



# LITTLE BLUE BOOK OF SHARING

INSIDER TIPS ON WHERE TO SHOP SMALL



WITH



# **LITTLE BLUE BOOK OF SHARING**

**IN SUPPORT OF SHOP SMALL**

This year marks eleven years since the American Express Shop Small campaign launched in the UK, and the eleventh year of Small Business Saturday. This Little Blue Book of Sharing highlights some of the brilliant and independent small businesses which are such an important part of our local communities across the UK.

American Express asked some of their Shop Small Ambassadors (both past and present) to share their insider tips on the everyday small businesses that they can't live without.

The Shop Small campaign aims to support small businesses by encouraging the nation to back their high street and enjoy the benefits of 'shopping small', whatever their budget.

From gift shops to fashion and specialty retail stores, we hope this Little Blue Book of Sharing encourages you to discover and support your local community.

ACTOR, ACTIVIST AND MODEL

# ADWOA ABOAH'S

Little List of Sharing



“Community is the backbone of every aspect of my career. It makes complete sense to me that it would also be part of my everyday life, whether it’s choosing where to shop, eat, or spend time with friends. When I know the people who run those businesses or frequent them, it feels more personal and special. Supporting small businesses and building community will always be important to me.”





What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

I have many favourites but **Fitou's Thai Restaurant** is amazing. I love the Prawn Tom Kha Soup and the fishcakes.

1-3 Dalgarno Gardens, London W10 5LL

"I have lived in West London my whole life and The Spice Shop will forever be a focal point in an area that means the world to me"

"Community is the backbone of every aspect of my career"



What's your everyday 'essential' small shop or business?

**The Golborne Deli** is where I get my morning coffee. I love everyone who works there and I always seem to bump into someone I know.

100-102 Golborne Rd, London W10 5PS



What's your favourite small independent fashion store?

I have been obsessed with vintage from a young age, spending long weekends trawling through Portobello Market and Golborne Road for the perfect pieces. **Rellik Vintage** never lets me down and over the years I have collected some of my most cherished pieces from them.

8 Golborne Rd, London W10 5NW

"Supporting small businesses and building community will always be important to me"



What's your favourite memory of a small business?

**The Spice Shop** has been in West London since 1990. I have lived in West London my whole life and The Spice Shop will forever be a focal point in an area that means the world to me.

1 Blenheim Cres, London W11 2EE



5



#### What's your favourite small florist?

I now live in North West London and have really enjoyed getting to know a new area. **Queen's Park Flowers** has been a favourite of mine, not only because my next door neighbour used to work there but also because it's a family-run business.

71 Salusbury Rd, London NW6 6NJ

"Community is at the forefront of both my business life and my personal life"

7



#### What's your favourite business which gives back to the local community?

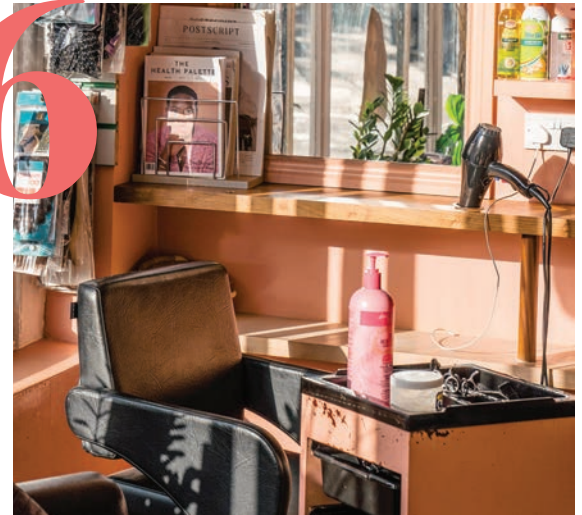
I'm a big fan of **Baddest Skateshop**. Skate shops like Daphne Greca's are integral to skateboarding communities everywhere across the globe. They provide a safe place for skaters of all ages to come in and learn about the culture, provide knowledge to beginners, and all the while providing all the necessities to bolster the ever-growing skate-scene in their area.

154 Stockwell Rd, London SW9 9TQ

"An opportunity to shout-out some of my favourite businesses and give them any extra support and love was an obvious decision"

"When I know the people who run those businesses or frequent them, it feels more personal and special"

6



#### What's your everyday 'essential' small shop or business?

**Simply Gorgeous** is a family-run afro hair salon. My hair has been both a battle and an integral part of who I am, so finding the right hair salon that understands and respects this was incredibly important. The prices are affordable, and the service is impeccable. It's a safe space for the black community.

79 Kingsgate Rd, London NW6 4JY

8



#### What's your favourite small business for sourcing gifts to share with loved ones during the festive period?

Since buying my first home, **Summerhill & Bishop** has become a favourite of mine. It has an incredible selection of the most beautiful tablecloths, glasses and homewares so there is always something to find for a friend, family member or loved one.

100 Portland Rd, London W11 4LQ

CO-FOUNDER OF RELLIK VINTAGE

# FIONA STUART'S

Little List of Sharing



“I have always, and continue to be, an advocate for shopping small and shopping local. The incredible personalities and expertise of many independent businesses greatly contribute to the footprint of our local communities. Supporting your neighbours and local business owners truly creates a sense of community - and I’m so very proud of Golborne Road and to be a part of its very unique retail family.”





