

AROUND Arena

THE HOSPITALITY NETWORK

AUTUMN 2012

FACE 2 FACE

Monday 24 September 2012

The Dorchester, London

INTERVIEW & LUNCH



ITN'S
**ALASTAIR
STEWART OBE**
INTERVIEWS

IAN SARSON
GROUP MANAGING DIRECTOR
COMPASS GROUP UK
& IRELAND



Ian Sarson was appointed group managing director of Compass Group UK & Ireland in April 2010. Since assuming the role he has been a driving force behind the continued evolution of the food and support services giant that employs over 60,000 people, operates over 7,000 sites, serves over one million meals and three million customers every day, and generated £1.95 billion of revenue in the year to the end of September 2011.

A man used to challenges, Ian is set to step away from his usual daily pressures and out of his comfort zone to take on the **Arena Face 2 Face Interview & Lunch 2012**.

On Monday 24 September Ian will become the latest intrepid interviewee to sit opposite ITN's anchor man, Alastair Stewart, in front of fellow senior industry professionals, and openly discuss a myriad of subjects such as his career, the Compass business, health and wellbeing, and the wider industry.

An industry veteran and devotee

Ian has worked in the hospitality industry his entire career, accumulating the knowledge, experience and energy that have secured him a variety of senior positions in big-name companies, both in the UK and abroad. For example, prior to joining Compass in January of 2004, as managing director of the Healthcare business, he spent four years in Hong Kong and China as managing director of Sodexo.

His expertise and qualities as a business leader have shone through at Compass, where, as group managing director, he has recognised and seized opportunities for diversification and growth in difficult economic times. Under his leadership Compass acquired VSG security services and ICM cleaning services to expand its multi-service capabilities.

Ian is also a passionate supporter of the industry and its progression. He is committed to nurturing and growing talent and this is

exemplified in his work with the Apprenticeship Ambassadors Network, the Council for Industry and Higher Education, and the Talent and Skills Leadership Team of Business in the Community, for example.

This theme is also recognisable in Compass activity, with more than 1,600 employees achieving nationally recognised qualifications in this academic year, and the recent announcement that the company is to open a new professional cookery apprenticeship programme – The Chefs' Academy – for 16-18 year olds.

Join us to hear more from the respected industry veteran, whilst enjoying the fast-paced and dynamic interview technique of Alastair Stewart, and get an insight into what has brought Ian Sarson to this point in his career, his vision for Compass Group UK & Ireland, and his hopes for the future of the industry.

The must-attend event takes place at The Dorchester and starts at 12pm with a drinks reception designed to facilitate first-rate networking, followed by Ian's exciting interview and a delicious three-course lunch.

This event is sponsored by

acquire
The Procurement People

and

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INSTANT

ARENA FACE 2 FACE INTERVIEW & LUNCH

WHEN Monday 24 September 2012

WHERE The Dorchester, London

COST £140 plus VAT for Arena members & £180 plus VAT for non members

BOOK Online at www.arena.org.uk or contact Lorraine on 0203 087 2378 / lorraine@arena.org.uk

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CHRISTMAS LUNCH WITH
LUKE JOHNSON



THE ARENA LUNCH WITH
SIMON KOSSOFF



CHARITY CORNER



MEMBERS' NEWS

Arena
The hospitality industry's premier networking group

Welcome



I hope you all had a great summer and enjoyed the Olympics. I can't believe it's all over but didn't we do well!

Later this month, on **Monday 24 September 2012**, it will be our Face 2 Face Interview & Lunch at **The Dorchester**. **Ian Sarson, Group Managing Director, Compass Group UK & Ireland** will be taking the hot seat opposite ITN's Alastair Stewart, so if you haven't secured your tickets yet, make sure you do before it's too late.

As some of you may be aware, Mat Baker has stepped down as chairman of Arena to pursue a career in the United Arab Emirates. I would like to personally thank him for all his support since I joined

Arena and wish him luck in his new venture. We will be announcing our new chairman at the next event, so watch this space. In the meantime, Andy Kemp has once again 'taken the reins'.

I look forward to seeing many of you at the Face 2 Face event in a couple of weeks.

All the best

Lorraine Wood
Director Arena

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E lorraine@arena.org.uk

Farewell Mat

A fond farewell to Mat Baker who has stepped down as Arena's chairman to pursue the next chapter of his career in the Middle East.

