



## **History of Brady's and the Beginnings of Shore to Door**

Luke Brady started Brady's restaurant 30 years ago with his wife Amelia, and has been ordering and handling fish ever since. The restaurant was on Old York Rd (now Viet Town Wandsworth) and its ethos was to serve the freshest fish at the best value in London by buying the best directly from the coast. Seeking a bigger site with more covers, Brady's moved adjacent to The Ship for seven years until Luke and Amelia decided to retire from the restaurant business in April 2019.

Brady's had many loyal and local customers, one of whom was Kerri McGuinness who swiftly became a raving fan. Kerri spent 10 years building brand and marketing programs for premium hospitality groups; and more recently went on to do the Leith's Diploma in Food and Wine.

During lockdown, never ones to rest on their laurels, Luke and Amelia decided it would be fun to get fish delivered direct from the coast for friends and family. As this grew in popularity, the seed of a new business was sown; Shore to Door. Given Kerri's ongoing relationship with the Brady's brand, Luke and Amelia approached her to partner with them.

An ideal combination; Kerri's energy and media experience coupled with Luke and Amelia's years of hands-on experience and product knowledge. This is a partnership celebrating the joys of good old-fashioned personal service.

