

# AROUND Arena

THE HOSPITALITY NETWORK

SPRING 2013

## THE SAVOY LECTURE 2013 ALASTAIR STOREY

CHAIRMAN & CHIEF EXECUTIVE, WESTBURY STREET HOLDINGS  
Monday 25 March 2013 The Savoy London

*In every industry there are leaders whose names are instantly recognisable because of their achievements and contributions. This is certainly true of the presenter of this year's Savoy Lecture, Alastair Storey.*

*His position at the head of the largest independent catering group in the UK, Westbury Street Holdings (WSH), and the fact that he was recently named the most powerful and influential person in the UK hospitality industry by Caterer & Hotelkeeper, makes him the perfect addition to Arena's illustrious list of Savoy Lecture presenters.*

### A clear vision

With a career spanning 38 years, it's clear that the hospitality industry is where Alastair's heart, skills and ambitions lie.

From his first job as trainee manager at P&O's Sutcliffe Catering Services back in 1975, he learnt his trade and rose swiftly to command managing director roles at Sutcliffe and Granada Food Services. In 2000, together with Keith Wilson, Alastair went solo and launched Wilson Storey.

The period from 2000-2007 saw a succession of shrewd mergers and acquisitions that created WSH and propelled the business to its current position of largest independent catering group in the UK – encompassing well-known brands BaxterStorey, Benugo, Holroyd Howe, Caterlink and Portico – and one of the top five caterers.

As well as growing the business, Alastair's vision also succeeded in strengthening its foothold across the sectors of the industry. Its influence can be felt from hospitality, business and industry, and education, through to restaurants, delis and coffee bars.

Steady growth has subsequently been the pattern enjoyed by WSH, even throughout the recession. It has secured substantial contract wins, expanded into Europe, lifted turnover year on year, and increased its workforce.

At the Savoy Lecture, Alastair will reveal his strategy for maintaining growth in economic uncertainty, and what the next five years may look like for WSH in terms of focus, culture and expansion.

### Committed to the future

As well as a determination for business success, Alastair is also passionate about the industry in which he operates. Enriching and protecting its future through attracting and nurturing talent is high on his agenda and will be a hot topic for discussion at the Savoy Lecture.

Alastair wholeheartedly believes in the importance of continued training to retain and develop the talent already within the industry, and create the leaders of tomorrow. He also believes that we must work together to boost external awareness of the hospitality industry as a great place to work to ensure on-going success. Making hospitality an attractive career path will attract the best, with long-term benefits for the industry.

Alastair's commitment to this is evident in the innovative training programmes established within the business, and his support of wider industry initiatives recognising excellence amongst young employees, such as the Gold Service Scholarship Award.

The esteemed Arena event starts at 6pm with Alastair's insightful and fascinating presentation. Held at the magnificent Savoy Hotel, the formal lecture will be followed by a lively drinks reception that will facilitate interaction between industry colleagues. The networking will continue into the Savoy's ballroom where a superb three-course dinner will be served.

## THE SAVOY LECTURE 2013

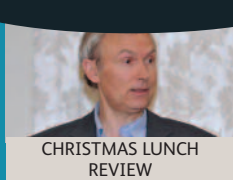
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WHERE The Savoy, London

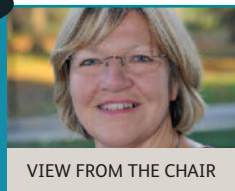
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REVIEW



VIEW FROM THE CHAIR



[WWW.ARENA.ORG.UK](http://WWW.ARENA.ORG.UK)



HAPPY BIRTHDAY!



The hospitality industry's premier networking group

# Welcome

A lot can certainly happen in a year. I can't believe that this time last March we were all getting excited about the Olympics and looking forward to hearing from Jan Matthews, who was then Head of Catering, Cleaning and Waste Services for LOCOG and speaker at the Savoy Lecture 2012 - and is now our Arena Chairman!

With only a few weeks to go, we are delighted to have Alastair Storey – the man who has been voted the most powerful and influential person in the UK hospitality industry – presenting the Savoy Lecture 2013. If you haven't yet booked your tickets I would urge you to do so now, as, once again, this event is likely to be a sell out.



If you are new to an Arena event and there are people on the guest list you particularly would like to meet, contact me to find out about our 'New Introductions' facility that enables guests to meet each other through our Arena Ambassadors.

I look forward to seeing many of you on Monday 25 March 2013 at The Savoy.

*Lorraine*

**Lorraine Wood**  
Director Arena

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



## The new [www.arena.org.uk](http://www.arena.org.uk)

If you've visited the Arena website over the past couple of months you will have noticed that it looks a little different. Well actually, it looks completely different! It's had a full make-over and is now extremely user friendly and a lot more pleasing on the eye.

