

The image shows the exterior of a building, likely a restaurant, with a dark grey sign that reads "MOTHER KELLY'S" in white, bold, sans-serif capital letters. The sign is mounted on a light-colored, textured wall. Below the sign, there are two white awnings over dark-framed windows or doors. The scene is partially obscured by green leaves in the foreground, suggesting a tree is nearby. The lighting is bright, indicating daytime.

MOTHER KELLY'S

# WHO WE ARE

Mother Kelly's is a small, growing, assortment of London-based beer destinations. Some venues come in the format of well-designed taprooms and others in the shape of inviting bottle shops. We specialise in offering delicious beer from the finest independent breweries, but hold all kinds of drink in high regard. Our venues are built on the premise of being the best sorts of places to invite you for a drink.

In early 2014, we were founded by Nigel Owen, an entrepreneurial and ambitious bartender who to-date has tucked over 20 years of experience in hospitality under his belt. Nigel has managed and owned several pubs but it was at this time, he focussed his intentions on creating and developing the Mother Kelly's brand and craft beer bar experience. He remains very hands on in our operations, and we feel that our venues demonstrate an all-rounded attention to detail from his keen eye and experience of the drinks industry worldwide. The friendly teams we have built for venues and our Head Office, continue to embody Nigel's early-day enthusiasm and drive to provide an exciting and welcoming space you feel inclined to return to time and time again.

Our beginnings were heavily inspired by New York's standout taprooms at a time when London was just starting to catch the craft beer bug. We opened our first Mother Kelly's bar and taproom in Bethnal Green, which remains our flagship. Our first bottle shop on Well Street followed suit soon after in 2015 to adapt and cater for the growing off-trade. The design basis of all our venues, now counting five whether taproom or bottle shop, was to provide a relaxed, trusting atmosphere with plenty of choice and ever-changing lines. Venues appear stripped back and modern enough to represent our fresh take on hospitality. Visiting our sites (most are within walking distance of each other) you will draw some similarities in what makes up our MK Style. The undercurrent of who we are and what we provide resonates clearly from venue to venue, but is understated enough to leave the beer and service to simply and ultimately speak for themselves.

# WHAT WE DO

We are lovers of drink and the experience that comes with it. Our offerings reflect our passion for what is in your glass, the indie and creative producers who made those things and for the all-round, positive drinking experience that draws folks together.

In terms of products that we stock, across the board, freshness, quality and enjoyment are what determines the items you'll find gracing our lists and menus. Our ethos includes supporting small and independents as much as possible, it is a vibe we feel very much aligned to. Stocking local is also a primary focus, but we like to mix things up with bringing drink in from further afield where we can confidently ensure its consistency. We have structured our venues in a way that customers have full freedom to peruse fridges and relish the choice of long, rotating draft lists that offer quality items from both down the road and abroad.

Drink-in or take-out, we ensure your at-home experience matches what our in-house, dedicated teams have to offer. In 2018, along with exponentially growing our Mother Kelly's family, we set-up our webshop and began building our online presence. We've always curated engaging events at our premises, whether these are beer tastings, showcases or food pairings. We recently upped the ante, and especially during the pandemic, have brought at-home entertainment in the form of Live Beer Tastings with our sommelier friends, supporting breweries and fellow peers in the drinks business. We have a well-developed webshop, and a MK App in the making, to bring us to our customers in even more innovative ways.

Whatever mode of operandi we present ourselves to our consumers, we remain true to our mission. We care about every essence of our operations. Our intentions are to have pride in what we do, so in every sense of product choice, service and experience, you can count on us having taken the time to carefully consider these things. As a result, it hasn't taken long for our venues to become regular haunts for locals, tourists and friends from all over the world. Visit any Mother Kelly's destination and you shall find someone wanting to pour you something you will really enjoy. It is our aim to bring people together; to create community through kindness, inclusivity and incredible drink.

# DRINK

Drinks are at the heart of what we do. It started with a heavy focus on excellent beer; we championed the best of that at the time modern beer took over. We source locally and internationally to ensure we offer the very best of what we consider the most sociable drink from all corners of the globe. Our sites sell growlers and crowler cans for take-away as well as the usual draft & packaged beer.