What's your favourite business which gives back to the local community?

**Susan Osbourne Interior Design** has been a central part of Golborne Rd for as long as I can remember. Julian and Susan can always point you in the right direction for a great place to eat, shop or explore. They hold amazing memories of the local community and are both encyclopedias of London's interior design history.

83 Golborne Rd, London W10 5NL

"I'm so very proud of Golborne Road and to be a part of its very unique retail family"



Where is your favourite place to get the best value for money?

**Lisboa Delicatessen** import delicious Portuguese food, and distributes it all around London. They cut their own ham and cheese to your request, and it's such great value.

54 Golborne Rd, London W10 5PR



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

I love **Golborne Deli and Wine Store**. The staff are so friendly and you get your food fast! The deli does great paninis, and the Wine Store has an extensive and curated wine list.

100-102 Golborne Rd, London W10 5PS

"My community taught me the value of sharing through their kind and continued support"



Do you have a personal or family connection to a small business?

I opened **Rellik** in 1999 when there were very few vintage shops in London. It was a gamble opening a shop so "off the beaten track", but the local residents have always made me feel welcome. Years later, my store now attracts customers from all over the world.

8 Golborne Rd, London W10 5NW

DESIGNER

# SAUL NASH'S

Little List of Sharing



“I have always seen it as important to support my local community, and the many independent, small businesses which demonstrate what it means to share the love. I’ve grown to have huge admiration for the hard work and determination it takes to run a small business. I’ve met some of the most inspiring, hard-working shopkeepers and merchants throughout my life, all of whom have dedicated themselves to serving their community. Shopping locally with independent shops is a powerful way to help our communities grow and give back. Thank you to American Express for asking me to share the love I have for my local shops and partners.”



1



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

**Via Emilia By Food Roots.** I was introduced to this great spot by my partner who stumbled upon it one day. It's a bustling little restaurant, and a great place for authentic Italian classics. One of the most mind-blowing things I've ever tasted is the Gnocco Fritto bread, paired with an assortment of cured meats.

37A Hoxton Square, London N1 6NN

"I've met some of the most inspiring, hard-working shopkeepers and merchants throughout my life"

2



Where is your favourite local café? What do you love most about it?

**Pophams Bakery** in Victoria Park is a great spot for a Saturday morning coffee. It's a great place for me to visit because it is far enough from home for me to take a reflective walk. It has an intimate and warm atmosphere, with friendly and familiar staff who are welcoming on every visit. The cardamom bun is my favourite, and the coffee is also great!

110A Lauriston Road, London E9 7HA

"Sharing is prominent in my community and something embedded in the people and culture that I grew up in. My community taught me to share what little we have and care for other people"

3



What's your favourite small business for sourcing gifts to share with loved ones during the festive period?

**The Hackney Draper** on Chatsworth Road is a great place to find thoughtful and special gifts - things that people will actually use and love. From scented candles to luscious lavender soap, this place is great for picking up something thoughtful for loved ones.

25 Chatsworth Rd, London E5 0LH

"Shopping locally with independent shops is a powerful way to help our communities"

4



What's your favourite small independent fashion store?

A little further over from the rest of my choices, **Couverture & Garbstore** is a great spot to buy unique menswear. Whether you are into workwear, streetwear or looking for cool objects - this store has everything.

188 Kensington Park Rd, London W11 2ES



5



Where is your favourite place to get the best value for money?

**The Bagel House** in Stoke Newington was a staple growing up, and even leading into adulthood. It is amazing to still see it on the high street. The bagels are amazing, and my guilty pleasure is their buttered bagels, and their signature salt beef bagel is delicious!

2 Stoke Newington High St, London N16 7PL

“I have always seen it as important to support my local community, and the many independent, small businesses which demonstrate what it means to share the love”

7



Do you have a personal or family connection to a small business?

I used to go to **Hamdy's** in Stoke Newington a lot as a kid. I remember going to buy penny sweets, which to this day remain some of my fondest memories.

167 Stoke Newington High St, London N16 0NY

“I love going to Hackney Bridge. It's kind of an assortment of many businesses and a food hall with a bit of something for everyone”

“My experience at EarthH was magical, and the acoustics carried so beautifully throughout the performance space. If you're open to discovering new music, Earth's programming is perfect for this”

6



What's your favourite business which gives back to the local community?

I love **Hackney Empire**. It has been a great venue within the community for decades. I used to perform there with my school as a kid. I also watched a play which reflected Caribbean culture in secondary school. I think they have always been great at providing a diverse programme which invites all people to attend. I also think their Creative Futures Programme is a great way to engage and inspire young people from the local community.

291 Mare St, London E8 1EJ

8



What's your favourite small business to enjoy music?

**EarthH** in Dalston. I discovered EarthH through a friend who was performing there, and funnily enough I used to frequent the snooker club just below the venue years before. Who would have known that there was such a beautiful 1930's, untouched theatre lurking above?! My experience at EarthH was magical, and the acoustics carried so beautifully throughout the performance space. If you're open to discovering new music, EarthH's programming is perfect for this.

