

PRESS RELEASE: 13 November 2014

EAVES LAUNCHES TINY DINER CROWDFUNDING CAMPAIGN – A START-UP WITH A SOCIAL CONSCIENCE, PASSIONATE ABOUT TWO THINGS: FRESH, ORGANIC BABY FOOD, AND THE SOCIAL WELL-BEING AND SAFETY OF WOMEN AND GIRLS.

What is Tiny Diner?

Small beginnings, brighter tomorrows. A social enterprise producing chilled organic baby food that supports women who have experienced violence in partnership with Eaves - a charity with a social mission to expose and address violence against women and girls

Every pound in profit from Tiny Diner will support the work of Eaves - generating income and creating training and employment opportunities for women who have faced domestic abuse, sexual exploitation and human trafficking.

Our crowdfunding campaign

Money raised through Crowdfunding will be spent on manufacturing the initial range of products, plus buying and kitting out a vintage van to get the 'Tiny Diner Sampling Van' on the road.

<http://bit.ly/tinydiner>

ENDS

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Notes to editors

Eaves is a London-based charity that provides high quality support, advocacy and accommodation to vulnerable women. We also carry out research, advocacy and campaigning to prevent all forms of violence against women. www.eavesforwomen.org.uk

Crowdfunding is an alternative means of funding that allows individuals and organisations to take their ideas forward and make them a reality with the power of the crowd to change the world around them.

Supporting the enterprise as Non-Executive Board Members are: Sarah Aird-Mash, Senior Marketing Strategist, Google; Georg Gruber, CEO Global Grocery, Nando's; Clare Jones, Head of Marketing and PR, ClearlySo; Richard Adam, Head of Commercial Finance, Diageo; Denise Marshall, CEO Eaves; Sarah Atkinson, Partner, Hogan Lovells.

Eaves, the UK's leading charity supporting female victims of violence, has launched a crowdfunding campaign to help to get our product range launched, and the Tiny Diner Sampling Van on the road. Every pound in profit from Tiny Diner will go to support the work of Eaves. Tiny Diner will also create training and employment opportunities for women who have faced domestic abuse, sexual exploitation and human trafficking.

Tiny Diner is a premium organic chilled baby food range for babies six months plus.

Restaurant-class, age-appropriate versions of adult ready meals developed in conjunction with a nutritionist, baby food expert and professional chef.

The meals are chilled and organic which means that they retain the highest levels of nutrients as well as complex flavours. We believe food should be nurturing and wanted to develop a range which would aid an infant's development from weaning age. The women we had spoken to had expressed an authentic alternative to homecooking. And so this became our goal. An alternative to homecooking, it is designed for parents who want the best for their children and gives confidence and traceability where it is needed most. The convenient meals free up parents for family time at the same time as developing infants' tastebuds.

With a team of experienced volunteers including child nutritionists, a professional chef, and key industry figures in food and marketing, we have developed a brand and range that we all believe in. It's not just us; **we already have orders from two major specialist delicatessen chains and firm interest from several UK supermarkets.**

A successful crowdfunding campaign will bring us one step closer to getting Tiny Diner to market and the Tiny Diner Sampling Van on the road.

By getting Tiny Diner launched we can help women who have experienced the worst in human nature, to see the best.

Adam Matich, Managing Director of Tiny Diner says:

Tiny Diner addresses the gap in the market for nutritious, fresh convenience food of the highest quality for babies, toddlers and young children. We use only organic ingredients and have designed all of our recipes to aid the baby's development through introduction to a variety of tastes and textures from six months old. Our meals are designed to stimulate and aid child development as well as provide key nutrients and introduce a wide range of flavours at the beginning of the weaning process to build a diverse food repertoire. Our textured food, allows for development of muscles in the cheeks and jaw, which are necessary for speech.

Why Tiny Diner needs to exist

Every year Eaves support hundreds of women to help them recover from their experiences. The scale of violence against Women and Girls in the UK is huge:

- There are an estimated 80,000 rapes each year
- 2 women a week are killed by a current or former male partner
- In 2013, 2744 inc 602 children were potential victims of trafficking to the UK – an increase of 22% from the previous year

Kim, a victim, who had false documents was used as a domestic and sex slave by a criminal gang involved in cannabis cultivation. Following a police raid, she found herself sentenced alongside her traffickers for drug offences. Kim received support from Eaves' Poppy Project who managed to convince the immigration service that she was a victim of trafficking, but the Judge refused to take her trafficking situation into account. Instead she had to sit in the dock with her traffickers who made threatening comments to her during the trial and spent many months in prison until Eaves was able to successfully appeal her conviction and secure her release.

Our inspiration

Small beginnings

In keeping with all of Eaves projects, the women that the charity works with were their inspiration. Just over a year ago, some of these women mentioned how difficult it was to find baby food that they would be happy to give to their babies. They really emphasised fresh ingredients and meals that reflected the food that they would eat at home.

At the same time Eaves as an organisation desperately needed a form of sustainable income. After much discussion and collaboration we decided to develop a social enterprise, making and selling baby food. We were clear that we wanted the profits to be ploughed back into Eaves and directly support the very women who had inspired the idea.

Brighter tomorrows

So what do we hope to achieve with Tiny Diner?

Ultimately we want to create sustainable employment for the women Eaves works with. Giving women meaningful training and employment means that we can give them the very best chance to rebuild their lives after their experiences of violence. In addition, Tiny Diner's profits will come directly to Eaves, allowing its vital frontline services to continue. Ultimately Tiny Diner will not only provide these women the future they deserve but also introduce a whole new way of looking at food for their children.

Our product launch date

We plan to launch our first range of organic, fresh baby food products before Spring next year – make sure you follow us on [@tinydinerfood](#) and [facebook.com/tinydinerfood](https://www.facebook.com/tinydinerfood) for all the latest, exciting developments!
