

29 September 2025

ProCook to open five more new stores ahead of key 2025 Christmas period, accelerating growth through its retail expansion strategy

- Five new stores to open in Manchester Amdale, Birmingham Bullring, Canterbury, Plymouth and Eastbourne
- Takes the running total to 10 new stores in FY26, with all locations open ahead of the Christmas period
- ProCook has committed to investment of £7.0 million across 22 new store openings since June 2024 when it announced its ambition to expand its retail estate to 100 UK stores

ProCook, the UK's leading direct-to-consumer kitchenware brand, today announces the opening of five additional stores during October and November ahead of the key Christmas trading period. The new stores are located in some of the UK's most prominent retail destinations: Manchester Amdale, Birmingham Bullring, Canterbury, Plymouth and Eastbourne. They join the five stores already opened in FY26 - Southampton, Hereford, Reading, Cotswolds Designer Outlet and Chichester - and will increase the total retail estate to 75 stores across the UK.

The five new openings demonstrate further strong progress against ProCook's medium-term target of 100 stores nationwide. Since setting out its estate expansion strategy in June 2024, ProCook will have opened 22 stores and invested £7.0 million to grow its presence in prime retail locations.

Together, the ten FY26 openings provide exposure to more than 120 million visitors annually. Manchester Amdale alone attracts over 45 million visitors each year and will become the company's second location in the city following its Trafford Centre opening in late 2023. The upcoming Birmingham Bullring opening will give ProCook its third location in the UK's second-largest city and access to over 35 million annual visitors, following the opening of two new stores in Solihull and Merry Hill last year.

The majority of these new locations are larger-format stores designed to offer customers more space to explore ProCook's expanding range, including its growing line of small kitchen electricals. The Birmingham Bullring store will also debut a refreshed store format, reflecting the Company's ongoing commitment to delivering an inspiring experienced-focused customer journey.

The store expansion programme has created over 150 new jobs across the UK so far, further supporting local economies and strengthening ProCook's nationwide presence.

Lee Tappenden, CEO, commented: "The five new additions to our store estate mark further strong progress and momentum towards our 100 stores ambition. With each new location, we're not only expanding our footprint but also bringing the ProCook experience to more customers in some of the UK's busiest shopping destinations. Our investment in our store estate reflects our confidence in physical retail and its role in showcasing our growing range - including our newest electrical products - in an engaging way. We're excited to build on this momentum as we head into the key Christmas trading period and beyond into 2026."

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Media contacts

MHP Group - procook@mhpgroup.com

Stores to be opened before Christmas trading in FY26:

Location	Centre	Expected opening
Birmingham	Bullring	October
Canterbury	Whitefriars	October
Plymouth	Drakes Circus	October
Manchester	Amdale	November
Eastbourne	Beacon	November

Stores already opened in FY26:

Location	Centre
Southampton	Westquay
Hereford	Old Market
Reading	Oracle
Cotswolds	Cotswolds Designer Outlet
Chichester	North St

Notes to editors:

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. ProCook designs, develops, and retails a high-quality range of direct-sourced and own-brand kitchenware which provides customers with significant value for money.

The brand sells directly through its website, www.procook.co.uk, and through 70 own-brand retail stores, located across the UK.

Founded over 25 years ago as a family business, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist kitchenware company, employing over 600 colleagues, and operating from its Store Support Centre in Gloucester.

As a B Corp, a Real Living Wage employer and a certified Great Place to WorkTM, ProCook is committed to being a socially responsible and environmentally conscious business for the benefit of all stakeholders.

ProCook has been listed on the London Stock Exchange since November 2021 (PROC.L).

Further information about the ProCook Group can be found at <https://www.procookgroup.co.uk/>

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