

AROUND  
**Arena**  
THE HOSPITALITY NETWORK      AUTUMN 09



THE ARENA CHRISTMAS LUNCH  
*with Simon Vincent*

Monday 7 December 2009  
Mandarin Oriental Hotel, London



There certainly is a buzz surrounding Arena's final event of 2009. With nearly all available tickets sold, there is real anticipation as we eagerly await the after-lunch presentation from keynote speaker Simon Vincent, Area President Europe, Hilton Worldwide.

Simon will be giving an insight into the growth strategy that has defined Hilton's European expansion in the challenging business conditions of 2009. He will also explain Hilton's portfolio of brands in the UK and European market, together with the company's new corporate identity.

As the driving force behind Hilton's expanding European territory, he certainly does make things happen! In September and October of this year alone he and the team have celebrated the opening of Hampton by Hilton Liverpool Airport, Doubletree by Hilton Dunblane Hydro and Doubletree by Hilton Milton Keynes. And there is no sign of things slowing down in the run-up to Christmas, with three new hotels still to welcome their first guests before the year is out.

Business acumen is not the only strength this industry-veteran brings to the Hilton table. Simon is also passionate about, and delivers on, the company's corporate social responsibility programme.

Discover how, as chairman of the Hilton in the Community Foundation, Simon is taking the great work of the Foundation - the cornerstone of fundraising activity in the UK for a number of years - across Europe, with initiatives now making a difference in 11 other countries. Plus, learn about the positive action that has been taken in the UK, under Simon's leadership, to measure and reduce Hilton's carbon footprint by 15% in the last four years, and position the business as the first hotel company to achieve the Carbon Trust Standard.

This not-to-be-missed event starts at 12pm and also includes a pre-lunch drinks reception with plenty of networking opportunities with senior professionals from across the industry, followed by an exquisite three-course lunch, with wine, prepared by the Mandarin Oriental Hotel's executive chef Chris Tombling and his team.

**THE ARENA CHRISTMAS LUNCH  
WITH SIMON VINCENT**

- WHEN** *Monday 7 December 2009*
- WHERE** *The Mandarin Oriental Hotel, London*
- COST** *£115 plus VAT for Arena members and £150 plus VAT for non members*
- BOOK** *online at [www.arena.org.uk](http://www.arena.org.uk), contact Lorraine on 020 3087 2378 or [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk)*

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# Welcome



With just over a month to go until Christmas and this being our last Around Arena for 2009, I would like to take this opportunity to reflect on the past year. As we all know, it's been a challenging year and I'm sure many of you have found yourself working harder than ever before. I would like to thank you, our members, for your continued support of Arena.

Our 2009 events programme has given our audiences an inspirational and thought-provoking (and sometimes entertaining!) insight into the minds and motivations of the leaders within our industry. We heard from Marcus Wareing, the two-Michelin-starred chef patron of Marcus Wareing at The Berkeley, who shared his career path and personal ambitions; Patrick Dempsey, managing director of Whitbread Hotels & Restaurants, who spoke fondly of his early days in the industry and his philosophy on customer service; and most recently, Hamish Stoddart & Lee Cash, co-founders of Peach Pub Company, who gave us an entertaining insight into their success to date and what it means to be "peachy". And we even

survived the bomb scare when we hosted our Corporate Hospitality area at Taste of London!

For 2010 we will have another fantastic calendar of events and I would encourage each and everyone one of you make the time to attend - even if it's just one. In the current marketplace relationships make a difference and you never know, a chance meeting at an Arena event could provide an important contact for your business.

So on that note, thank you once again for your support and if I don't see you at our next event on Monday 7 December, have a very Merry Christmas and a Happy New Year and I look forward to seeing you in 2010.

**Lorraine Wood**  
Director Arena

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SPECIAL FOCUS



Get ready for

## Christmas with Hospitality Action

Spread some seasonal cheer with Hospitality Action's fabulous selection of Christmas cards! The industry charity has a fantastic range of traditional, festive and contemporary designs to suit both your personal and corporate needs.

Christmas, sadly, isn't always the happy time of year it should be and many of those helped by Hospitality Action often feel isolated and alone. By supporting your industry charity and purchasing some of its cards you'll be directly assisting its many beneficiaries. A minimum of 20p from each card sold will go towards helping someone in need, so visit [www.somethingseasonal.co.uk](http://www.somethingseasonal.co.uk) and place your order.



