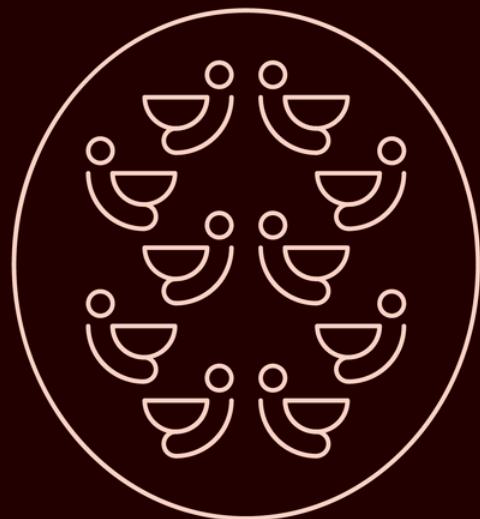


Birmingham's New Hub for Global Flavours



# ALFRED WORKS

POWERED BY

BLEND & FAMILY

Curating Authentic Food Halls



# BRITISH ST, FOOD AWARDS

BEST FOOD HALL

2025 Cambridge St Collective

2024 Cambridge St Collective

2023 Cutlery Works

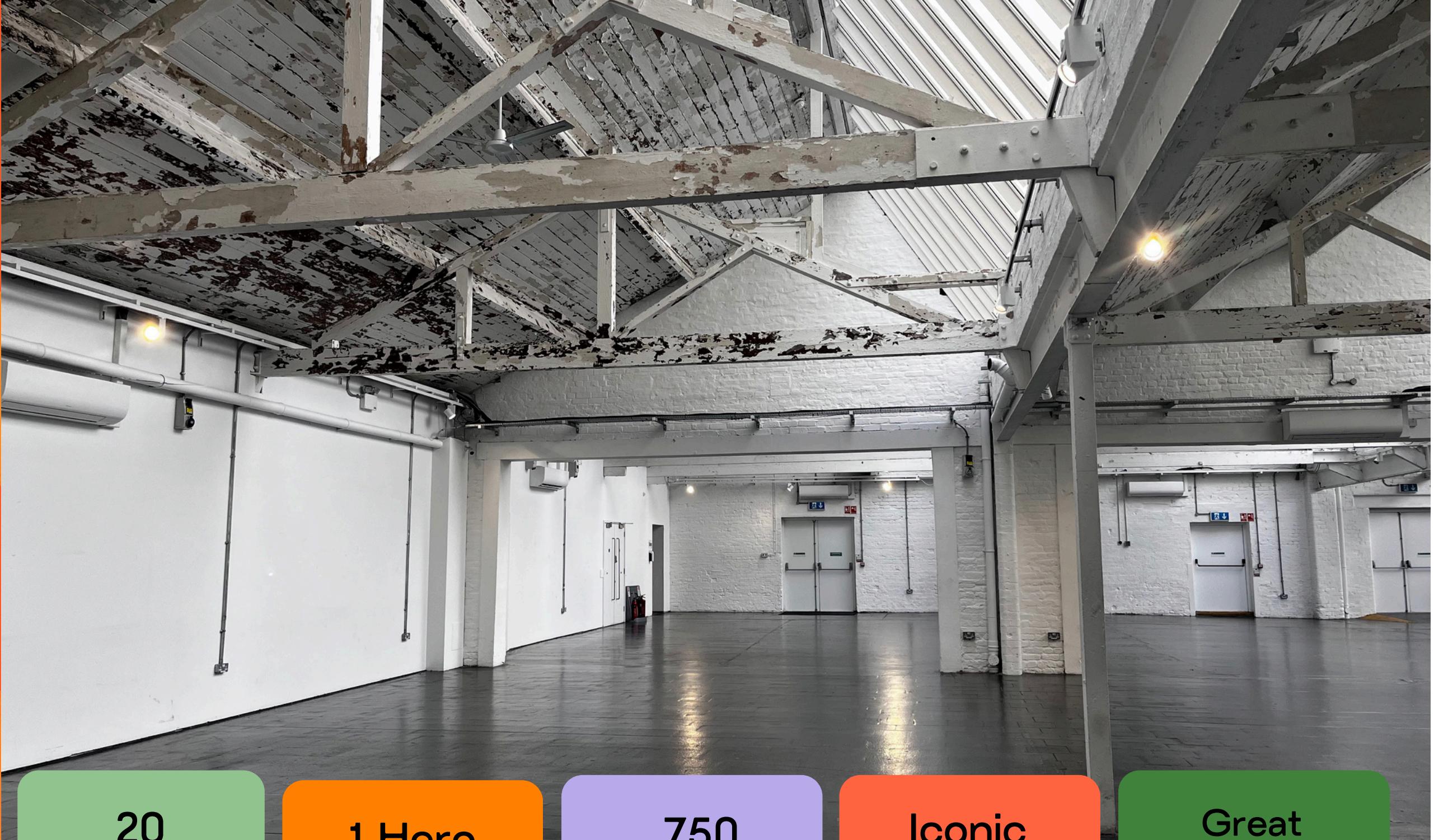
2022 Cutlery Works

# Welcome to Alfred Works

Alfred Works is a new food hall set to launch in Spring 2026 in officially one of the world's coolest neighbourhoods, Digbeth, Birmingham.

Serving authentic street food from across the globe, this is the latest venture from the award-winning food hall curators at Blend Family. We aim to provide a platform that nurtures food start-ups and talented chefs, creating vibrant hubs for the community.

We're recruiting new food partners now so why not get in touch?



**20**  
Kitchens

Showcasing authentic cuisine from around the globe.

**1** Hero Bar

Serving craft beer, cocktails, wine and a wide range of soft drinks.

**750**  
Covers

With a variety of seating styles to suit a broad customer base day and night.

**Iconic Location**

Reviving part of the Bird's Custard Factory in the trendy Digbeth area of Birmingham.

**Great Outdoors**

Additional 10,000 sq ft across the River Rea with new indoor-outdoor events space



## Cook with us at Alfred Works

We're looking for a diverse set of food partners to claim their space in our newest food hall. Our goal is to bring together a community of talented chefs representing a broad range of cuisine — offering guests a trip around the globe, one authentic dish at a time. If this opportunity sounds up your street, we'd love to hear from you!

We're looking for Food Partners who are:

**Innovative &  
Visionary**

**Producers of  
Authentic Cuisine**

**Responsible  
Employers of Staff**

**Ethically  
Sourcing Food**

**Capable of Serving  
150 Guests per Day**