11-17 Stoke Newington Rd, London N16 8BH



FOUNDER OF POPHAMS BAKERY

# OLLIE GOLD'S

Little List of Sharing



“Since launching our first shop, we have so enjoyed growing over the years with our community and local merchants. Giving back to our neighbours and network has always been very important to myself and the team - and supporting local business where possible, always feels like an investment in our community’s future. American Express Shop Small is such a brilliant initiative, and events like Small Business Saturday are a wonderful opportunity to meet our customers and also rally together with our fellow business owners - who are instrumental partners to our business.”

1



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

**Xi'an Impression**, Arsenal – and the Xi'an biangbiang noodles in special chilli sauce for the win! I love Xi'an Impressions for two reasons: it is next to (in my opinion) the world's greatest football club, and there is always such an element of surprise when the most incredible hand-pulled noodles come out of what I imagine is such a small kitchen!

117 Benwell Rd, London N7 7BW

2



Where is your favourite local café? What do you love most about it?

**The Grand Howl** is owned by such a brilliant character - a guy that builds communities easily, and naturally. He is someone who cares about the quality of his product so much, and this is most definitely reflected in the standard of his goods. It is small, intimate and opposite a hospital which seems to bring in very intriguing customers.

214 Well St, London E9 6QT

3



What's your favourite small business to share laughs?

**People's Choice Caribbean** in Homerton. I don't know how you cannot absolutely love this place. The husband and wife duo sell the best Jerk Chicken in London - hands down. They light up Chatsworth Road with the smells of the BBQ - it brings you in, and once you're there it never disappoints

20 Stoke Newington Rd, London N16 7XN

4



Do you have a favourite small beauty or hair salon?

**Huckle the Barber** on Old Street. I've been going there for 8 or so years now. They're simply the best. Super-nice people, and I could talk to them for days. Shout-out to Jonny and Chris!

340 Old St, London EC1V 9DS

"Events like Small Business Saturday are a wonderful opportunity to meet our customers and also rally together with our fellow business owners"



ACTOR

# ERIN DOHERTY'S

Little List of Sharing



“Growing up in West Sussex, mine and my family’s local high street was the heart of our community. I have many fond memories of small, independent businesses who were so charming and welcoming. Supporting these businesses always contributed so much to the wellness of our community. Now, since living in Brighton, we’re so lucky to have everything you could imagine on our doorstep - and there’s a real sense of community amongst all the small, independent businesses that populate my local area. Working together to support these shops in whichever way we can, is a fantastic way to give back to our communities and preserve the unique neighbourhood vibe that is so important.”

1



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

**Oeuf Café.** You can never go wrong with the Frumpets. I love the candlelit breakfast option and the brilliantly sourced produce from the local community.

8 Third Ave, Hove BN3 2PX

2



Where is your favourite local café? What do you love most about it?

**The Flour Pot Bakery,** they do the best almond croissants. Best of all though, it is open seven days a week so I need never be deprived. Artisan baking at its finest.

40 Sydney St, Brighton BN1 4EP

3



What's your favourite business which gives back to the local community?

**Hisbe** but also known as Supermarket Rebels. Offering fresh produce and a great ethos, plus a lovely smile for everyone.

20-21 York Pl, Brighton BN1 4GU

4



What's your favourite small business to enjoy music?

**Resident Music.** Located in Brighton's famous 'Lanes', it's just the best go-to for tickets, back catalogues or just a simple browse for something unexpected and special.

28 Kensington Gardens, Brighton BN1 4AL

"I think now more than ever we need to support small businesses and show huge love and appreciation for the courageous people who have put time and effort into creating them"

"Located in Brighton's famous 'Lanes', it's just the best go-to for tickets, back catalogues or just a simple browse for something unexpected and special"



5



**What's your favourite small business to share laughs?**

I love **Plateau** in the Lanes. It has a great selection of 'small plates' often using local produce. It has a great cocktail list and best of all it's pet-friendly, so everyone can go!

**1 Bartholomews, Brighton BN1 1HG**

**"The amount of quality vintage shops where I live got me excited about the nature of second-hand shopping. I think it's such a beautiful way of paying it forward within a community"**

7



**What's your favourite small florist?**

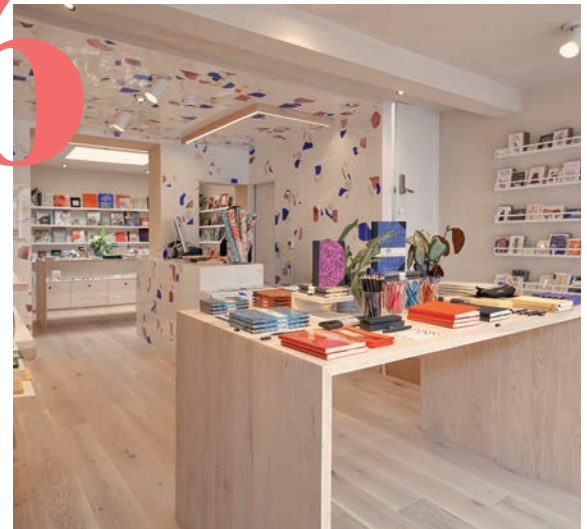
**Gunns** – one of the oldest florists in Brighton. It's been trading for over 100 years and really is a celebration of shopping small. Great flowers and always helpful with advice and loads of creative thoughts.

