

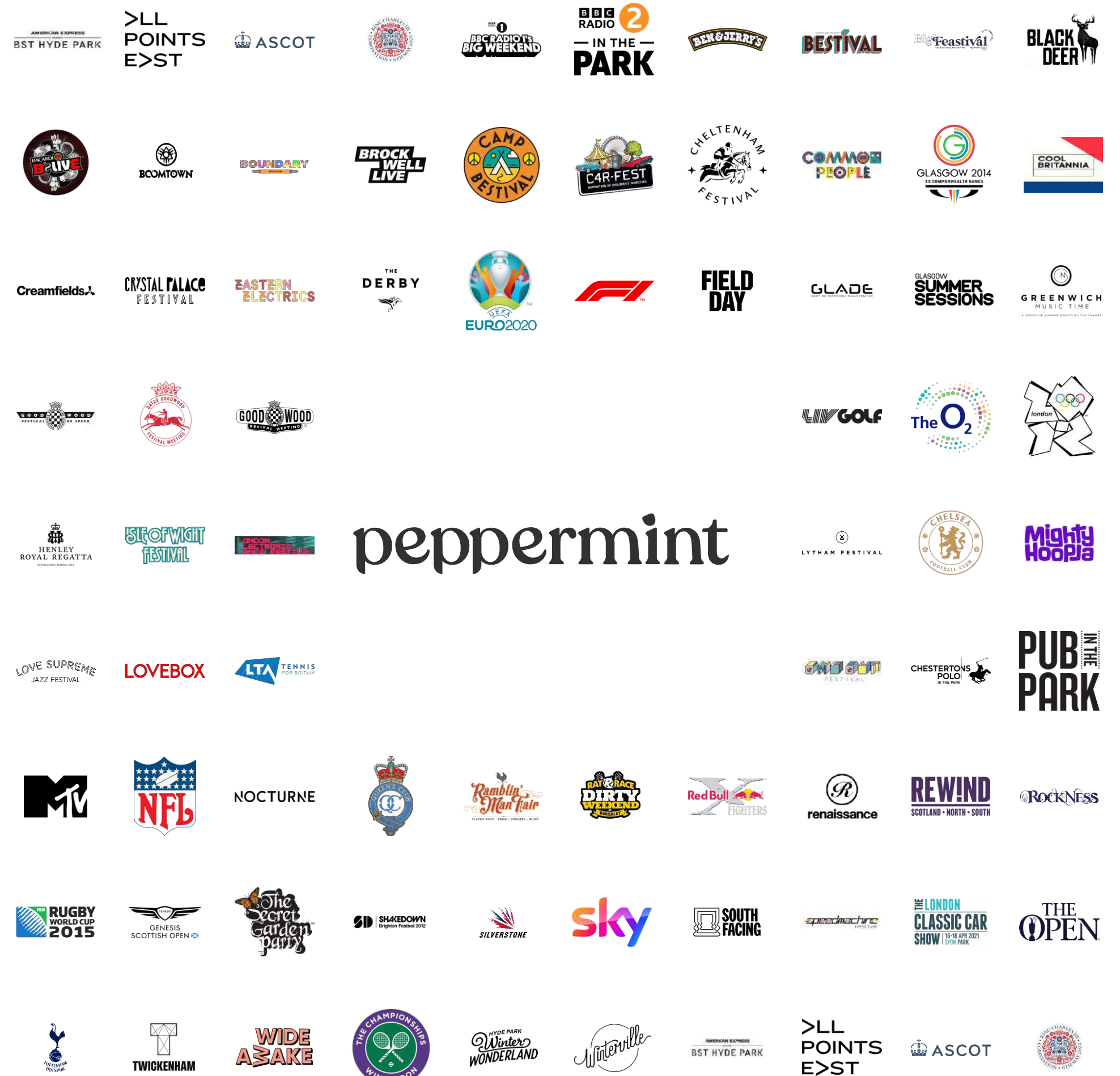
A wide-angle photograph of a large outdoor concert at dusk. The stage is illuminated with warm lights, and a large screen displays a golden, abstract image. The crowd is dense, with many people raising their hands. The word "peppermint" is overlaid in a bright cyan font across the center of the image.