**Experienced in Fast  
Paced Environments**



## Supporting Innovation & Growth

Matt & Nina are the founders of Blend. Since opening their first food hall in 2018, Cutlery Works, they've been committed to helping food businesses thrive.

'We know from personal experience how daunting your first steps into the industry can be – but we love ambitious people who are willing to give it a go.

Nothing makes us prouder than watching food start ups flourish in our venues. That's why our model focusses on guiding you through those first steps to alleviate some of the stress, so you can focus on growing and thriving. We offer the invaluable experience of working alongside other food partners at different stages of their journey – all developing and learning with each other.'

## The Blend Pathway

### 1. Fresh Start

A platform to focus on your craft without the responsibility of your own bricks and mortar.

### 2. Refine

Mentoring to establish good business practice and healthy operating systems.

### 3. Grow

Coaching in building a brand and developing a strong marketing presence.

### 4. Expand

Opportunities to expand into other Blend venues in new cities.

# Cambridge St Collective

The Blend Family's latest launch, Cambridge Street Collective, is set in the heart of Sheffield and has been a focal point for the regeneration of this area. Since its launch in 2024, it has already won Food Hall of the Year 2024 and is the largest purpose-built food hall in Europe.

With 20 independent kitchens, the four-story site has indoor and outdoor spaces and is the original home to Blend Culinary Foundation.

Blend Culinary Foundation (CIC) is an integral part of the Blend Family, supporting the alleviation of food poverty and insecurity, increasing food education and uniting diverse cultural communities through food.

We look forward to recreating an equally exciting venue in Birmingham. Come join us!