## Foodservice FOOTPRINT FORUM

**First Foodservice Footprint Forum brings sustainability issues to the fore.**

The inaugural Foodservice Footprint Forum tackled the burning issue of the day - how to achieve sustainability throughout the industry.

A wide range of concerns including waste, procurement, the confusion in some areas between organic and sustainable, fishing, equipment and energy, and transport, were up for debate. The general consensus of opinion from the panel of experts, chaired by Peter Backman of Horizons, was that although a lot has already been done and improvement is ongoing, we are, at present, just scratching the surface.

Keynote speaker, chef Cyrus Todiwala MBE, concentrated on the huge problem of waste produced by the hospitality industry. His controversial, but well received, take on the problem championed India's strategy of collectors paying operators to take away their waste, thus incentivising the effective disposal of recyclable rubbish.

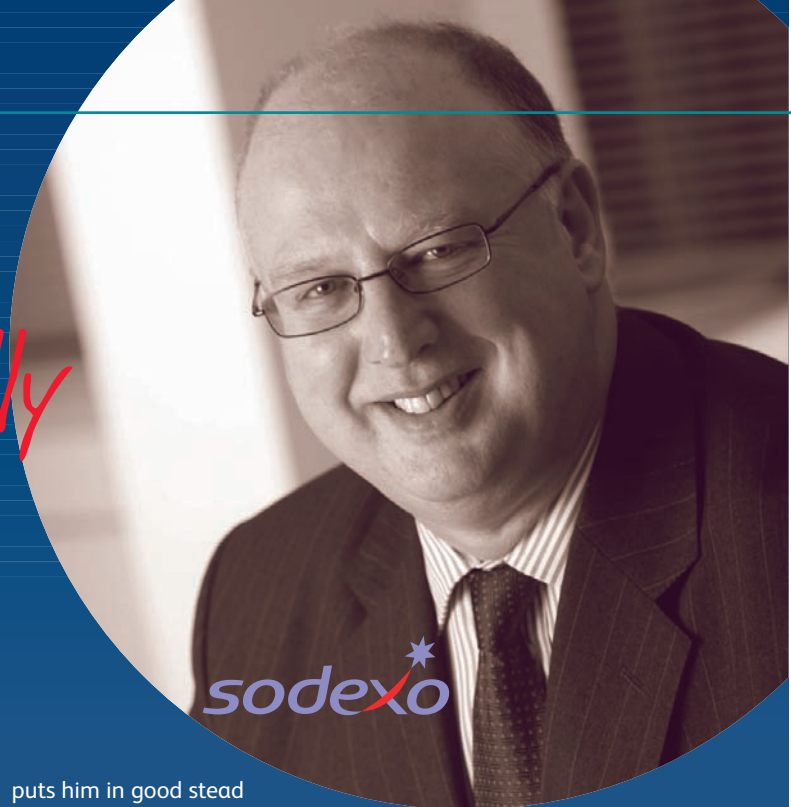
Cyrus also commented that there is no 'joined up thinking' from Government, as funding is given to several, often duplicating, projects - a concern that was echoed by the panel of experts.





## FACE2FACE

Aidan Connolly



Over the years, the annual Arena Face to Face has firmly established itself as an important part of the industry calendar - and the 2010 event will not disappoint. On Friday 30 April 2010, at the Dorchester Hotel, London, Aidan Connolly - chief executive, Sodexo UK and Ireland - will take his turn under the infamous interview spotlight.

Since his appointment to chief executive in March of this year, Aidan has been keen to express his desire for the company to continue to build on its strong foodservice heritage, as well as developing its expertise in the facilities management market.

Book your place at the 2010 Arena Face to Face to hear how he intends to fulfill this desire and how the experience gained from his rapid and varied career progression - from chartered accountant, with a law degree, to his first chief executive role at the age of just 27 -

puts him in good stead to lead one of the biggest contract catering companies in the UK.

The esteemed event will also include the superb networking opportunities and spectacular three-course lunch that have become synonymous with Arena events. Tickets are available now.

