



Turning reach into results, a 75kg tuna in Cornish waters, Saturday coffee mornings at a lovable local spot, a visit to a vineyard in the south of France, and a whole load of team picks... Welcome to our Meor-gazine.

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St Ives Food & Drink Festival 2025

Who are Meor Studio?

# A BRAND AND MARKETING AGENCY WITH AN APPETITE FOR CREATIVITY ACROSS HOSPITALITY, LEISURE AND LIFESTYLE.

What's on the horizon for Meor?

We've experienced a steady period of growth, building an incredible team across brand, design, content and digital marketing. For me personally, it's been an intense learning curve to shift from doing the work to managing a team. I was taught early on that surrounding yourself with great people is key, and it's taken some time for that wisdom to truly sink in. Your mind questions, "How can we afford that person?" or "We don't have enough work." But that's the point - good people attract more work, and the quality of what we produce pays dividends. Sometimes, you just have to take that leap of faith.

There's a classic saying about "the cobbler's shoes," which is a trap all businesses can fall into. You're often too busy handling everyone else's work to focus on your own; whether that's marketing your business or promoting yourself. As things tighten and costs rise, it becomes almost too late to market yourself when you have no work. That's why, even when we're busy, we set aside time to overhaul our website, showcasing a selection of work from the past few years. It's long overdue and a sign of how we've

matured as a business. I'm truly proud of this body of work- it's testament to the talented team I have by my side and the amazing clients who trust us.

**"THE COBBLERS SHOES, A CLASSIC SAYING, AND A TRAP ANY BUSINESS CAN FALL INTO. YOU ARE ALWAYS TOO BUSY DOING EVERYONE ELSE'S WORK TO DO YOUR OWN"**

For the Cornwall Business Show, we wanted to create something memorable, something you'd pick up and keep. I love discovering well-crafted print or promotional items you can't put down or easily hand back. That was my simple brief for our newspaper. I collect zines, photo books and work from friends. Print isn't dead in our office. I have a tradition of buying a book whenever I land a new brand job, and our office is filled with inspiring books that help us solve problems or spark ideas.

Admittedly, we don't produce much printed material these days...gone are the brochures and catalogues. Print is often overlooked in today's fast-paced digital world, where the smell of freshly printed paper is a rare thing. But browsing a magazine or newspaper offers a different experience. Sure, there might be an ad or two, but you won't easily get lost down a rabbit hole or waste hours of your day.

Enjoy the print; it might even inspire you to follow us on Instagram or visit our website. Irony at its best!





Saturday Morning Coffee with Palais Provisions. To read the story further, and more just like this, visit our studio blog at [meorstudio.co.uk/blog](http://meorstudio.co.uk/blog)



# PLENTY MORE TUNA FISH

The call came through on a Tuesday evening. Carla Jones, head chef at The Idle Rocks in St Mawes had news: a line-caught 75kg bluefin tuna was on its way from a Newlyn day boat to their kitchen, and she invited us to witness it being broken down for use across the menu. Sightings of Atlantic bluefin off the Cornish coast have shifted recently from rare to regular. Long absent from British waters after decades of overfishing, tuna is finding its way back into our seas and onto the menus of some of our favourite restaurants; Four Boys, OMA, Restaurant Mine, The Pig and now The Idle Rocks. The return is part of a complex, ongoing tangle of ecological recovery, regulation, tradition and communal appetite. It presents both a hope and a shared responsibility of stewardship to ensure bluefin continue to thrive in our waters. We swapped our regular commute, crossing to the Roseland by boat, to watch Carla and her team on the tools. After sampling otoro straight from the spoon, we sat with Carla on the veranda overlooking the sea to discuss salted seasonality, sustainability and letting the sea dictate the menu.

**What's your feeling about getting a catch like this?**

The feeling is incredible. Looking out to sea and then being able to eat the fish here and use the produce that was literally caught a couple of miles away - there's something magical about that. Having the whole fish, like any

whole animal, gets you thinking as a chef - what can you do with this cut and that cut? There's a real joy in demonstrating to the younger team members, too, how to break it down.

