

# AROUND Arena

THE HOSPITALITY NETWORK

WINTER 2011

Presented by

**Richard Cousins**

Group Chief Executive,  
Compass Group PLC



**Tuesday 12 April 2011**

**The Savoy, London**

Spring 2011 sees the return of The Savoy Lecture. The legendary centrepiece of the Arena events calendar has been absent for three years due to the closure of The Savoy hotel for major renovation. With the incredible restoration project complete and the iconic London hotel restored to its former glory and beyond, it will once again play host to The Savoy Lecture on Tuesday 12 April 2011.

Arena's Savoy Lecture has a strong tradition of excellence, thanks to the long line of illustrious speakers that have taken to the stage, making it a 'must-attend' event for hospitality industry professionals. The 2011 Savoy Lecture will continue this level of distinction with Richard Cousins, Group Chief Executive of Compass Group PLC.

Richard is at the helm of a business with an impressive profile. Compass is the world's leading contract catering company and major support services provider. It operates in 50 countries, employs nearly 400,000 people, has annual revenue of almost £14 billion and sits at number 36 in the FTSE100.

Richard became group chief executive of the Compass machine in 2006 and under his leadership it has gone through an amazing period of transformation and development. During this time Richard has kept a relatively low public profile, making his presence at The Savoy Lecture even more interesting and exciting.

Make sure you are part of The Savoy Lecture's return. Join us to learn more about Richard Cousins and to gain an insight into what he believes the future has in store for Compass and the broader sector. You will also experience the magnificence and elegance of The Savoy.

The evening begins at 6pm with Richard's formal lecture presentation, followed by a networking drinks reception and sumptuous dinner. Historically, tickets for The Savoy Lecture are highly sought after and this will certainly be the case for this year's returning event. Get your tickets early to ensure you are part of this fantastic event.



The return of the

**SAVOY**

Lecture

## THE SAVOY LECTURE

WHEN *Tuesday 12 April 2011*

WHERE *The Savoy, London*

COST *£220 plus VAT for Arena members & £265 plus VAT for non members*

BOOK *Online at [www.arena.org.uk](http://www.arena.org.uk) or contact Lorraine on 0203 087 2378 / [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk)*

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THE HOSPITALITY FACTOR



MEMBERS' NEWS

# Welcome & Happy New Year



I hope you all had a wonderful Christmas and New Year.

I've been looking back over some of the highlights of 2010. It seems like only yesterday we were briefing Mary Nightingale for her Face to Face interview with Aidan Connolly at the Dorchester. This was our biggest event for a number of years, with over 350 attendees.

It was then onto The O2, which introduced a new dimension to our events. The inclusion of a fascinating back-of-house tour of the splendid catering facilities before hearing from David Campbell, the man behind the transformation of the Millenium Dome into The O2, was very well received.

The latter part of the year brought us Andrew Lynch, the man at the helm of the dedicated operator of food and beverage brands in travel locations worldwide, SSP, and then David Clarke, CEO of Best Western and the star of Channel 4's *Undercover Boss* series, rounded off the year at the popular Arena Christmas Lunch.

In total, nearly 1,000 guests attended our Arena events in 2010 and I would like to take this opportunity to thank you all for your valued support.

We are now only three months away from the event that many of you have missed over the past three years – our eagerly awaited Savoy Lecture. I'm sure you have read all about this on the front cover but if you have never been to The Savoy Lecture before and want to know more, please contact me.

And for me personally, there's just over two months to go until I embark on my trek along the Great Wall of China – very scary! You can read all about what I am up to in this issue of *Around Arena* and I hope to see (and possibly hear!) many of you on Wednesday 19 January 2011 at my *Hospitality Factor* fundraising night, so start warming up those vocal chords.

All the best

**Lorraine Wood** Director Arena

T 0203 087 2378 E [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk)

## Celebrating Excellence

Springboard's recent events showcased and celebrated the up-and-coming talent in our industry, together with the programmes that nurture it.

In November, the Lancaster London played host to over 550 people who gathered to congratulate the worthy winners of the Springboard Awards for Excellence 2010. The evening's top award – the Chris Beaumont Special Award – went to Dale Parmenter and the drp group for their sustained support of Springboard over the last five years. Visit [www.events.springboarduk.net](http://www.events.springboarduk.net) for the full list of winners.