## FACE TO FACE WITH AIDAN CONNOLLY

WHEN Friday 30 April 2010

WHERE Dorchester Hotel, London

COST £115 plus VAT for Arena members and £150 plus VAT for non members

BOOK online at [www.arena.org.uk](http://www.arena.org.uk), contact Lorraine on 020 3087 2378 or [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk)

## SPECIAL FOCUS

## Hospitality Action Sparkle Ball

Hospitality Action's event of the year, the Sparkle Ball, was a huge success - setting the industry alight with a glittering extravaganza whilst raising over £80,000.

The many guests enjoyed an evening packed with sensational food, toe-tapping entertainment and fundraising frivolities, including a hotly-fought game of 'true or false' and auctions offering impressive lots.

Amongst the merriment was of course a more serious message as the charity's main purpose - to offer a lifeline for any of the two million plus hospitality industry employees who are faced with hard times - was highlighted, and individuals and companies were commended for their tireless support, dedication and contribution to the charity with an HA Award.

Award winners:

- The Ambassador award - Richard Ball of Calcot Manor
- The President's award - Malmaison/Hotel du Vin
- The Ark Foundation award for Corporate Social Responsibility - Soho House Group
- HA's Heroes award - Dave Mansbridge of Living Ventures



Richard Ball from Calcot Manor, receives the Ambassador Award from Elaine Higginson of First Choice Coffee and Mark Lewis, Caterer & Hotelkeeper.



A hotly-fought game of 'true or false.'



## Simon Titchener JOINS ARENA EXECUTIVE

**Simon Titchener**, managing director, ISS Eaton, has become an executive member of Arena. Simon has been part of the industry for 25 years, gaining his vast experience in key positions within companies such as Compass Group, Aramark and ISS. We look

forward to tapping into his knowledge and expertise for the good of our association.

A big thank you to **Tim West**, chief executive, Lexington Catering, who is stepping down from the Arena Executive. His support over the past year has been greatly appreciated.

### New Arena members:

A warm welcome to Arena's new corporate member: **Shotz Health**

### Member's News

The **BHA's** Young Chef Young Waiter 2009 competition reached its finale in October with Rose Greene from Le Champignon Sauvage, Cheltenham, and Sarah Cooper from The Ledbury, London, crowned Young Chef and Young Waiter respectively. After a tough day cooking and serving, the two winners were announced at a gala presentation dinner at the Jumeirah Carlton Tower Hotel and presented with their awards by restaurant columnist Michael Winner.



The **Restaurant Show** team is celebrating another successful show that attracted high-quality visitors, eager to place orders at the show, and hosted a lively features programme with large audiences. Not surprisingly the Ferran Adrià interview saw people standing in the aisles!

**Wenlock Spring** enjoyed success at the British Bottlers Institute Awards. The taste and presentation of its still and sparkling water was recognised with two awards in the 'Taste' category and a third for 'Packaging'.



**First Choice Coffee** has secured a prosperous agreement with the restaurant chain Nando's. Following the successful completion of an intensive trial for its Black&White coffee equipment, all new Nando's sites will now automatically feature this quality coffee machine.

Catherine Hinchcliff, **3663's** marketing controller, proudly accepted the award for Best Catering Supplier from the minister for food, farming and the environment, Jim Fitzpatrick, at the inaugural World Food Awards 2009.



### Beacon Purchasing

has launched the new Green Hotel - a virtual hotel offering responsible purchasing solutions. The ever-expanding enterprise, supported by thirty-five suppliers and three environmental organisations, can be found at [www.beaongreenhotel.co.uk](http://www.beaongreenhotel.co.uk).



For the second consecutive year, **Elior's Avenance City & Corporate** division has proved its commitment to providing first-rate service by gaining the Institute of Hospitality's prestigious Hospitality Assured accreditation for outstanding customer service and business excellence.



As part of its efforts to reduce its environmental impact, **Buzl Catering Supplies** has stepped up its BeGreen policy and added two Aerodynamic double-deck trailers to its NDC trunk operation that services the catering and hospitality industry.

**Caterer Group's** new online community site, Table Talk, has brought together over 700 users from across the hospitality industry, since its launch in the spring. The interaction and networking takes place at [www.caterersearch.com/tabletalk](http://www.caterersearch.com/tabletalk).