**How do you plan on utilising the whole fish?**

We have complete free rein of our menu and like to stay true to the product. Currently we have a dish served with a ponzu and a furikake. The ponzu is made with Roseland Market Garden tomatoes, sourced just two miles away, adding notes that really bring out the flavour of the tuna. We pair that with the fattiest cut, which is the otoro, because the citrus cuts through the fat beautifully. The prime cut from the loin we will serve raw as a sashimi, and the bones will be turned into garums or stocks which will season our sauces throughout the kitchen.

**We're seeing a lot more tuna than usual in local waters this year. Can you tell us a little about this?**

To keep everything sustainable, a set number of licences are given out to fishermen each year (this year increasing to 15 from 13). Boat names are picked from a hat, and the stocks are monitored closely by the MMO. We have a licence to buy direct from the tuna boats, which is great. This tuna was landed by Beryl M in Newlyn. Our close relationship with fishers means we don't wait for it to go to London markets and back down,

## WITH CARLA JONES AT THE IDLE ROCKS

keeping food miles remarkably low. As a chef, and a culture, I believe we need to be more than sustainable now. Using a product caught less than five miles away is really special.

**Can you tell us about those relationships with local day-boat fishers?**

Our in-house fisherman is Gareth Austin and his in-shore boat 'Jodie-Ann' which you can see on the harbour from the restaurant. What is magical about this is that the sea dictates our menu. We get the first pick of everything: fresh mackerel, beautiful scallops, lobsters of all sizes. It's incredible, and we only take what we need.

**What do you hope guests will take away from experiencing the tuna?**

It's such a magical, sought-after product which has such a short window of seasonality. We'll put this on the menu and it will fly out. Through our menu we're celebrating its return to our waters. We must be doing something right from a fishing perspective for it to come back in such abundance. We were overfishing tuna before, but now we're seeing it return year on year because of the sustainable practices in place. We should shout more about how along the Roseland peninsula, and Cornwall more broadly, local fishers are adhering to those rules and making tuna last forever rather than going extinct.

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**"OUR TASTING MENU IS CALLED *PLENTY MORE FISH IN THE SEA* - THE NAME SIGNALS THAT WE'RE TAKING RESPONSIBILITY AND LEAVING ENOUGH FOR EVERYONE ELSE."** Carla Jones, Head Chef

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**"AS A CHEF, AND A CULTURE, I BELIEVE WE NEED TO BE MORE THAN SUSTAINABLE NOW. USING A PRODUCT CAUGHT LESS THAN FIVE MILES AWAY IS REALLY SPECIAL."**

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# THE GRAMMYS

Here, we lay it all out for you. A complete overlook of (pretty much) all of our social media content created for our clients and how it's performed over the last twelve months.

Welcome to the (Insta) Grammys.

## TURNING REACH INTO RESULTS

Audience growth is one of the clearest indicators of how well your brand is connecting with people. At Meor Studio, social channels have seen +365.7% growth year on year, adding over 33,000 net new followers, far exceeding the UK benchmark of just +2.1% on Instagram. This kind of growth isn't just a vanity metric; it shows the

power of strategic social media management in attracting, engaging, and retaining an audience that genuinely wants to hear from you. For your business, faster audience growth means more reach, more conversations, and more opportunities to turn followers into customers.

## FROM SEEN TO REMEMBERED

Impressions are a key driver of brand awareness, showing how often your content is seen and how visible you are in the market. Over the past year, Meor Studio has delivered 24.5 million impressions, a +64% increase year on year, compared to the

UK Instagram average reach of just 62,000 per post. This level of visibility puts your brand in front of far more potential customers, building recognition, trust, and ultimately growth.

