

AROUND Arena

THE HOSPITALITY NETWORK SPRING 2014

THE SAVOY LECTURE 2014

ALEX FISHER

Group Managing Director, Bidvest 3663

Monday 24 March 2014

The Savoy, London

The 2014 calendar of Arena events is making its grand entrance on Monday 24 March with The Savoy Lecture 2014. The esteemed and highly anticipated annual networking event brings the industry together for an evening of lively interaction, high-class hospitality and influential insight.

Making the stage at The Savoy his home and joining the list of prominent industry leaders to have presented Arena's Savoy Lecture is Alex Fisher, Group Managing Director, Bidvest 3663.

An important figure in the foodservice and hospitality industry, Alex has experienced, and successfully led and shaped Bidvest 3663 through a period that has seen the industry respond and adapt to rapid change. From economic highs and lows and phenomenal technological advances through to crucial healthy eating and sustainability issues, the world today, and consequently the industry, paints a very different picture to when Alex first entered it almost three decades ago.

Fittingly, change will underpin Alex's presentation. Sharing his experiences, insight and opinion, he will explore what is happening in the world, the consequential effect this has on our industry, and the requirement for the industry to react, adjust and evolve.

Topics up for discussion could include the future for global food supply, the benefits of collaboration throughout the supply chain, the importance of attracting young talent to the industry, sustainability and the on-going impact of technology.

As well as expressing his views and planting ideas for consideration, by the very nature of the subject matter, Alex will no doubt also leave the audience with some unanswered questions that are sure to be debated 'back in the office' long after the event closes.

The right man for the job...

Alex is more than qualified to present Arena's Savoy Lecture and lead on such a huge subject.

An instrumental and influential figure in the evolution of Bidvest 3663 since its creation following Bidvest's acquisition of Booker Foodservice in 1999, Alex has shaped the business into a formidable industry player, embracing extensive changes and boasting a list of notable and often industry-leading achievements along the way. And with Bidvest being the world's largest foodservice operator outside of the United States, he really is in tune with the different trends, challenges and solutions in foodservice across the globe.

Be sure to secure your place alongside more than 300 professionals from across the industry to connect with colleagues old and new, and to hear from Alex Fisher, the respected industry leader whose great insight, expertise and understanding will present an interesting take on the ever-changing face of hospitality and foodservice.

The popular networking event starts at 5.30pm with Alex's dynamic presentation. Held at the glorious Savoy Hotel, the formal lecture will be followed by a lively drinks reception and exquisite three-course dinner.

The event wine partner is



THE SAVOY LECTURE 2014

WHEN Monday 24 March 2014
WHERE The Savoy, London
COST £195 plus VAT for Arena members and £245 plus VAT for non-members
BOOK Online at www.arena.org.uk or contact Lorraine on 07803 853 618/
lorraine@arena.org.uk

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CHRISTMAS EVENT REVIEW



HOTELYMPIA



INNOVATION ZONE



FOOD & DRINK EXPO



Welcome



Welcome to the first Around Arena for 2014. I hope you are all well and have not been too badly affected by the terrible flooding – by the time you read this let's hope that there are signs of spring in the air!

We have been busy here at Arena working on this year's event programme. There are some new and exciting events in the pipeline, which will be announced in due course.

Talking of events, I am delighted that Alex Fisher, Group Managing Director, Bidvest 3663, is presenting this year's Savoy Lecture. Alex has been in the industry for many years and his great insight, expertise and understanding of the ever-changing demands placed on the industry more than qualify him to take on the esteemed mantle of presenter of the Savoy Lecture. It is sure to be a fantastic evening.

One new addition for 2014 events that I can share with you is the Arena Innovation Zone. You can read more about it in this issue of Around Arena.

I look forward to seeing many of you at Arena's Savoy Lecture on Monday 24 March 2014.

All the best

Lorraine Wood
Director Arena

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VIEW FROM THE CHAIR

Having just returned from Sochi and the Winter Olympics it brought home to me the vital role the food supply chain plays within our industry in all areas, and how important the relationships between supply chain and operators are at every level.



That is why, to me, Arena is such a great organisation. It allows for

these important relationships to flourish, as well as keeping members abreast of what is happening in the market.

It is timely that we have secured Alex Fisher to deliver the prestigious Savoy lecture this month. His views on the industry, where it's come from and where he believes it's going, will be truly insightful.

With an unprecedented number of new members we look forward to seeing you at The Savoy.

Jan Matthews
Chairman Arena

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A warm welcome to our new corporate members

BD Foods creates and supplies restaurant-quality meal accompaniments, tailor-made to help businesses to grow. It has a reputation for excellence and a portfolio of over 3,000 products including dressings and oils, stocks, soups and sauces, chutneys, relishes and salsas, pastes, coulis and compotes. With off-the-shelf or fully bespoke products, and a wide range of packaging options, BD Foods is here to help, whatever your business needs.



