



Independents just got a whole lot more interesting

Sell your products at scale to our community of independent restaurants

restaurantcollective.org.uk



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Marketplace Partners

“ UK independents have never had it worse. We all need to do our bit to save the restaurants we love ”



Proud to serve those who serve others

When we asked independent restaurateurs to tell us about their day to day lives, we weren't surprised to hear tales of anti-social hours, of having to tackle no-shows and keyboard warriors, rising business rates, seemingly endless red tape, and a general feeling of being hung out to dry.

But with every complaint about hardship came stories of genuine love for the hospitality industry. The camaraderie among staff, the buzz of a great service and how long shifts can whiz by as long as there's laughter. How going the extra mile to make customers happy day after day pays off when it becomes clear

that you're not just in the business of serving great food and drink, you're creating experiences and memories for people.

That's why we're proud to be building a community specifically designed to make the lives of these everyday heroes a little bit easier.



“ Independent restaurants are the heart and soul of UK hospitality. We couldn't picture a world without them ”



Restaurant Collective is...

...a community of restaurateurs that champions, connects and supports independent restaurants as they grow

Our role in life...

...is to be the member-led, not-for-profit organisation that champions and connects the independent restaurant community to help level the playing field within the restaurant industry, give a louder voice to smaller operators and provide the business support they need to succeed



“ It’s time for independent operators to be given a fighting chance to compete with the chains ”

Changing the everyday lives of small hospitality operators

We know that life as an independent restaurateur is very, very hard and that the last thing they need are distractions. What they need is hands-on support from a community they can trust - at prices they can afford. With your support, we are hoping to

give independent operators access to the kind of economies of scale usually only enjoyed by the chains.

As part of their low-cost RC membership (just £99/year), our independents will get access to:

- Economies of scale and vetted suppliers in our **Deals Marketplace**
- **Mentorship** from people who have been where they are now
- Advice and support from fellow indies in our **Members Forum**
- Great staff on loan/recommendation via the **Restaurant Collective Job Exchange**
- Power over their online presence with our **content management tool**
- Skills training for themselves and their teams in our **Knowledge Base**
- Inclusion in the **UK's largest directory** of independent restaurants



“ We're making sure every offer in our Marketplace meets member needs - so you're always selling to a warm audience ”



Get your products and services in front of independents with buying power

There are many ways to support our mission to make big changes for small operators.

One of the most important pieces of the puzzle is how we level the playing field and give independents access to the kind of economies of scale usually only enjoyed by the large restaurant groups.

And that's where you come in.

We understand that selling to individual independents isn't always viable to a business like yours so we've created a Deals Marketplace

where you can promote your wares to thousands of potential clients with a single offer.

As we're building Restaurant Collective for our members with our members, we're only approaching suppliers of products and services our community has asked for - so you can enjoy genuine interest in your offers.

And, as everyone we approach has been recommended to us by restaurateurs we trust, we're able to tell our members that the Restaurant Collective Deals Marketplace is the place to find tried, tested and trusted suppliers.



“ We want the whole country to get behind our campaign to save struggling independents - and know that you supported us ”

As a valued trader in Restaurant Collective Deals Marketplace, you will also be invited to:

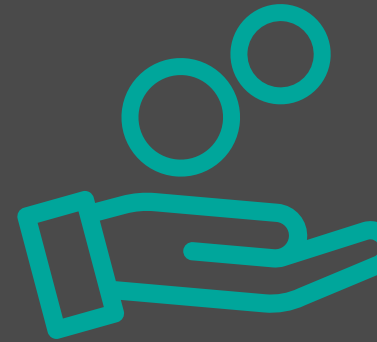
- Contribute content to our **Knowledge Base**
- Enjoy discounted rates on various types of **sponsorship and advertising**
- Nominate members of your organisation to become **Restaurant Collective Mentors**
- Feed your listings with up to date data from the **UK's largest directory** of independent restaurants
- Hang out in the **Members Hub** and build connections with our amazing community of independent hospitality operators



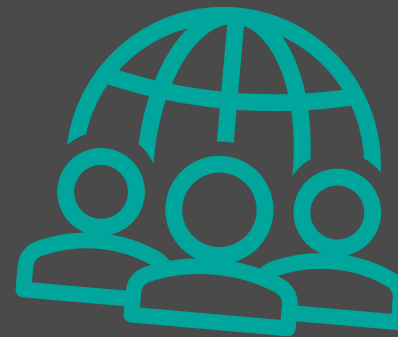
“ Marketplace traders will have opportunities to build real relationships with members. We can't wait for you to connect! ”



**Restaurant
Collective Mentors**



**Deals
Marketplace**



**Members
Hub**



**Knowledge
Base**

Making this partnership work for you

Anyone who wants to be seen to support small businesses could benefit from supporting Restaurant Collective.

As a trader in our Deals Marketplace, you're not only associated with the movement to help level the playing field for independent operators (and benefit from being uniquely able to sell to them at scale), you're of course also well placed to make lasting connections with new customers.

If you've not had time to prospect to independents before, now's your chance to get your product or service in front of a new audience without the effort of having to reach out to each one individually. Our members get preferential rates from a trusted supplier, you get to reach thousands of independents with a single offer. Everybody's happy.



“ As traders need to be recommended by members, our Marketplace only has trusted suppliers ”



Why get involved right now?

Independent restaurants have never had a tougher time. By offering preferential rates to our community, you will help those who need it most as the hospitality sector struggles to recover from Covid-19

We're building our community for the members, with the members to make sure we only create resources that make a real difference in the day-to-day running of their businesses.

By being among the first traders to sell your products and services in our new Deals Marketplace, you'll benefit from:

- playing a visible part in the early days of our launch
- selling at scale to a previously hard-to-reach audience for the first time
- standing out as a trusted supplier before the marketplace gets crowded



“ Make your offers stand out by being among the first traders to join our new Marketplace ”



Talk to Paul about getting your products in front of independent restaurants with real buying power

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Restaurant Collective

- Let's work together



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