## ENGAGEMENT THAT MATTERS

Engagement rate is where visibility turns into meaningful connection. Likes, comments, shares, and interactions show how well your content resonates with your audience. Meor Studio's engagement sits at 1.7%, dramatically outperforming

UK averages (Instagram 0.3%, Facebook 0.15%, LinkedIn 0.35%). This high level of interaction means your content isn't just being seen, it's sparking conversations, social proof, and creating real opportunities to turn followers into customers.





Beaujolais Day Celebrations for Beach House Group. Poster design by Ollie, our Lead Designer.

# FANCY SOME FRENCH FLAIR AND CORNISH CHARM?

Join Harbour House Flushing to celebrate the first wine of the harvest from France's Beaujolais region. In collaboration with Wanderlust Wine, they're bringing the tradition to life with delicious food, wine, and a relaxed, welcoming atmosphere.

## Highlights

Enjoy mussels, fries, and a 175ml glass of Beaujolais Nouveau for just £15. Alternatively, savor a glass of Beaujolais for £5.

Bottles are also available to sip there or take home and enjoy.

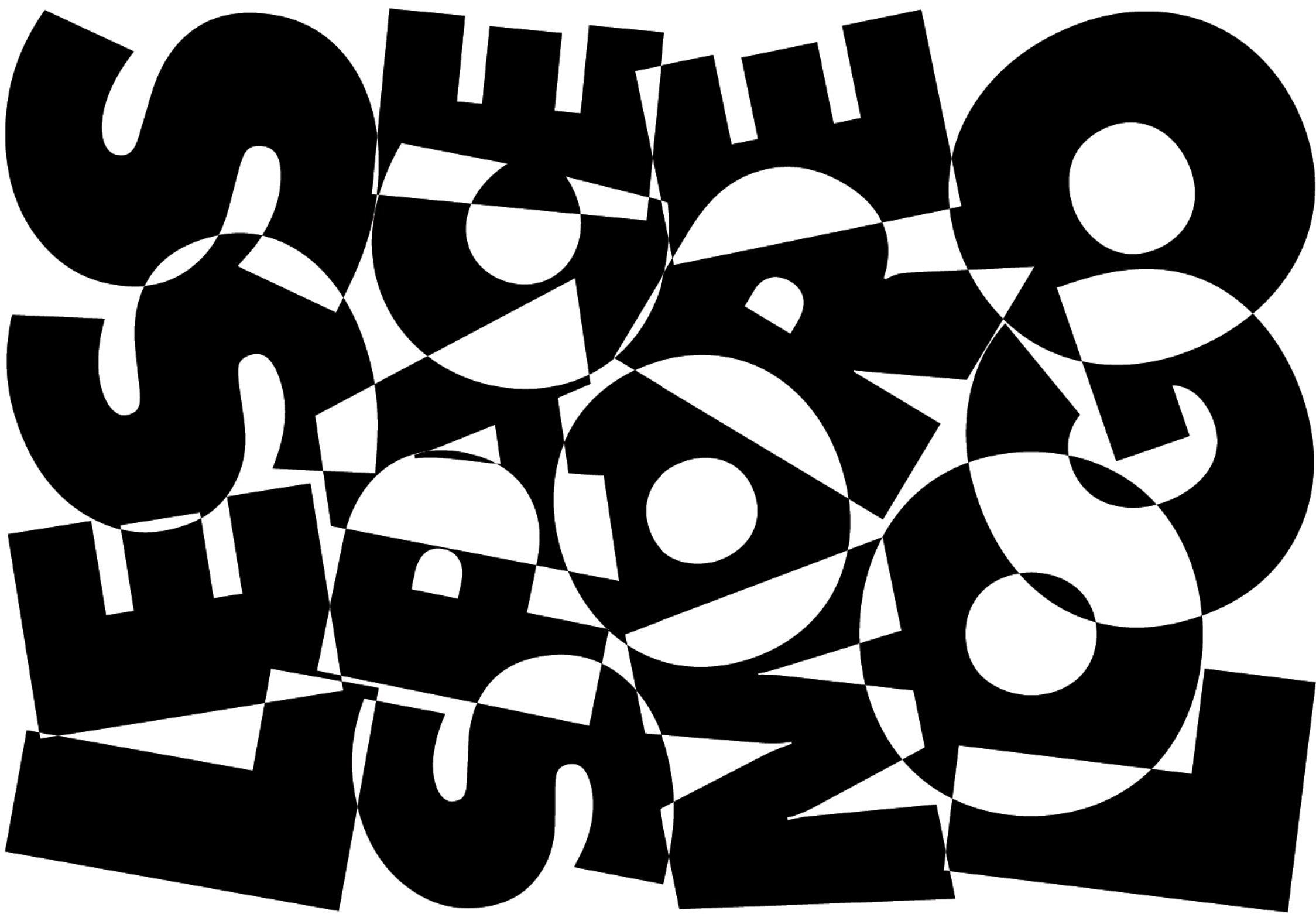
## Venue

Harbour House Flushing,  
3 Trefusis Road, TR11 5TY,  
Flushing, Cornwall.

## Date & Time

Thursday, 20th November 2025,  
from 12:00 PM.







# TEAM FAVES

We asked our lot to share some of their favourite books, albums, must-visit places, and anything else worth mentioning. Here's a few below. Take a look, you might find something new.

For more team faves, follow us on Instagram @meor.studio

## BOOKS, BOARDS

**Small Fires**  
• Rebecca May Johnson, 2022

I've recently been (re)reading Small Fires by Rebecca May Johnson and been floored by the way she thinks through food, the repetitions, politics, erotics, poetics and refusals. By the way she blows up the kitchen, dismantling it into its constituent parts, and repositions it as a site of empowered, creative resistance. "It was through my hands and through the cooking of recipes that I began to understand myself," she writes. It also made me crave spaghetti.