peppermint

# HELLO

## WE'RE PEPPERMINT.

We provide high-performance, award-winning food and drink solutions to greatest events, festivals, venues and sports stadia.



peppermint



# OUR FOUNDERS

**In 1996, Alex Brooke and Adam Hempenstall met at University in Oxford. Once graduated, they spent 5 years running record labels and a music promotions business. In 2003, they formed Peppermint Events to deliver event concepts and high-quality bars at outdoor events.**



And they've never looked back! We've earned our stripes over 20 years in the festival and events business, and we have the know-how and flexibility to deliver quality and volume time and time again.

Adam and Alex care deeply about our people, the planet and are just as passionate about events now than when they started in 2003.

We've recently become joint-venture partners with Levy to deliver best-in-class bar support across their estate of sports events and music venues in the UK and across Europe including Wimbledon, The O2, Twickenham, Aviva in Ireland and the Johan Cruiff Arena in Amsterdam where Peppermint support with concerts and tanking operations.

This partnership allows us to maintain our entrepreneurial spirit, with the support and insight of our partners to be able to deliver you best in class F&B solutions for your event.





# WHAT WE DO

## 20+ YEARS

We have 20+ years of experience under our belt creating and operating first-class food & drinks solutions to venues, festivals, events and stadiums in UK and Europe.

We focus on the customer to create amazing experiences.

## PEOPLE

We have the **best staff** in the business, sourcing only skilled, hardworking people. We have proven experience deploying to 1,500 staff a day.

## 50+

We operate at over 50 events a years, from small to large scale, we are **adaptable and can operate in every imaginable environment.**

## 1,000 DAYS

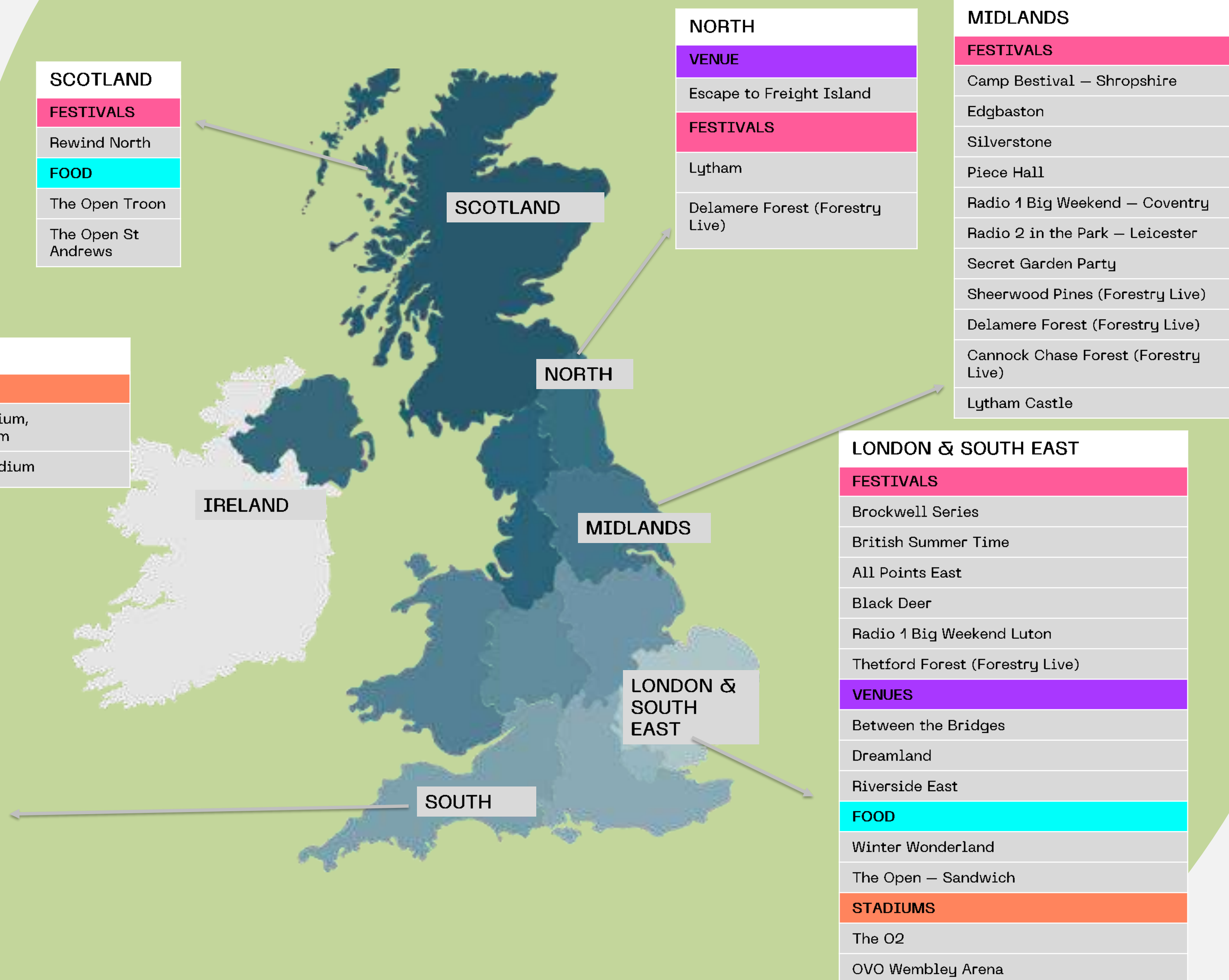
We work over 1,000 **event days a year** across our venues, festivals and stadiums.