He has taken the exciting role of divisional CEO for the foodservice business of IFFCO – a United Arab Emirates company that is part of a global organisation, manufacturing and marketing premium quality branded foods in over 80 countries.

Mat has been a true ambassador for Arena for over a decade and his four and a half years as Chairman epitomise his support of the association and our industry. During his term Arena has gone from strength to strength, enjoying high-profile and fascinating speakers and record ticket sales that have allowed it to thrive during one of the UK's worst economic recessions.

We thank Mat for all his hard work and commitment and wish him and his family all the very best.

Mat's successor will be announced at the Face 2 Face Interview & Lunch but in the interim former chairman, Andy Kemp of 3663, will be holding the fort.

Mat can be contacted at mbaker@iffco.com or +971 (0)555 138 269



Christmas Lunch

WITH

Luke Johnson

The Arena Christmas Lunch will provide the exciting finale to our 2012 calendar of events. Entrepreneur Luke Johnson, Founder & Chairman, Risk Capital Partners, is confirmed as guest speaker.

The lunch takes place on **Monday 3 December 2012** at the beautiful Mandarin Oriental Hyde Park, London.

Luke is probably best known for his impact on Pizza Express. In 1993 he took control with partners and subsequently became chairman. He grew the business from 12 owned restaurants to over 250, and the share price from 40p to over 900p before he sold out in 1999. His incredible CV, which also includes starting the Strada restaurant concept from scratch and being former chairman of Channel 4, will make for a fascinating post-lunch address.

There has already been a lot of interest in this event so to avoid disappointment put the date in your diary and purchase your tickets now!

Tickets are available at www.arena.org.uk or direct from Lorraine at lorraine@arena.org.uk



GET IN SHAPE AT

THE RESTAURANT SHOW

Business Bootcamp at The Restaurant Show presents a range of engaging and industry relevant plenary sessions and panel debates. Experts will discuss the latest news and trends from across the industry and address the most topical and controversial issues from the economy to sustainability.

Hot topics will include Street Food: A Business Revolution; Restaurants Countering the Recession, considering how diversification can open up new revenue streams; and the Digital Forum, which is set to be another stand out session, taking a look at how restaurants should embrace the social media revolution.

The Restaurant Show will equip you and your team with the skills, product knowledge, networking opportunities and latest trends from 8-10 October at Earls Court 2, London, so take full advantage of meeting with over 300 suppliers and thousands of visitors to build relationships, connections and most importantly your business.

Register for your free visitor badge now at www.therestaurantshow.co.uk

8-10 OCTOBER 2012
EARLS COURT 2



H2O Publishing is making *Garden Centre and Farm Shop Catering* magazine a permanent part of its portfolio, publishing seasonally from October this year.

It is also producing a one-off magazine, *Golf Club Hospitality*, in October to send to catering buyers of every Golf Club with catering facilities in the UK. This is the first time Golf Club catering executives will have a magazine dedicated exclusively to their profession.

CharityCorner

Corporate Membership

Hospitality Action is the trade charity offering a crucial lifeline to people of all ages, working and retired, from the hospitality industry. Whether approached by a chef, chambermaid, school cook or bar staff, Hospitality Action will endeavour to help, whatever the difficulty. Last year the charity supported nearly 1,500 people in need.

A simple way to support fellow industry members is to become a Corporate Member, from £50 per annum. By becoming a member you will be helping to fulfil your Corporate Social Responsibility and making a real difference where it counts. For further information contact:

fundraising@hospitalityaction.org.uk

Please consider lending your support in this way.

Gavin Millar of Agri Energy Set Sail for Hospitality Action

On 28 May 2012 Gavin Millar set sail from his home in Southampton to sail over 2,000 miles around Britain in support of Hospitality Action. Gavin plans to return this autumn, having raised at least £10,000 for the charity. Please donate now, as his company Agri Energy has agreed to match every £1 he raises.

To support Gavin's adventure and to track his progress, please visit www.canoesailor.com



Reach for the Sky

If you're up for the challenge another adrenalin-pumping way to support HA is to take part in a sponsored skydive! You can jump at various airfields throughout the UK and all jumpers will receive full training. First-timers are more than welcome and if you raise the minimum £395 in sponsorship you'll get to jump for free!