Jasmin, Copywriter & Creative Strategist

**Model 700**  
• Swell Surfboards, 1983

The Swelly is a UK surf icon. Bright blue and yellow, unchanged since the 80s, and loved by beginners and pros alike. Easy to ride, tricky to master, and always fun.

Johnnie, Digital Project Manager

## TV, FILM



**The Secret Life of Walter Mitty**  
• Ben Stiller, 2013

This is one of those films that makes you want to pack a bag, learn a new language, and see the world differently. It's a reminder that life's best moments happen when you go out and experience them for yourself.

Nicole, Studio Manager

**The Studio**  
• Seth Rogan, 2025

10/10. Hilarious. Great cast too.

Ollie, Lead Designer

## MUSIC

**Keep On Keeping On**  
• Tommy WÁ 2025

Tommy WÁ grew up in Nigeria and between different cultures, which shapes his music with a personal touch. The acoustic sound and careful arrangements highlight the determination to keep going, even when life is uncertain.

Adam, Head of Content

**In A Silent Way**  
• Miles Davis, 1969

Whilst I was searching for the R-Bar's menu, I came across this and have had it on repeat since. Only two tracks, but about 20 minutes long each. Go check it!

Ollie, Lead Designer

**Haseeb Iqbal World**  
• Radio Show, 2022 - Present

Incredible selector with an impressive knowledge on music.

Ollie, Lead Designer



**Provodore**  
• Restaurant, Falmouth

A hidden gem for me as a Falmouth outsider. I visited the spot well-loved by locals for the first time this year. It's a truly authentic neighbourhood restaurant, situated away from the high street, and originally started as a delicatessen in 2007. It's tucked away amongst residential and student housing near the Woodlane campus of Falmouth College of Art.

Run by husband and wife team Bev and Tim, this unique spot is only open three days a week. The restaurant offers a simple, seasonal menu that they prepare and share with warmth. A real genuine dining experience.

