

Edinburgh earmarked by YouTube star Pearce for new site

YouTube star and food entrepreneur Mikey Pearce will open one of his plant-based kitchen sites in Edinburgh as part of nationwide expansion plans.

He will open in the heart of Chelsea on August 18 following the success of the brand in Brighton with their first site opening eight weeks ago.

And Mikey's huge expansion plans include opening further sites in Wandsworth, Tumbridge Wells, Manchester, Bournemouth and in Scotland's capital in the coming weeks.

Clean Kitchen Club opened its first site during the Coronavirus lockdown, with Mikey deciding to invest £20,000 of savings made from his YouTuber career into creating what he hopes will become the UK's fastest growing plant-based brand.

And the business is on track to turnover in excess of £1m in its first year.

Mikey, the co-founder said: "The focus from the get go has been to bring people delicious, guilt-free food. We've made sure we've sourced the freshest ingredients we can to create some truly special dishes and we're happy to report everyone seems to be loving them, no matter whether they follow a plant-based diet or not.

"We've felt so blessed that the local Brighton community has really got behind us and we're aiming to become the UK's fastest growing plant-based brand, opening sites in every major city. Chelsea will be our first London site but by no means our last. We're already planning to open an east London

site in the coming weeks.

“It’s very exciting to see the business growing so fast and we can’t wait to show Chelsea and the surrounding areas what we’re all about. You’ll be able to find us on Deliveroo and I’m sure you’ll all enjoy our plant-based creations.”

Signature dishes include:

- Clean Burger (£9.50) – Homemade patty, lettuce, tomato, gherkin, vegan cheese, vegan mayo and ketchup
- Cheat ‘N’ Clean (£11.50) – Double homemade patty, homemade mushroom bacon, double vegan cheese, lettuce, tomato, vegan mayo and ketchup
- Buffalo Burger (£9.50) – THIS isn’t chicken, buffalo sauce, vegan cheese, fresh dill, vegan mayo, lettuce and tomato
- Loaded Roasted Potatoes (£6.50) – Crispy onions, melted cheese sauce, toasted sesame seeds, crushed peanuts and sriracha mayo
- Vegan Snickers (£5.00)
- Acai bowl (£8.50)

Mikey and his co-founder and childhood friend Abe Day-Garman began to create the concept when Mikey started to cut down on his meat and alcohol intake which resulted in him losing over 20kg’s in a few months.

Following his health kick, the friends began to talk about creating a healthy, guilt free burger that would not only taste delicious, but also be good for the environment and not bad for you.

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