

Media Release: 21 January 2025

School pupils to showcase their soup-er cooking skills at Borough Market

London's secondary school pupils will be turning their hands to market trading and showcasing their warming winter creations at **Borough Market** on Tuesday 4 February, with the return of the **Young Marketeers Winter Soup Sale**.

Classic chunky vegetable or a hearty leek and potato? The popular annual event sees children aged 11-16 from four London schools, sell soup and bread they have made from scratch at London's iconic food market. All proceeds from the sale are donated to raise money for Borough Market's partner food redistribution charity **Plan Zheroes**.

The event forms part of the **Young Marketeers programme** – a partnership between **Borough Market** and **School Food Matters** – which enables school children to grow their own fruit and veg, develop their cooking skills and knowledge, understand how to eat seasonally and avoid food waste.

The Winter Soup Sale is one of three sales that take place in the Market each year and is the only one where pupils make a dish from the produce they have grown, to sell. Ensuring the soups are up to the high standards local shoppers are used to, a special panel of food experts is brought into the partaking schools to select the top tasting soups to sell at the Market. Pupils also learn how to make the perfect bread to accompany their soup, with a bread-making class from renowned Borough Market bakery, Bread Ahead.

The Young Marketeers programme not only teaches children about where their food comes from and how to get the best out of it, it also encourages them to develop business-related skills that could help with future careers. This is learnt through workshops with the Market's traders who share their secrets on how to attract customers to their stalls and sell their goods to make a profit.

The Winter Soup Sale will take place on Tuesday 4 February from 12-2pm in Borough Market's Green Market. In line with Borough Market's commitment to sustainability, the soup will be served in compostable containers with no single use plastic cutlery on site.

In the summer of 2024, the Young Marketeers programme started donating proceeds from its sales at Borough Market to Plan Zheroes, a food redistribution charity that collects quality surplus food from businesses in London and redistributes it to charities supporting vulnerable people across the city. Borough Market has been working with Plan Zheroes for 10 years, with volunteers now collecting surplus food from the Market's traders six days per week, meaning no food is left to go to waste.

Jane Swift, CEO at Borough Market, said: "The Winter Soup Sale is such a great way to kick-start our community events each year. There is something so comforting about having a homemade soup – and even more so knowing these creations have been made by local young people to raise money for a good cause. It is so rewarding seeing the pride pupils take in selling something they have made,

from produce they have grown in school and it is this passion that keeps the Young Marketeers programme running successfully year-on-year.”

Stephanie Slater, Founder and Chief Executive of School Food Matters, said: “The Young Marketeers programme is a shining example of the work we do at School Food Matters - teaching children and young people all about food. In partnership with Borough Market, this programme provides students with fun, hands-on opportunities to bake, cook, and explore new flavours, while building enterprise and communication skills. Quality food education is essential for every young person’s future and deserves the same attention in the curriculum as core subjects like English and maths.”

To date, the partnership has seen more than 250 schools attend trader training. Some students have grown their own fruit and veg and sold it at the Market, while others have made soup from seasonal produce. Over the years, over £14,500 has been raised for charities from these sales.

For top tips from Borough Market’s traders, watch the following video:

<https://www.youtube.com/watch?v=Qwq2M1pH1ig>

For details on the Winter Soup Sale visit: <https://boroughmarket.org.uk/events/>

-ENDS-

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Notes to Editors

1. The schools taking part in the Winter Sale are: Bacon's College (Rotherhithe), Wapping High School (Tower Hamlets), St Gabriel's College (Lambeth) and City of London Academy, Southwark.
2. The Winter Soup Sale will take place between 12-2pm at Borough Market, 8 Southwark St, London SE1 1TL on Tuesday 4 February
3. Spokespeople will be available for interview, including Jane Swift, CEO at Borough Market and students/teachers involved in the project. Professional photography from the event will also be available to picture desks.

About the ‘Young Marketeers’ programme

Young Marketeers at Borough Market is a partnership between School Food Matters and Borough Market. The programme has been running since 2011 and gives primary and secondary school students first-hand experience of running a market stall, whilst building their food knowledge – from how it is grown to how to cook it. Pupils learn to grow food from seed with help from horticultural experts and receive advice from Borough Market on how to sell their produce.

About Borough Market

Borough Market is a source of quality British and international produce, but it is more than just a place to buy or sell food. It's a place where people come to connect, to share food and awaken their senses. Borough has long been synonymous with food markets and as far back as 1014, and probably much earlier, London Bridge attracted traders selling grain, fish, vegetables and livestock. In the 13th century traders were relocated to what is now Borough High Street and a market has existed there ever since. Many of the traders also now sell their produce online, meaning those unable to visit can still access a selection of the Market's exceptional range of artisanal produce. Details can be found through the Borough Market [online directory](#).

In addition to the traders selling fresh produce from their stalls, Borough Market also houses a selection of restaurants and bars. Diners can enjoy Agora, Applebee's Fish, Arabica Bar & Kitchen, Bao Borough, Berenjak Borough, Camille, Elliot's, Fish! Restaurant, Kolae, Mallow, Maria's Market Café, OMA, Padella, Rambutan, Roast Restaurant, Silka, Tapas Brindisa, and Wright Brothers Oyster and Porter House, while those looking for something to drink can head to Bedales of Borough, The Cider House, The Globe Tavern and The Rake.

Borough Market's mission is to continue to provide a world class food market at Borough for the community of London and beyond. It is owned by a charitable trust and run by a board of volunteer trustees. The trust is committed to supporting the local community around Borough Market. We regularly run community events and we support local community projects and schemes.

@boroughmarket

<http://boroughmarket.org.uk/>

About School Food Matters

School Food Matters exists to teach children about food and to improve access to healthy, sustainable food during their time at school.

We provide fully funded food education programmes to schools. Our experience delivering these programmes informs and strengthens our campaigns, bringing the voices of children, parents and teachers to government policy.

@sfmtweet

www.schoolfoodmatters.org

About Plan Zheroes

Plan Zheroes believes in a world where no good food goes to waste and no one goes hungry. We provide innovative solutions for businesses to redistribute their good quality surplus food to charities and community groups instead of letting it go to waste. This includes our online platform for surplus food donations at planzheroes.org as well as volunteer led surplus food collections at several London food markets.

Through our services organisations that are supporting homeless people, the elderly, low income families and other vulnerable groups have free access to healthy nutritious food for their beneficiaries. Our work results in both positive social and environmental outcomes by providing free food for people in need and at the same time reducing food waste and its negative impact on the environment.

planzheroes.org

@planzheroes