## INNOVATE

**We adapt, think forward and innovate:** It's part of our DNA, whether it's technology driven solutions or data insights and trends.



# OUR WORK: FOOD, FESTIVALS, VENUES



# WHAT WE STAND FOR



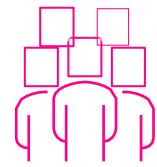
We are passionate  
about food & drink



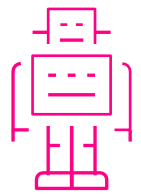
We take a realistic and  
down-to-earth view



We think and act  
innovatively



We believe in all of  
our people



We fully embrace  
technology



We love the whole  
creative process

# OUR THREE PILLARS



INNOVATION

PEOPLE

SUSTAINABILITY

WE LOVE



# INNOVATION

We've invested in cutting-edge technology

## ADAPTING TO THE FUTURE

Innovation is at the heart of Peppermint's DNA. Whether its the latest drinks trends, dispense or payment technology – we are constantly pushing the boundaries of what's possible.

Our customers are evolving. They expect more today and its crucial we can deliver on that and maximise their spends.

Innovation to us is beyond the latest tech gadget, we only use technology to enhance the customer experience and drive revenue.

## LEADING SERVICE & DISPENSE TECH

From **automated fast dispense**, to QR ordering, 'Just Walk Out' containers for '**Grab & Go**' and Self Order Screens, self-serve bars and self scan.

## DATA AT YOUR FINGERTIPS

We provide real time data analytics. We can provide **detailed consolidated reports** across all your revenue streams such as food, merch, bars, upgrades.

## MARKET DATA & INSIGHTS

Our 20+ years **experience** means we have access to a lot of data. Our JV partners Levy too. Trends and insights steer our logic and **reasoning**.

## AWARD-WINNING TECH TEAM

Out in house tech team work year round to deliver best in class reporting and insights for you.

ITS ALL ABOUT

# OUR PEOPLE



## WE RECRUIT, TRAIN AND KEEP THE BEST STAFF IN THE BUSINESS

The majority of our head office team have been with us for at least close to 10 years, surpassing over 150 years operating experience between them.

For us, it really is all about OUR PEOPLE.

## TRUSTED LOCAL STAFF

We source up to 90% local staff for events. It's good for the local area it's good for the planet.

## STAFF RETENTION

We have venues and events running all year round in multiple locations and venues which means we can retain the best staff in the business.

