

The ExxonMobil Award for Innovation and Entrepreneurship



The Naked Pantry

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The Naked Pantry found a gap in the market, with no other business like this and no local competitors, the business encourages customers to be less wasteful with their everyday products. Customers who buy produce from the shop are encouraged to return and refill these containers with more produce instead of buying them again. After TV shows started the conversation of a free 'plastic' planet it encouraged people and businesses alike to consider how much waste they dispose of which could be reused.

The business sources the produce they can locally but if this isn't possible then it is sourced as ethically as they can. They also visit schools to educate children into how they can recycle and reuse their products and the positive impact that this can have on the planet. The Naked Pantry also encourages the schools to come and visit the shop so the pupils can see exactly what it is they do.

The Naked Pantry captures customers feedback very creatively, on a chalk board in the shop. Here customers can make suggestions about what new products they would like to see in the shop, but it is also full of kind messages of good luck and support from their loyal customers. The business does their best to answer the demand of their customers as well as providing food for all with their vegan and gluten free products such as their brownies, which are their best selling product.

They use social media to help promote themselves and communicate their message of a plastic free planet to the wider community.



facebook.com/nakedpantry/