On 25 October, at the end of an intense judging weekend for the eight impressive finalists, Amy Dignon, restaurant manager, Cameron House Hotel, Loch Lomond, was crowned winner of the Savoy Gastronomes' Olive Barnett Award 2010. Amy was awarded her prize of a career development grant of £1,750 per year, for two years, at the beautiful and newly refurbished Savoy.

At the end of September, the achievements of Springboard's Summer School graduates were celebrated at Simpson's-in-the-Strand. Two graduates of the valuable programme that gives young people leaving full-time education a taste of what the industry has to offer, successfully secured jobs – one as a first commis chef at a three-Michelin-starred restaurant in The Dorchester, and the other as events operations executive at Springboard UK and The Springboard Charity.



Wednesday 19 January 2011  
Westminster Kingsway  
College, London



Calling all budding Matt Cardles, Leona Lewises, JLS, Jedwards – or even Wagners! – of the hospitality industry. The director of Arena, Lorraine Wood, is in search of hidden talent.

In March 2011, Lorraine will don her walking boots as part of the team taking on the challenge of Springboard's Great Wall of China Trek. To raise vital sponsorship she is hosting an X Factor-themed fundraising night to remember.

The Hospitality Factor takes place from 6.30pm on Wednesday 19 January 2011 at Westminster Kingsway College, London, and promises to put the 'fun' into 'fundraising'. Join your industry colleagues for a unique extravaganza of an evening that will include a drinks reception, Chinese buffet courtesy of Sharwoods, disco, karaoke and cash bar, and the all-important X Factor-themed competition with surprise hospitality guest judges. Singing and entering the competition is not compulsory, but having a good time whilst helping to raise lots of money is! Tickets are £25 with all proceeds going to Springboard.

Sponsorship pledges for Lorraine's Great Wall of China Trek can also be made via [www.virginmoneygiving.com/LorraineWood1](http://www.virginmoneygiving.com/LorraineWood1), with all donations being most gratefully received by Lorraine and Springboard.

For tickets for The Hospitality Factor and more information on Lorraine's Great Wall of China Trek challenge and how to sponsor her, contact Lorraine on 0203 087 2378 / [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk).

# Undercover Boss

Just days prior to the Arena Christmas Lunch most of the country was thrown into travel chaos, thanks to the 'earlier than usual' heavy snowfall. This did not, however, pose a problem for more than 200 guests who braved the cold and ice to attend Arena's ever-popular Christmas networking event.

From the outset, the atmosphere at the stunning Mandarin Oriental Hotel was alive. There was a real buzz in the drinks reception room that fuelled lively discussions and networking.

The great atmosphere accompanied the guests into the main room where the team at the Mandarin Oriental demonstrated its superb hospitality in the form of an exquisite three-course lunch, delivered with fantastic service.

As coffee was served, the keynote speaker David Clarke, CEO, Best Western Great Britain, was introduced to the audience. Earlier in the year, David took part in the Channel 4 series, *Undercover Boss*, that saw him return to the floor incognito in various roles, in three of Best Western's hotels. The objective? To find out what was happening and also find some heroes in the business. It was the detail of this unique experience that David shared with the audience.

His motivations behind what many called an 'incredibly risky' and 'brave' venture were: it was a once in a lifetime opportunity to put the Best Western brand on the map; he was going to learn things

that would otherwise remain secret; he would relearn what happens when working in a team; and he hoped to meet some interesting people. Added together, these four motivations equated to a 'risk worth taking'.

The show, which was watched by 4.7 million viewers, resulted in Best Western's brand profile taking off and a new-found sense of staff pride in the business. For David, the experience gave him great lessons in taking risk, selling and motivation.

On risk, he learnt not to be afraid to do something new, as long as it is worth the risk. On selling, he discovered the mantra 'be direct, be positive, have empathy'. On motivation, he rediscovered the power of the team and that everyone is interesting, and everyone likes to have someone take an interest in them.

David ended on the final lesson the experience gave him. The importance of just two small, but incredibly powerful words – thank you. 'Say it slowly. Mean it. You'll feel so good about the result.'