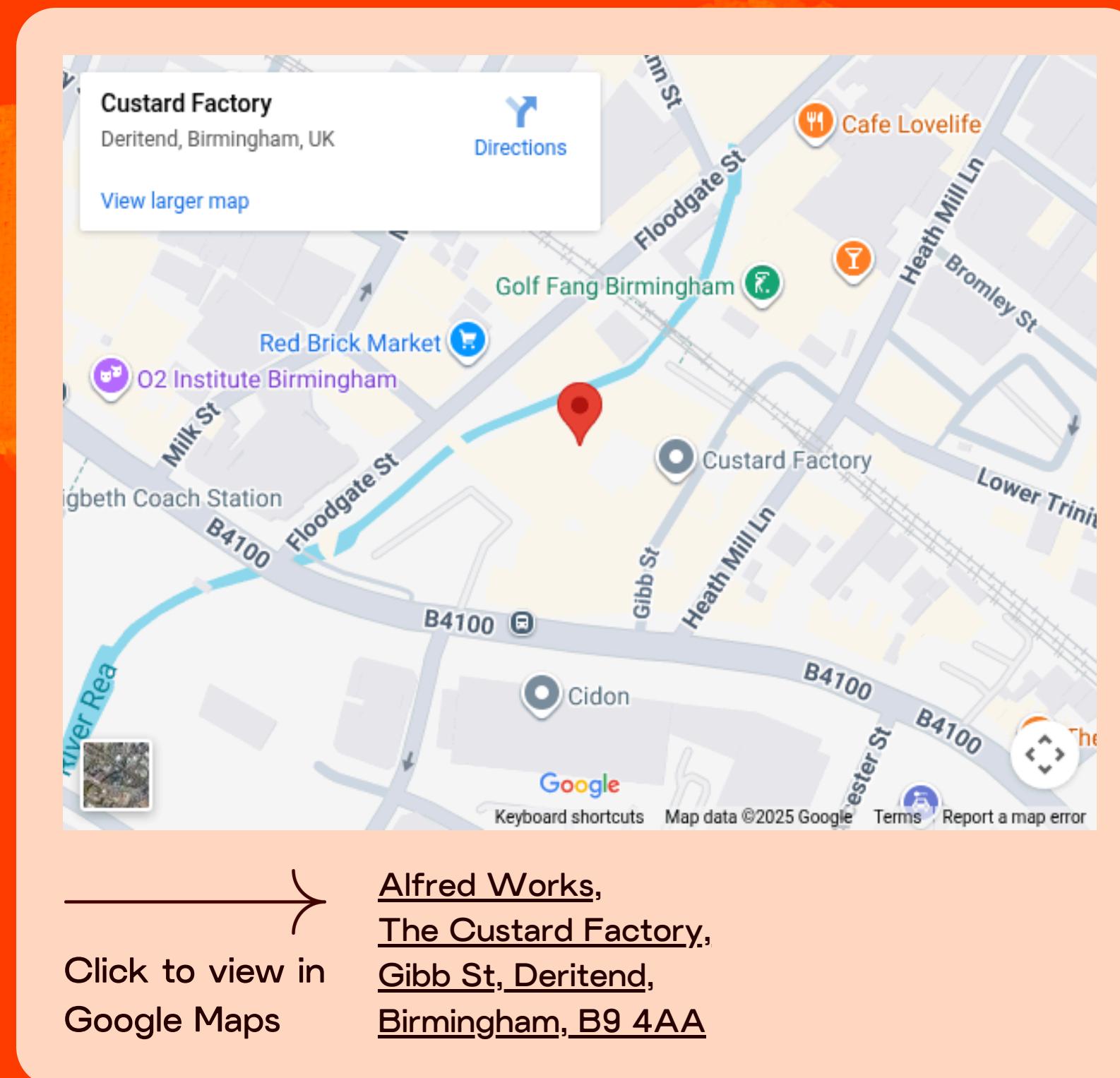


# Finding Alfred Works

**Custard Factory**  
Deritend, Birmingham, UK

[Directions](#)

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Get in Touch!

If you're interested in getting involved with Alfred Works, we'd love to hear from you!

[Click Here to Apply.](#)