



**MERCHANT**  
GOURMET

**EAT MORE PLANTS**

**WHO ARE WE?**

**MERCHANT**  
GOURMET

**OUR PURPOSE**

**INSPIRE MORE PEOPLE TO EAT MORE PLANTS AND FEEL BETTER.**

**OUR MISSION**

**BRING INTENSE TASTE, COLOUR AND CREATIVITY TO PLANT-BASED FOOD. MAKE IT ACCESSIBLE, CONVENIENT AND SIMPLE SO THAT MORE PEOPLE ARE INSPIRED TO EAT MORE PLANTS AND FEEL BETTER.**

**OUR VISION**

**WE ARE DRIVEN BY THE FUNDAMENTAL BELIEF THAT A WORLD WHERE WE EAT MORE PLANTS IS A BETTER PLACE. BETTER FOR OUR HEALTH AND BETTER FOR OUR PLANET.**

# OUR PLANT-BASED PORTFOLIO



PULSES AND GRAINS

## SIMPLY COOKED



INGREDIENTS



## PLANT JARS



**WHAT ARE WE LOOKING FOR?**

**MERCHANT**  
GOURMET

## WHO

We are looking for 15 brilliant students to become our on-the-ground advocates helping us spread the Merchant Gourmet mission far and wide. Students must be from universities in Bristol, Manchester, Leeds or Edinburgh.

## TRAITS & QUALITIES

Thought-leaders and trendsetters who can cultivate strong relationships and bring MG to a new audience

. Students with a great understanding of the local landscape, who are happy to use their student network and know where to promote the brand.

Quick thinkers who can jump on trends and seek creative, pioneering and disruptive ways of doing things.

## COMMITMENT

BA's must be able to commit to 2-3 hours per week to MG tasks, while balancing university and other commitments.

Happy to provide honest thoughts and feedback throughout the scheme.

**WHAT WILL YOU BE DOING?**

**MERCHANT**  
GOURMET

## DAY TO DAY

Every month you will receive a list of tasks to complete, some will be compulsory and some optional. These may include TikTok posts, sampling around campus, writing blog posts and supporting brand events.

You will also be an on-the-ground advocate of Merchant Gourmet - living and breathing the brand mission and ensuring we show up looking our best in-store.

## PERKS

Every month you will receive free MG products, discounts, merchandise, cash prizes and payment dependent on the optional tasks you complete.

## EXPERIENCE

As a Brand Ambassador you'll have the chance to grow personally and professionally while making a difference. You will be an extension of our team, this year we had two BA's join as summer interns in our London HQ!

## NETWORKING

We are happy to support your career journey in any way we can, this means access to the wider MG team who can give you 1:1 guidance on your next steps. We also host virtual lunch and learn sessions with different business areas so you can find out more about the different roles within our business and how to get here!



# KEY INFO

## KEY DATES

Applications open – July 27<sup>th</sup> 2022  
Applications closed for review – Sept 13<sup>th</sup> 2022  
BA's selected and notified – Mid Sept 2022  
Induction - Late Sept 2022  
Scheme starts – October 2022  
Scheme ends – April 2023

## CONTACT

Please email [georgia.hughes@merchant-gourmet.com](mailto:georgia.hughes@merchant-gourmet.com) if you have any urgent questions.

## GOOD LUCK!

[www.merchant-gourmet.com](http://www.merchant-gourmet.com)