For further information please visit www.hospitalityaction.org.uk or email fundraising@hospitalityaction.org.uk



Higher, Faster, Stronger in Peru with Springboard

Calling all intrepid explorers! It's time for your very own Olympic moment as the Springboard Charity's Peru Trek 2012 pushes you to meet a special gold medal challenge.

Join a growing band of brave industry trekkers who are

attempting to take on the demanding

Lares trail to Machu Picchu in October, and in the process help raise over £100,000 so that Springboard can assist over 70 young unemployed people move into a worthwhile career in the hospitality and leisure sector.

The Trek takes place from the 26 October - 4 November. To join the team contact laureenw@springboarduk.org.uk, hollyh@springboarduk.org.uk or call 0207 529 8610.



Drink Tea - Afternoon Tea Raffle

Hotels across the country have united to support Springboard's Summer School Programme, donating top class Afternoon Tea vouchers for the Drink Tea campaign.

Kieran MacDonald, managing director, The SAVOY, led the way by offering Afternoon Tea at his iconic establishment, with other luxury hotels following suite including The Dorchester, The Ritz, The Four Seasons and The Royal Horse Guards.

Raffle tickets are just £10 each, and with 500 up for grabs the odds are in your favour! You could win Afternoon Tea for up to four people worth up to £400. Buy yours at www.springboarduk.net/events/drink-tea.*

*The closing date is 21 September at 4pm, or once all tickets have been sold, with winners announced on 24 September.



A New Patron

Michel Roux Jr, one of the best known chefs on the planet, became a Patron of the Springboard Charity stating:

"Encouraging the pursuit of careers in the hospitality industry is a cause close to my heart, and one which I am so proud to be affiliated with."



Garden Centres & Golf Clubs

Both titles will be edited by Diane Lane. Diane will welcome and consider editorial for inclusion in *Garden Centre and Farm Shop Catering* and *Golf Club Hospitality* at diane@scribecom.co.uk.

H2O Publishing is also offering some attractive advertising deals to access both of these lucrative markets. Contact Dan Hillman on 07833 248 788 / dan@h2opublishing.co.uk for more information.

THE ARENA LUNCH WITH *Carluccio's* SIMON KOSSOFF

On the eve of the launch of Carluccio's first supermarket range into 114 Sainsbury's the CEO of the famous branded restaurant, Simon Kossoff, stepped out to address more than 200 hospitality industry colleagues at the biggest Summer Arena Lunch ever.



On Tuesday 17 July 2012 influential names from across the industry – including fellow restaurateurs such as Robin Rowland, CEO, YO! Sushi – enjoyed a frank, honest and inspirational account of the birth and growth of the Carluccio's brand, sharing in the successes, frustrations, laughter and high drama of the past 12 years.

Simon headlined an incredible Arena event that offered real value with the additional special presentation of Allegra Strategies' Project Restaurant Report. The perfect precursor to Simon's speech, the briefing gave a succinct, yet detailed, overview of what the industry analysts describe as the 'most authoritative and definitive study of the UK Branded Restaurant Industry, including casual dining, pub restaurants and fast food.'

The enlightening briefing covered crucial areas such as the impact of the economy, sector performance, consumer and food trends, the dominance of the discount voucher, and predictions for the future. The audience was presented with tangible statistics, facts and figures, and left with much to think and talk about. Indeed, the

lively networking drinks reception and lunch saw much debate and discussion between old and new acquaintances as they enjoyed the superb hospitality of the Jumeirah Carlton Tower Hotel.

Simon's post-lunch address, delivered in a relaxed yet captivating manner, held the attention of the audience from his first meeting with Priscilla Carluccio, wife of Antonio, in 1998 to the present day, which sees the brand venturing into new channels and expanding internationally.

"When Priscilla explained the concept I knew if I could get it started and manage it, it could be brilliant."

It was crystal clear that Simon wholeheartedly believed in Priscilla's vision of a cafe and deli concept from day one. In an era dominated by the themed restaurant Simon, having moved on from My Kinda Town, found himself inundated with all kinds of bizarre offers, including a Beatles restaurant, a Star Trek, and even one built to physically look like a Coca Cola can on its side! In all the madness, Priscilla's idea of freshly prepared food with authenticity and heritage, a celebrity chef, and beautiful Conran-designed venues was refreshing and simply brilliant.

