

A red square logo with a white border. Inside the square, the name 'IZZY PAYNE' is written in white, bold, uppercase letters. Below the name, the text 'Copywriting, communications, journalism.' is written in a smaller, white, serif font.

# IZZY PAYNE

Copywriting, communications,  
journalism.

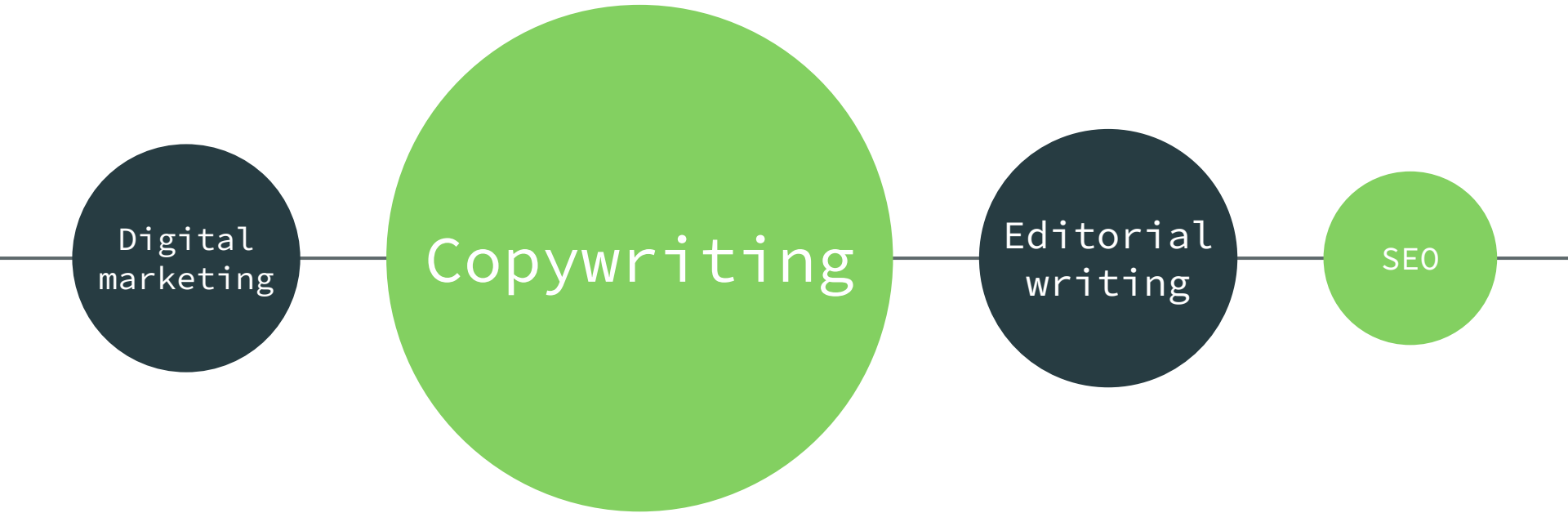
# Get to know me

Hi. My name's Izzy. I'm a creative and ambitious writer with over four years of experience.

Before I got into writing professionally, I worked in hospitality. I got my first job in a coffee shop at 14. I quickly fell in love with it and became a qualified speciality barista. After my dalliance with all things caffeinated and frothy, I dabbled in pubs, bars, and restaurant service. I loved the intricacies of spirits and wines, the comradery between colleagues, and the technicality of mixology.

The two loves of my life are writing and hospitality. My work has allowed me to combine these two facets of my life, as I often write copy and create digital marketing campaigns for food and drink brands. It's the best of both worlds.

