



CASE STUDY



STRONG ROOTS X NANNY BILL'S

DEMONSTRATING WHY WE ARE OPERATORS' FAVOURITE VEG-FIRST BRAND.

THE CHALLENGE

Before partnering with Strong Roots, Nanny Bill's faced a familiar challenge in modern foodservice: meeting the growing demand for bold, veg-first options without compromising on taste or quality. Their menu lacked high-quality, flavour-packed veg-led dishes that went beyond 'just ticking the box' for a plant-based option.

Existing products in the market fell short and didn't measure up to Nanny Bill's exacting standards – whether in taste, texture, prep time or waste reduction.

As a burger-led brand known for indulgent flavour, they needed a creative, premium veg-first solution that could stand confidently alongside their signature meat dishes.



WHAT STRONG ROOTS DELIVERED

REAL VEG-FIRST SOLUTIONS THAT MEET DEMAND

Bold, flavourful products that go beyond meat mimics to excite diners without compromise.

MENU INNOVATION THAT FEELS FRESH AND INTENTIONAL

Breaking menu fatigue with inventive dishes that are standouts in their own right.

SEAMLESS INTEGRATION WITH PREMIUM IMPACT

Collaborating to design dishes that fit effortlessly into existing formats making it easy to upgrade menus.

STRONGER CUSTOMER ENGAGEMENT

Expanding audience reach and boosting repeat engagement, with delicious, craveable food.

PARTNERSHIP ROOTED IN SHARED VALUES

A true partner with support in menu development, product education and commitment to innovation. Helping operators to evolve and grow while staying true to their brand.

THE SOLUTION

THE PUMPKING BURGER



**CRISPY, VIBRANT AND
EVERYTHING YOU'D EXPECT
FROM A NANNY BILL'S
BURGER, IN VEG FORMAT**

Darren Simpson
Owner and Founder
of Nanny Bill's



- ✓ Pumpkin & Spinach Burger
- ✓ Spicy mayo
- ✓ Pink onions
- ✓ Shredded lettuce



BANGING CAULI BITES



**AN AMAZING
LITTLE BITE!**

Darren Simpson
Owner and Founder
of Nanny Bill's



- ✓ Cauliflower Hash Browns
- ✓ Beef brisket
- ✓ Burnt butter mayo
- ✓ Chives



THE IMPACT

Customer reception has been overwhelmingly positive and crucially, these dishes aren't just appealing to vegetarians - they're winning over flexitarians and even loyal meat eaters.

Proving that veg-first doesn't mean second-best, the response highlights how thoughtful, flavour-driven innovation can broaden appeal, strengthen loyalty and open new growth opportunities - a powerful endorsement for veg-first dishes in a traditional burger-led restaurant.

WHY THE COLLABORATION WORKS

At its core, this partnership thrives on shared values, both founder-led businesses with good, honest food at their heart.

Strong Roots have allowed Nanny Bill's to elevate their menu without adding operational complexity. They have been able to remain true to their identity as a burger brand, whilst catering to a broader audience without compromising the experience they're known for.

The collaboration brings flexibility, consistency and creative freedom - empowering Nanny Bill's to keep redefining what a modern burger menu can be.





THIS COLLABORATION WORKS REALLY WELL BECAUSE THE PRODUCTS ALLOW US TO PERFORM AT OUR BEST, WE HAVE A CUSTOMER PREFERENCE FOR GOOD, HONEST FOOD – TOP QUALITY PRODUCE AND REALLY EXCITING MENU ITEMS AND THAT’S WHERE THE PARTNERSHIP REALLY SINGS FOR US.

DARREN SIMPSON
OWNER & FOUNDER OF NANNY BILL’S