"When Priscilla explained the concept I knew if I could get it started and manage it, it could be brilliant."

What followed was an uphill struggle to fund the 'bricks and mortar' project in a time when dot com was everything. Simon remembers: "I think it would have been easier to have raised £200m for an online

food business than scrape together the £2m we needed for a start up."

A crusade of meeting after meeting pursued until eventually in July 1999 funding was secured and 16 weeks later, on 23 November, the first Carluccio's at Market Place opened.



Then came a three-month masterclass in creative problem solving – from the seemingly farcical, like rescuing hijacked stock from not so honourable suppliers, to the more fundamental recognition of the need to extend opening hours beyond 8pm. By Valentine's Day 2000, with a modified business model and longer trading hours, Carluccio's took off. The initial £14,000 per week takings became £40,000 and just 15 months later the second venue on St Christopher's Place opened and was soon making £80,000 a week.

By 2005, with 22 stores, it was time for Simon and the team to deliver on the exit promised to investors. This took the form of





listing on AIM. Then in 2006 they entered into a Middle East franchise deal with Landmark, opening stores in Dubai and Kuwait, who in 2010 went on to buy the company for £90m, 10.7x EBITDA – in Simon's words "Not bad!"

Standing in front of industry peers having just opened store number 63 in the UK, with seven more to open this year, and the range for Sainsbury's about to go live, it would be easy for Simon to simply bask in the glory of his and Carluccio's success. He was, however, candid in his revelation that it has not been plain sailing. He highlighted 'desperate moments' that he was convinced at the time would destroy the business, such as giving 30 people salmonella poisoning from a badly stored tiramisu, receiving threats to personal property and even his family at the centre of a minimum wage storm, and a Sunday paper headline for an interview with Antonio Carluccio stating 'It's my name, but not my food.'

Today, well on target to reaching the goal of 100 UK stores by 2015, embarking on new channels and turning attentions overseas with an international strategy for expansion, Simon is looking forward to his 12th Carluccio's Christmas. It was with warmth and obvious pride in his 'bricks and mortar' success that Simon concluded: "We work in one of the few industries for which there isn't and won't be an online alternative."

Thank you
to the event
sponsors



and the event
supporter



Arena Events

SEPTEMBER 2012

- 24** The Arena Face 2 Face Interview & Lunch. ITN's Alastair Stewart OBE interviews Ian Sarson, Group Managing Director, Compass Group UK & Ireland
The Dorchester, London

DECEMBER 2012

- 3** The Arena Christmas Lunch with Luke Johnson, Founder & Chairman, Risk Capital Partners
Mandarin Oriental Hyde Park, London

Hospitality Events

SEPTEMBER 2012

- 19-21** NACC National Training & Development Forum -
Hilton Hotel, Blackpool
www.mcculloughmoore.co.uk/nacc
- 20** Lunch Business Grab & Go Awards - London Art House
www.lunchbusiness.co.uk/awards
- 20-21** Lunch! - Business Design Centre, London
www.lunchshow.co.uk
- 27** FPA House of Commons Lunch - Westminster, London
www.foodservicepackaging.org.uk/events

OCTOBER 2012

- 1-7** National Community Meals Week - Nationwide
www.thenacc.co.uk/events
- 2** The Restaurant Conference - The Landmark, London
www.therestaurantconference.co.uk
- 8** Hospitality Action Golf Day - The Mere Golf Resort & Spa, Cheshire – www.hospitalityaction.org.uk/events
- 8-10** The Restaurant Show - Earls Court 2, London
www.therestaurantshow.co.uk
- 9** Craft Guild of Chefs Young Chef of the Year & National Chef of the Year Grand Final and Awards - The Restaurant Show, Earls Court 2, London – www.craftguildofchefs.org
- 15** EDUcatering Excellence Awards - The Royal Garden Hotel, London – www.educateringawards.co.uk
- 16-17** Independent Hotel 12 - Olympia, London
www.independenthotelshow.co.uk
- 18** Springboard Awards for Excellence - Novotel London West
www.awards.springboard.uk.net

NOVEMBER 2012

- 5** Food Manufacturing Excellence Awards - The Park Lane Hilton, London – www.foodmanawards.co.uk
- 13-14** Care Show Birmingham - NEC, Birmingham
www.careshow.co.uk/birmingham
- 16** Hotel Cateys - Lancaster, London
www.hotelcateys.com
- 26** FSM Awards - The Royal Garden Hotel, London
www.fsmawards.co.uk

Members' News

Solo Cup Europe won the *Business in the Community Carbon Reduction Award* for the East of England region. The award recognises the company's achievements in taking measure to reduce its carbon footprint.

