


A photograph of a rustic dining room. In the foreground, a wooden table is set with white tablecloths, glassware, and silverware. Several wooden chairs with woven seats are arranged around the table. In the background, there is a bookshelf filled with books, a framed picture on the wall, and a window with a view of greenery. A large, light-colored circular graphic is overlaid on the left side of the image, containing text.

Soil to supper

24 yrs Serving
sustainable &
affordable food

By Andrei Lussmann



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What does sustainability mean

80% of us consider sustainability
an important priority when
consuming

today?

- local is best
- Ethics in farming
- Modern day slavery
- International trade
- Food poverty
- Migration of communities
- M'ment of our seas
- Use of plastic
- Carbon footprint

June 12, 2026

Sample Footer Text





What we continue to do @Lussmanns

6 principles

- Value food chain
- Protect our seas
- Celebrate best of British
- Hate waste
- Cherish our communities
- Respect our staff



*Certification &
auditing
is key*

SUSTAINABLE RESTAURANT
ASSOCIATION

&

MARINE STEWARDSHIP COUNCIL



So is
running a
business
sustainable?





The Times They Are A-Changin

Complex world
v
the old world



Less time



Too much info / fake
news



Complex information /
problems



Powerful lobbying do
we know what the real
issues of the day are?



Fast social change over
50 years



They said

“One major
commercial jolt
every generation”

15years 2010-2025

- Banking Crisis
- Brexit
- Covid
- Energy chaos
- Our environment v carbon



A photograph of two young men dressed as chefs in a kitchen. They are wearing white chef hats, white long-sleeved shirts, and blue and white striped aprons. The man on the left is holding a frying pan in his right hand, and both are smiling at the camera. The background shows stainless steel kitchen equipment and a range hood.

So does Hospitality & business still matters

7-10% of all UK staff now work in hospitality making it the third largest sector contributing £100bn annually



Small and medium-sized enterprises (SMEs) account for **99.9%** of the entire private sector business population in the UK, making up approximately 5.7 million out of 5.71 million total businesses.

Early days & today

- Idea, passion & ability to find your niche
 - Consistency
 - Value
 - Accessibility
- Charming staff

Today

- Pivot & embrace change
 - Changing face of marketplace

25 years old
what next?





- **Support** our high street
- **Question** how our food & drink is produced & served & demand more from beyond restaurants
- **Advise** business when they get it wrong – directly
- Sign **VAT's** the problem petition



Q&A