Thank you  
to our event  
sponsors



# Hospitality 2011



## Arena Contacts

**Chairman**  
Mat Baker *Premier Foods*

**Director**  
Lorraine Wood *Arena*

**Treasurer**  
Peter Green *Fusion FSM*

**Founding director**  
Naomi Arnold MBE *Naomi C Arnold Consultancy*

**Executive members**  
Peter Backman *Horizons FS*  
Karen Browne *William Murray Communications*  
Ann Elliott *Elliott People*  
Andy Kemp *3663*  
Mark Lewis *The Caterer Group*  
Shabaz Mohammed *Pelican Buying Company*  
Diana Spellman *Partners in Purchasing*  
Neil Stephens *Nestlé Professional*  
Ian Stone *apetito*  
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## Many thanks Claire

Claire Finch has provided invaluable support at many an Arena event. The Arena Christmas Lunch was her final one as part of the Arena team and we would like to thank her for all her hard work and professionalism. We wish her the very best for the future.



**Hospitality 2011 is a must-visit event for professionals who want to stay in touch with the latest product innovations and emerging culinary trends.**

Running at the NEC Birmingham from 24-26 January, it will be the only UK event of the 2011 calendar appealing to an audience of senior hospitality and foodservice decision makers, and will attract a 12,000-strong audience.

The show covers food and drink, equipment, interiors, exteriors and tableware, plus technology. It will stage business seminars featuring inspirational speakers including Alex Polizzi, Channel Five's *Hotel Inspector* (left), and business mentoring sessions featuring leading industry names.

Another highlight is the CESA Innovation Zone from the Catering Equipment Suppliers Association (CESA), showcasing everything that is new in catering equipment. Salon Culinaire is bigger and better than ever – making it a must-see for chefs keen to find out what is happening in the culinary world.

To register for a free ticket, visit [www.hospitalityshow.co.uk](http://www.hospitalityshow.co.uk) and for up-to-date news on the show, follow Hospitality on Twitter [www.twitter.com/HospShow](http://www.twitter.com/HospShow) or join the Linked In Group [www.linkedin.com/groups?mostPopular=&gid=3136660](http://www.linkedin.com/groups?mostPopular=&gid=3136660).



## New Arena Members

Arena warmly welcomes four new corporate members: **Gram (UK) Ltd**, **Vegware**, **Green Gourmet** and **The Hub PR & Marketing**.

## Members' News

Marco Pierre White exhibited the culinary flair that's made him famous and earned him three Michelin stars in an exclusive evening organised by **Unilever Foodsolutions** in aid of **Hospitality Action**. Marco mingled with guests and demonstrated dishes featured in his new recipe collection, *Marco Made Easy*, during the sell-out evening that raised £17,000.

**Reynolds**, the specialist fruit and vegetable distributor, opened a new £200,000 development kitchen at its national distribution centre in Waltham Cross. The kitchen is helping to bridge the gap between chefs and growers, and Reynolds is also planning to make the kitchen available to some local schools.

Hospitality Design by **3663** launched. 3663's new design and installation service gives customers the opportunity to consult and work with a team of specialists to help create their ideal working environment, both front and back of house.



Recipe development specialist **Creative Foods** celebrated a double win at the Excellence in Food and Drink Awards 2010. Its Lamb Chettinad Curry was awarded best *Main Course/Centre of Plate*, while the Cherry Bakewell Sponge was named best *Dessert/Pudding*. This was the second year running that the company secured the best *Dessert* title.

**The Hub PR & Marketing** became the new communications agency for the Catering Equipment Distributors Association – CEDA. The Hub has been appointed to manage CEDA's marketing programme and work with its board, members and partners to raise the association's profile.

**Wenlock Spring** invested in a new bottling line to service the business growth across the hospitality sector. This has enabled the business to increase bottling capacity to meet the higher demand for both glass and plastic bottles of Wenlock Spring water.

Responding to pressure on the pub industry to introduce plastic glasses to reduce glass-related violence, **Bunzl Catering Supplies** introduced a range of CE marked reusable polycarbonate and polystyrene glasses and environmentally friendly single use tumblers, to offer the sector a safer, greener option.