[www.arena.org.uk](http://www.arena.org.uk) is now an incredibly useful tool for all Arena members and visitors. Check in regularly for:

- Future event details and to buy tickets
- The Arena blog
- Reviews of past events with guest lists and image galleries
- Membership options and how to join us
- Information about Arena, what we do and who we represent

For those of you that have not yet seen it, go to [www.arena.org.uk](http://www.arena.org.uk) and have a good look around. We'd love to know what you think so please email [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk) with any comments.

## VIEW FROM THE CHAIR

I was delighted that my first lunch as Chairman of Arena in December delivered a very insightful talk by Luke Johnson. This, combined with a first rate lunch and meeting up with colleagues from across the industry, really typified for me what Arena is about.

To secure another key industry figure such as Alastair Storey for the 2013 Savoy Lecture just confirms to me the high regard Arena has within the industry.

There is no doubt that this year will be a tough one for many of us and it really is in these times that organisations like Arena come into their own. The opportunity to come to informative, informal gatherings, to hear from the people at the top of our industry, and have face-to-face contact with colleagues and clients alike should not be underestimated.

I look forward to meeting with you all over the coming months, and working together to continue to take Arena forward.

*Jan*

**Jan Matthews**  
Chairman Arena



E [jan@arena.org.uk](mailto:jan@arena.org.uk)

## WE ARE 30!



It only seems like yesterday that we were celebrating Arena's 25th anniversary but five fantastic years have sped past and we have now reached the big 30!

We have packed so much into those five years and Arena has truly thrived as an organisation, increasing membership and event attendance, that it really does feel like this is our coming of age.

Here's just a few highlights:

- The Savoy Lecture returned home, following the Savoy renovation, with a sell-out event
- Around Arena got a new look
- Jan Matthews became Arena's first ever female and operator Chairman
- Ticket sales to events increased by almost 50%
- More operators than ever before attended Arena events
- Speakers such as Karen Forrester, Simon Kossoff, Peach Pub Company and Luke Johnson continue to be relevant, insightful and entertaining.

We would not miss this opportunity to celebrate with our members so keep an eye out for our anniversary activity...



# Bigger, Bolder, Better:

## Institute of Hospitality's Passion 4 Hospitality Student Conference 2013

Monday 11 March  
Victory Services Club  
London



For 2013 Passion 4 Hospitality (P4H) has been extended from its origins as a student debating competition to become a unique showcase and celebration of talent and career opportunities in the hospitality industry.

Designed to propel and equip undergraduates to become 'the best of the best' in readiness for employment in the hospitality industry, P4H will include a careers forum, industry success stories, discussion panels, a keynote speech from a high profile industry leader, and the hotly contested P4H student debating competition.

The event provides a great platform for employers to meet the 'cream of the crop' of hospitality students and see their prospective employees in action.

For more information and to get involved contact Malcolm Kandulu on 020 8661 4914 / [malcolm.kandulu@instituteofhospitality.org](mailto:malcolm.kandulu@instituteofhospitality.org)



# CharityCorner

## Introducing Hospitality Action's Employee Assistance Programme

Hospitality Action's Employee Assistance Programme (EAP) provides a niche specialist, independent, confidential advice, support and assistance service, 24 hours a day; 365 days per year, comprising of assistance advice online, on the telephone or face-to-face. It has been developed by hospitality people for hospitality people who are in crisis.

Hospitality Action is best placed to understand the challenges and needs of the industry and its people, and has over 175 years of experience doing just that. The types of issues most commonly faced are:

- Health and wellbeing worries
- Work concerns
- Financial challenges
- Personal issues
- Alcohol and drug misuse

The EAP works at three levels

1. **Online information** – providing a comprehensive database of advice sheets that enable users to find guidance, support and signposting.
2. **Telephone assistance line** – providing expert advice via UK-based advisors who help people in their hour of need and provide support if additional expertise is needed. Users can then be referred on to others for further assistance.
3. **Specialist support covering:**
  - Emotional and personal counselling
  - Financial and debt counselling
  - Legal advice and support
  - Dealing with addiction
  - Providing hardship grants

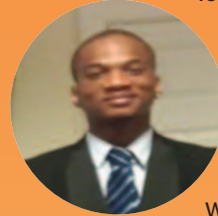
The service is totally confidential and access to the telephone assistance line is free from mobiles and land lines.

If you are interested in the Hospitality Action EAP service please call the London office on 0203 004 5500 or email [help@hospitalityaction.org.uk](mailto:help@hospitalityaction.org.uk) for more information.



## Thank you from from Springboard

Springboard would like to say a big thank you for the support and money raised from the £5 raffle held at the Arena Christmas lunch.