# Skills & expertise



# Career highlights:

## Digital Communications Manager

Neverbland, London

## Head of Communications

Peak Mood, London

## Copywriter and PR Executive

Neverbland, London

## Freelance Copywriter

KHWS, London

## Staff Writer

The Human Perspective, London

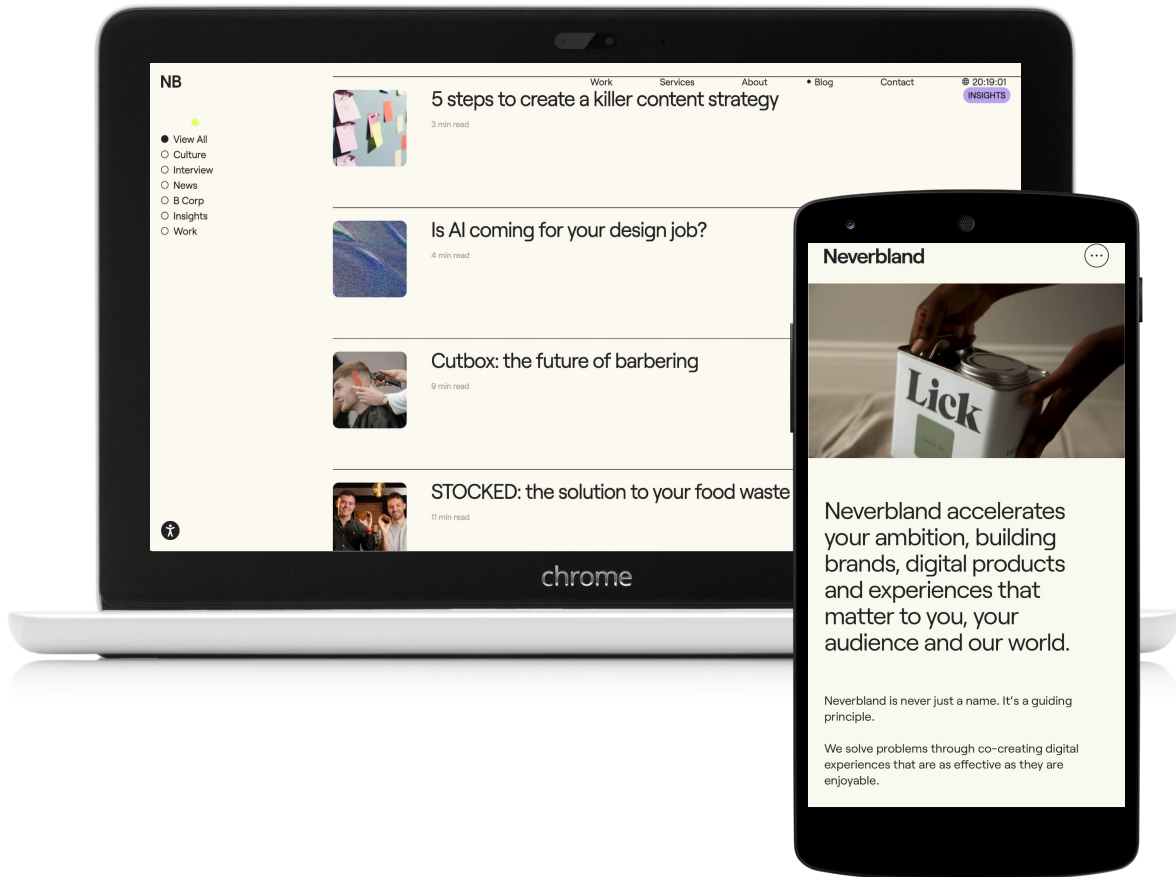
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# Neverbland

I joined Neverbland in 2022 as a Copywriter and PR Executive. I was promoted to Digital Communications Manager in 2023.

I have been responsible for creating original copy for the blog and socials, as well as creating copy for clients sites.

The content I have created for their website ranges from casual, humorous blogs to informative thought leadership pieces on important topics.



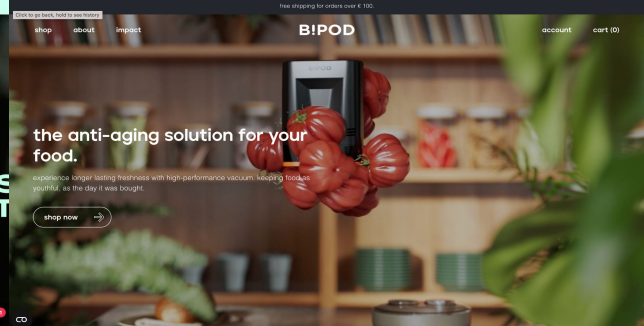
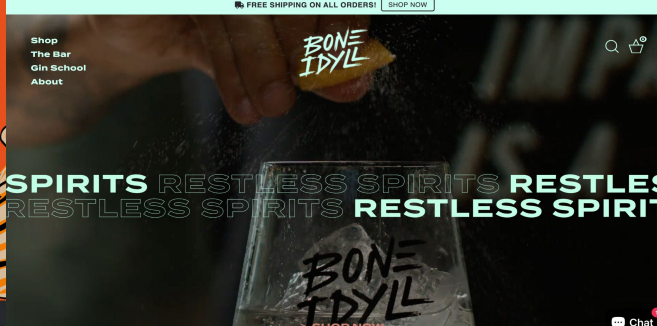
# Peak Moods

