

# HUMBLE CRUMBLE

Address:

Humble Crumble Ltd  
Old Spitalfields Market,  
105C Commercial St, London E1 6BG

Dear Camden Council,

My name is Kim Innes and I'm the owner of Humble Crumble. We are hoping to open our first stand alone shop in 50A Earlham St soon and so I thought it would be nice to tell you a bit about my business.

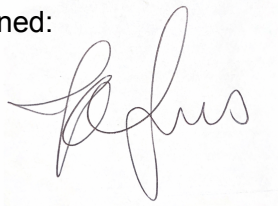
I started Humble Crumble in a farmers market over 5 years ago and over the years a team of crumble lovers have joined me and together we have opened permanent sites in Borough Market, Old Spitalfields Market and Camden Market. Our opening on Earlham street will be our first stand alone shop which is very exciting!

As the name would suggest, we make crumbles. This involves us heating up fruits, baking a biscuit topping and making a delicious custard. We then put these elements together once a customer orders meaning they can create their own custom crumble. We also have fun toppings such as chocolate drizzle, rose petals and toasted hazelnuts to name a few.

We signed a 15 year lease for Earlham Street and we're super excited to be part of the community of businesses and residents who operate and live in this historic part of London. We have spent a long time thinking about the store design to make sure we draw on elements of what makes Earlham st and Covent Garden special. We hope that we'll be a success here and be an asset to the local community.

Best wishes,  
Kim

Signed:

A handwritten signature in black ink, appearing to read 'Kim Innes', written over a light blue grid background.

Date: 13/10/2023