The international environmental standard ISO 14001 has been awarded to **Brakes Group** by the certification body NQA for demonstrating 'its total commitment to environmental responsibility, minimising its environmental impact and respecting its surrounding community.'



11 enthusiastic teams took up **Springboard's** 3rd Slingsby Challenge in October, imaginatively decorating their trolleys to capture the spirit of the industry and reflect their own business. First prize went to the Lancaster London Hotel whose trolley, decorated with a bee hive, sunflowers and bees, told the story of the bee hives on its roof.



## 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*  
Bob Cotton OBE *British Hospitality Association*  
Ann Elliott *Elliott's People*  
David Field *Nestlé UK*  
Trevor Goodman *Caterer Group*  
Andy Kemp *3663*  
Diana Spellman *Partners in Purchasing*  
Ian Stone *apetito*  
Simon Titchener *ISS Eaton*  
Debbie Walter *Ramada Jarvis Hotels*

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*Hamish Stoddart and Lee Cash*

## In pursuit of peachiness



### EVENT REVIEW



Paul McGann, director of Brahm Foodservice, reviews the September Arena lunch headlined by the co-founders of the Peach Pub Company.

Lee & Hamish presented with relish, and just a little bit of sauce! This entrepreneurial duo gave a lively insight into the definition of peachiness and the unstoppable growth of the Peach Pub Company. In the lavish setting of the Jumeirah Carlton Tower Hotel, the boys recreated bar room banter as they swigged a beer and shared the secrets of their success to date.

*“Breathing new life into old boozers”*

‘Breathing new life into old boozers’ was how Hamish bluntly described it, and it was hard not to warm to the honesty, enthusiasm and passion of these two. Their ambition back in 2002 was a ‘great gastro pub in every market town in England’ and to date Peach has delivered, with 10 successful pubs in the Midlands and Home Counties turning over £300,000 a week.

Lee’s energy for quality and customer service was honed from an early age, working front of house at various restaurants and then for such luminaries as Raymond Blanc at Le Petit Blanc. But it was clear he wanted a food outlet to make his own mark, somewhere ‘to strive to be peachy everyday’.

#### So what secrets might others learn from their business?

Firstly don’t underestimate the impact of a strong culture. When facing huge competition it’s what makes us different. ‘Peachiness’ was defined by Lee and Hamish, but is crafted and delivered everyday by their team of loyal staff. ‘Great service comes from culture and process working together’ and in a fiercely competitive market for customers, it builds loyalty and is the reason punters come back.

It was also clear that Peach shares success with those that make it happen. ‘Employees need a share of the business, otherwise it’s just a job’ said Lee. For them, sharing the business was not just about pay, but more importantly recognition. They have ‘Heroes of hospitality’ nominations, junior Chef Days, supplier events and more, through to team incentives such as the Peach Summer House.

It can’t be coincidence Peach Pubs were voted the best place to work in catering and with Lee and Hamish at the helm, expect bigger things to come.

Thank you to our event sponsors Wenlock Spring Water, Shutz Health and Movenpick



## Arena Events

### DECEMBER 2009

- 7** Simon Vincent, area president Europe, Hilton Hotels Worldwide - Mandarin Oriental Hotel, London

### APRIL 2010

- 30** Arena Face to Face with Aidan Connolly, chief executive, Sodexo UK and Ireland - Dorchester Hotel, London

## Hospitality Events

November - February

### NOVEMBER 2009

- 27** Excellence in Food & Drink Awards - Dorchester Hotel, London.  
Contact: Shiva Hobson - 020 8652 3094 /shiva.hobson@rbi.co.uk
- 30** Hospitality Action’s Mosimann’s Dinner - Mosimann’s Private Members Dining Club.  
Contact: Giuliana Vittiglio - 020 3004 5504 /gvittiglio@hospitalityaction.org.uk
- 30** Hospitality Action’s Christmas online auction opens for bids.  
www.hospitalityauction.org.uk
- 30 - 2 Dec** Public Sector Forum - Hinckley Island Hotel, Leicester.  
www.publicsectorforum

### DECEMBER 2009

- 4-6** Taste of Christmas - Excel, London.  
www.tasteofchristmas.com

### JANUARY 2010

- 24-26** Scotland’s Speciality Food Show - SECC Glasgow.  
www.scotlandsspecialityfoodshow.com

### FEBRUARY 2010

- 28 - 4 March** Hotelympia - Excel, London.  
www.hotelympia.com

## CORPORATE MEMBERS

3663 First for Foodservice

AB World Foods Ltd.