FOOTPRINT
HEALTH &
VITALITY
HONOURS

The first ever **Footprint Health & Vitality Honours** launched establishing a platform for foodservice businesses to showcase healthy best practice. The scheme aims to promote a change in the culture of consumption, the manufacture of healthier products, the implementation of healthier programmes in cost and profit sectors, and raise awareness of the industry's endeavours and achievements amongst consumers. Visit www.healthandvitalityhons.com to enter by 31 October 2012.

Research completed across Europe by Hotel School The Hague with Sealed Air's **Diversey** business revealed that almost 70% of hotel guests said that cleanliness and hygiene was the most important factor when making recommendations to friends and colleagues. The cleanliness and appearance of bedrooms and bathrooms were the most critical areas for guests forming their opinions.

United Coffee UK & Ireland's managing director, Elaine Higginson, was recognised as one of the most influential women in hospitality, travel, leisure and tourism as she was inducted in to the prestigious Women 1st Top 100 Club at the Shine Awards in June. Elaine was applauded for her passion, focus and inspirational leadership, and also for her impressive business achievements.

The company also achieved a first for the coffee industry when the Academy of Food and Wine Service endorsed its barista training as part of its 'Licence to Work' programme. The one day course will educate trainees about the origins of coffee, how to produce a great shot of espresso, how to texture milk to a rich creamy consistency, as well as the skills to sell more coffee.

Following four highly-competitive semi-finals, the **Craft Guild of Chefs** named the eight chefs that will compete for the title of National Chef of the Year 2012 live at The Restaurant Show on 9 October. They are Andrew Wright, *Restaurant 23*; Alyn Williams, *Alyn Williams at the Westbury*; Joe McCafferty, *Roka Restaurant*; Paul Dunstane, *Restaurant Associates*; John Howie, *Sodexo Prestige*; Paul Matthews, *Restaurant Associates*; Justin Galea, *Turnberry Hotel*; and Hayden Groves, *BaxterStorey*.

Ross Brown, business account manager for foodservice at **Premier Foods**, was named *National Account Manager of the Year* in the annual awards held by Country Range Group, receiving the unanimous vote from the judging panel. Ross, who has served the industry for 33 years, also received the *Services to Industry* award.



Premier Foods enjoyed further awards success when it beat stiff competition at the Local Authority Catering Association Awards for Excellence to take the crown as *Outstanding Supplier of the Year*.



Kenco is, for the third year running, the official coffee partner of Macmillan Cancer Support's flagship fundraiser – the World's Biggest Coffee Morning 2012. On Friday 28 September over 2.5 million people will make time to get together to host a coffee morning, raising over £10 million for Macmillan. Kenco aims to build on the £120,000 it helped raise last year. Find out more at www.kencoprofessional.co.uk.



Acquire has been instrumental in further developing the epsys e-trading platform over recent months, as e-trading in the hospitality sector is beginning to capture the imagination of food service providers. Epsys is offering a "360 Review" service for caterers aimed at reviewing the buying business process. Reviews are available on behalf of individuals responsible for Operations, Purchasing and Finance. Go to epsys.co.uk to learn more.

With 'website targeting' **Caterer and Hotelkeeper** now offers the opportunity to target advertising to key sectors of the market. By delivering the advertising message next to relevant editorial content on catererandhotelkeeper.com customers can be pinpointed on the site, the relevancy of the message will be increased, and a greater return on investment will be achieved. For more info contact the sales team on 020 8652 3814.



Creed Foodservice has been busy raising money for its charities. Activities included its best ever Annual Creed Charity Golf Day, where customers, suppliers and staff played a fantastic round to raise over £3000 for the three worthy charities Sue Ryder, Winston's Wish and County Communities Projects. Creed's commercial director, Karl Goodwin, also took part in the British 10k run in London raising £1200 for Winston's Wish.



