



upfull.co.uk

handmade in the uk



ORGANIC HAND-MADE HIGH FIBRE

Our Story

OUR STORY BEGINS VERY MODESTLY...

In 2012, our founder Terence, moved onto one of the largest live-aboard boats in the UK. There, he met Paul, an accomplished chef, who had previously worked with Gordon Ramsay, and together they cooked - a lot!

Not long after, a guest from the Ukraine arrived with a suitcase half-filled with dried nuts and fruits as a gift from her mother. Within hours, the boys had filled the boat with the sweet aroma of freshly baked granola featuring her nuts and fruit - to great acclaim. Inspired, they filled up large containers and fed their shipmates for months to come.

By 2014, Terence's love for food and recipes had not subsided. He began experimenting with the most unrefined and natural high quality ingredients he could find. His friend Leon, an owner of a juice and vegan shop in Tooting Market, kindly offered him industrial space to set up a kitchen and test out his granola recipes with Paul.

Soon, Kylie, a fellow boater, who works as a freelance designer with some of London's top ad agencies, got involved. As our Creative Director, she started work on our branding and packaging.

Together we looked for a brand name that reflected our ethos and spirit - happy and healthy food that brings positive change - Upfull, Jamaican slang for happy vibes, felt a natural fit.

Upfull started trading in January 2017 with Terence knocking on as many coffee shop doors as he could - with great success!

In our first year we are proud to have been stocked in 80 outlets across London, Brighton, Oxford and Birmingham and are growing fast.



OUR GENEROUS SINGLE SERVE BAGS (100G) OFFER A COMPLETE, NUTRITIOUS MEAL.

Perfect for:

Coffee drinkers looking for a gluten free or healthier meal accompaniment.

Gym and active lifestyle enthusiasts.

Busy people who eat or snack on the go/at the office.

Campers and festival goers.

Custom shaped bags

Designed to be eaten directly out of and are both waterproof and re-sealable. Ready to be filled with milk/alternative at home or the office and a perfect size to fit in a small bag.

Recipes that pack a punch

Each granola cluster is packed with the superfood Teff, full of 8 amino acids, magnesium and iron.

We are organic, gluten-free, high fibre, high in protein (Nutty-Mixup only) with no added sugar