Nik, Creative Director

## GO-TO SPOTS

**Panda and Sons**  
• Cocktail Bar, Edinburgh

Disguised as an old-school barber shop, this is way more than just a cocktail bar - it's an experience that keeps you guessing from the moment you step inside.

Nicole, Studio Manager

**The Court**  
• Cocktail Bar, Rome

A must if you're in Rome. Incredible cocktails, unbeatable views of the Colosseum - it's not just about the drinks, it's about the whole atmosphere.

Nicole, Studio Manager

**Mackerel Sky**  
• Seafood Bar, Newlyn

This is the ultimate restaurant for seafood small plates, in the fishing town of Newlyn. The perfect place to go with friends and share a bit of everything. If you go, try the lemon posset - it's delicious.

Daisy, Social Media Assistant

**Hidden Hut**  
• Cafe, Portscatho

Their soups and chowders are the best. A perfect location and just a short walk to Scatho's, home to the best ice cream.

Molly, Social Media Manager

**Roundhouse**  
• Cafe, Penzance

Once a taxi rank, now the town's go-to coffee hatch, Roundhouse is a firm favourite with locals! Great coffee and an outrageously good cake counter. Joel's homemade Rhubarb Crumble Muffin! A must!

Ryan, Digital Project Manager

**Bistro Freddie**  
• Restaurant, Shoreditch

Blends classic dining with modern flair. Bold, colourful dishes in a nostalgic yet sleek space. A key inspiration for me.

Luke, Social Media Manager



Provence, France

# FROM VINE TO WINE

Our Creative Director Nik was lucky enough to join the Beach House Group team on an incredible trip to the south of France, where the knowledgeable team at Wanderlust Wines hosted them at the vineyard that produces their new rosé wine 'La Nina'.



To read more stories just like this, visit our studio blog at [meorstudio.co.uk/blog](https://meorstudio.co.uk/blog)



When the Beach House Group first started talking with Wanderlust Wine about creating a house rosé, the goal was clear: to produce something with a true sense of place. A wine you'd want to drink with friends, by the sea. A wine that would feel right at home across all their restaurants.

So, together with Wanderlust, we travelled to Provence to visit the vineyard behind La Nina, the collaborative house rosé now proudly pouring across the Beach House Group.

Hosted by the brilliant team at Champagne Bruno Paillard, we enjoyed a few sun-soaked days of walking through centuries-old vines, talking Provençal blends and techniques, and tasting straight from the barrel. Conversations flowed as easily as the wine, meals stretched long into the evening, and we were never left without a glass of chilled rosé in hand (appreciated especially in that 36-degree heat).

Nik packed his camera (and some light linen) to capture the spirit of it all, from the vineyard rows, poised midway between the foothills of the Alps and

the Mediterranean Sea, to the long, generous lunches, to the quieter moments in the shade. It was a pleasure to soak up the passion and craftsmanship of this incredible winemaking family. We came back a little sunburnt, slightly sore-headed, very inspired, and brimming with stories to share.

La Nina has already made herself at home. We feel its peachy, golden hour hue captures not just its flavour but the feeling it brings; transporting us with each sip back to those balmy, Provençal evenings.

La Nina is flowing across all restaurants in the Beach House Group. We suggest you visit soon.

It's been a privilege to help tell her story through brand, visuals, voice and content. We're pretty chuffed to raise a glass to what's still to come.





## St Ives Food and Drink Festival

“Working with Meor is a joy. They’re a helpful, hands on team, who deliver brilliant support and go the extra mile to get the job done well. Super-efficient, hard-working and took the time to understand our business to maximise their impact for us. Highly recommend!”

Aimee Rowe-Best,  
Waffle Comms Founder

## Beach House Group

“We love working with the guys from Meor. They always deliver what they set out and never let us down. The team are a dream to work with, managing the social accounts, content and design for all four of our restaurants.”