Peak is a revolutionary new functional beverage set to rewrite the drinks industry.

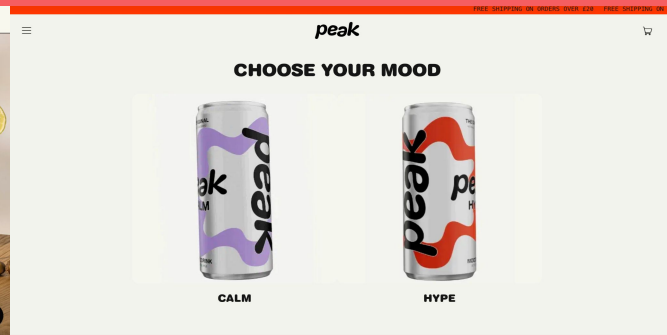
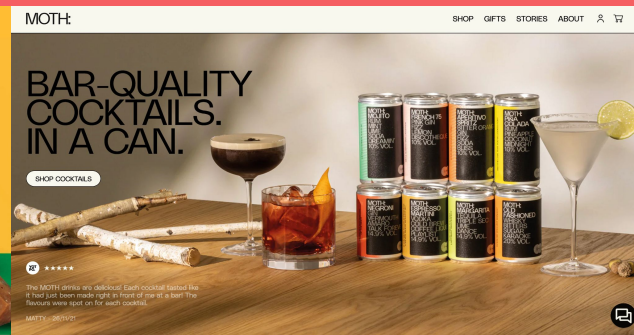
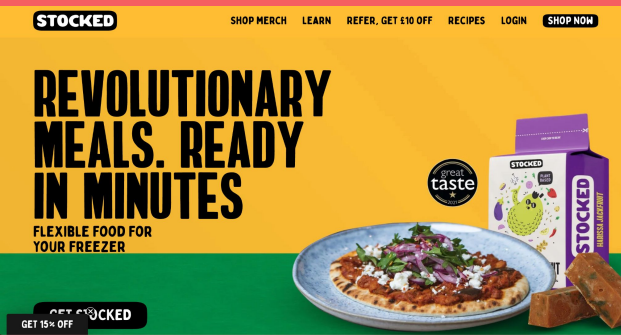
As their Head of Comms, I was responsible for creating and managing content across all channels.







# Recent food & beverage clients.



Blogs.



# The Great British Shake-off



This article was written in partnership with Moth canned cocktails to illustrate the high quality of their product.

The tone needed to be funny and a little sarcastic to suit the content.

All photography by me.

After building a website for our friends at Moth our eyes were opened to the possibilities of canned cocktails, but is the canned version better than the DIY? We did a very official experiment to put them to the test.

Moth, standing for 'mix of total happiness', is a brand of canned cocktails that packs premium mixology into a portable can at an affordable price. Canned cocktails are so in right now, and Moth has created an elevated product to take your at-home cocktail experience to another level.

One thing you should know about me is that I love a good DIY. From making my own clothes to building furniture to doing DIY gel manicures, if I can do it myself I'll always give it a fair whack. So upon the first sip of my first magnificent can of Moth, I began to wonder...could you do it yourself and it still be this good?

I know that a big plus factor of Moth is its inherent portability. If this test were a real controlled study, we'd probably have to be doing this on public transport, but that seemed pretty inconsiderate for everyone involved.

This is not a test of portability or convenience, because if it was Moth would already win. This is a test of taste and overall drinking experience. So I gathered the most inexperienced gaggle of Neverblanders I could find to put their skills to the test.