The funds raised go towards supporting the range of Springboard's Into Work programmes and can help young people like Prince, who did not have a good start in life growing up in a deprived area and having no real prospects, get a job. Through an introduction to one of Springboard's Into Work programmes, which offers industry specific training, community support and the aim of getting a job, Prince now works at The Royal Automobile Club as a Food & Beverage assistant. On getting the job Prince said "This is a new life for me and I want to fight for it. I know it's going to be hard, but anything worth doing is going to be hard. I would like to thank Springboard and the RAC for giving me a chance."

## Join us as we trek Nepal – 1-11 March 2014

Calling all trekkers! Join the Springboard team and trek to Nepal's Annapurna mountain range through traditional Hindu villages and forests. Once completed, the trek ends with a truly unforgettable experience of volunteering in Kathmandu, with Global Action Nepal, and directly helping young, underprivileged Nepalese who are looking to get advice and help to progress a career in the local hospitality industry.

To find out more contact:  
[laureenw@springboarduk.org.uk](mailto:laureenw@springboarduk.org.uk)  
or call 020 7529 8610.



## Ones to Watch Report

The foodservice world is constantly changing. New concepts bring innovation to consumers and drive change throughout the industry, reflecting and affecting consumer tastes now and on into the future. They are tomorrow's leading brands.

Ones to Watch provides regular updates and identifies these leading edge, small-scale foodservice brands and concepts which are creating a buzz on the high street. These change leaders provide new opportunities for suppliers, operators, distributors and investors, often growing organically, through external investment or purchase by larger foodservice organisations.

For further information about Ones to Watch, or any of Horizons' services, visit [www.hrzns.com](http://www.hrzns.com) or contact +44 (0)844 800 0456 or [info@hrzns.com](mailto:info@hrzns.com)



**ARENA CHRISTMAS LUNCH WITH LUKE JOHNSON  
FOUNDER & CHAIRMAN, RISK CAPITAL PARTNERS**

# "Arena has finished the year on a real high!"

*These were the enthusiastic words of Jan Matthews as she addressed the audience at her inaugural event as Arena's first female Chairman – the magnificent Arena Christmas Lunch on Monday 3 December.*



And Jan wasn't wrong! This year's Christmas Lunch was the best ever. The Mandarin Oriental's Ballroom was bursting at the seams at the sell-out event that welcomed revered hospitality entrepreneur, businessman and guest speaker, Luke Johnson.

## **A seasonal digest**

Prior to the 'main event' market experts, Horizons, reflected on the past 12 months and gave an early insight into the condition of the industry.

The headline was that, with Christmas still to come, early signs indicated that the 2012 market is worth £43.5 billion, which signifies a real decline of 1-1.5% - a result, amongst other things, of a continued lack of consumer confidence and the weather!

Looking forward to 2013, it's a safe bet that we will be facing a similar economic background to 2012, with very little growth, if any, and more casualties to come.

However, the outlook is certainly not without a silver lining – with 70% of consumers still eating out, it has become a habit in the UK, and although perhaps the frequency has dropped in hard times, the opportunities are still prevalent.

## **The main event**

Following a lively (and noisy!) networking reception and lunch, Luke Johnson treated the audience to a captivating, inspiring and entertaining 20 minutes, packed with opinion and insight.

Luke began by confessing that his entrance into hospitality was not through a great master plan, but a rather haphazard route. It was whilst studying to be a doctor at Oxford that he discovered his entrepreneurial spirit and talent, and his love of hospitality.

Threatened with 'the boot' for throwing too many parties, he struck a mutually beneficial financial deal with a local nightclub to hold his parties on a night when the club was usually closed. Blown away by the queue outside the door on the first night, it was this first taste of the excitement that comes with making something happen that sparked the realisation that he wanted to make a career out of 'building things from scratch'.

Some 30 years on Luke has certainly achieved this ambition – and some! His CV is a masterclass in hospitality entrepreneurial success, featuring the likes of Pizza Express, Strada, Giraffe, Patisserie Valerie, Gail's, 3Sixty Restaurants, to name just a few.

Luke's passion for hospitality comes from the great opportunities of advancement it offers. It is an endlessly evolving market with innovation at the heart of it.

***"The hospitality and restaurant industry offers the most opportunities for those who want to start their own business and be successful."***

The last 30 years is proof of this. The UK has transformed from a 'culinary wasteland' to a country of increasingly discerning diners. He believes that tourism offers a great economic opportunity for the UK, which we must take full advantage of. *"We have the locations, the language, the history, the culture, the hotels and the restaurants – and we're even learning to smile and greet customers in a friendly way!"*

Joking aside, service is of tremendous importance to Luke. *"It's not the products you serve but service that guarantees success,"* sums up Luke's fervent belief in the

power of good service. The winners are those offering outstanding service because it creates repeat customers and loyalty.

The younger generation is another key area in guaranteeing the continued success of our industry. He explained that the profession needs young people, their optimism and verve. It is the young go-getters in hospitality, that don't exist in other walks of life, that make our industry exciting.