Acquire Services Ltd.

Admiral Group

Aim Trading Company

Anglia Crown

apetito

Avenance

BHA (British Hospitality Association)

Barbican Centre

Basic American Foods

Baxter &amp; Platts

BaxterStorey

Beacon Purchasing

Bevan Brittan LLP

Big Hospitality

Booker Direct

Bord Bia

Brahm

Brakes

Britvic Soft Drinks

The Brookwood Partnership

Bunzl Catering Supplies

The Caterer Group

The Catering &amp; Hospitality Forum

Catermasters

Chester Boyd

Coca-Cola Enterprises

Collins King &amp; Associates

Compass Group - UK &amp; Ireland

Contract Options

Cost Sector Catering

Creed Catering Supplies

DBC Foodservice

D cor Style

Delice de France

Dewberry Redpoint

Discovery Foods

Douwe Egberts Coffee Systems

Ecolab

Electrolux Professional

Elior UK

Essex Foodservice Group

First Choice Coffee

Food and Drink World

Fourth Hospitality

Fresh RM

Fusion FSM

Gala Coffee and Tea

Harbour &amp; Jones

Heinz Foodservice

Horizons FS

Hospitality Action

Hotelympia

Huhtamaki

IFE

The Institute of Hospitality

The Irish Food Board

ISS Eaton

Jellybean Creative Solutions

JohnsonDiversey Ltd.

Johnsons Stallbridge Linen Services

Kellogg's

Kerry Foodservice

Keystone Distribution UK

Kraft Foods UK

Lakeland Dairies

Leapfrog Public Relations

Leathams

Lexington Catering

Merrychef

McCormick Foodservice

Macphie Foodservice

Nestl  Professional

OCS Hospitality

Oxford Brookes University

P&amp;G Professional

Pelican Buying Company

Plastico

Premier Foods

Prep Foodservice Solutions

Prestige Purchasing

Pritchitts

Purchasing Support Services

Ramada Jarvis Hotels

The Restaurant Show

Reynolds Catering

Richmond Events

Rollover

The Russell Partnership

Sagegreen

Shotz Health Ltd.

SHS Sales &amp; Marketing

Silver Spoon Company

Sodexo UK

Solo Cup Europe

Splash Communications

Springboard UK

Support Training Services

Susan Hamilton Group

Tetley Foodservice

The Litmus Partnership

Tilda Foodservice

TSC Foods

Twinings Foodservice

Unilever Foodsolutions

Unilever UK-Ice Cream

Universe Foodservice

VION Food Group

WARL

Weetabix

Welcome Break

Wenlock Spring Water Ltd.

Westminster Kingsway College

West Sussex County Council

William Murray Communications

William Reed Exhibitions

Young's Bluecrest Foodservice

## MEMBERS' MOVES



**Phil Ellis**, formerly of Danbys Foods, has established his own consultancy business, YBR Services, which offers support services to manufacturers and wholesalers in the food industry. Phil would be delighted to hear from contacts old and new on [philellis.ybrservices@gmail.com](mailto:philellis.ybrservices@gmail.com).

**Liam Kelly** has been appointed BaxterStorey's regional development chef for the North of England and Scotland. Liam, who has worked for the company for nine years, is now responsible for managing the career progression of more than 350 chefs across the North and Scotland, as well as developing the company's fresh food offering across the territory and supporting new business development. Contact Liam on [lkelly@baxterstorey.com](mailto:lkelly@baxterstorey.com).



Adam Elliott

As part of a business reorganisation to ensure continued profitable growth, Elior UK has promoted three key personnel. **Catherine Roe** has taken on the role of managing director of contracts - the largest and most profitable part of Elior UK.

**Adam Elliott**, who has more than 25 years' experience in the hospitality industry, has been made managing director of concessions; and

**Charlotte Davies** is director of corporate communications and corporate responsibility - an appointment that underlines Elior's commitment to responsible business practice. Contact Catherine, Adam and Charlotte via 020 8607 7242.



Catherine Roe

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