challenging the concept that vegan food must be bland and boring and are leading the way for other food businesses wanting to bring plant-based food into the mainstream.

what is special about British pub culture and they saw an opportunity to use their flair for plant-based food to keep the great British Sunday Roast alive. Greenbox's modern approach to culinary heritage was innovative in the kitchen. They broke away from a predominantly meat-based culture and instead served up Ross' grandmother's nutty patty. The duo's aim to make the food industry tastier and kinder to our planet is a major drive for them.

## Healthy

By introducing a plant-based diet to traditional meat eaters Greenbox is making a difference to the health of the community. They have reinvented a classic British pastime into something more nutritious and nourishing. All the iconic dishes are well balanced, wholemeal, handmade and free from artificial additives and preservatives. They are available as ready meals or can be enjoyed from their base in Oxford.

## Sustainable

The team is passionate about sustainability. They consider it a personal responsibility to hold suppliers to account, both as a business and on an individual level. Ross and Tom both want to do more to help drive systematic change towards sustainable food choices, including seasonal, local and conscious consuming. They continue to demonstrate these decisions through their menu options. Both their former base in London and their new base in Oxford, has enabled them to showcase the extensive health benefits and enjoyment that a plant-based diet can provide to punters. To stay in line with these beliefs, the sleeves of their food packs are recyclable and the food trays are 100% compostable. They use whole-grains only, which are carbon negative and they operate a tree growing program to further increase their carbon consumption.

## About

Founded by childhood best friends Tom Smith and Ross Milne, Greenbox was born from an old family recipe, a drive to deliver delicious, nutritious, plant-based food and a great affection for sitting down and sharing mealtimes with loved ones. Having toured the festival scene around the UK, from The London Marathon to Wilderness Festival, the duo secured a kitchen residency at The Prince Arthur pub in East London, where they are serving up 'London's Best Vegan Roast' to punters.

Shoreditch, in East London, was already a good hub for people looking to indulge in a plant-based diet, which is why the team at The Prince Arthur was happy to try and create something different. Both Tom and Ross appreciate

## Ethical

Tom says "it's important to value your heritage no matter where it's from but always be ready to challenge the parts that you know aren't right. Hundreds of millions of chickens are slaughtered each year in our country; millions of turkeys just for Christmas roasts. We can change these traditions so that the next generation can still enjoy what makes sitting down for a roast with your family special, without the need to slaughter on the insane scale that we currently do."

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