Luke urged more partnership between the generations, warning of the dangers of disenfranchised and demoralised young people and stating that those who resist are *"condemned to decay"*.

*"Experience absolutely matters but so does imagination and vitality."*

It has been well documented that Luke is passionately campaigning to reduce VAT for our industry. He affirmed his ambition to cut VAT to 10% or less to attract tourism and create jobs, clearly showing his dismay at the fact that supermarkets are exempt whilst hospitality pays over the odds. He urged his industry colleagues to support the cause and branded the reluctant or disinterested larger chains as 'mad'.

Luke left the audience with the upbeat message that *"history shows that the future always belongs to the optimist"*. He conceded that this does involve an element of risk but discipline, innovation, industry, and luck, reward those that are willing to take the plunge.

Read the full review at [www.arena.org.uk](http://www.arena.org.uk).

Thank you to the event sponsors

**Horizons**  
with major business topics

**MOORE STEPHENS**

**FERN'S**  
COFFEE SINCE 1895





## A warm welcome to our new corporate members

**DHL Supply Chain** has operated within airline logistics for many years. Central to its offering is food quality and innovation which is managed by in-house food experts and overseen by DHL's Food Innovation Council.

### Diversified Business Communications

**UK** is a fast growing trade event organiser and publisher. Events include **Casual Dining** – the UK's only dedicated trade event for casual dining sector – and contemporary food to go show, lunch!

**Rational's SelfCookingCenter®** whiteefficiency® replaces 40-50% of traditional cooking appliances, reducing the kitchen size by at least 30% and reducing energy consumption by as much as 70%.

Founded in 1886, **Taylor's of Harrogate** is an independent family business based in North Yorkshire, whose range of high quality speciality teas and coffees offers an enormous amount of choice to customers.

**First Milk Foodservice** is a division of First Milk – the UK's only major dairy company owned by British dairy farmers. It develops and supplies award-winning cheddars, dairy products & ingredients for UK and international markets.

Proven to increase hospitality profits, **Adande** is the only refrigeration that keeps the cold air with stored food to improve food quality and save users money.

Find out more about these new members at [www.arena.org.uk/membership/corporate](http://www.arena.org.uk/membership/corporate).



## Arena Events

### MARCH 2013

- 25** The Savoy Lecture presented by Alastair Storey, Chairman & Chief Executive, Westbury Street Holdings  
The Savoy, London

### JULY 2013

- 11** The Arena Lunch  
Jumeirah Carlton Tower Hotel, London

Visit [www.arena.org.uk](http://www.arena.org.uk) for information and tickets

## Hospitality Events

### MARCH 2013

- 11** Institute of Hospitality's Passion for Hospitality Student Conference 2013 – Victory Services Club, London  
Contact: Malcolm Kandulu on 020 8661 4914 / [malcolm.kandulu@instituteofhospitality.org](mailto:malcolm.kandulu@instituteofhospitality.org)
- 11** Publican Awards 2013 – Grosvenor House, London  
[www.publicanawards.co.uk](http://www.publicanawards.co.uk)
- 12-13** PACE Learning & Development Best Practice Forum – East Midlands Conference Centre, Nottingham  
[www.mcculloughmoore.co.uk/pace](http://www.mcculloughmoore.co.uk/pace)
- 17-20** IFE – ExCel, London  
[www.ife.co.uk](http://www.ife.co.uk)
- 18** Springboard's FutureChef National Final – Westminster Kingsway College, London - [www.futurechef.uk.net](http://www.futurechef.uk.net)

### APRIL 2013

- 4** Cost Sector Catering Awards 2013 – Hilton London Metropole - [www.costsectorcatering.co.uk/awards](http://www.costsectorcatering.co.uk/awards)
- 18** Hospitality Action's Suppliers Forum – Lancaster London  
[www.hospitalityaction.org.uk/events](http://www.hospitalityaction.org.uk/events)

### MAY 2013

- 29** Institute of Hospitality's Annual Lunch & Hospitality Assured Awards – Lancaster London  
[www.instituteofhospitality.org](http://www.instituteofhospitality.org)

### JUNE 2013

- 9-10** Acorn Awards 2013 – Rockcliffe Hall, County Durham  
[www.acornawards.co.uk](http://www.acornawards.co.uk)
- 10** Craft Guild of Chefs Awards 2013 – Grosvenor House, London  
[www.craftguildofchefs.org](http://www.craftguildofchefs.org)
- 13** BFFF Gala Dinner Dance & Annual Awards – Hilton on Park Lane, London  
[www.bfff.co.uk/news-and-events/diary-dates](http://www.bfff.co.uk/news-and-events/diary-dates)
- 17** Tenanted Pub Company Summit – The Landmark, London  
Contact: [alice.wilson@wrwm.com](mailto:alice.wilson@wrwm.com)
- 21-24** Hospitality Action's London to Paris Cycle Challenge – [www.hospitalityaction.org.uk/events](http://www.hospitalityaction.org.uk/events)

# CASUAL DINING

## TO LAUNCH IN 2014

Diversified Business Communications UK, organisers of the award-winning lunch! exhibition, is to launch a new trade show, Casual Dining, at London's Business Design Centre on 26-27 February 2014.

