ChangeKitchen
Cooking up change

CASE STUDY

Be The Change

ReadyMealsForGood™, community collaboration and zero waste | SEPTEMBER 2026



THE CLEAN KILO

The Clean Kilo is Birmingham's zero-waste supermarket, based in Bournville. They make lower-waste shopping practical and accessible by offering a wide range of food, household and personal-care products, with customers able to buy as much or as little as they need.

Reuse and refill sit at the heart of what they do, alongside supporting local and values-led suppliers and helping our community make everyday choices that reduce waste.

A COMMUNITY PARTNER

The collaboration felt like a natural fit because ChangeKitchen CIC and The Clean Kilo share a strong focus on sustainability, community and reducing food waste.



ReadyMealsForGood™ offered something complementary to existing ranges: convenient, nutritious ready meals made using surplus ingredients, with a social impact built into every purchase.

The reusable container model also aligned particularly well with The Clean Kilo's refill and reuse ethos.

In addition, the national recognition of ReadyMealsForGood™ winning the Sustainability & CSR category in the Good Food SME Awards 2026 endorsed the values that brought The Clean Kilo and ChangeKitchen CIC together.

PRODUCT 'PLACEMENT' v CUSTOMER 'NEED'

The Clean Kilo carefully considered whether the range would meet a genuine need for their customers while remaining consistent with the organisation values.

Convenience was important: not everyone has the time or capacity to cook from scratch every day, so having locally prepared meals ready to heat at home gives customers a practical lower-waste option.

The meals use surplus ingredients, the containers can be returned for reuse, and the 'Buy One, Give One' model means each purchase also provides a free community meal to someone impacted by the cost-of-living crisis. The range was therefore a strong fit for both the supermarket freezer section and wider community purpose.

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Community partner launch event at The Clean Kilo. MAY 2026

TASTE TESTING CONSUMER INTEREST

The collaboration of the ReadyMealsForGood™ range for retail launched with an in-store tasting event in May 2026, promoted locally by both organisations.

ChangeKitchen CIC joined customers at The Clean Kilo at the Bournville supermarket to meet the team and sample the ReadyMealsForGood™ range before buying.

This community approach gave both enterprises a great opportunity to explain the story behind the meals, including the use of surplus ingredients, reusable containers and the 'Buy One, Give One' model. Customers were able to try the food for themselves and discover the different dishes available including Homity Pie, Mixed Bean Chilli, Vegetable Lasagne, Mediterranean Bake, Thai Red Curry and Tarka Dal.

MOVING FORWARDS

Following the launch, the full ReadyMealsForGood™ range is now stocked in The Clean Kilo's freezer section and customers are showing good retail demand.

The 'Buy One, Give One' impact is highlighted and customers are encouraged to return their clean containers so they can be reused.

The collaboration gives another way to connect food-waste reduction, reuse and community support in one everyday purchase.

Together, potential future opportunities are being explored.

"ReadyMealsForGood™ is a really natural fit for The Clean Kilo. It brings together several things we care about and makes sustainable choices practical for our customers."

JEANETTE WONG
Co-founder

THE CLEAN KILO
ZERO WASTE SUPERMARKET

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STATEMENT FROM CHANGEKITCHEN CIC

Birgit Kehrer, CEO and Founder, ChangeKitchen CIC









"Being at the heart of the Balsall Heath and wider south Birmingham community is important to all of us at ChangeKitchen CIC. We see the many challenges for local people first-hand, whether that's social, environmental or economic.

Shopping locally, employing local people and reducing our environmental impact locally are key initiatives that thread through everything we do.

I'd followed, and shopped with, The Clean Kilo since its opening in 2018 and long wanted to find a really meaningful way to partner with them.

When ChangeKitchen CIC launched our innovative, and subsequently award-winning, ReadyMealsForGood™ in 2025, the conversation with Jeanette (co-founder of The Clean Kilo) moved to a different level. We recognised that, as a first consumer retail partner, The Clean Kilo was a natural fit with organisational values and our shared ethos perfectly aligned.

Our ReadyMealsForGood™ range is all about 'innovation with impact' from maximising food surplus through to recyclable and reuseable packaging. To extend that impact, we wanted to spread the message about tasty, nutritionally-balanced, climate-friendly meals that are affordable and prepared with kindness.

Every meal purchased gifts a free community meal to someone impacted by food injustice or the cost-of-living crisis.

The more ReadyMealsForGood™ sales,
the more good we do to support our communities."

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