## PREMIUM TEAMS

We recruit premium teams with extra experience and specific skills for hospitality, VIP and premium areas.

## THE BEST EVENT MANAGERS

Our project & event management team has over 50+ years experience. You won't find a better operations team in the industry!





# SUSTAINABILITY

## WE ARE COMMITTED

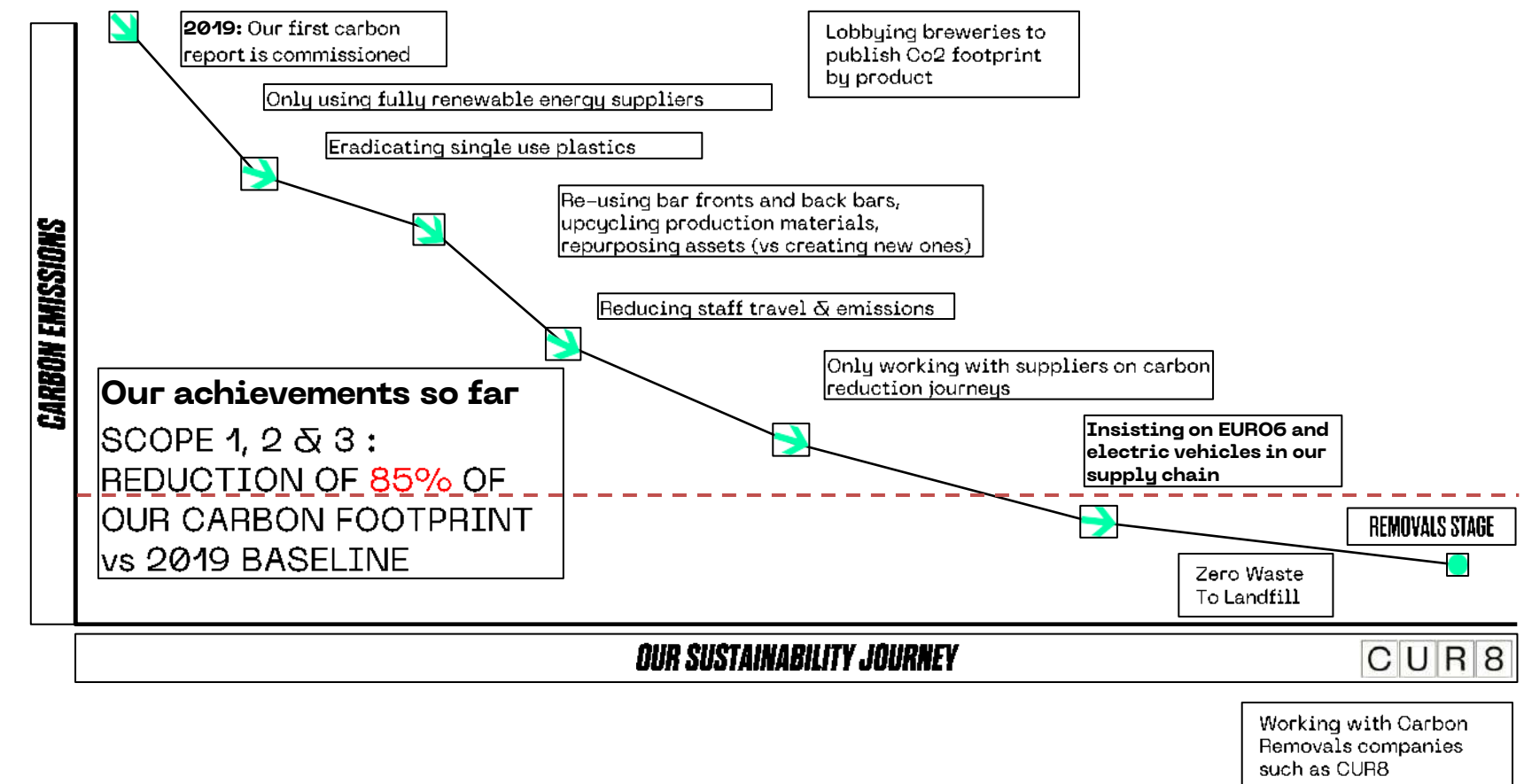
TO BECOMING THE FIRST NET ZERO BAR COMPANY IN THE UK.  
THIS MEANS WE ARE ON AN AGGRESSIVE CARBON REDUCTION PROGRAMME.


