



SECTOR
Consumer

Invested 2016

Timeline

- **1996** - rhubarb established as an events catering business
- **2008** - Opens first restaurant at Terminal 3, Heathrow
- **2011** - Secure catering contract for Royal Albert Hall
- **2015** - Opens Pilots Bar & Kitchen at Terminal 5, Heathrow
- **2016** - Wins the team of the year award at the BVCA Management Team Awards in the South East
- **2016** - Livingbridge invests
- **2019** - Opens New restaurant and bar 'Wild ink' in New York's Hudson Yards

Premium food and beverage operator

rhubarb was originally established in 1996 as an events business but expanded its activities in 2003 to include the operation of lease and concession contracts at iconic, high footfall locations.

Today, the company operates long term contracts at venues including the Sky Garden at the "Walkie Talkie" building in London and the Royal Albert Hall. It also provides bespoke catering solutions at around 600 events per year for a broad range of clients, from high profile charity galas for 2,000 guests to small, intimate dinners in country venues.

Our investment is supporting *rhubarb's* continued growth across the UK and internationally with the overall aim of doubling in size in the next four years.

From the start of
 our journey together

1

Operation hub in London

To the company today

2

Hubs in London and New York



Building the best

BVCA Management
Team Awards 2016
Team of the Year Award



Internationalisation

We have supported rhubarb in entering the US market. The business now runs two contracts 'Wild Ink' and 'Peak' at New York's Hudson Yards development and also operates a premium events catering business 'Sonnier & Castle' in the city.



Talent

We have supported in building out the senior team including hiring of a COO, a Chief People Officer and a Vice President of US operations. This investment is crucial to support the growth of the business and access the market opportunity in the US.



Mergers & acquisitions

We worked alongside management to acquire a New York based events catering business 'Sonnier & Castle' in 2019 which formed a core part of our overall strategy for the US market.

"We're excited to work with Livingbridge on the next stage of our development, particularly in light of their F&B market knowledge through their existing investments. We're ideally positioned to benefit from positive market trends, current consumer tastes and, with a good visibility over our existing contracts and a strong pipeline of new growth opportunities, we're confident of building on the strong momentum we've generated to date."

PB Jacobse
CEO, rhubarb

About Livingbridge

Livingbridge is a mid-market private equity firm with offices in the UK, the US and Australia, investing in fast growing companies valued up to £300m.

Our team have been backing growing businesses together for twenty years. We've done it over a hundred times, turning many into household names both at home and abroad. We get growth.

We understand the people behind growing companies in consumer markets; healthcare and education; technology, media and telecommunications; financial services and business services, and help them achieve what's right for them and their business.

London Birmingham Manchester Melbourne Boston



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