Tamara Costin, Owner

## The Stable

“Everyone at Meor are brilliant! They are super creative, they listen, are engaged and deliver on time and on budget whatever the brief. As a team they truly want to get underneath the skin of your business and go the extra mile every time. Most importantly they are also fun to work with, what more can you ask for, thank you.”

Emma Blackmore, Director

## Caffeine Limited

“Working with Meor was an easy choice for us; their creativity, dedication and understanding of the hospitality sector has helped us to significantly grow our brand.”

Justin Stockwell, Director & Owner of Caffeine Limited

## Ardor

“Meor were instrumental in bringing Ardor to life; from shaping the brand identity at concept stage right through to managing our ongoing social media. Their creative direction, tone, and content have given the restaurant brand a strong, distinctive voice and helped us build a genuine connection with our guests.”

Dorian Janmaat, Owner

## Loafs

“Loafs has quickly turned into a go-to spot for sweet treat fans from all over the country, even getting recognised as one of the best bakeries by Hypebeast and several other indie publications.”

Ched, Owner

## St Ives Theatre

“The team at Meor have done such an amazing job for us with our brand - way more than we could have hoped for. Their professionalism and quality of work has been exemplary. Thank you!”

Danny Strickland, St Ives Theatre Board Member

## Tallo

“Working with Meor on the launch of Tallo was a brilliant experience. They plugged into the project seamlessly, helping us develop everything from the brand name and identity to menus and photography, all with precision, clarity, and creative vision. It genuinely felt like Meor was in our corner throughout the entire process, and their support made all the difference during a fast-paced restaurant launch. We couldn’t have asked for a better creative partner.”

Hannah Glover, Brand and Digital Marketing Manager

## Seven Stones

“We’ve worked with Nik and the team at Meor for many years now. We’ve created a handful of brands over our time together, Academy & Co, Number 8, Port of Call and now Seven Stones. From early initial concepts, right through to complete brand launches, we’ve always felt Meor have enabled us get our ideas out there, always in the right way and always in the right place. I’m sure we’ll carry on working together on another one in the future.”

James De Seta, Co-owner

## Hub Box

“Nik and his team have worked with us from conception of Hub Box. Their input and work has played a major role in our success. Our formula is simple, we offer great food at reasonable prices in inspiring surroundings. We work closely with Meor, ever improving our image as it’s something we are passionate about and this keeps us on top of our game.”

Richard Boon, CEO

**We love collaborating with our clients to bring their stories to life. But don’t just take our word for it. Hear what they have to say.**

# TESTIMONIALS

# STORIES





Behind the screens. R.Place. @r.place.store



Visiting the girls. St Ewe Eggs. @steweeggs



A superb spread. Harbour House Flushing. @harbourhouseflushing



# OUR BRILLIANT CLIENTS

An overview on our relationships between our clients and us.

To explore our case studies in their entirety, visit

[meorstudio.co.uk/projects](https://meorstudio.co.uk/projects). Happy reading!

## Merchants Manor

A much-loved hotel and spa in Falmouth, known for its laid-back luxury, standout dining, and quietly confident sense of style.

With an exciting new chapter on the horizon, the team came to us for a visual and messaging refresh, something to help sharpen their story, elevate the brand, and bring fresh energy across every touchpoint.

## St Ives Food & Drink Festival

After a year's break, St Ives Food and Drink Festival came to us for a full flavour refresh. We rebranded the festival with a vibrant new identity, rolled it out across everything from posters to pint cups, and brought it to life online with a bold new social strategy.

## Beach House Group

From a single pub project to a full-blown creative partnership, we've helped The Beach House Group bring their coastal charm to life. From branding and websites to content and social media, we've been there as the

group has grown, telling their story every step of the way.

Social media has been a big part of the group's evolution. We manage all channels for the Houses, creating a scroll-stopping feed that reflects the energy, warmth and quality of each site.

