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### **Hubbub announces strategic partnership with Market Porter**

LONDON, 17 March 2017: Hubbub.co.uk, which for nine years pioneered a delivery service for independent food shops, has today announced it is passing the baton in its fight against mediocre, mass produced food to Market Porter, a nationwide delivery service from independent butchers, farm shops and producers.

Hubbub closed its home delivery business last week after almost a decade. It had remained a London-only service, supporting over 100 shops mostly in inner London suburbs such as Islington, Camden, Bermondsey and Hackney.

Now Hubbub is advising its supporters to visit the shops in person wherever they can and, where only a delivery right to the door will do, to use Market Porter, a nationwide food delivery business from independent farm shops, butchers and producers. Marisa Leaf, the former human rights barrister who founded the business in 2008, explained:

“We didn’t succeed in raising enough funding to take Hubbub outside London, which limited our ability to attract enough customers to be sustainable. But by partnering with Market Porter, which offers next day home delivery to the whole of the UK, the fight against mediocre, mass produced food not only continues but can be brought to a much wider audience”.

Market Porter was launched in 2014 and offers a curated selection of foods from the best independent farmers and producers via an online home delivery model. The business is growing rapidly and now has over 20,000 customers across the UK with produce sourced directly from over 40 independent suppliers.

Stefan Porter, founder and CEO of Market Porter, commented on the partnership:

“We’re thrilled to be partnering with Hubbub. We’ve always admired their ethos and ambition to revolutionise the way we shop with independent producers. We’re sad to lose a trailblazer and ally but hope that, with our UK wide model, we can continue the brilliant work they started.”

As a first step, Hubbub's supporters will receive a preferential rate (details through [hubbub.co.uk](http://hubbub.co.uk)) for becoming Market Porter customers.

-- Ends --

#### Notes to Editors

Hubbub.co.uk makes it as easy to shop with the best local butchers, bakers, wine merchants, delis and other independents as it is to use the supermarkets; customers can order online via the web or an app and have a single delivery in an hourly slot of their choosing (even same day). It operates in selected areas around London, offering around 10,000 products from over 100 shops (including Bottle Apostle, HG Walter, La Fromagerie, E5 Bakehouse, Moxon's Fishmongers, and Konditor & Cook).

Market Porter was founded by friends Stefan Porter (ex-Lidl buyer) and Nick Ford (ex-Investment banker), who saw a gap in the market to reconnect people directly with the food they eat.

Working with a team of independent butchers and farm shops across the UK, Market Porter's groundbreaking tech platform matches each customer with a local supplier who prepares the order and delivers it direct to the customer's door. By preparing each order on demand, and by cutting out traditional supermarket supply chains, they ensure that freshness and provenance is second to none. In this way, the emphasis is on taste and quality and customers can trace their order back to the independent producer. Market Porter currently supplies, meat, cheese, charcuterie and chocolate – all available for next day delivery. It is about to close a £1m fundraising round to fund further customer acquisition and expand its supplier base. ([marketporter.com](http://marketporter.com))