We basically wanted to see whether doing it yourself is better. I think you can see where this is going. The teams were chosen and their names were picked:

Margarita Mammás a.k.a. Lauren and Bichen

Scared Shotless a.k.a. Ryan and Bethan

Shake-Off Queens a.k.a. Sarah and Laura

Let the games begin.

# My first year in tech



This piece was really fun to write. I kept the tone lighthearted and a little witty as I was writing about myself and my own experiences, and it performed really well as a result.

Last week, I was curled up on the sofa one evening, when my phone began to vibrate vigorously. *Buzz. Buzz. And buzz again.* Odd, I thought.

I turned my phone over and examined the screen, expecting a stream of ranting texts from a friend or perhaps a sequence of spam emails. My face was illuminated by equal parts LED and horror as the notification glared back at me:

*"Congrats on your work anniversary!"*

Oh, God. A whole year has passed since I started working at Neverbland. A year of my life blinked past me in an instant. A whole year. Not to be too overly cliché, but they do say that time flies when you're having fun. I would tend to agree, and it definitely flies by whilst you're in the first year of your new career.

Some fifty-something weeks ago I was pouring pints and shaking cocktails, writing sporadically as a freelance hustle in between bouts of desperately crying out into the LinkedIn void: "please someone hire me!" Flash forward to the present day and I've progressed to become the Digital Communications Manager at Neverbland, with a whole year of industry experience under my belt. Wild.

Despite being a member of Gen Z, arguably the techiest generation, I'm not much of a tech wizard. I use tech with ease, but like most of the general population, I'm not sure I understand it – so you can imagine my surprise when I had to learn what a digital product studio does.

I had envisioned every unfortunate stereotype under the sun. I roughly knew what designers did as I have a few arty-farty friends, but developers were a new and foreign concept for me. And what even is coding? My mind swirled at the concept of a few measly letters being able to give the user control of a new function on the website.

I remember *feeling* like a coder back in the day, tweaking my 2012 Tumblr theme to be just the right shade of '*no one understands me*' grey, but real coding? Way above my mental pay grade. And as for the type of person who codes – I had visions of a basement-dwelling group of boys, afraid of sunlight and socialisation. Sorry guys.

I think it's the only time I've ever been happy to be wrong.

## STOCKED: the solution to your food waste woes



Recent Dragon's Den entrepreneurs Sam and Charlie sat down with me for an exclusive interview.

They aim to rewrite the ready-meal rule book with their high quality product - STOCKED blocks.

STOCKED has put a twist on classic batch cooking techniques to deliver high-quality, fresh meals that are changing the convenience meal game. In these challenging economic times, could STOCKED be the product to satisfy your hunger for convenience and affordability without compromising on taste?

Neverbland met with Sam and Charlie, co-founders of STOCKED and life-long friends to hear more about their innovative business.

Neverbland: How did STOCKED get started?

Sam Moss, co-founder of STOCKED: I've always been a big fan of batch cooking. One day, I was defrosting a bag of chilli in the microwave and it exploded everywhere. I thought: there's got to be a better way to do this. I was having a conversation with my mum one day, and she mentioned that she used to freeze baby food for me in those handy reusable ice trays. So I went home and cut up a bunch of old ice cube trays, and the first chilli Blocks were born. I knew that I couldn't run a food business by myself as my culinary skills didn't extend past batch cooking chilli, so I went to my friend Charlie who's the best chef I know. I went to him for insight and walked out a business partner, and together we created STOCKED.

Charlie Gilpin, co-founder of STOCKED: I have been working in the food industry for over thirteen years now. I've worked every role in hospitality from waiting tables to cheffing, and even cooking on music tours with the likes of Katy Perry and the Spice Girls. I set up my own award-winning street food company in 2015. I did that for five years and achieved great success at pop-up events and street food markets in and around London. We'd taken over a pub kitchen in south London for a pop-up event when Sam came to talk to me about this wacky idea for Blocks of frozen food. It was too weird and wonderful to let go.



# B!POD: the anti-aging solution for your food



This article aimed to inform the reader of the issues associated food-waste and provide them with a solution from one of our clients.

B!POD specialise in improving the way we store, cook and eat out food.