**19 Sydney St, Brighton BN1 4EN**

**"Working together to support these shops in whichever way we can, is a fantastic way to give back to our communities"**

**"There's a real sense of community amongst all the small, independent businesses that populate my local area"**

6



**What small business do you frequent which people would be surprised by?**

**Papersmiths**. I have a mild notebook obsession and Papersmiths offers me hours of incredible fun. Beautiful diaries and gifts. Everyone will be getting a notebook this year for Christmas!

**1 Sydney St, Brighton BN1 4EN**

8



**What's your favourite small business for sourcing gifts to share with loved ones during the festive period?**

**Enter Gallery** – what's not to love? Full of limited and rare prints. What's even better is that they offer a framing service as well.

**13 Bond St, Brighton BN1 1RD**

FOUNDER OF THE FLOUR POT BAKERY

# OLI HYDE'S

Little List of Sharing



“Ever since we opened our first shop on Sydney Street in 2014, our vision has been to serve delicious locally baked products, made with skill and passion by people who care, and it’s these values that have been at the heart of the business ever since. We are so proud to be a part of many communities within Brighton and Hove - a place that is very much our home. Supporting our local partners, neighbours and charities is something that is really important to us and we celebrate every opportunity to come together.”



1



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

**Good Friends** on Preston Street is a strong family favourite and great for sharing food. Likewise, **Riddle & Finns** is the place when you really fancy some freshly grilled, locally caught fish and a glass (or two) of champagne!

**Good Friends:** 24-25 Preston St, Brighton BN1 2HN  
**Riddle & Finns:** 12b Meeting House Ln, Brighton BN1 1HB

“I wanted to work on this campaign because it supports, promotes and endeavours to help small businesses”

2



Do you have a personal or family connection to a small business?

I am the Owner and Founder of **The Flour Pot Bakery** and I am fortunate enough to work with family and friends every day. We all share the same ambition to make the world a better place through great service.

40 Sydney St, Brighton BN1 4EP

“We all share the same ambition to make the world a better place through great service and by making incredible hand crafted produce”

3



What's your favourite small florist?

I am a huge fan of **Gunns** on Sydney Street, a fifth generation florist business. In fact we like the business so much we asked Gunns to share the retail space at our Portland Road Flour Pot.

19 Sydney St, Brighton BN1 4EN

“Having started small and ‘fought the good fight’ to stay in business, I know how important it is to have access to resources like American Express Shop Small”

4



What's your favourite business which gives back to the local community?

There are too many to name in Brighton! At **The Flour Pot**, we support organisations such as **City Food Share** and donate produce to the fantastic team at **FareShare Sussex**. We also raise money through **'Too Good To Go'** to reduce food waste and we promote campaigns throughout the year that support children's charities and homeless support groups.

121 Portland Rd, Hove BN3 5QH

DESIGNER

# NENSI DOJAKA'S

Little List of Sharing



“As I was launching my brand, I found a network of other small, independent merchants and suppliers who soon became the foundation of my business. These incredible partners really showed me the value of shopping small and supporting local businesses, as their dedication and expertise have truly been instrumental in the growth of my brand. It’s been a pleasure to be involved in the American Express Shop Small campaign this season, and to shine a light on our local community shops who have shared so much joy with my team and me, and who continue to support our growth!”



1



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

**Barrafina** on Dean Street. I am obsessed with the tortilla. The texture of it adds so much to the flavour.

26-27 Dean St, London W1D 3LL

“Since starting my brand, I feel it has been a huge learning curve and I've seen first-hand the importance of supporting smaller businesses”

3



What's your favourite small florist?

**McQueens**. They have the most beautiful flower selection and really do amazing compositions, plus the team are so lovely to work with!

229 Cambridge Heath Rd, London E2 OEL

“Their dedication and expertise have truly been instrumental in the growth of my brand”

“These incredible partners really showed me the value of shopping small and supporting local”

2

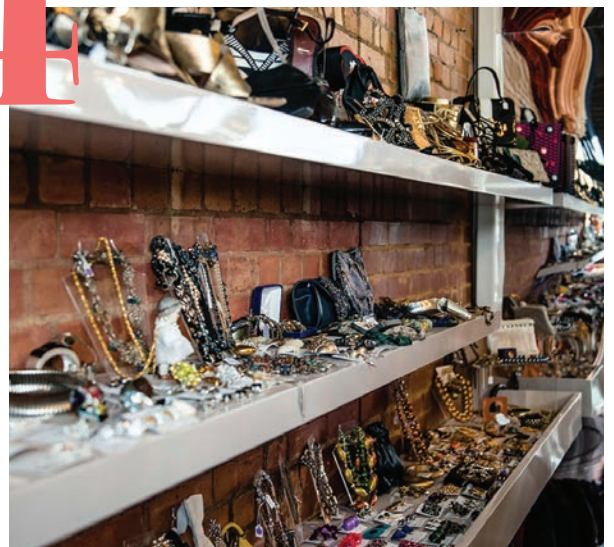


Where is your favourite local café? What do you love most about it?