## Ardor

Rooted in the flavours and spirit of the Med, Ardor is a restaurant with heart and heritage. We worked closely with founder Dorian and his team to shape their brand from the ground up, building an identity that brings together his fine-dining background with the warmth and vibrancy of his Mediterranean roots. From brand to launch and ongoing support, we continue to help bring the Ardor story to life.

## Loafs

We've been part of Loafs since it kicked off in early 2023. It started as a spin-off from the popular St Ives bakery on Fore Street. Loafs has quickly turned into a go-to spot for sweet treat fans from all over the country,

even getting recognised as one of the best bakeries by Hypebeast and several other indie publications.

We've been handling their social media content since day one, building up the buzz and now sitting pretty with over 20,000 followers in just over 2 years.

## Tallo

Inspired by Italo-American eateries in New York City, Tallo aims to capture the warmth, joy, and delight that these establishments are known for and bring that same feeling to the coast of Cornwall.

The goal was to create a brand that feels all at once lively, inclusive, and timeless. Our approach drew on Sound Symbolism, the connection between the sounds of words and their meanings, and cultural influences, ensuring that the name evoked playfulness, warmth, joy and delight.

## R.Place

A bold new look. A fresh new name. Same much-loved spirit.

R.Place is stepping into its next chapter, and our ongoing content and social strategy helps make sure that story lands. From launch planning to daily content creation, we're helping shape how the brand shows up, drives engagement, and keeps its community coming back.

## Reform Athletica

Reform Athletica is a premier, boutique pilates and fitness studio based in Dubai, known for its elevated spaces, signature classes, and strong sense of community. The team came to us looking to evolve their messaging – to go deeper than class descriptions and better communicate what they stand for.

Working closely together, we refreshed their brand narrative, introduced a new sub-brand called Ritual, and built out a full creative toolkit designed to strengthen their presence across every channel.

## Caffeine Limited

We've worked closely with Caffeine Ltd for nearly a decade – supporting them through two full rebrands, ongoing strategy, and day-to-day design and marketing.

What began as a creative collaboration has grown into a long-term partnership, helping shape a brand that's as confident and considered as the service they deliver.

## The Stable

The Stable came to us looking to refresh their branding and bring back some of their original charm. Since they've always been rooted in the West

Country, we took a look at their hometown for inspiration. The end result? A fresh identity with a redesigned logo, brand guidelines, and a bunch of graphic elements and assets that really reflect a fresh, new vibe.

## Idle Rocks x St Mawes

Two boutique stays on the Cornish coast, one shared goal: a stronger social presence that reflects the quality of the guest experience. We partnered with The Idle Rocks and St Mawes Hotel to refresh their content strategy, focusing on storytelling, video-first content and a more refined visual approach. The result? A more cohesive and engaging social presence that drives direct bookings and captures the charm of these two much-loved coastal hotels.

## Seven Stones

James & Kate approached us with the task of designing the identity for their latest venture, Seven Stones, an independent clothing store based in Penzance, Cornwall.

Our work involved producing a custom word mark, a consistent typography set, colour palette, and packaging collateral such as a greaseproof paper, stickers, and shopping bags.

## St Ives Theatre

We partnered with St Ives Theatre to create a visual identity from the ground up – something that captures the heart of the building, celebrates the creativity that runs through it, and sets the stage for everything that's still to come.

Tucked away in the backstreets of St Ives, the theatre has been home to performances, youth productions, and community magic for decades. But despite all that character, they didn't have a brand identity to match. That's where we came in – to help shape something totally new, that felt rooted in place but built for the future.

## Hub Box

From backstreet burger joint to a cult favourite across the South West, we've been with Hub Box since day one. What began as logo and packaging design has grown into a full-scale creative partnership – spanning everything from branding and interiors to high-performing social campaigns and influencer collaborations. Together, we've built a bold, playful brand that lives and breathes across every touchpoint.

To discover our case studies fully, including all imagery, visit [meorstudio.co.uk/projects](https://meorstudio.co.uk/projects)



On location with Idle Rocks x St Mawes





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