Casual Dining is the result of an extensive consultation process with leading industry operators and suppliers, which concluded that there is a significant gap for a dedicated trade show aimed at the highly successful casual dining market – in which the UK is rapidly becoming a world leader.

With the tag line 'Inspiring Innovation', the event will feature a high profile seminar and keynote programme running alongside a trade exhibition of around 150 hand-picked companies who supply the broad range of innovative products required to run casual dining businesses – including food and drink, equipment, interior design, furniture, technology and table top.

For more information contact Chris Brazier at [cbrazier@divcom.co.uk](mailto:cbrazier@divcom.co.uk) or visit [www.casualdiningshow.co.uk](http://www.casualdiningshow.co.uk)



# Members' News



**Bunzl Catering Supplies** announced that sales of the Metro Cup® Fairtrade Promotional cups have increased by 94% year-on-year, showing that coffee shop operators are wholeheartedly supporting the Fairtrade initiative.

The company's designs for the biodegradable hot paper cups have been approved by the Fairtrade Foundation and can only be used to serve Fairtrade certified drinks.

Fego Caffè appointed **Pelican Buying Company** to handle the bulk of its purchasing at its six sites in Gerrards Cross, Cobham, Ascot, Sunningdale, St. Johns Wood and Marlow. The business will have responsibility for purchasing across ambient, fruit, vegetables, dairy, bread, meat and alcohol with a contract value in excess of £651k.



**William Murray Communications** enjoyed recognition in the go-to magazine for public relations professionals, PR Week. A double page spread was dedicated to its 'Ambu-lunch' campaign for Unilever Food Solutions designed to help chefs reduce calories in their dishes to tackle Britain's obesity problem. The campaign was praised for its creativity and on message stunt element.

**Huhtamaki** welcomed Gosport MP Caroline Dinenage to its Hampshire-based factory. The visit gave Ms Dinenage a tour of the facilities and an insight into the scale of manufacturing undertaken here in the UK and specifically within her constituency.

The packaging and disposables manufacturer also adopted 100% use of PEFC (Programme for the Endorsement of Forest Certification) certified board throughout its UK manufacturing.

**Solo Cup Europe** announced that it is once again sponsoring the prestigious *Foodservice Operator of the Year Award* at the 2013 Foodservice Packaging Association Awards, highlighting best practice and innovation amongst operators. The award is judged by members against a set of criteria reflecting partnership, innovation and customer service.

**Beacon** launched its dedicated Design Service, offering expertise in all areas of design and refurbishment and project management to businesses in the hospitality, leisure and healthcare sectors. The purchasing association also rolled out its new branding across all channels.



**Elior UK** won a ten-year contract extension worth £28million to provide catering for National Welsh Museums at three sites – The National Museum, Cardiff, St Fagan's National History

Museum and the National Waterfront Museum in Swansea.

The contract caterer also celebrated continued awards success. It scooped the *FSM People Development Award* and secured gold in the *Best Customer Service Programme* category at the Training Journal Awards 2012 for its customer service programme eXperience at the end of last year. 2013 also started well when Elior UK won the

*Switchboard of the Year Award*, for the third consecutive year, for its team at law firm Lawrence Graham.



Charity water brand **Thirsty Planet**, which makes a fixed donation to Pump Aid with every bottle or pack purchase, smashed the £1.5million milestone. Since its launch on World Water Day in 2007, Thirsty Planet has exclusively partnered with Pump Aid and helped provide over 8,000 Elephant Pumps to rural Africa, giving clean safe water to more than a million people.



## McCullough Moore

celebrated with its client the National Association of Care Catering when it was confirmed that their efforts to set the first ever Guinness World Record for 'the most community meals served in three hours' had been successful.



The team also achieved a record-breaking 170 exhibitors at the Energy Now Expo 2013, with pre-registered visitors up 20%.

**3663** won a major three-year contract, worth £60 million, with SSP UK to become its foodservice provider. Over the course of the three-year period, 3663 will supply over six million items to SSP UK's bars, restaurants and cafes across train stations and airports, including Upper Crust, Café Ritazza, The Pasty Shop, Camden Food Co and Pumpkin.

The foodservice wholesale distributor also celebrated recognition from the country's leading restaurateurs and chefs when it was voted *Best Foodservice Company* in Restaurant magazine's Chefs' Choice Awards for 2013.

**Acquire Services** celebrated the success of its client, Bill Brogan, catering and conference manager at St John's College, Cambridge, who received the *Special Achievement Award* at the inaugural Health & Vitality Honours.



