# Coca‑Cola turns Catford shopkeeper into town billboard as part of 125th anniversary push



Coca‑Cola’s new UK film that celebrates the enduring role of corner shops has put a Catford retailer centre‑stage, turning a local convenience store owner into a town billboard. Kaual Patel, who runs Torridon Convenience Store, appears in the short film The Bosses and — according to the Evening Standard — his portrait by National Portrait Gallery photographer Serena Brown will be displayed on out‑of‑home advertising across Catford as part of the brand’s 125th‑anniversary activity in Great Britain.

Speaking to the Evening Standard, Mr Patel said: “Catford is home, and I’m proud to be in a position not just to provide my local community with their daily essentials, but to give something back too.” The story traces his family’s association with the shop back to 1984 and highlights visible signs of local engagement around the store — from a mosaic created by schoolchildren to in‑store initiatives that have aimed to reinforce the shop’s community ties.

The Torridon outlet’s recent transformation has been substantial. Industry notices of the refit describe a ten‑week modernisation that introduced new fixtures, enlarged chilled sections, an expanded food‑to‑go offer and an innovative cold room or “beer cave”. The refit was carried out alongside Nisa Local branding and operational upgrades such as electronic shelf‑edge labels — changes the owner has said were intended to help the independent store compete with larger supermarkets while better serving local shoppers.

That commercial experimentation has extended beyond merchandising. The retailer has collaborated with Brockley Brewery on a store‑branded Torridon Lager and launched a limited‑edition “Gin In A Tin” with a Cotswolds distillery, a 200‑unit run sold in recyclable jerry‑can style packaging. Reporting on the store’s recent award wins also notes the addition of Post Office services and other convenience‑led features that have contributed to wider recognition of the business within the sector.

Coca‑Cola Europacific Partners, which is running the film and associated activity, frames the campaign within wider consumer research. The company cites Opinium polling that it says shows a resurgence in the importance of convenience stores to British shoppers — including figures that 23 per cent of people rely on such stores more than other retail outlets and 34 per cent consider them part of daily life. The company also highlights its “Made in GB” credentials and says most products sold in Britain are locally manufactured; it has described the campaign as part of a package of support for independent retailers that includes donations to community causes nominated by featured shopkeepers and mentoring initiatives. Industry coverage of the anniversary activity has underlined operational trends among independents — from parcel collection and home‑delivery options to broader ranges — that brands like Coca‑Cola are keen to champion.