CESA (Catering Equipment Suppliers' Association) is the leading voice for the Catering Equipment Industry. It is on hand to provide information and advice for, and on behalf of, over 170 companies who manufacture, service and supply equipment and tableware. CESA is also able to give up-to-date technical and policy information. www.cesa.org.uk



Amongst the UK's fastest growing food and beverage purchasing and procurement companies, **e-foods** manages a portfolio of 600+ local, regional and national suppliers. e-foods supports multi-site national operations with local supply of fresh produce, meat, dairy, bakery, drinks, dried and frozen goods through its online purchase-to-pay systems – e-live and e-fresh.



Hotelympia

Hotelympia 2014 returns this April (28 April – 1 May) with the revitalised event undergoing more changes than ever before.

Unveiling a completely new look, a new four-day format and a new spring date in the diary, the show will also be situated in one extended, single access hall making the Hotelympia show floor the UK's biggest ever hotbed of hospitality activity.

Leading industry figures including Tom Kerridge, Bruno Loubet and Phil Howard will grace the main stage, while ground-breaking technology and design have new forums through the HOSPACE Hub and show-within-a-show, Design at Hotelympia.

World-class culinary competition Salon Culinaire returns, as does Hotelympia's standard-bearing Innovation Awards offering show visitors an unmissable snapshot of the most innovative, new products in Food & Drink, Technology, Tabletop & Design and Catering Equipment.

Staged at London's ExCel, Hotelympia brings together the broadest range of future trends, fresh talent and new ideas to help the UK foodservice and hospitality industry push the boundaries in quality, innovation and sustainability.

For further information and to register for a free ticket visit www.hotelympia.com and follow Hotelympia at www.twitter.com/hotelympia



INTRODUCING

ARENA'S INNOVATION ZONE

Are you a corporate member of Arena? Are you looking for new opportunities to showcase your latest innovations? If you answered yes to both of these questions then Arena can help you to increase awareness and distribution of your new products or services thanks to the **Arena Innovation Zone**.

Great advances and exciting new products and services are being launched to the foodservice industry all the time. We therefore decided it was about time we gave you – our corporate members – the opportunity to showcase your developments at Arena events.

The **Arena Innovation Zone** will be an integral, dedicated area at each Arena event and is available to corporate members wanting to exhibit new products and services less than six months old. Exhibiting companies will also benefit from interacting and networking with the guests in attendance.

To find out more about this exciting new dimension for Arena events and how you can exhibit, please contact Lorraine Wood on lorraine@arena.org.uk or 07803 853 618.

Places in the Arena Innovation Zone at each event are highly limited and non-competitive, so if you are interested do not leave it to the last minute!

Hospitality Action

Hospitality Action Week - 12-18 May 2014

Hospitality Action will be celebrating its annual awareness week all across the country and is calling all supporters to gather their troops to raise much needed funds for its vital work. Whether it's a friendly dinner, a competitive bake-off or a gutsy challenge in the outdoors, the charity is encouraging everyone to have a great time, a good laugh and a fantastic week in the name of HA.

York to London Cycle Challenge - 12-14 September 2014

An event to remember! Follow in the remarkable pedal-steps of the Tour De France cyclists who will be cycling through the best known parts of the Yorkshire Dales and surrounding countryside. This race promises to be tough, challenging and exhilarating – what more could you expect from such an iconic event? We are looking forward to supporting our cyclists all the way and have spaces still available for those who haven't yet got themselves into gear.



The Great British Quiz - 6 June

It's that time of year again. Get your thinking caps on for the Great British Quiz.

This challenging night out, hosted at the Park Plaza Westminster Bridge London, includes a drinks reception and a delicious three course meal with half a bottle of wine per person. Do not miss out on your chance to become the 2014 Great British Quiz champion.



For more information about these events please visit www.hospitalityaction.org.uk/events or email fundraising@hospitalityaction.org.uk

Springboard

THANK YOU FROM SPRINGBOARD

Springboard would like to say a huge thank you for the support and money raised from the £5 raffles held at each Arena event. These funds go towards our vital programmes which help underprivileged young people overcome their barriers to work and nurture them to move into worthwhile careers within the hospitality industry. In short, these programmes really do make a difference to the lives of people who are less fortunate. With your support, we can continue these programmes in 2014.

Take Jack, for example, whose learning difficulties were stopping him getting on in life. Jack found it hard to express himself and struggled at school. Springboard helped develop his confidence and skills to secure a job in Food and Beverage.



If you like what we do you can get involved in our exciting fundraising programme for 2014. Look out for:

Hotelympia 10K race on Sunday 27 April at Excel, London – www.2014.hotelympia10k.com

The NEXT Big Event at Hotelympia on 29 April – for our annual fund raising dinner the charity takes on a world cup theme.