Julie Moore, managing director, **Green Gourmet**, was honoured at the 2012 *Institute of Directors South West Director of the Year Awards*. Julie was recognised for steering the company through a tough recession after joining as MD in 2008. During this time she has doubled the company's turnover and profit, maintaining double digit growth in each year.

Pelican Buying Company acquired Prestige Purchasing's Consortium business. The acquisition will provide Pelican with continued business growth in the hotel sector, whilst strengthening its position as the purchasing specialist of choice.

The 2012 **Foodservice Packaging Association** (FPA) House of Commons Lunch will take place on Thursday 27 September. Sponsored by Mark Pawsey MP, Chairman of the All Party Parliamentary Group for Packaging, members at the event will be briefed by Mark on current packaging related issues, including the WRAP Voluntary Agreement.

The FPA is a supporter of the recently published WRAP Voluntary Agreement for the Hospitality and Foodservice sector, noting that WRAP is making the reduction of food waste a major priority and that packaging's role in reducing food waste has been recognised.

Raymond Blanc OBE was appointed president of the **Sustainable Restaurant Association** and marked his appointment by issuing a challenge to UK restaurants. He called on British chefs and restaurants to capitalise on their reputation for having one of the world's finest cuisines and become world leaders in sustainability.

Over 150 delegates attended the inaugural **Women 1st** Conference. The conference offered a jam-packed day of continuous professional development for women aspiring to senior leadership positions. Key themes included training, networking and trusting your instincts.



Emma Forbes also presented the Women 1st Shine Awards 2012. Success in the hospitality industry included the *Lifetime Achievement Award* for Jill Stein, director, The Seafood Restaurant; the *Rising Star Award* for Emily Perry, marketing manager, learnpurple; and the *Small Business Award* for HTP Training. Sixteen new inductees from the hospitality sector also joined the exclusive Women 1st Top 100 Club of the most influential women in the industry. The full list, which features a number of Arena Members, can be found at www.people1st.co.uk/top100club.

Unilever Food Solutions launched a campaign to encourage chefs to slash over 500 million calories from their dishes every day to help meet Government targets and tackle Britain's obesity problem. The company partnered with BBC Celebrity MasterChef winner and healthy eating champion Lisa Faulkner to launch a calorie-busting 'Ambu-lunch' outside the Houses of Parliament. Health Secretary Andrew Lansley enjoyed a light lunch on board the converted ambulance, complete with working restaurant. The 'Ambu-lunch' then embarked on a tour of the country, driving awareness and providing tips on how to reduce calories.



The food company also launched Flora Buttery in 2kg tubs to help chefs and caterers create dishes that allow customers to enjoy a delicious buttery taste with less calories and 72% less saturated fat than butter.

Elior UK scored its second Premiership Club catering contract – netting the two-year deal at West Ham FC. The contract is worth almost £10 million and will see Elior provide all the match and non-match day catering at the club as well as hotel services at Upton Park.

The contract caterer also announced that it is offering eligible employees the opportunity to study for an NVQ in Customer Service as part of its

commitment to delivering the very best customer experience. It also partnered with recruitment specialist Ingeus to give ten previously long-term unemployed people a 'life changing' opportunity by getting them back into work at one of its Tesco café sites in Scotland.



A courageous team from **Tilda Foodservice** completed an arduous challenge to raise money for charities that have helped colleagues and their families. The team took on its "Challenge of a Lifetime" – an exhausting day-long and overnight session involving canoeing, climbing and cycling followed by a night sleeping out in the wilds of the Brecon Beacons! – for Cancer Research UK, LATCH (Welsh Children's Cancer Charity) and The Plym Neuro-Rehabilitation Unit in Plymouth. The Tilda team can still be sponsored at uk.virginmoneygiving.com/team/tildafoodservice.



3663 secured its biggest contract win in recent years – a contract with the Ministry of Justice to supply food and drink to all publically run prisons in England and Wales. The contract to supply healthy and nutritious food to prisoners plus staff over the next four years was awarded to incumbent supplier **3663** following a competitive tender process taking over 12 months.

The business also celebrated success at the British Frozen Food Federation Annual Awards, winning an incredible three awards, including two Gold and one Silver, for its frozen own brand products.



Finally the wholesale distributor revealed details of its 2012 Christmas range and, as part of its continuing partnership with Hospitality Action, it announced a new fundraising campaign that enables **3663** customers to donate their Safari loyalty points to the charity.