**Yield N1**. It's in Highbury & Islington, right near my design studio - and you can get really nice coffee, as well as super-special natural wines at good price-points.

97 St Paul's Rd, London N1 2NA

4



Where is your favourite place to get the best value for money?

**Rellik**. One of the most amazing vintage stores for fashion lovers, where you can find really unique and iconic pieces at accessible prices.

8 Golborne Rd, London W10 5NW



5



What small business do you frequent which people would be surprised by?

**Oseyo.** I am obsessed with Korean groceries, and love shopping here.

158 Waterloo Rd, London SE1 8SB

“One of the most amazing vintage stores for fashion lovers, where you can find really unique and iconic pieces at accessible prices”

6



What's your favourite business which gives back to the local community?

**Byredo.** The brand is really committed to advancing causes unique to LGBTIQ+ communities, denouncing and fighting modern slavery and supporting independent and emerging brands.”

42 Lexington St, London W1F 0LN

“It's been a pleasure to collaborate with American Express Shop Small this season, and to shine a light on our local community shops who have shared so much joy with my team and me”

7



What's your everyday 'essential' small shop or business?

**The Battersea General Store** is my go-to everyday small shop. It has products from so many countries which are typically hard to find - and the broader product edit is really curated, so it's always fun to browse too!

Power Station, Units 9 & 10, Circus Rd W, London SW11 8EZ

“As I was launching my brand, I found a network of other small, independent merchants and suppliers who soon became the foundation of my business”

8



What's your favourite memory with a small business?

**Kintan Japanese BBQ** in High Holborn. It's a very interactive experience and you can go there in small groups and enjoy doing the Japanese barbecue together.

34-36 High Holborn, London WC1V 6AE



FOUNDER OF YIELD N1 AND N16

# GENNA SAVASTIO'S

Little List of Sharing



“We are very happy to be part of this year’s American Express Shop Small campaign, at both our locations in N1 and N16. Initiatives like this really help us as shopkeepers to come together with our customers, especially during these trying times. We really welcome any opportunity to give back to our customers, to show how much we value their business and patronage!”

1



Where is your favourite local café? What do you love most about it?

**Jolene** on Newington Green for my coffee hit. What I love most is the mood, the coffee, the banter and meeting other locals

21 Newington Green, London N16 9PU

“We really love the opportunity to work on an initiative that not only gives back to us, our business and local community - but which also gives back to our customers”

2

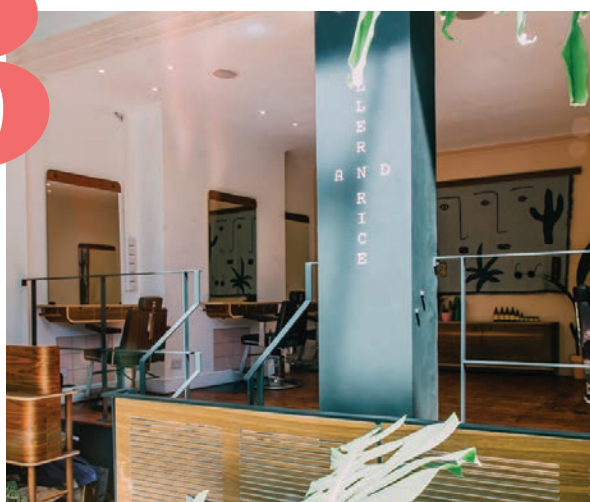


What's your favourite small independent fashion store?

For menswear, **Array** on Church St is our go-to retail shop. My partner, Tony, loves what the owner Shane has created in the space - and always says that the store makes you feel like you're trying clothes on in the comfort of your own home.

88 Stoke Newington Church St, London N16 0AP

3



Do you have a favourite small hair salon?

**Buller and Rice** is my local hair salon. My hairstylist Steve is really talented - my hair grows out perfectly after each haircut and stays looking good until the next one! The other reason is that it's local, and he supports our business by shopping with us regularly.

36a Newington Green, London N16 9PR

“To be a part of your community you must listen to your neighbours and most importantly – always listen to your customers”

4



What's your favourite small florist?

It would have to be **Gingerlily Flowers** on Newington Green. I love using their flowers to design our tables and window displays!