Food waste is rapidly becoming one of our world's biggest issues. When we think of making more sustainable choices, we often leap to taking up cycling or installing solar panels in our homes. All too frequently we neglect to consider the issue of food waste when we're trying to be a little greener.

This shouldn't be the case.

- ✓ The UK throws away 9.52 million tonnes of food per year
- ✓ This emits 25 million tonnes of CO2 – more than Kenya's total annual emissions
- ✓ 40% of food produced globally goes to waste

The fact of the matter is that most CO2 emissions don't come from you driving to your local supermarket or doing the school run, they come from a small number of massive corporations who refuse to think of the planet. However, this doesn't mean that you should give up on thinking a little greener entirely. Every positive choice makes a positive impact on our planet's fragile climate, and food waste reduction is one of the easiest ways to reduce our individual emissions.

Making better choices about your food consumption not only helps the planet but also helps your wallet. Investing in food waste solutions alleviates some of the struggles of the recent cost of living increase. As we're spending so much more money on basic groceries, it's important to preserve the food we're paying for. Ensuring that you're not overbuying food with a shorter shelf life, and investing in food storage techniques that prolong the life of your produce could really improve the amount of food waste you produce. B!POD is the newest solution to our food waste problem.

**Thought leadership.**

# Mood Drinks enter the mainstream



This article aimed to educate readers on the creation of a new category within the drinks industry: mood drinks.

We've been doing the same beverage routine for the last century and a bit. Since our industrial revolution, we've been conditioned to caffeinate to increase performance and then self-medicate with alcohol to relax in the evening. Most of us wake up and have our morning cuppa joe to get us jolted with caffeine and ready for work. You do this, not just because it's the done thing, but because you do feel more awake.

But caffeinating yourself can come with some less-than-useful side effects. You can shake, sweat and stress yourself into a caffeine-induced panic pretty easily after just a couple of jolts of coffee. After a full day of working and a few brews later, you need to come down from that caffeine high. What better way to do that than a cold beer or chilled rose to switch your engines off? It's simple and so instantaneously effective that it has become nearly irresistible to avoid.

I like a cocktail as much as the next gal, but the next generation of beverages has got us rising up and unwinding differently. Say goodbye to over-caffeinating and a glass of vino before bed, we're in a new age of mood-boosting beverages. It's official, the mood beverage industry is here to stay: The Financial Times recently released a groundbreaking [article](#) detailing the genre's skyrocketing success.

The wellness industry's massive growth in recent years has flooded us with every crunchy life hack out there. From mindfulness to meditation, the wellness industry has got all of us doing the absolute most in the name of feeling better. The mood industry is the alternative dovetail to the cutesy pastel pink millennial wellness trends.

The wellness industry has sparked a clean eating and sober curiosity amongst the younger generations. People more often than ever before are reaching for sober alternatives. 0% alcohol is to gen z what gluten-free is to millennials.

This is where mood drinks come in. rather than drinking a low-alcohol beer or a 0% G&T, you can now choose to drink something that still gives you a social buzz despite its lack of alcohol. Even when not socialising, mood drinks are helpful to unwind and unplug from the stresses of everyday life. Rather than reaching for the beer out of the fridge, you can now reach for a Peak Unwind for example, and allow the unique blend of ingredients to relax you without the need for numbing alcohol.



# Covid, the rise of wellness, and the birth of brain boosters



I wrote this article as part of a discussion about how life had changed post-covid, and how we were all beginning to take a very holistic view of health.

In case you missed it, the whole world has shifted. The unfathomable impact of a global crisis has forced many of us to reconsider our priorities. Together, as we navigate Covid, you'll be hard pushed to find someone who hasn't suffered the pressure of lockdowns, restrictions and this newfound anxiety as the world reopens.

One silver lining we should all find solace in is the increasing interest in more conscious living. Specifically, it's unearthed a new mindset of '*health above all else*' and, perhaps most significantly, mental well-being for Millennials and Gen Zs.

## Prioritising Health in Life After Covid

Due to the general health anxiety that's arisen out of the pandemic, it's clear we're becoming more conscious of what we consume and what we purchase. Recent research from [FMCG Gurus](#) found that 59% of consumers from around the globe are now more aware of their overall health and well-being. In addition, 73% state that they plan to eat and drink better because of it.

