



## Case Study: Hawksmoor

# Sustainable cleaning that delivers results

### Overview

Hawksmoor is widely considered one of the most admired companies in the restaurant industry, with award-winning restaurants in the UK, NY and Dublin.

They became the first UK restaurant group to gain B Corp certification, joining a global movement for an inclusive, equitable and regenerative economy.

Hawksmoor has just published the company's first annual [impact report](#), and in working with Thrive, they are furthering their commitment to sustainability and enhancing the customer experience.



### The Challenge

#### Knightsbridge

High FOG (fats, oils & grease) volumes caused odours, blockages, and high maintenance costs in grease traps and basement pits.

Traditional chemical and manual solutions were disruptive and unsustainable.

#### Air Street

Frequent urinal blockages and strong odours were leading to downtime, expensive external callouts, and poor guest experiences.

Root cause: uric acid scale reacting with limescale, narrowing pipework and causing backups.

"Hawksmoor proudly drives sustainable practices. Using Thrive's innovative solutions, we can now effortlessly reduce kitchen waste, eliminate odours, and maintain a pleasurable dining experience for our customers!"

- Patrick Urey, Hawksmoor Head of Operations.

### Industry

Hospitality

### Location

Knightsbridge, London  
Air St, London



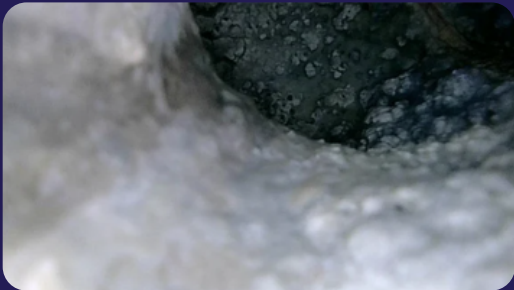
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## The Solution

By replacing harsh chemicals with Thrive's biological cleaning technology, Hawksmoor achieved cleaner, more efficient systems across both sites.

- SLUDGEZAP and FOGZAP were applied at Knightsbridge to biologically digest grease, oils and organic matter in traps and pipework.
- URIZAP was introduced at Air Street to naturally break down uric scale, prevent blockages, and remove odours.

This proactive, eco-friendly approach reduced waste, odour and maintenance while aligning with Hawksmoor's B Corp sustainability goals.



### Before:

Slogged urinals that prevented flow and caused pungent odours



### After:

Clear and odour free, no manual work required

## The Benefits

- Elimination of foul odours.
- Fewer blockages, replacements, and callouts – reducing costs and carbon impact.
- Removed the need for harsh chemicals.
- Enhanced hygiene and guest experience.
- Fully aligned with Hawksmoor's sustainability strategy.

### Knightsbridge

- 80% reduction in grease trap FOG.
- 97% reduction in basement grease pit build-up.
- Cleaner, safer kitchen environment.

### Air Street

- Noticeable urinal improvement within 3 weeks, odour-free by 6 weeks.

## About Thrive

Thrive believes cleaning can be smarter, safer, and better for the planet.

We develop innovative, science-backed biological solutions to tackle the challenges of human-made pollution.

Our groundbreaking products transform how people clean—delivering exceptional performance without compromise. By setting new standards in sustainability, we empower businesses to reduce waste, improve efficiency, stay compliant, and shrink their carbon footprint - all while supporting the regeneration of our planet's ecosystems.

Biotech that cleans, clears & restores

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