Huhtamaki teamed up with Costa to help BAA launch its recycling initiative at Heathrow's Compass Centre, which saw the creation of a one-of-a-kind aeroplane by recycling artist Michelle Reader. Commissioned by BAA to mark the introduction of new waste recycling facilities in support of Heathrow's recycling target, the unique Costa Cup Airbus A380 aircraft was made using a variety of recycled materials as well as Huhtamaki recyclable paper hot cups.



Sodexo's ambassador for health and wellbeing, Matt Dawson, launched its Back Britain event, in

support of the national Love British Food campaign, urging all catering outlets to take advantage of this patriotic year by putting British food and produce at the centre of their promotions and menus. Matt Dawson has also fronted Sodexo's new Better Tomorrow Plan App. Available free to download from the App store, the interactive app provides useful tools and tips on leading a more sustainable lifestyle.

The on-site service solutions provider saw success on the awards front. Robin Turner from Stevenage triumphed in the *Development Chef* category at the 2012 Craft Guild of Chefs Awards; Sodexo was victorious in the



Best In-house Recruitment



Team category of the Chartered Institute of Personnel and Development Recruitment Marketing Awards; and Natalie Bickford, HR director, was announced joint winner of the *Equality & Inclusion Champion of the Year* award

at the Employers Network for Equality and Inclusion 2012 Awards.

And finally, thanks to a partnership between Sodexo and The Scout Association, Cubs and Scouts across the UK have started to achieve their Sodexo Chef Activity badge.



McCullough Moore is working closely with the National Association of Care Catering on National Community Meals Week 2012 (1-7 October). This year's event will launch with a Guinness World Record attempt for the total number of the SAME community meal served on the SAME day! To take part contact info@thenacc.co.uk or 0870 748 0180.

Compass Group UK & Ireland opened applications for a new professional cookery apprenticeship programme available to 16-18 year olds called The Chefs' Academy. The initiative aims to attract unemployed school leavers with an appetite for developing culinary skills and pursuing a career in the hospitality industry, giving them an opportunity to earn while they learn.



Arena Contacts

Interim Chairman

Andy Kemp **3663**

Director

Lorraine Wood **Arena**

Treasurer

Peter Green **Fusion FSM**

Founding director

Naomi Arnold MBE **Naomi C Arnold Consultancy**

Executive members

Peter Backman **Horizons FS**

Mark Lewis **The Caterer Group**

Shabaz Mohammed **Pelican Buying Company**

Arena Ambassadors

Karen Browne **William Murray Communications**

Ann Elliott **Elliott Marketing & PR**

Diana Spellman **Partners in Purchasing**

Neil Stephens **Nestlé Professional**

Ian Stone **apetito**

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Hospitality 2013

Put 21-23 January 2013 in your diary and register for your free ticket at www.hospitalityshow.co.uk for the new look Hospitality Show at Birmingham's NEC.

Visitors can expect a business-focused environment and to meet more than 320 exhibitors covering food & drink, catering equipment, interiors, exteriors, tableware and technology. Another must-see event is the world class culinary competition – Salon Culinaire, incorporating La Parade des Chefs, Salon Display and Live Theatre.

Boasting new halls complete with improved catering facilities, the 2013 show will be bigger and better than ever before. With a fresh look, comprehensive seminar programme, and free advice available from a stellar line up of business mentors on hand throughout the three days, Hospitality 2013 is the place to do business.



CORPORATE MEMBERS

3663
AAK Foodservice
AB World Foods Ltd.
Acquire Services Ltd.
Addison Fowle
Admiral Group
Ardo UK
apetito
BHA (British Hospitality Association)
Barbican Centre
BaxterStorey
Beacon Purchasing
Bernard Matthews
Booker Direct
Brakes
Britvic Soft Drinks
Broderick's Love Coffee
Bunzl Catering Supplies
Caterer & Hotelkeeper
Catermasters
Circle Communications
Coca-Cola Enterprises
Collins King & Associates
Compass Group – UK & Ireland
Contract Options
Cost Sector Catering
Costa Enterprises
Creed Foodservice
Dairy Crest Ltd.
Dewberry Redpoint
Discovery Foods
Elior UK
Essential Cuisine
Ferns Coffee
Food and Drink Expo
Food Alert
Foodservice Packaging Association
Footprint Media Group
Fourth Hospitality
Fresh Montgomery
Fusion FSM
Glon Institute of Higher Education