The campaign and the profile it brings have been welcomed locally and recognised nationally. Torridon was named Convenience Store of the Year at an industry awards ceremony, an accolade that, supporters say, reflects the practical and community‑facing innovations many independent retailers are adopting. At the same time, the project illustrates how multinational brands use celebratory storytelling to align themselves with neighbourhood commerce: Coca‑Cola says it is shining a light on shopkeepers’ contribution to local life, while independent owners say the attention can help footfall and community projects — even as such initiatives inevitably form part of wider commercial partnerships.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/news/london/corner-shops-coca-cola-advert-uk-catford-london-uk-b1243303.html), [[3]](https://www.cocacolaep.com/gb/news-and-stories/coca-cola-celebrates-convenience-stores-as-part-of-its-125th-anniversary-in-gb/)
* Paragraph 2 – [[1]](https://www.standard.co.uk/news/london/corner-shops-coca-cola-advert-uk-catford-london-uk-b1243303.html), [[2]](https://www.standard.co.uk/news/london/corner-shops-coca-cola-advert-uk-catford-london-uk-b1243303.html), [[6]](https://www.newsshopper.co.uk/news/24402704.lewisham-nisa-torridon-named-convenience-store-year/)
* Paragraph 3 – [[5]](https://www.nisalocally.co.uk/corporate/news-press-office/terrific-torridon-goes-to-town-on-refit/), [[6]](https://www.newsshopper.co.uk/news/24402704.lewisham-nisa-torridon-named-convenience-store-year/)
* Paragraph 4 – [[6]](https://www.newsshopper.co.uk/news/24402704.lewisham-nisa-torridon-named-convenience-store-year/), [[7]](https://c-talk.co.uk/kaual-patel-turns-local-trees-into-gin)
* Paragraph 5 – [[3]](https://www.cocacolaep.com/gb/news-and-stories/coca-cola-celebrates-convenience-stores-as-part-of-its-125th-anniversary-in-gb/), [[4]](https://www.talkingretail.com/news/industry-news/coca-cola-highlights-role-of-convenience-stores-as-it-celebrates-125th-gb-anniversary-16-04-2025/)
* Paragraph 6 – [[6]](https://www.newsshopper.co.uk/news/24402704.lewisham-nisa-torridon-named-convenience-store-year/), [[3]](https://www.cocacolaep.com/gb/news-and-stories/coca-cola-celebrates-convenience-stores-as-part-of-its-125th-anniversary-in-gb/), [[4]](https://www.talkingretail.com/news/industry-news/coca-cola-highlights-role-of-convenience-stores-as-it-celebrates-125th-gb-anniversary-16-04-2025/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.standard.co.uk/news/london/corner-shops-coca-cola-advert-uk-catford-london-uk-b1243303.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/news/london/corner-shops-coca-cola-advert-uk-catford-london-uk-b1243303.html> - Evening Standard reports that Kaual Patel, owner of Torridon Convenience Store in Catford, features in Coca‑Cola’s new film The Bosses celebrating corner shops on Britain’s high streets. The piece outlines Patel’s family history with the business since 1984, his community projects, in‑store innovations such as a beer cave and store‑branded beer and gin, and a mosaic by local schoolchildren. It notes portraits by National Portrait Gallery photographer Serena Brown and says Patel’s image will appear on out‑of‑home advertising across Catford. Coca‑Cola’s research for its 125th GB anniversary, cited in the article, highlights the renewed importance of local convenience stores today.
3. <https://www.cocacolaep.com/gb/news-and-stories/coca-cola-celebrates-convenience-stores-as-part-of-its-125th-anniversary-in-gb/> - Coca‑Cola Europacific Partners (CCEP) announced a UK campaign marking 125 years of Coca‑Cola in Great Britain that spotlights corner shops and their owners. The press release presents Opinium research showing many Britons view convenience stores as essential, with 23 per cent depending on them more than other retail outlets and 34 per cent calling them part of daily life. CCEP highlights its ‘Made in GB’ credentials and claims 97 per cent of products sold in Britain are manufactured locally. The announcement describes support measures for independent retailers, storytelling around shopkeepers and donations to community causes nominated by featured store owners.
4. <https://www.talkingretail.com/news/industry-news/coca-cola-highlights-role-of-convenience-stores-as-it-celebrates-125th-gb-anniversary-16-04-2025/> - Talking Retail covers CCEP’s initiative marking Coca‑Cola’s 125th anniversary in Great Britain, emphasising the role of corner shops and their owners. It summarises Opinium research used by the brand that finds a resurgence in local convenience retail, with 23 per cent of shoppers relying on corner shops more than other outlets and many considering them essential. The article quotes industry figures and highlights CCEP’s commercial focus on supporting convenience stores, including sales data and retailer insights. It describes trends such as parcel pick‑up, home delivery and expanded ranges, and notes Coca‑Cola’s intention to champion and mentor community retailers across Britain.
5. <https://www.nisalocally.co.uk/corporate/news-press-office/terrific-torridon-goes-to-town-on-refit/> - Nisa reports on the Torridon Convenience Store refit led by Kaual Patel in Catford, detailing a ten‑week refurbishment that modernised the outlet with new fixtures, expanded chilled sections, a food‑to‑go offer and an innovative ‘beer cave’. The piece explains the dual branding with Nisa Local, operational improvements to stockroom layout and electronic shelf edge labels, and emphasises Patel’s aim to compete with larger supermarkets. It quotes Patel on the risks of closing for refit, the payoff in rising trade and his desire to offer customers a comprehensive convenience experience while reinforcing the store’s community role and local identity and pride.
6. <https://www.newsshopper.co.uk/news/24402704.lewisham-nisa-torridon-named-convenience-store-year/> - News Shopper reports that Nisa Torridon in Lewisham, run by Kaual Patel, was named Convenience Store of the Year at a national awards ceremony. The article highlights Patel’s initiatives including a refit, an expanded food‑to‑go range, the Vault beer‑and‑wine cold room and his collaboration with Brockley Brewery to produce Torridon Lager. It notes his Post Office services and community projects such as a mosaic by local schoolchildren. Patel is quoted expressing pride at winning and gratitude for new industry friendships formed at the event held in Birmingham, noting the recognition for independent retailers’ innovation and customer focus and community impact.
7. <https://c-talk.co.uk/kaual-patel-turns-local-trees-into-gin> - C‑Talk covers Kaual Patel’s launch of a limited‑edition ‘Gin In A Tin’, created in collaboration with a Cotswolds distillery and inspired by bay and olive trees planted outside his Torridon store in Lewisham. The piece describes Patel’s creative process, tasting trials with customers, the 200‑unit limited run and the recyclable jerry‑can packaging. It situates the gin as a follow‑on from his earlier craft beer range and credits local community projects such as a mosaic and tree planters for inspiring product ideas. Patel comments on sustainability, local identity and plans for potential future seasonal editions if demand continues later in summer.