Similarly, according to research by the Grocer and [Strategy& \(PwC\)](#), 29% of UK consumers have made changes to their diet and health since March 2020. Although we've seen a spike in comfort eating and snacking, there is a heightened consciousness around healthy food and drink and interest in alternatives to sugar, alcohol, and energy.

Conscious consumption is highest amongst the Millennial and Gen Z demographic, with 17% of 18–34-year-olds changing their diet for environmental and ethical reasons. Since March 2020, Gen Z consumers have made the most significant changes to their diets, with 36% of respondents to The Grocer and Strategy&'s survey revealing they've made a dietary change, compared with 28% of 35–53-year-olds and 24% of over 55s.

## Championing Mental Well-Being

As Covid health anxiety mounts on top of back-to-work stress, the importance of mental well-being amongst younger adults has snowballed. Millennials and Gen Zs are now championing the fight for better mental health awareness in the workplace.



# How canned cocktails are shaking up the drinks industry



As we had just started working with MOTH cocktails, I wanted to write an informative and entertaining article all about the rise of ready-to-drink canned cocktails. I kept the tone of voice light and humorous to match the subject.

## Great British summertime.

No one does sunshine quite like the Brits. Shirtless football hooligans, sticky humidity without a breath of air conditioning, and frankly far too many uncovered toes for my liking. But love it or loathe it, most of us will agree that the best thing the Brits do in Summertime is the indulging in a refreshing beverage. Sure – an ice-cold lemonade will hit to spot, or a fruity Pimms, or even a cold crisp larger, but you know what would be even better?

## A cheeky cocktail.

If you're not a mixologist, ready-to-drink (RTD) canned cocktails are a great way to spice up your summertime drinking.

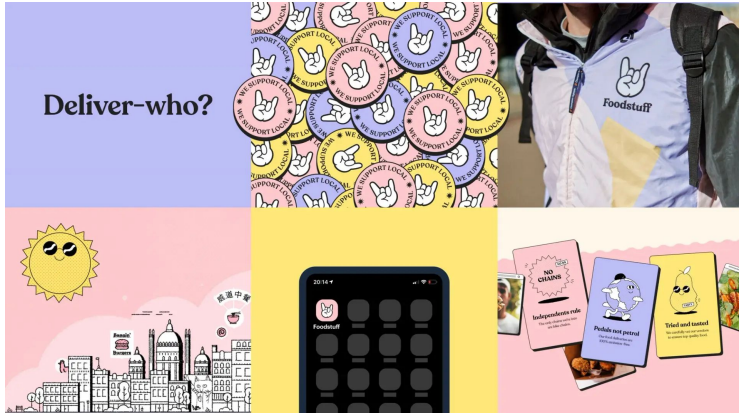
Canned cocktails have historically had a bad rep. From the saccharine sweet flavourings of the 90s wine cooler to the original canned cola and Jim Beam 'cocktail', these drinks have to flip-flopped in and out of fashion for decades.

The first canned cocktails emerged as early as the 1800s when a Connecticut hotel batch made and bottled martinis and manhattan cocktails for a picnic. The 1960s saw a resurgence of the canned cocktail, with Jim Beam leading the genre with their bottled Manhattans, Whiskey Sours, and Old Fashioned's. Bacardi soon followed suit with a canned Daiquiri.

Whilst these drinks fell prey to the fickle popularity cycle, the 1990s refreshed the genre with the introduction of hard lemonades. That's right, say hello to the iconic Smirnoff Ice. These refreshing cousins of the cocktail paved the way for the hard seltzers of the 2010s. Hard seltzers, like White Claw, boast a high alcohol content but a low calorie count, with subtle flavourings and at a low cost.



# Foodstuff: service with soul



This article was written to discuss how our food delivery services have changed in recent years, with reference to a great delivery service business we worked with called Foodstuff.

We all love a takeaway, but the process can be taxing.

Picture it: it's Friday night and you're rooting through the takeout menu drawer. After calling the restaurant and waiting on hold, you begin impatiently waiting for your food. It arrives some unknown time later, only to be delivered by an underpaid and unappreciated delivery driver. You sit down to tuck into your lukewarm dinner, but you're left with a bad taste in your mouth.