Gram (UK) Ltd.
Gourmet Foods
H2O Publishing Ltd.
Harrogate Spring Water
Horizons FS
Hospitality Action
Hotelympia
Huhtamaki
IFE
Innocent Drinks Ltd.
Invest Northern Ireland
The Institute of Hospitality
ISS Facility Services Food and Hospitality
Jellybean Creative Solutions
Johnsons Stalbridge Linen Services
Kerry Foodservice
Kraft Foods UK
Krombacher Brauerei
Lakeland Dairies
Leatham's
Lexington Catering
McCullough Moore
MDC Foods Ltd.
Merrychef
Macphie Foodservice
Mission Foodservice
Moore Stephens Ltd.
Nestlé Professional
P & G Professional
Pelican Buying Company
People 1st
Pepsico
Premier Foods
Prestige Purchasing
Pritchitts
Publicisity
Purchasing Support Services
Quorn
The Restaurant Show
Reynolds Catering
Rollover

Technomic Inc
The Splash Partnership
The Russell Partnership
Silver Spoon Company
Sodexo UK & Ireland
Solo Cup Europe
Springboard UK
Steelite International Plc
Support Training Services
TATA Global Beverages GB Limited
Tchibo Coffee International
Tilda Foodservice

TSC Foods
Twinings Foodservice
Unilever Food Solutions
United Coffee
Vegware Ltd.
VION Food Group
Vista Foodservice Solutions
WARL
Wenlock Spring Water Ltd.
William Murray Communications
William Reed Exhibitions
WRAPEX Ltd.

A warm welcome to our new corporate members

Broderick's Love Coffee offers a wide range of robust energy efficient hot beverage, snacks, cold drinks and food machines.

Whether you require self-fill operated with maintenance or a fully managed service, we find the right solution for your needs. It's all about you; our services are designed to give you peace of mind.



Technomic provides clients with the facts, insights and consulting support they need to enhance their business strategies, decisions and results. Its services include numerous publications and



digital products, as well as bespoke studies and on-going research on all aspects of the foodservice industry.

Looking for Wheat tortilla wraps, Corn tortillas, naan, pitta, chapatti or any specialty flatbread?

Mission Foodservice will provide you with truly authentic products of the highest quality. With over 60 years' experience, we are the largest global producer of tortilla products, the market leader in retail, and the sandwich manufacturers' first choice. Our highly experienced, specialised, foodservice team will help you add real value and versatility to your menu and maximise your profit margin.



MEMBERS' MOVES



Unilever Food Solutions appointed **Stefan Horsnell** as its new category marketing director for the UK & Ireland. Stefan brings to the role more than ten years experience from within Unilever Food Solutions, most recently as category marketing leader in the Nordics. He is to play an important role in ensuring both channel and category teams' priorities are aligned.
Contact Stefan on 0800 783 3728



Tim Franklin-Heys also became head of the Unilever Food Solutions culinary services team. Tim has been with the company for 13 years and has added significant value to both the company and its customers during this time. In his new role he, and the team, will focus on working closely with customers to give them the solutions they need.
Contact Tim on 0800 783 3728

Richard Wild became area sales manager at Solo Cup Europe, covering the Northern area. Richard joins the team with a strong track record in foodservice packaging having spent 13 years at Linpac as regional account manager, national account manager and European marketing manager.
Contact Richard on richard.wild@soloeurope.co.uk



Sarah Holmes joins the Creed Foodservice Executive board as finance director. Sarah has a wealth of industry experience, mainly in manufacturing, as well as degrees in Media Production and Law. She is looking forward to the challenges and opportunities that lie ahead in line with Creed's vision to be the 'foodservice provider of choice', and its five-year mission to be a £100million foodservice business.
Contact Sarah on sarahholmes@creedfoodservice.co.uk



Also joining the Creed team is **Wayne Standley**, in the position of business development manager, specialising in the butchery and fresh meat. Wayne brings a wealth of experience in the meat sector, including being trained as retail butcher and working in the Food Standards Agency before moving into the foodservice sector.
Contact Wayne on waynestandley@creedfoodservice.co.uk