**Prestige Purchasing** launched its new Insight Reports. Available monthly, the reports give an in depth review of the major food categories along with insightful expert comment and advice. Reports now available include Fresh Produce, Meat & Poultry, Dairy, and Fish & Seafood. Contact christopher.clare@prestige-purchasing.com for details.

**Green Gourmet** won an International Travel Catering Association's Mercury Award for its first to market product *it's just...my bag of fries*. The Food or Beverage Award was presented to the food innovation company at a gala dinner ceremony at the Shangri La Hotel, Abu Dhabi.



**AKK Foodservice** launched a first-of-its-kind online oil management shop for caterers, under the Prep brand of high performance oils. Customers can tap into advice and support from industry experts and buy the tools of good oil management at the click of a button. Take a look at <http://shop.prepoils.co.uk/>



The oils and fats experts also produced a Winter Warmers recipe book, featuring ten recipes using its Prep Premium speciality oils, created by well known chef Chris Basten.



The inaugural **Footprint Health & Vitality Honours** were held in January. The brand new scheme was created to establish a platform for foodservice businesses to showcase healthy best practice and help create a greater transparency on the social issues of health and nutrition throughout the foodservice supply chain. Find out who won at [www.healthandvitalityhons.com](http://www.healthandvitalityhons.com).

**IFE** announced the line-up for The Hub. Running from 17-20 March, the seminar programme will include speakers from the European Union, Food & Drink Federation, Sainsbury's, Waitrose and WRAP, participating in a series of presentations, case studies and discussions, and offering insights into the trends and challenges affecting the food and drink sector. Find out more at [www.ife.co.uk](http://www.ife.co.uk).

The trade show is also working in partnership with Campionato Mondiale della Pizza to host the UK Final of the World Pizza Championship, and the European Final of Giropizza of Europe.

**Jellybean Creative Solutions** unveiled Bloom – a game-changing social media service to help foodservice businesses grow their brand reputation in the digital marketplace. Underpinned by industry research suggesting 74% of influencers think social media and online communications are becoming more important than traditional trade press, Bloom can help take your brand to a brand new audience.



**Premier Foods Foodservice** is supporting a Craft Guild of Chefs and LACA initiative to get families cooking. Premier Foods' senior business development chef, Mark Rigby, is driving *Family Food Appreciation Workshops* into LACA schools and supporting parents and children to develop their cooking skills and food awareness, as a family.

The company's gravy brand, Bisto, also urged caterers to support British Pie Week (4-10 March) by giving away inspirational pie recipe packs and running a competition to win a combi-oven worth nearly £6,000.



In its first acquisition, **Steelite International** acquired British brand Royal Crown Derby to further extend its fine dining range and build on its commitment to high quality UK manufacturing. The deal will see the launch of 'Royal Crown Derby Entertains', a fine bone china range for hotels, restaurants and hospitality venues that will be sold worldwide.

The tableware manufacturer also released survey results that revealed restaurants, cafes and hotels risk losing out on profits and repeat business by ignoring table presentation. The survey found that 81% of respondents consider the quality of tableware important or very important when choosing to eat out, with 60% of diners expecting a higher level of tableware the more they pay for a meal.

More than 120 members of the **Foodservice Packaging Association** attended the annual Environment Seminar in January. Keynote speaker Mary Cragh, Shadow Secretary of State for Environment, committed a future Labour Government to a policy of zero food waste, whilst addressing the conference on issues related to reducing waste and increasing waste stream recovery. Visit [www.foodservicepackaging.org.uk](http://www.foodservicepackaging.org.uk) for more information on the issues covered.

**United Coffee UK & Ireland** acquired artisan roaster, Andronicas, to grow its market share within the independent sector.

The premium roaster specialises in gourmet coffees for independent coffee shops, delicatessens and high-end retailers.

The coffee company also teamed up with tea experts Numi

Organic Teas in an exclusive foodservice UK deal to provide a range of premium teas, made from 100% real ingredients, to the out of home tea drinker.

It was also named *Best Coffee Roaster in Europe* at the Allegra European Coffee Awards 2012, which recognise excellence and outstanding commitment and are voted for by senior coffee industry members across Europe.

**Sodexo** enjoyed awards success when Steve Golding, executive chef, Sodexo Prestige, won the *Event Caterer of the Year Award* at the FSM Awards 2012. Steve, who has worked at Ascot Racecourse for over 14 years, was recognised for his innovative approach.

Sodexo's corporate citizenship manager, Thomas Jelley, also gained recognition of his work to advance the responsible business movement with a *Business in the Community Game Changer Award*.

The business also declared 2012 a record fundraising year for its STOP Hunger Campaign, raising an amazing £427,000 for charities active across the UK and Ireland.