## WE'RE ABOUT ACTION, NOT WORDS

WE'RE NOT HERE TO GREENWASH, OR TELL YOU WHAT YOU WANT TO HEAR  
WE'VE MEASURED. WE'VE REDUCED. WE HAVE A PLAN. WE KEEP GOING.

## WE CAN'T DO IT ALONE

WE'VE GOT TO WORK WITH LIKE MINDED BUSINESSES TO ACHIEVE OUR GOAL.





**DID YOU  
KNOW?**

## **WE ARE AN INDEPENDENTLY RUN BUSINESS**

EVEN WITH OUR JV PARTNERS' SUPPORT, ADAM AND ALEX STILL RUN THE BUSINESS DAY TO DAY AS THEY DID 20 YEARS AGO

## **WE OWN OVER 2,000 EPOS TERMINALS**

WE CAN DELIVER CONSOLIDATED SOLUTIONS ACROSS MULTIPLE REVENUE STREAMS WITH ONE LIVE REPORTING DASHBOARD

## **WE WORK ALL OVER THE UK, AND NOW IN EUROPE TOO**

WHILST WE'RE LONDON BASED, OUR TEAM ARE LOCATED ALL OVER DELIVERING AMAZING EVENTS

## **WE HAVE A BEAUTIFUL RANGE OF BAR KIT AND ASSETS**

LOOKED AFTER BY OUR TEAM IN WARWICKSHIRE, OUR KIT'S READY TO ROLL AT ANY TIME

## **WE DO FOOD, AND WE COOK**

WE WORK WITH ALL THE BEST FOOD PARTNERS IN THE GAME, AND NOW WE HAVE A TEAM OF GREAT CHEFS TOO

## **WE WORK ALL YEAR ROUND IN FESTIVALS, VENUES AND STADIA**

NO-ONE CAN MATCH OUR VERSATILITY AND SKILLSET IN WORKING ACROSS THE EVENTS INDUSTRY

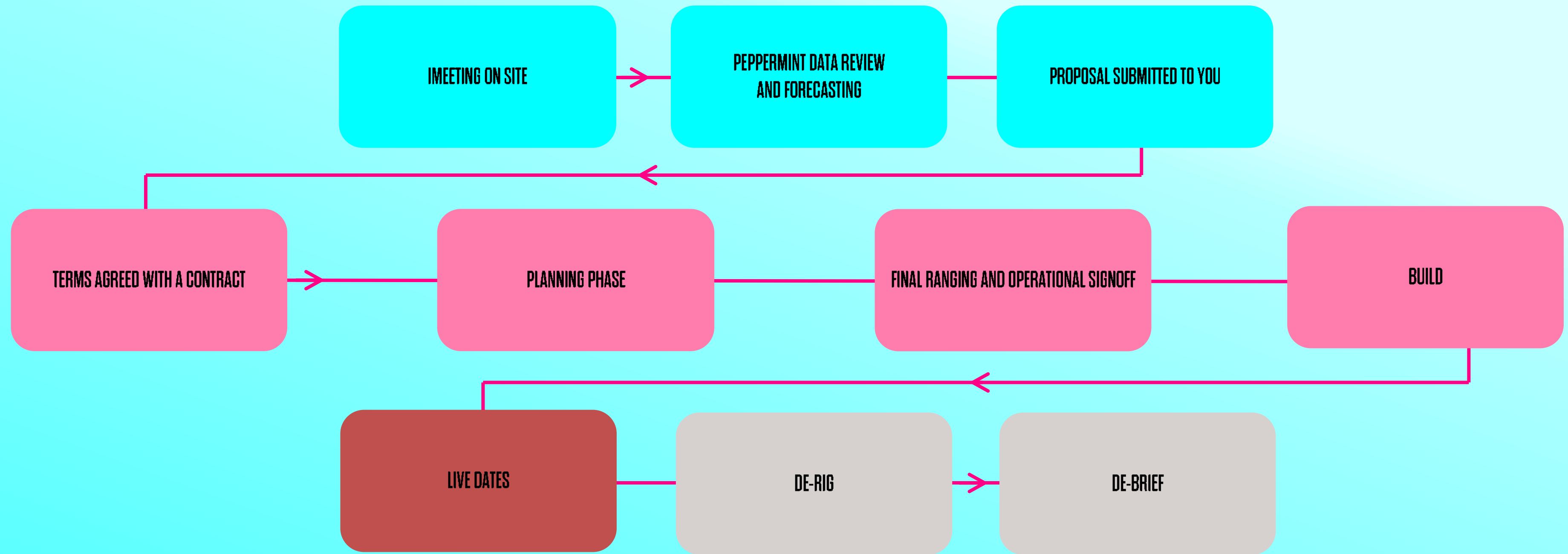
## **WE HAVE A SISTER AGENCY SPECIALISING IN BRAND ACTIVATION**

BRINGING IN BRANDS TO ADD VALUE TO YOUR CUSTOMERS, AND YOUR BOTTOM LINE



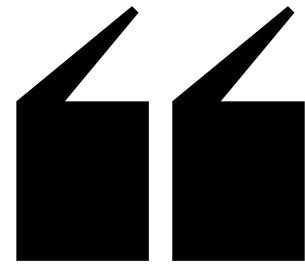


# OUR APPROACH



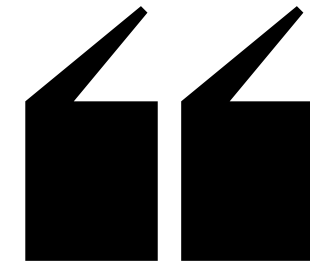


# DON'T JUST TAKE OUR WORD FOR IT



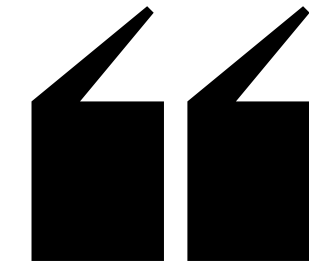
