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INVESTMENT YEAR: 2016

SECTOR: Consumer

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

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

The right tools for growth

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.

Expand internationally →

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.

Find top talent →

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.

Deliver a mergers & acquisitions strategy →

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

rhubarb 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



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