**Leapfrog** was hired by sweet bakery products manufacturer Dawn Foods to put into action a rejuvenated PR campaign in the foodservice and bakery trade press.

Following a hotly contested final, the **Young Chef Young Waiter** competition reached its climax at the awards ceremony that saw Mark Stinchcombe, Brasserie junior sous chef, Lucknam Park, Colerne Wiltshire and Ben Dantzic, head waiter at Restaurant Andrew Fairlie, Gleneagles crowned Young Chef Young Waiter 2010.

**Footprint Awards 2011** - the UK foodservice industry's first-ever awards programme exclusively dedicated to rewarding contributions to sustainability and environmental excellence – opened for nominations. Visit [www.footprint-awards.com](http://www.footprint-awards.com) to find out more and nominate your business. Nominations close 11 February 2011.

As part of the ongoing FLORA HEART AGE campaign, the **FLORA** team produced the *Modernising the Culinary Classics* cookery booklet to make it easier for chefs to create healthy and tasty dishes. It features 17 recipes for every meal occasion and uses FLORA instead of butter, reducing the saturated fat content of each dish by at least 29 per cent.

**Vegware's** new compostable cutlery became the first of its kind in Europe to be certified by the Biodegradable Products Institute (BPI), making it the only high-heat resistant disposable cutlery in Europe certified as suitable for organics recycling.

**Keystone Distribution UK** secured a multi-million pound, two year distribution contract with the takeaway pizza chain Papa John's to distribute food and non-food products to all of its 140 UK stores.

**SHS Sales and Marketing** was selected by Leaf UK to handle the sales and national UK distribution of Chewits confectionery and Vimto chewy sweets across all channels.

Purchasing consortium **Beacon** joined forces with Visit Britain, Unilever and Kellogg's to find the best breakfast among the thousands of hotels operating today. The title went to The Shibden Mill Inn, Halifax, based on comprehensive criteria such as quality and provenance of food, choice of brands, service, presentation and ambience.

Opened by the legendary Albert Roux, **The Restaurant Show 2010** enjoyed increased visitor and exhibitor numbers. The line-up of inspiring and educational features, thrilling competitions and the chance to watch some of the most highly acclaimed chefs in the world performing live helped draw in the large crowds.

**Unilever Foodsolutions** announced the biggest ever investment in KNORR to deliver its Four Promises to the UK foodservice sector. The Four Promises – Better Taste, Better Ingredients, Better Planet and Better Efficiency – demonstrate the company's passion for taste and commitment to a sustainable future.

**Creed Foodservice** won the FWD Gold Medal for Delivered Wholesale Driver, its second Gold Medal in two years. Staverton-based driver Dave Biggs took the Gold at the recent FWD Awards.

A Ready Steady Cook-off event was organised by **William Murray Communications** in aid of Hospitality Action. Over 40 key food and drink professionals and journalists raised more than £1,000 at Elixir's state-of-the-art demo kitchen in Waterstone's, Piccadilly. The event also offered a 'social media for business' workshop led by William Murray's digital and social media director, Bernadette Costello.

**Hospitality Action's 2010** Christmas online auction raised almost £3,500 over five days of fierce bidding. Lots included a stay at the Rocco Forte Collection's The Augustine in Prague, a mid-week spa break at the award-winning Chewton Glen, and a selection of hampers, cookbooks and champagne.

Inspired by the weird and wonderful meeting requests received from customers in the past year, **Best Western** created a package of different, yet achievable, meeting packages to fuel creativity, team work and enthusiasm. These include sky-diving, tank driving, hovercraft meetings and ghost hunting!

**Brakes Group** has appointed Norbert Dentressangle to provide a frozen consolidated distribution service. Through its comprehensive, temperature-controlled, shared-user network, Norbert Dentressangle will be responsible for delivering product to Brakes' 25 distribution centres throughout the UK on a scheduled basis.

# Food on the Move

Andrew Merrett, AMCOMM, reviews the September Arena Lunch.

SSP, the Food Travel Experts, has experienced both great success and challenging times over the past five years. The man at the helm during this period, the CEO Andrew Lynch, provided the audience at the September Arena Lunch with an interesting, honest and well-received account of the business during this time.

