

**Laurence Callaghan**  
**Co-founder, Well Kneaded Pizzeria**

414 Garratt Lane, Earlsfield, SW18 4HW

**How long have you been trading in Wandsworth?** For about a year and a half. Before that we ran the street-food side of Well Kneaded for about six years from the Earlsfield Kitchen.

**How are you re-opening with the safety of customers in mind?** We've been doing our risk assessments and have just taken delivery of some elegant Perspex screens. We've already been operating an increased system of hygiene checks and extra cleaning and will have plenty of sanitiser on hand for all our guests! Over the next few days we'll be putting together final measures and getting the team ready for the transition. We're also looking to hear from guests to make sure we've covered every concern people might have and that people feel safe eating here.

**Did you make a contribution to local communities during lockdown?** We sent pizzas to St George's Hospital to feed frontline staff and have created a system where vulnerable people can collect meals for free using a [pay-it-forward scheme](#). We've also donated dry goods to local communities and partnered with local support hubs. It's been such a privilege to be part of it all and to see the kind-heartedness of so many. A particular shout out to the guys at [Home Cafe SW18](#) who pivoted their whole operation to serve those in most need. They're currently preparing about 1000 meals a day for people in need and the numbers keep increasing.

**Have there been any examples of kindness from your customers?** Yes! They're an amazing and highly supportive bunch. As a small business the onset of lockdown looked pretty scary and could have been disastrous, but we had so many people tell us that they were keen to continue buying pizza and encouraging others to do the same. We are so grateful.

**Have you found that people's shopping habits have changed to be more local?** We opened a General Store so that people could buy staples from us when supplies at supermarkets were in short supply in the early phase of the lockdown. It seemed that the lockdown offered an opportunity for the community to reimagine the way we buy or source things, which is really positive as it opens up the option of buying better quality food in a way that is more sustainable. A highlight of this for us was that we could see demand increase for good quality flour and have been able to sell flour which we've milled in-house from British-grown heritage varieties of wheat. This is really good for the environment and for people's health!

**What have you done to adapt and innovate to survive?** We became a takeaway pizzeria - which was harder than it sounds. It's amazing how long it takes to fold pizza boxes for a Saturday night shift! The team have had to work so hard in challenging circumstances and have all done amazingly. We have put a lot of work into our dough recipe and have arguably made it MORE flavourful and nutritious. The General Store and DIY pizza packs have been part of a broader adaptation of the business and we even did a foray into making pasta sauces. These products and concepts have been fun to develop and seem to have been a help to the community. The ideal scenario, which seems to have been the case, is that we benefit from benefitting others- a truly sustainable model for business.

**Have you received any help/support from the Government or Council?** Yes. The measures to support small businesses from both the Government and the Council were an immediate help and eased much of the financial pressure that we faced in March and April as we adjusted to the situation. It was really nice to feel like our concerns were being taken care of in that process.

**What do you love most about Wandsworth?** I've got a soft spot for the one way system and also love the River Wandle. Wandsworth is where I live and work, so in that sense it's the small details and the familiar streets that are lovely just because...

*"I'm urging people to shop local because... you'll get to know your local shops and they'll get to know you- everyone wins!"*

Well Kneaded [website](#)  
@wellkneadedfood