

At the Core of the Community

Kris Talikowski, owner of [The Core: Juicery, Kitchen & Retreat](#) in Swindon Old Town recalls reading the book [“Start Something That Matters”](#) by Blake Mycoskie. Kris begins “Blake talks about his own journey as an entrepreneur that led him to start a shoe manufacturing company, with a difference. He visited Argentina and discovered a unique local shoe design that he decided to market in the United States. In so doing he created the business concept of “One for One” after noticing how many poor children didn’t have shoes and how that harmed them, he promised for every pair of shoes bought that his company would give a free pair to a child in need. To date over 2 million free pairs have been distributed across the world. The book inspired me and when I chose to open my own business in 2013 I wanted to ensure that we would also make a contribution to society”.



Kris had previously worked as part of the PR and marketing team for international juice expert Jason Vale’s organisation [Juice Master](#) so opening a juice bar in his home town was a logical move. Kris says “having worked alongside Jason who is a huge advocate for the nutritional value of fruit and vegetable juices and smoothies I also believed the same. When the Core was opened I committed to teaching groups, schools, organisations, companies, communities and families all about the healing power of fresh juices and raw foods and how you can improve your health with a few simple changes”.



Continuing on from Kris’s desire to make a difference in his community, when the Covid 19 pandemic struck and lockdown began his business had to close to the public and his staff were put on furlough, but he still wanted to somehow help out. “I was very aware of the dedication, hard work and long hours that NHS and key workers were putting in and realised that in so doing they may not have the time to really look after their nutrition” comments Kris. “It occurred to me very quickly that we could support them by providing free juices”.

Although the business wasn’t generating an income Kris decided to kick-start the initiative paying for the raw materials and taking staff members off furlough in order to make and distribute juices. Kris realised that he couldn’t afford to continue doing this long-term but soon local businesses and individuals found out what he was doing and started to sponsor the initiative.



Kris says “to date we have been able to hand out over 4,500 [free juices](#) and are continuing to do so due to the generous support of others for which I am truly thankful. We were also able to launch a scheme to distribute fresh fruit and veg boxes to those who were the most vulnerable and isolated, having to shield. At the height of the first lockdown we were able to hand out about 80 boxes a week”.

Kris was also concerned about children who were eligible for free school meals who couldn’t now receive them: “To do our bit to boost their nutrition, we at

FREE
MAKE-YOUR
OWN-
SMOOTHIE
PACKS

For any family eligible for free school meals



The Core thought we'd contribute by delivering free make-your-own smoothie packs of x15 sachets for children across the town. Eligible families can [nominate themselves](#) and hopefully if people [continue to sponsor us](#) we can take this forward into 2021. Many of the families we provided the packs for didn't have a blender but we have also been able to give them one".

Kris concludes "The pandemic is a terrible thing, but I have been amazed at the pulling together and generosity of the people of Swindon, sponsoring and volunteering to help us. We have been privileged to be able to do our bit to help".

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Presented by the [Swindon Social Enterprise Network](#)



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- **Support** existing Social Enterprises 's to grow and flourish and those contemplating starting one
- **Assist** charities who wish to create a new trading revenue stream
- **Encourage** existing, profitable businesses to deliver social/environmental impact for market advantage