Five years ago, when Lynch was Group Finance Director at Compass Group, there was a lot of City pressure on Compass to change its business model. One solution was to sell off SSP, its successful travel catering subsidiary, and use the cash from the sale to de-gear.

Andrew Lynch explained the challenges and opportunities this brought SSP's way. Compass auctioned

SSP and Moto in 2006 for £1.8bn. Good news for Compass but the first challenge for SSP was that the deal was done at the height of the last decade's boom and the price paid was 11 x EBITDA; SSP started its new life with £1bn of debt!

All was well for the first two years with the company experiencing good growth and profits. However, the inflationary pressures of 2008 and the global economic crisis of 2009 brought major pressure on SSP in the form of diminishing numbers of travellers, and hence sales. Pressure on profits led to a process of refinancing of its debt.

Nine months of negotiations with 100 banks and equity partners eventually

resulted in a satisfactory debt refinancing deal last year. The diminishing sales issue also had to be resolved, Lynch and his team tackled this head-on. They brought in and trained more skilled retail staff and developed a culture where teams were trained to drive sales, build growth and be rewarded on performance. Value offers for customers were also developed and promoted.

The end result? SSP today is back on a sound footing and sales are on the rise again. A strongly performing team of 30,000 provides refreshments to 1 million travellers a day across 30 countries, racking up an impressive £1.6bn in annual sales. The company has recently secured a number of significant business wins at Malaga, Sydney and Houston airports among others, while its retention of existing business remains enviably healthy at over 90% of re-tendered contracts. Proof that with the right leader and team in place, anything is achievable.



Thank you to our event sponsors.

## A night to remember

### The Hospitality Action Ball 2010

The hospitality industry came together to celebrate the work of Hospitality Action at the glittering Hospitality Action Ball in October. As well as providing guests with an extravaganza to remember, the event raised an incredible £100,000 for the industry's benevolent charity.

During the evening, Hospitality Action presented four prestigious awards to recognise the contribution of those that had delivered exceptional support to the charity. Bob Cotton, former chief executive of the British Hospitality Association, won the Ambassador Award for his outstanding personal commitment to the charity. The President's Award, sponsored by William

Murray Communications, was awarded to Unilever Foodsolutions for its phenomenal continued support. The Ark Foundation Corporate Social Responsibility Award went to Hyatt International UK for demonstrating a proactive approach to the dangers of alcohol and substance abuse, and the HA Hero's Award was presented to the 3663 buying team for the dedicated promotion of the charity's annual A Question of Support event, which raised a remarkable £67,000 earlier this year.



## Arena Events

### APRIL 2011

- 12 **The Savoy Lecture with Richard Cousins, Group Chief Executive, Compass Group PLC - The Savoy, London**

### JULY 2011

- 15 **Arena Lunch - Jumeirah Carlton Tower Hotel, London**

### SEPTEMBER 2011

- 23 **Arena Face to Face Interview and Lunch - The Dorchester, London**

### DECEMBER 2011

- 5 **Arena Christmas Lunch - Mandarin Oriental Hyde Park, London**

## Hospitality Events

### JANUARY 2011

- 24-26 **Hospitality 2011 - NEC, Birmingham**  
[www.hospitalityshow.co.uk](http://www.hospitalityshow.co.uk)

### FEBRUARY 2011

- 11 **Footprint Awards 2011 - nominations close**  
[www.footprint-awards.com](http://www.footprint-awards.com)
- 28-2 March **ScotHot 2011 - SECC, Glasgow**  
[www.scothot.co.uk](http://www.scothot.co.uk)

### MARCH 2011

- 1-2 **Northern Restaurant & Bar 2011 - Manchester Central**  
[www.northernrestaurantandbar.co.uk](http://www.northernrestaurantandbar.co.uk)
- 10 **The Great British Pub Food Awards - Plaisterers' Hall, London**  
[www.greatbritishpubfoodawards.co.uk](http://www.greatbritishpubfoodawards.co.uk)
- 13-16 **IFE 2011 - ExCel, London** [www.ife.co.uk](http://www.ife.co.uk)
- 15-16 **Hotel & Catering Show - Bournemouth International Centre** [www.hotel-expo.co.uk](http://www.hotel-expo.co.uk)
- 16-17 **Retail Business Technology Expo - Earls Court, London**  
[www.retailbusinesstechnologyexpo.com](http://www.retailbusinesstechnologyexpo.com)
- 21 **FutureChef National Final - Westminster Kingsway College, London**  
[www.futurechef.springboarduk.net](http://www.futurechef.springboarduk.net)
- 25-3 April **Springboard Great Wall of China Trek** - [www.events.springboarduk.net/great-wall-of-china-trek](http://www.events.springboarduk.net/great-wall-of-china-trek)
- 29-30 **Care Show Bournemouth - Bournemouth International Centre** [www.careshow.co.uk](http://www.careshow.co.uk)

