

Type: Street food / Take-away
Country: UK



Why it is a good practice?

By setting up Hop and Roll, Rosh was tapping into a cuisine that was quite unique in London. Having Sri Lankan heritage, she was able to reinvent traditional recipes in a new and innovative way. She chose the street food avenue to initiate her new venture to limit the amount of capital expenditure required, and in doing so was providing busy commuters with affordable, hot nourishing food. Hop & Roll has the ability to cater for meat-eaters and vegans alike and showed their adaptability during the Covid-19 crisis to be able deliver their food to the community.

Action

Rosh said she had always wanted to be a member of KERB and it was her mission to do a workshop with them. Initially she was asked if she would like to do a taste and cook session for KERB traders at an event. After a successful trial, she and the team were asked to become a permanent fixture. At KERB she was assigned a mentor – a street food specialist who provides advice to businesses on how to attract customers, as well as leading them through the branding and menu process. It was here that she met other street food traders and learned the tricks of the trade.

About

Rosh set up Hop & Roll in early 2019 after noticing a gap in the UK street food market for Sri Lankan food. Inspired by the cuisine of her childhood and armed with her mother and grandmother's old recipes, the passionate cook got to work creating a smorgasbord of beautiful dishes that would transport people from the bustling streets of London to the rolling green hills of Sri Lanka. After impressing KERB (the street food membership organisation in London) organisers and traders with her Sri Lankan hoppers filled with coconut and onion sambols and various meat and fish curries, Rosh secured a place on KERB's InKERBator programme, where she has been learning all the tricks of the trade from the experts.

Result

When Covid-19 broke out and lockdown measures came into force across the UK, the Hop & Roll team adapted and began dispatching Hopper Kits for UK wide sale, building up a loyal following online with customers posting videos and images of themselves re-creating hoppers at home.

Healthy

All menus are prepared from fresh quality ingredients. The foundation of the menu is based on the hoppers but the versatility of its fillings means that vegan, vegetarian and omnivorous diets can all be catered for, making the perfectly tasty, fulfilling and nourishing dish for busy commuters and those looking for an authentic Sri Lankan dish to re-create affordably at home.

Challenge

Rosh's parents came to the UK from Sri Lanka in the 50's and so she was brought up eating their food at home. In central London there are only two Sri Lankan restaurants, and she was tired of people confusing her native cuisine with Indian. So, Rosh saw an opportunity to bring to light the different flavours and highlight how unique Sri Lankan food is. Two of the recipes for Sambols came from her mother and she put her own twist on them.



Follow Hop and Roll's story