In its 175th anniversary year, **Knorr** is flying the flag for junior chefs and announced the biggest ever investment in the Craft Guild of Chefs' Young National Chef of the Year competition. The increased investment will help to raise the profile

of the competition and talented young chefs. Knorr will also continue its support of The National Chef of the Year Competition.

Bakehouse & Steakhouse head chef and owner, Andy Carr, based in Penzance, won an exclusive masterclass with Marco Pierre White having been entered into a prize draw competition after trying out Knorr's Professional Mixed Peppercorns Purée.

The team at M&C Report, the unique daily briefing service for senior retailers in the UK eating and drinking out sectors from **William Reed Business Media**, is offering free trials to the daily intelligence service. Contact [emily.croft@wrmb.com](mailto:emily.croft@wrmb.com) to sign up.

Chichester College chef lecturer Presley Swensson was named **Hellmann's** Sandwich Champion. The public voted his sandwich 'It's Med to Be' – made of roasted mixed vegetables in a warmed homemade pitta bread pocket with Hellmann's Mayonnaise – the best in the country.

**BaxterStorey** sponsored the Gold Service Scholarship, a new and bold initiative designed to inspire a new generation of young people to make a professional career out of front of house hospitality.

Six finalists went head to head last month to win a year's worth of exclusive mentoring from the best in the business. The overall winner was Rebecca Dibben, restaurant supervisor, Deseo Mediterranean Restaurant, Gleneagles Hotel.

The **Moore Stephens Foodservice Group** has launched its Foodservice Advisory Panel. Don Davenport is the chairman, joining Richard Blood and Paul Edwards from Moore Stephens Corporate Finance. The Foodservice Group, launched in late 2012, will leverage its members' significant foodservice experience to provide focussed corporate finance advice and other services to corporate and entrepreneurial clients in the sector.

The National Chef of the Year 2013 competition was launched by the **Craft Guild of Chefs**. Now in its fifth decade, the esteemed competition will culminate with a live final at The Restaurant Show in London in October, with the victor announced at an awards ceremony and VIP dinner. The deadline for initial paper entries is Friday 19 April. Visit [www.craftguildofchefs.org](http://www.craftguildofchefs.org) to download an application form.



## Arena Contacts

### Chairman

Jan Matthews *RP Global*

### Director

Lorraine Wood *Arena*

### Treasurer

Peter Green *Fusion FSM*

### Founding director

Naomi Arnold MBE *Naomi C Arnold Consultancy*

### Executive members

Mark Aylwin *Booker Direct*

Peter Backman *Horizons*

Matt Collins *Premier Foods*

Ann Elliott *Elliott Marketing & PR*

Andy Kemp *3663*

Mark Lewis *The Caterer Group*

Shabaz Mohammed *Pelican Buying Company*

### Arena Ambassadors

Karen Browne *William Murray Communications*

Diana Spellman *Partners in Purchasing*

Neil Stephens *Nestlé Professional*

Ian Stone *apetito*

Simon Titchener *ISS Facility Services Food & Hospitality*

### Arena office

T 0203 087 2378

E [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk)

### Around Arena

Berenice Pretlove

T 07508 146 118

E [berenice@arena.org.uk](mailto:berenice@arena.org.uk)

**CORPORATE ARENA MEMBERS**  
please send your news for the Members' News section to [berenice@arena.org.uk](mailto:berenice@arena.org.uk)

## CORPORATE MEMBERS

3663

AAK Foodservice  
AB World Foods Ltd.  
Acquire Services Ltd.  
Adande Refrigeration  
Addison Fowle  
Ardo UK  
apetito  
BHA (British Hospitality Association)  
Barbican Centre  
BaxterStorey  
Beacon Purchasing  
Booker  
Brakes  
Britvic Soft Drinks  
Broderick's Love Coffee  
Bunzl Catering Supplies  
Casual Dining Show  
Caterer & Hotelkeeper  
Catermasters  
Chef Direct  
CIP Recruitment Ltd.  
Coca-Cola Enterprises  
Collins King & Associates  
Compass Group – UK & Ireland  
Contract Options

Cost Sector Catering  
Costa Enterprises  
Creed Foodservice  
Dairy Crest Ltd.  
Dewberry Redpoint  
DHL Supply Chain Ltd.  
Diversified Business Communications UK  
Discovery Foods  
Elior UK  
Essential Cuisine  
Ferns Coffee  
First Milk Cheese Company Limited  
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  
Hamilton Mayday  
H2O Publishing Ltd.  
Harrogate Spring Water  
Horizons

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  
Leathams  
Lexington Catering  
Lunch! Show  
McCullough Moore  
MDC Foods Ltd.  
Merrychef  
Macphie Foodservice  
Mission Foodservice  
Moore Stephens  
Nestlé Professional  
P & G Professional  
Pelican Buying Company  
People 1st  
Pepsico  
Premier Foods  
Prestige Purchasing