### APRIL 2011

- 6 **The Publican Awards 2011 - Grosvenor House, London** [www.thepublican.com](http://www.thepublican.com)
- 14 **Cost Sector Catering Awards 2011 - Hilton London Metropole** Contact: Jo Reeves  
0208 269 7920/[jor@dewberryredpoint.co.uk](mailto:jor@dewberryredpoint.co.uk)

### MAY 2011

- 19 **Footprint Awards Dinner - Royal Institute of British Architects, London** Contact: Christophe Stourton [christophe@footprint-awards.com](mailto:christophe@footprint-awards.com)/[www.footprint-awards.com](http://www.footprint-awards.com)
- 23-29 **National Vegetarian Week 2011 -**  
[www.nationalvegetarianweek.org](http://www.nationalvegetarianweek.org)

## CORPORATE MEMBERS

3663 First for Foodservice	Food and Drink World	Plastico
AAK Foodservice	Foodservice Packaging Association	Premier Foods
AB World Foods Ltd.	Fourth Hospitality	Prep Foodservice Solutions
Acquire Services Ltd.	Fresh RM	Prestige Purchasing
ACT Ltd.	Frobishers Juices Ltd.	Pritchitts
Admiral Group	Fusion FSM	Purchasing Support Services
Aim Trading Company	Gram (UK) Ltd.	Ramada Jarvis Hotels
Ardo UK	Green Gourmet	The Restaurant Show
apetito	H2O Publishing Ltd.	Reynolds Catering
Avenance	Harbour & Jones	Rollover
BHA (British Hospitality Association)	Harrogate Spring Water	The Russell Partnership
Barbican Centre	Heinz Foodservice	Shotz Health Ltd.
Baxter & Platts	Horizons FS	SHS Sales & Marketing
BaxterStorey	Hospitality Action	Silver Spoon Company
Beacon Purchasing	Hotelympia	Sodexo UK & Ireland
Bernard Matthews	The Hub PR & Marketing Ltd.	Solo Cup Europe
Booker Direct	Huhtamaki	Splash Communications
Brass	The Ice Company	Springboard UK
Brakes	IFE	Support Training Services
British Polythene Industries Ltd.	International Paper	Susan Hamilton Group
Britvic Soft Drinks	Foodservice Europe Ltd.	TATA Global Beverages
The Brookwood Partnership	The Institute of Hospitality	GB Limited
Bunzl Catering Supplies	ISS Facility Services Food and Hospitality	Tchibo Coffee International
The Caterer Group	Jellybean Creative Solutions	The Litmus Partnership
Catermasters	Johnsons Stalbridge Linen Services	The London Linen Group
Coca-Cola Enterprises	Kellogg's	Tilda Foodservice
Collins King & Associates	Kerry Foodservice	TSC Foods
Compass Group – UK & Ireland	Keystone Distribution UK	Twinnings Foodservice
Contract Options	Kraft Foods UK	Unilever Foodsolutions
Cost Sector Catering	Lakeland Dairies	United Coffee
Creed Foodservice	Leapfrog Public Relations	Universe Foodservice
Dairy Crest Ltd.	Leathams	Vegware Ltd.
DBC Foodservice	Lexington Catering	VION Food Group
Décor Style	Merrychef	WARL
Delice de France	McCormick Foodservice	Weetabix
Dewberry Redpoint	Macphie Foodservice	Welcome Break
Discovery Foods	Nestlé Professional	Wenlock Spring Water Ltd.
Diversey Ltd.	OCS Hospitality	Westminster Kingsway College
Douwe Egberts Coffee Systems	Oxford Brookes University	West Sussex County Council
Electrolux Professional	P&G Professional	William Murray
Elior UK	Pelican Buying Company	Communications
Essex Foodservice Group		William Reed Exhibitions
		Young's Bluecrest Foodservice

## An Exclusive Breakfast Briefing

At 8.30am on Monday 6 December, over 80 personally invited key executives from the length and breadth of the foodservice industry gathered at the Mandarin Oriental Hyde Park. They braved the icy conditions to attend the most recent Briefing from market analysts Horizons.