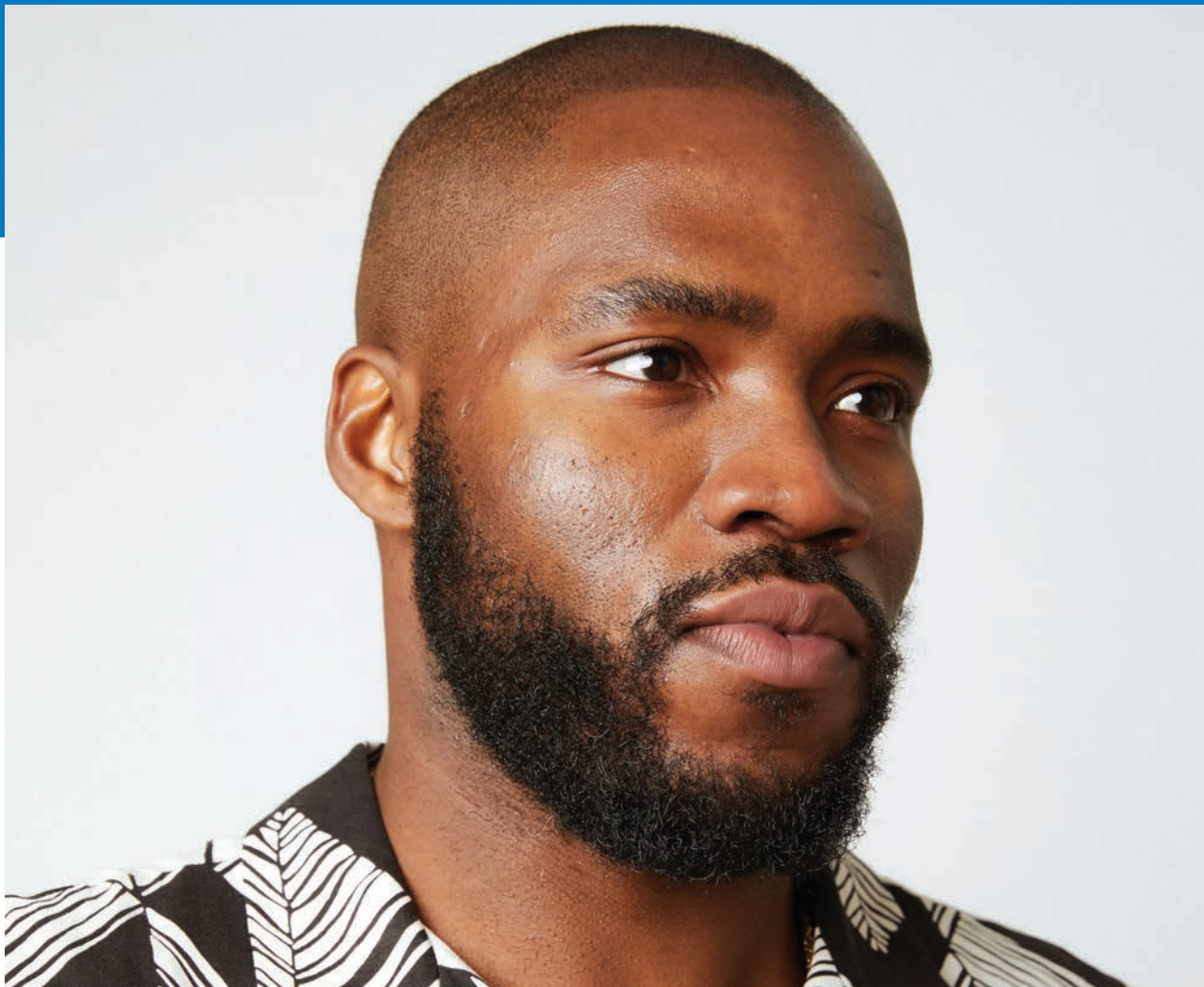
127 Newington Green Rd, London N1 4RA



ACTOR

# MARTINS IMHANGBE'S

Little List of Sharing



“Over the years, my local high street has become a hugely integral part of mine and my family’s life and growth within our community.

For me, the value of shopping local means I’m investing in the future of these incredible independent shops, and it gives me the opportunity to support them (as they have supported me). There’s so many personal milestones I’ve celebrated with my local shops and small businesses over the years, who really are the DNA of our local communities. I’m thrilled to be a part of the American Express Shop Small campaign again!”

1



What is your favourite independent restaurant to share a meal in? And what's your go-to dish?

Although it's technically a pub, [Skehans](#) in Nunhead does some of the best Thai food in London. It's got a pool table and a nice outdoor space, perfect for a Sunday with friends watching the footy and having some Pad Thai.

1 Kitto Rd, London SE14 5TW

"The value of sharing is to teach and educate the community through many mediums such as food, clothes, community spirit, support, friendliness and fun"

2



Where is your favourite local café? What do you love most about it?

One of my favourite local cafés is [Canada Water Cafe](#). It's right next to the station that I would frequent, which made it very convenient before or after a commute.

40 Surrey Quays Rd, London SE16 7DX

3



Where is your favourite place to get the best value for money?

I love the [Village Fruit and Veg Shop](#) in Blackheath, it's so nice to be able to go back to basics and get fresh produce at a good price.

17 Tranquil Vale, London SE3 0BU

"For me, the value of shopping local means I'm investing in the future of these incredible independent shops"

4



What's your favourite small business to share laughs?

[Social](#) in Peckham is the perfect spot for meeting up with friends - it is so close to the station and just a really good vibe, especially in the summer.

Unit 9A&B, 133 Copeland Rd, London SE15 3SN



5



What's your favourite small business to enjoy music?

**Peckham Audio** is a great local place to watch-up-and-coming artists of all genres, it's just the perfect place to go for a couple of drinks with friends and watch live music. I'd highly recommend it.

