

Former health tsar Dimbleby teams up to help find talent in Future of Food Competition

By [Ian Quinn](#) | 11 June 2025 | 2 min read



An “ambitious platform” to help early-stage food company ventures has launched a search for talent, with backing from former food tsar Henry Dimbleby.

Entries have opened for the 2025 Future of Food Competition, with health one of six the identified by the competition to win more than £50,000 of financial backing and strategic support from Dimbleby and his team.

Founded in 2024 by entrepreneur Barney Mauleverer, Future of Food is a national not-for-profit competition spotlighting early-stage ventures to try to “reimagine” how companies grow, make and eat food and then help them scale up.



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This year the competition has announced a new strategic partnership with Bramble Partners, the food systems intelligence and investment firm co-founded by Dimbleby, author of the National Food Strategy and co-founder of Leon.

Sixteen finalists will be selected after a Round 1 selection to pitch live at the Grand Final on 27 November at the Royal Geographical Society in London, in front of more than 500 investors, retailers, media and policymakers.

The winner will receive a £10,000 cash grant from Mauleverer, £25,000 of strategic support from Bramble Partners, a £20,000 bespoke data package from NielsenIQ, an £8,500 advertising campaign from The Grocer and mentoring from major retailers and industry leaders.

Last year’s winner was Nice Rice, which is building the UK’s first sustainable rice brand with fully traceable supply chains.

It is free to enter, with a deadline of 26 September, and entries should apply at: www.futureoffood.org.uk/enter

Mauleverer said: “Partnering with Bramble is a significant move forward for us. Henry and his team bring deep insight into the food system, an advisory network that is able to cut through science, policy and industry players – they will help us refine our strategy and amplify our impact. Their commitment to health, sustainability and equity mirrors our own, and together we can shine a brighter light on the entrepreneurs who are redefining how we produce and consume food.”

Dimbleby added: “The Future of Food is exactly the kind of initiative the system needs – practical, ambitious and founder-first.”

“By supporting Future of Food, we can help brilliant entrepreneurs scale solutions to the structural problems in our food system - from food production and security to health and nutrition.” Said Mitchell.