The breakfast briefing offered insight into the foodservice industry's most critical issues and the way in which they will impact business over the coming 18 months. The presentations by Mark Menary, Bank of England, Peter Backman, Horizons, Emma Read, Horizons and Glyn Heald, Shirlaws, were very well received by the guests.

Horizons also gave an exclusive overview of its latest, unpublished data on eating out, as well as an economic forecast for the foodservice sector. The key message

delivered by Peter and his team was that charging consumers the full price for a meal out will become increasingly difficult. Consumers' newly developed 'voucher-scheme mentality' could spark a backlash if and when UK pubs and restaurants cease to offer discount vouchers and return to standard pricing. This shift in the eating-out culture ultimately threatens a business' long-term profitability and calls for a fundamental rethink of its market positioning.

For more information about Horizons' Briefings contact Horizons on 020 8349 0162 or [info@horizonsforsuccess.com](mailto:info@horizonsforsuccess.com). For information on Horizons' latest research visit [www.horizonsforsuccess.com](http://www.horizonsforsuccess.com)



## MEMBERS' MOVES



Andrew Stedman was appointed sales director at Creed Foodservice, joining from a sales director role at 3G. Andrew has spent 14 years in foodservice sales roles, including 12 at McCains. Contact Andrew on 01452 858 190 / [andrewstedman@creedfoodservice.co.uk](mailto:andrewstedman@creedfoodservice.co.uk).



Paul Anderson joined Gram UK in the newly established role of international chain account director with the clear remit of developing and spearheading international group opportunities both in the UK and abroad. Paul joins from Rational where he held the position of sales director for six and a half years. This marks a return to Gram for Paul where he previously worked as national account manager. Contact Paul via 01322 616 900.



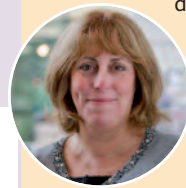
Hospitality Action gained a new North West regional co-ordinator, Dawn Holding. As managing director of Spirit Marketing and with over 20 years communications and public relations experience, Dawn brings her vast hospitality knowledge to the charity to raise awareness and additional funds. Contact Dawn on 07766 753 310 / [dawn@spirit-marketing.co.uk](mailto:dawn@spirit-marketing.co.uk).



Manitowoc Foodservice appointed Colin Lacey to the post of vice president of service EMEA (Europe, Middle East, Asia). Colin is responsible for coordinating all service activities for the business' brands across the region. Colin has over 20 years experience in after-sales service, including six years within Manitowoc Foodservice as director of service for Merrychef. Contact Colin at [colin.lacey@merrychef.com](mailto:colin.lacey@merrychef.com) / 01252 371 000.



Graham Veal moved from the role of managing director, Merrychef, to senior vice president, sales & distribution, of the newly formed Manitowoc Foodservice EMEA (Europe, Middle East, Asia) sales group. He will oversee sales and distribution of all Manitowoc Foodservice equipment in the EMEA region. Graham has worked at Merrychef for 16 years and has played a pivotal role in the Manitowoc Foodservice management team since it acquired Merrychef in 2000. Contact Graham at [graham.veal@manitowoc.com](mailto:graham.veal@manitowoc.com) / 01252 371 000.



Lynne Graham is the new human resources director for Westbury Street Holdings, which owns hospitality and catering operations BaxterStorey, Caterlink, Holroyd Howe and benugo, and Portico front of house management services. Using her vast HR experience, most recently HR director of British Gas, Lynne is responsible for the HR, reward and talent development, as well as the training and development of 9,000 employees. Contact Lynne on [lgraham@baxterstorey.com](mailto:lgraham@baxterstorey.com) / 0118 935 6700.

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