Pritchitts  
Publicis  
Purchasing Support Services  
Quorn  
Rational UK  
The Restaurant Show  
Reynolds  
Rollover  
Silver Spoon Company  
Smart Hospitality  
Sodexo UK & Ireland  
Solo Cup Europe  
Springboard UK  
Steelite International Plc  
Support Training Services  
Taylors of Harrogate  
Tchibo Coffee International  
Technomic Inc  
The Splash Partnership  
The Russell Partnership  
Tilda Foodservice  
TSC Foods  
Twinings Foodservice  
Unilever Food Solutions  
United Coffee  
Vegware Ltd.  
Vista Foodservice Solutions  
Wenlock Spring Water Ltd.  
William Murray Communications  
William Reed Exhibitions  
WRAPEX Ltd.

## MEMBERS' MOVES



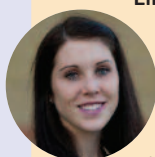
**Andy Milner** joined Westbury Street Holdings (WSH) as procurement and supply chain director. Andy joins the business from Gondola Group and brings with him 11 years of purchasing experience in retail, e-commerce and business services. He will be responsible for WSH's multi-million pound supplier portfolio and an eight-strong team.

Contact Andy at [amilner@wshlimited.com](mailto:amilner@wshlimited.com) / 07766 368 054



**Nicola Knight** has taken on the role of director of services at Horizons. Nicola will be working with the rest of the Horizons team to develop innovative products and services for the company's wide range of clients in the manufacturing, distribution, operating and investor spheres.

Contact Nicola at [nicola.knight@hrzns.com](mailto:nicola.knight@hrzns.com) / 07775 446 188



**Elizabeth Rigden** has been promoted to commercial manager of The Restaurant Show. Elizabeth has worked on the exhibition for over five years and she is now looking forward to introducing exciting developments to enhance the show, which takes place 7-9 October 2013, as well as continuing to build lasting relationships with exhibitors, sponsors and visitors alike.

Contact Elizabeth at [elizabeth.rigden@wrblm.com](mailto:elizabeth.rigden@wrblm.com)



Ferns Coffee appointed **James O'Kane** as head of sales. James brings 18 years' experience in the foodservice sector, including his previous role at Brakes, where he worked with a range of catering businesses across the UK. He joins Ferns to help drive the company's ambitious growth plans.

Contact James at [james@fernscoffee.com](mailto:james@fernscoffee.com) / 07718 197 741



Following the merger of the sales teams within Costa Express and Costa Corporate Sales, **Jason Mumby** has been promoted to head of sales contract catering. Jason will lead the new integrated sales team created to provide one point of contact, grow the Express brand in existing and new businesses, focus the sales team resource, maximise penetration by selling across all propositions, and ultimately double the size of the business.

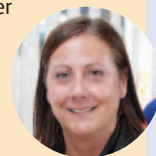
Contact Jason at [jasonmumby@costa.co.uk](mailto:jasonmumby@costa.co.uk) / 07867 372 088

**Michelle Gomes** has also joined Costa as national account manager to work within contract catering on several headline accounts. Michelle is joining from Caterlyst and brings with her a wealth of experience and insight in lead generation. Contact Michelle at [michellegomes@costa.co.uk](mailto:michellegomes@costa.co.uk) / 07917 132 805



Beacon appointed **Rachel Carr** as its new director of design and consultancy. Rachel will focus on building up a new portfolio of design and refurbishment services for Beacon. Working closely with her Best Western colleagues on brand-specific projects, she will also lead the development of dynamic design/refurbishment packages, as well as the project management of customer refurbishments and builds. Rachel joins Beacon from Hilton Worldwide.

Contact Rachel at [rachel.carr@beaconpurchasing.co.uk](mailto:rachel.carr@beaconpurchasing.co.uk) / 07867 467 013



**Rick Sanderson** has joined First Milk Foodservice as sales director for foodservice and wholesale. Rick joins from Mitchells & Butlers where he headed up procurement for the food category. With over 18 years' experience in the foodservice industry – including roles at Fresh Direct, Grampian, Tulip, Genus & Dalgety, as well as spending four years running his own business – Rick will be responsible for driving forward First Milk's foodservice division.

Contact Rick on 0845 850 8070



Working with Rick will be **Lindsey Cox** who also joined First Milk as business development manager for foodservice and wholesale. Lindsey joins the company from a dairy category development background and was previously at Greencore where she worked across a range of chilled foods for the foodservice and retail industries.

Contact Lindsey on 0845 850 8070



**Margot Slattery** was appointed the new managing director of Sodexo Ireland – one of Ireland's largest food and facilities management providers. Margot joined Sodexo Ireland in 1991 and was divisional director for three years prior to her current appointment.

Contact Margot at [Margot.slattery@sodexo.com](mailto:Margot.slattery@sodexo.com) / 00353 1 283 3654