Peppermint's attention to detail and care to ensure the customer experience is first class is one of the reasons we've worked well together for so many years. The team is always approachable and easily available to discuss opportunities and improvements.

**JOE ROBINSON**  
CUFFE & TAYLOR [LIVE NATION]  
Director of Operations



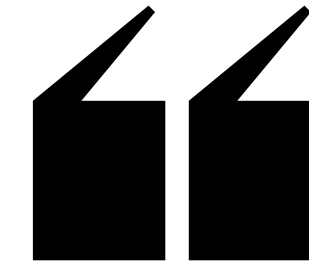
Black Deer is a festival where our partners have to buy in and believe in everything that we stand for, it was important for us to partner with a company that we can trust to deliver true to our brand, and that was Peppermint. Working alongside Matt and Paula, it was clear that we share the same views and align on company values. Peppermint went above and beyond to deliver the event, and were approachable, easy to work with and at the forefront of technology and sustainability in this sector. I look forward to working with them in 2024.

**CHRIS RUSSEL-FISH**  
Black Deer Festival  
Managing Director



We have worked with Peppermint for over a decade now. A professional outfit that understand what we need – and deliver it.

**JIM KING**  
CEO, European Festivals  
AEG Presents



Part of the attraction with our festival is that it does not follow the norm – people like to explore the site, find new places, get lost even – that is why it was important to have plenty of bars within reach. We sat down with Peppermint and talked through the logistics, they were very flexible and sensitive to our requirements.

**JOSIE DA BANK**  
Organiser, Camp Bestival



# peppermint

Please email [nb@peppermintevents.co.uk](mailto:nb@peppermintevents.co.uk)  
if you have any questions.

We look forward to hearing from you