133 Rye Ln, London SE15 4ST

"I feel it's important to shine a light on businesses and encourage people to shop small and give back to their local community in whichever way they can"

6



What's your everyday 'essential' small shop or business?

I really love having fresh flowers in the house or sending people flowers as thank-yous, it's a really lovely gesture and my favourite place is **Sage Flowers**. They make the most amazing arrangements and are very local.

232 Rye Lane, London SE15 4NL

"There's so many personal milestones I've celebrated with my local shops and small businesses over the years, who really are the DNA of our local communities"

7



What's your favourite business which gives back to the local community?

**Rose Pharmacy** is a business which gives back to its community through providing healthcare and they were very supportive during Covid which really helped the community to feel more confident and supported.

243 Upper St, London N1 1RU

8



What small business do you frequent which people would be surprised by?

I actually am quite into cycling, so I like to visit **Condor Cycles**. They are a really great team and so helpful to find what you're looking for.

49-53 Grays Inn Rd, London WC1X 8PP

"I love the Village Fruit and Veg shop in Blackheath, it's so nice to be able to go back to basics and get fresh produce at a good price"

CHAIRMAN OF CONDOR CYCLES

# GRANT YOUNG



“My father, Monty Young, founded Condor in 1948 on Grays Inn Road, and we have been on this street ever since. I took over from my father and now my son is heading up things. We are proud to be an independent, third generation family business with a focus on supporting the local cycle community.

Shopping small is a wonderful initiative that enables us to support our community, meet the people from it and give genuine personalised service. I am proud we’ve been independent for over seventy years and part of London’s vibrant cycling culture.”