We've cultivated our passion for amazing beverages to now also include a wide and specialist range of cider, wine, spirits, low alcohol and hot drinks. We have nurtured close ties with suppliers to ensure we present their creations in a way that leaves a genuine and memorable impression on consumers. We take pride, but aim to keep that unstuffy as possible, in where our offerings come from and how they are made. This, alongside our careful quality control, are fundamental to our selection process of what we offer.

Our venues have permanent lines, curated in collaboration with some of our favourite producers. The remainder of our







taps and fridges are for rotating lines, which will continue to add intrigue to daily menus. We're constantly on the look-out for new and delicious drink, continuously training our palates (as well as our customers) as we do so.

Our excellent soft and hot drinks inspired us to celebrate our enjoyment in those. We've set-up a Work From Bars initiative across our sites to offer our spaces and non-alcoholic offerings in a way that enhances our daytime trade throughout the week. Soft drinks come from local producers to support our community of excellent London manufacturers, ensure freshness as well as knuckle down on our carbon footprint. Coffee is rotated seasonally with roasters that are also local to us for similar reasons.

Where we can, we aim to include social or conscientious enterprises in what we stock. With our beverages and service revolving around bringing people together, it has been our intention to build stronger ties with communities, and to support worthwhile causes in what we routinely do. Every member of staff embodies this passion and care for our drinks, all you have to do is ask to know anything more.

# FOOD

Our food complements our laid-back bar experience. In our bottle shops, it's all about moreish snacks that give you reason to stay for another round. In our taprooms, it's sharing boards that boast some of the best charcuterie, cheese, bread and deli style add-ons (olives, pickles, chutneys and even chocolate) from artisan London producers.

## FUTURE HOT PLATES

We've been keen to introduce hot dishes to our menus for a while now. To be honest, the substantial meal requirement during the pandemic has inspired us to make sure we cater for this. We're currently working with chefs to curate some stand-out, yet simple dishes that we can serve at all our taprooms, true to our MK style.

## COLLABORATIONS

Aside from our choice sharing menus, we have teamed up with some incredible foodies and pop-ups to bring different line-ups of culinary delights to our venues on occasion. These include: Miguel Barclay of Miguel's Pizza, Neal's Yard Dairy, Appetite London, Sugoi JPN, Lagom, High Steaks, The Falafel Queen, Mei Mei's Street Cart, Melter Meatballs, Hanoi Ca Phe, Souvlaki Street, Biff's Jack Shack, The Pequod, It's A Wrap UK, Madame & Monsieur, The Flying Frenchman, Howards Barbecue. Pick Up Pintxos, and Patty & Bun. We love to introduce new beer and food experiences to our guests. We feel it enriches the experience they have with us, as well as provides us great opportunities to work with some top people across the hospitality sector.





# OUR VENUES



**BETHNAL GREEN, E2**

Taproom

Our first & flagship

1 Railway Arch

23 Taps

6 Huge Fridges

Can Seamer

Instagram: @MotherKellys\_E2

Twitter: @MotherKellysE2



**VAUXHALL, SE1**

Taproom

Our largest site

1 Railway Arch

33 Taps

4 Huge Fridges

Can Seamer

Instagram: @MotherKellys\_SE1

Twitter: @MotherKellysSE1



**STRATFORD, E20**

Taproom

Our newest site

East Village Hub

30 Taps

4 Huge Fridges

Can Seamer

Instagram: @MotherKellys\_E20

Twitter: @MotherKellysE20



# OUR TEAM

At Mother Kelly's we take pride in our close-knit and organised team. As mentioned earlier, our owner Nigel, is keenly involved in the day to day running of the business. Our Head Office meet Monday weekly in person to discuss all company activity thoroughly and without fail. Our dynamic across the company represents passion and synergy in all that we do. Within our venues, we have extremely dedicated General and Assistant Managers, supported by our amazing Supervisors and a fleet of knowledgeable Bar Staff. Training is actively encouraged and implemented in-house. We hope every member who works with us, finds the support they need in building a career within our beloved hospitality industry.







# GALLERY