The pandemic shone a light on the importance of supporting local businesses. Whilst restaurants continue to fall victim to the rising tides of restrictions and lockdowns, many independent businesses took to third party delivery services to stay afloat.

Services such as Deliveroo, Just Eat and UberEats grew hugely between 2019 and 2020, with thousands of businesses flocking to sign up during the peak of the pandemic. The majority of people under the age of thirty-five have said that they prefer using third party delivery sites, despite how their fees often financially damage independent restaurants.

Deliveroo, one of the major players in the delivery market, boasted a 110% increase in orders across the UK compared with the first half of 2020. It now offers takeaways from more UK restaurants and food merchants than any other service.

Third-party services seem like the most convenient option for restaurants and consumers alike, yet business owners still face high transaction fees, order errors and a general lack of control over their consumer experience. Ordering directly through the restaurant would be a better option, but without the sheer convenience of the app, with its order tracking capabilities and clear price breakdown, people aren't ordering directly anymore.

The average spend per person per year rose by 42 per cent over two years: from £452 in 2019 to £641 in 2021. 32% of consumers say they will continue to order more takeaway after the pandemic, while 31% say they will eat out less in the future.

So with the takeaway trend not slowing down and the use of third party delivery services continuing to increase, how can we enjoy our food more sustainably?

The answer: Foodstuff.

**Exclusive interviews.**

# Interviews

I have a wealth of experience conducting lengthy interviews with entrepreneurs, CEOs, start-up founders, and public figures.

I am particularly adept in condensing these interviews into SEO optimised articles.

Check out my interview with the founders of [STOCKED](#) and [VINNY](#).

## STOCKED: the solution to your food waste woes

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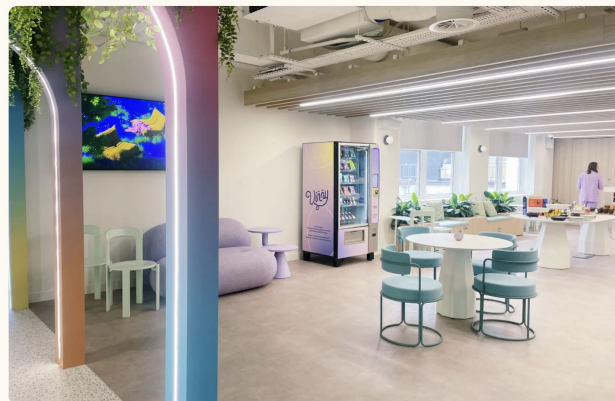
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## Vinny: the newest mood marketplace starts work with Neverbland

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Vinny is a certified B Corp business dedicated to spotlighting mood-boosting and wellness gifts and products in their funky vending machines and new e-commerce site. We checked in with one of their founders, Matthew Kitchen, to learn more about their growing business.

Neverbland: Where did you get the idea for Vinny vending machines?

Matthew Kitchen, co-founder of Vinny: It was kind of a eureka moment, but also a typical frustrated founder's story in that Vinny was an answer to my own problem. Myself and my partner and co-founder Isla were both travelling in the South of France. We were stuck in this tiny little airport with no shops or food, just a couple of vending machines. Everyone was hammering these vending machines because there was no other option, and we were both vegan at the time so we had even fewer choices.

The humble vending machine that sits in the corner of a space is an untapped resource. Compare what we use vending machines for in this country to how places like Japan use them, and there's a contest. You can buy a hot meal or even a pair of socks from a vending machine there, so the ones in Europe are useless in comparison.

I was sitting on the plane on the way home thinking about it, asking myself: 'why hasn't someone done something with vending machines?' and it just came to me. I was doing graphic design at the time so I started sketching up some ideas for how something like this could look. When we got home, the idea stuck with me. So once we got home we looked at it seriously and considered creating a concept vending machine.

**Product + Ad copy.**



# HYPE



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👂 TASTE ^


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★★★★★


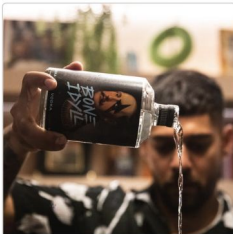
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