# LITTLE BLUE BOOK OF SHARING

## Merchant Glossary

**Anchor & Hope**

15 High Hill Ferry  
London E5 9HG

**Couverture & The Garbstore**

188 Kensington Park Rd  
London W11 2ES

**Array**

88 Stoke Newington Church St  
London N16 0AP

**Earth Hackney**

11-17 Stoke Newington Rd  
London N16 8BH

**Barrafina**

43 Drury Ln  
London WC2B 5AJ

**Enter Gallery**

13 Bond St  
Brighton BN1 4RD

**Byredo**

42 Lexington Street  
London W1F 0LN

**Fitou's Thai & Malaysian Cuisine**

1-3 Dalgarno Gardens  
London W10 5LL

**Blackheath Village Fruit & Veg**

17 Tranquil Vale  
London SE2 0BU

**Four Quarters East**

8 Queen Elizabeth Olympic Park  
London E20 3BS

**Baddest Skate Shop**

154 Stockwell Rd  
London SW9 9TQ

**Gingerlily Flowers**

127 Newington Green Rd  
London N1 4RA

**Buller & Rice**

36a Newington Green  
London N16 9PR

**Golborne Deli & Wine Store**

100-102 Golborne Rd  
London W10 5PS

**Canada Water Cafe**

Canada Water, 40 Surrey Quays Rd  
London SE16 7DX

**Good Friends**

24-25 Preston St  
Brighton BN1 2HN

**Condor Cycles**

49-53 Gray's Inn Rd  
London WC1X 8PP

**Gunns Florist**

19 Sydney St  
Brighton BN1 4EN

**Hackney Bridge Bar**  
Units 1-28, Echo Building  
London E15 2SJ

**Papersmiths**  
21 Sydney St  
Brighton BN1 4EN

**Hackney Empire**  
291 Mare St  
London E8 1EJ

**Peckham Audio**  
133 Rye Ln  
London SE15 4ST

**Hamdy's News**  
167 Stoke Newington High Street  
London N16 0NY

**People's Choice Caribbean**  
51B Chatsworth Rd  
London E5 0LH

**Hisbe Foods**  
20-21 York Pl  
Brighton BN1 4G

**Plateau**  
1 Bartholomews  
Brighton BN1 1HG

**Huckle The Barber**  
340 Old St  
London EC1V 9DS

**Pophams Bakery (Victoria Park)**  
110A Lauriston Road  
London E9 7HAR

**Jolene Bakery & Restaurant**  
21 Newington Green  
London N16 9PU

**Queen's Park Flowers**  
71 Salusbury Rd  
London NW6 6NJ

**Kintan Japanese BBQ**  
34-36 High Holborn  
London WC1V 6AE

**Rellik**  
8 Golborne Rd  
London W10 5NW

**Lisboa Delicatessen**  
57 Golborne Rd  
London W10 5NR

**Resident Music**  
28 Kensington Gardens  
Brighton BN1 4AL

**McQueens Flowers**  
229 Cambridge Heath Rd  
London E2 0EL

**Riddle and Finns**  
65 Kings Road  
Brighton BN1 1NA

**Nightjar**  
129 City Rd  
London EC1V 1JB

**Rose Pharmacy**  
243 Upper St  
London N1 1RU

**Oeuf Cafe**  
8 Third Ave  
Hove BN3 2PX

**Sage Flowers**  
232 Rye Ln  
London SE15 4NL

**Oseyo**  
158 Waterloo Rd  
London SE1 8SB

**Skehans**  
1 Kitto Rd  
London SE14 5SN



**Simply Gorgeous**

79 Kingsgate Rd  
London NW6 4JY

**Xi'an Impression**

117 Benwell Rd  
London N7 7BW

**Social**

9a&b Copeland Park, 133 Copeland Rd  
London SE15 3SN

**Yield N1**

97 St Paul's Rd  
London N1 2NA

**Summerhill & Bishop**

100 Portland Rd  
London W11 4LQ

**Susan Osbourne Interiors**

83 Golborne Rd  
London W10 5NL

**The Bagel House**

2 Stoke Newington High St  
London N16 7PL

**The Battersea General Store**

Units 9, and 10, Battersea Power Station  
London SW11 8EZ

**The Flour Pot Bakery**

40 Sydney St  
Brighton BN1 4EP

**The Grand Howl**

214 Well St  
London E9 6QT

**The Hackney Draper**

25 Chatsworth Rd  
London E5 0LH

**The Spice Shop**

1 Blenheim Cres  
London W11 2EE

**Via Emilia by Food Roots**

37a Hoxton Sq  
London N1 6NN

Get to know your local area even better with the Shop Small Map by American Express, an easy-to-use tool that helps you discover and support small businesses near you.

To find out more, visit: [www.americanexpress.com/uk/benefits/shop-small/](http://www.americanexpress.com/uk/benefits/shop-small/)

## ABOUT SHOP SMALL

The American Express Shop Small campaign aims to support small businesses by encouraging the nation to back their high street and enjoy the benefits of 'shopping small', whatever their budget.

American Express has a long history of championing the high street and is proud to have founded Small Business Saturday UK back in 2013, and continues to be its principal supporter for the initiative's eleventh year.

American Express incentivises\* its Cardmembers to support their local small businesses through its yearly Shop Small Offer. The Shop Small Offer gives a little bit back on everyday purchases and is just one of the many benefits Cardmembers enjoy when they are #WithAmex.

For T&C's\*, a map of participating small businesses and more information, search "Shop Small UK" online.

\*Participating locations. Enrolment required. Excludes Corporate and Pre-Paid Cards. Terms apply.



## BIG BACKING SMALL

As well as speaking to some of our favourite Shop Small Ambassadors, American Express has brought together some of the most recognisable 'big business' players in the UK to show their support for small businesses and to celebrate the tenth year of Small Business Saturday in the UK.



WITH





"Congratulations to Small Business Saturday from all of us at Boots. As the UK's number one health and beauty retailer, we are proud to support new and innovative businesses and to help our customers discover smaller, independent brands in our stores. Through our work with The Great Brand Exchange, we have been able to provide brands access to our store portfolio, with space in some of our flagship stores across the UK."

Elizabeth Hewitt - Head of Christmas



"As a family-owned department store, Fenwick is proud of its continuing support of new and exciting independent labels. The small companies that Fenwick supports are broad ranging from diverse fashion and unique accessories brands to niche family run food companies. These innovative brands ensure there is always a sense of discovery for our customers at Fenwick. I'm delighted Small Business Saturday, founded and supported by American Express, is celebrating ten years of shining a spotlight on small businesses, it's what keeps retail interesting."

Adam Kelly - Director of Buying and Merchandise



"A huge congratulations to Small Business Saturday, a grassroots initiative founded by American Express, which is celebrating 10 years this weekend. Initiatives like this are so important as every business starts somewhere, but the big difference in their growth journey is where they are recognised and helped along the way through the good, the bad and the ugly. Robert Dyas strives every day to support independent and small suppliers, and there is nothing better than watching them grow, which is why we are thrilled to be part of Big Backing Small."

Theo Paphitis - Owner and Retail Entrepreneur



"Selfridges is proud to support small, independent brands and businesses, who each bring creativity and inclusivity to our experience and product offer, connecting with and inspiring our customers. From partnerships with specialist vintage resellers, to collaborating with stores like London's iconic Machine-A and giving a platform the best young and emerging talent, small and independent is key to our point of view. It's more important than ever to share our voice and spaces with small brands. With Small Business Saturday encouraging others to think this way, we can shift mindsets to protect a unique retail landscape, where diversity can thrive."

Catriona Woolner-Winders - Communications Director



"Small businesses and the dedicated people that run them play a major role in creating healthy high streets – that's why the Small Business Saturday campaign is vital to ensuring they are recognised and valued by shoppers. Timpson shares many of the same values that make small businesses special – great service, adaptability and willingness to try something new. We're delighted to be part of Big Backing Small that spotlights and celebrates 10 years of Small Business Saturday and encourages people to keep showing their support for small businesses."

James Timpson OBE - Founder and CEO



"It's great to hear that Small Business Saturday is celebrating 10 years this weekend. We're really keen to help and support small businesses wherever we can, and we're thrilled to say that Waitrose has partnered with The Great Brand Exchange. This relationship means that our customers have the chance to explore and shop with some incredible small brands in the run up to the festive season. We know that our customers are always on the lookout for exciting and innovative products when shopping with us, so we're really happy to be offering this partnership."

Steven Hand - Customer Experience & Store Development