

Nottinghamshire Business, Green Oranges named as the Food and Drink Startup of the Year 2023



Nottingham, Nottinghamshire Jun 15, 2023 (IssueWire.com) - Midlands-based startup **Green Oranges Food Ltd** has been named the **Food and Drink Startup of the Year** at the Midlands finals of the StartUp Awards 2023 on Thursday 18th May.

Green Oranges is a unique ecommerce grocery store and supermarket specializing in Asian, Indian, Pakistani, Bangladeshi, Afro-Caribbean, and Sri Lankan groceries. Founded by Tapojoy Chatterjee, a passionate entrepreneur, Green Oranges aims to provide a one-stop-shop experience for customers seeking authentic and hard-to-find exotic ingredients. Green Oranges operate both an ecommerce platform at www.greenoranges.co.uk and a physical supermarket and warehouse located in Hyson Green, Nottingham. While the ecommerce platform caters to customers across the UK Mainland and Northern Ireland, the physical supermarket allows for a wider product range and faster stock rotation. Green Oranges have also diversified into a B2B model, supplying daily grocery requirements to local restaurants and takeaways in Nottingham.

Looking ahead, Green Oranges has ambitious growth plans. Tapojoy aims to establish retail units across the UK Mainland, serving as local delivery hubs with their own delivery service. This multi-store model will provide a major retail presence and enable competitive pricing with high-street giants. Additionally, the business plans to expand into wholesale by importing niche products from India and partnering with major companies in the snacks and spices industry.

Overall, Green Oranges is a unique and innovative player in the grocery industry, catering to the diverse

needs of customers seeking exotic ingredients. Through its online platform, physical supermarket, and future expansion plans, Green Oranges aim to become the leading destination for high-quality Asian and exotic groceries in the UK.

The StartUp Awards were established in 2022 to highlight the success of startups across nine UK nations and regions, and to celebrate the achievements of entrepreneurs in all sectors of the economy.

The Midlands final was held at The Custard Factory in Birmingham and saw 30 different awards given out to new businesses in categories such as Innovative StartUp of the Year, Medtech & Healthtech StartUp of the Year, and Social Enterprise StartUp of the Year.

Helen Bierton, Chief Banking Officer at Starling Bank says:

“Congratulations to all our entrepreneurs in the Midlands who have been shortlisted this year. It’s been so inspiring to learn about the challenges overcome to build successful businesses. From green startups providing carbon-negative mobile greengrocery delivery services, to a medtech creating a game-changing bionic arm that will change the perception of prosthetics, it’s great to celebrate such innovation from my home region.”

Professor Dylan Jones-Evans OBE, the creator of the awards, said the events have celebrated the best new firms in the UK and recognised the amazing entrepreneurial talent across the nation. He said:

“In the second year of the Midlands Startup Awards, we have seen yet again the incredible contribution of new businesses to job creation, innovation, and prosperity across the whole of this entrepreneurial nation. It’s been an honour and a pleasure to read the stories of those individuals from across the Midlands who have spotted the opportunity and taken the risk to launch their own venture, especially at a time when the economy is still fragile after the Covid pandemic.

[Full list of winners:](#)

[The VCTC](#) - Overall Winner

[Find me a Solicitor](#) - Birmingham StartUp of the Year

[Smile Box](#) - Business-to-Business Services StartUp of the Year

[Limelite HR and Learning](#) - Business, Consulting, and Management StartUp of the Year

[Furbnow](#) - Construction and Building Services StartUp of the Year

[Local Chefs](#) - Consumer Services StartUp of the Year

[TankSpace](#) - Creative StartUp of the Year

[Live Tech Games](#) - Digital StartUp of the Year

[Green Oranges Food Ltd](#) - Food and Drink StartUp of the Year

Green Tomatoes - Green StartUp of the Year

Musgrove and Ball - Health and Wellbeing StartUp of the Year

The Queer Campfire - Hospitality and Events StartUp of the Year

Flux Aviation - Innovative StartUp of the Year

Salinity Solutions Ltd - Manufacturing StartUp of the Year

Peacock Digital Marketing - Marketing, Advertising, and PR StartUp of the Year

The VCTC - Medtech and Healthtech StartUp of the Year

SeatlabNFT - Mobile & Emerging Technologies StartUp of the Year

Rock Engineering Limited - Northamptonshire StartUp of the Year

Allerpack - Online Retail StartUp of the Year

Agency Connection Ltd - Professional Services StartUp of the Year

Drive Fuze - Rebel StartUp of the Year

Swi-tch Associates Limited - Recruitment StartUp of the Year

Tweak Life - Rising Star Award

Bloomwise Ltd - Rising Star Award

TRL Furniture Consulting UK - Rural StartUp of the Year

ChooseWell UK Ltd - Social Enterprise StartUp of the Year

Luxury Cottages - Staffordshire StartUp of the Year

Verify 365 - Technology Services StartUp of the Year

Live Tech Games - Nathan Moore, Young Entrepreneur of the Year

For more information or to request an interview, please contact Lois at lois@ideasforums.com

EDITOR NOTES

The StartUp Awards

The StartUp Awards is a collaboration between the founders of the Great British Entrepreneur Awards - an established programme nationally receiving over 5,000 applications annually - and the Wales Start-Up Awards, the only regional awards currently celebrating new businesses in the UK.

The StartUp Awards recognises the achievements of those amazing individuals who have had a great idea, spotted the opportunity, and taken the risks to launch a new product or service.

Already established and thriving in Wales, the StartUp Awards are now taking the passion and drive to celebrate new businesses and extending across the whole of the United Kingdom.



Media Contact

Green Oranges Food Ltd

info@greenoranges.co.uk

07904600735

Green Oranges Food Ltd, 340-344 Radford Road

Source : Green Oranges Food Ltd

[See on IssueWire](#)