Team Velo Challenge – the London to Paris cycle ride takes place between 18-21 September and is the Charity Cycle of the Year. Teams of four compete to be the first to get from the Pullman London to the Pullman Eiffel Tower.

Your support of any of our Springboard's activities is greatly appreciated. To get involved or find out more visit www.springboard.uk.net or contact 020 7921 0420.



Food & Drink Expo 2014

For two decades Food & Drink Expo has provided a vibrant platform for producers to launch some of the foodservice and hospitality industry's most forward-thinking products – and the 2014 show will be no exception.

Returning to Birmingham's NEC on 24-26 March, Food & Drink Expo 2014, incorporating Farm Shop & Deli Show, will once again provide the number one route to the UK food and drink market. With thousands of brands and products on display, visitors can source high-quality produce that taps into current trends in foodservice and menu development. And if this isn't enough, there will also be industry

experts on hand in the live seminar theatres, offering exclusive insights and debating industry hot topics.

Both Food & Drink Expo and Farm Shop & Deli Show provide the perfect opportunity to meet suppliers from across the whole food and drink industry, including: cheese, chocolate and confectionery, dairy, charcuterie, soft drinks, water, beer, cider and wines and spirits, helping visitors create consumer-winning menus.

To register for free entry to all co-located shows visit www.foodanddrinkexpo.co.uk and follow Food & Drink Expo 2014 at [#FDE2014](https://twitter.com/FoodDrinkExpo)



SIMON EMENY

THE ARENA CHRISTMAS LUNCH

Chief Executive, Fuller, Smith & Turner P.L.C.

Lively interaction really was the dish of the day at the Arena Christmas Lunch 2013. As industry experts Horizons and the Fuller's CEO Simon Emeny brought the year of Arena events to a magnificent end with great insight and inspiration, the 200 industry professionals gathered at the Mandarin Oriental made the very most of the fantastic networking opportunities on offer.

Horizons kick-started the proceedings with a fascinating look over 2013, highlighting the developments and events that defined the year and shaped the hospitality and foodservice industry. The audience was taken on a month-by-month journey that saw, for example, the growth of snack and breakfast as an eating out occasion, the rise of free from choices, the ever-growing popularity of London as a tourist destination, 'burger wars', 'horsemeat-gate', and more interference from the great British weather. From a starting point of low consumer

"The networking is always very good at Arena events."

Steve Loughton,
MD, Jestic

confidence, the year ended on a much more positive note as economic recovery began.

Looking forward to the year ahead, Peter Backman firmly stated that 2014 will still be *"all about the economy"*. The momentum of recovery will continue and broaden across the UK. Fast and casual dining sectors will see ongoing success but concerns over personal finances will not yet dissipate so consumer caution and focus on value will remain. Parting with prudent advice, Peter urged: *"Always be aware of the unexpected and be ready for it!"*

Following a delicious networking lunch, Simon Emeny took to the stage. A most likeable character, Simon was energetic and

engaging, and provided a good insight into the man himself and his beloved Fuller's.

Simon began by rewinding 25 years to a time when Yazz was number one in the charts with *The Only Way is Up*, Liverpool won the First Division, Rainman was the film of the year, and Simon started his degree in economics and accountancy, dreaming of becoming an accountant. It took just two weeks for him to realise this was the wrong dream and he really needed to do something he loved and would be good at – which accountancy certainly wasn't!

He found solace, and the answer, in a bar. Namely, the bars he successfully ran whilst studying for a degree in economics. Pubs and bars were the perfect choice for Simon as he was not afraid of hard work, he loved people, and he enjoyed being part of a team. On leaving university in 1988, Simon joined Bass on a graduate scheme and so began his illustrious career.

Simon described his time at Bass as the formative years of his career. He worked with very talented people – such as Neil Griffiths and Stephen Gould, who were also in the audience – and thanks to the great training and development opportunities he excelled, becoming area manager at just 25 years old.

When Fuller's came knocking at his door in 1996, he made the move to establish and grow its managed pubs division so that, just like the beer company, with its much-loved London Pride, and tenanted pubs, it would be a notable source of profit.

A family-controlled business, Fuller's has a distinct nurturing culture of *"style and not fashion"* that focuses on the long-term. In 2001, the core values and objectives by which the business should operate were set in four distinct pillars – outstanding cask ale, delicious fresh food, great wines, and superb and engaging service. Standing the test of time, these values still underpin Fuller's today.

Upholding the pillars, Fuller's has invested heavily in modern cellar equipment and staff training, it has made the bold decision to compete on food quality and not price preparing fresh food only with microwaves banned from all kitchens, it offers wines that are not available anywhere else, and motivates staff in service excellence.

Over his 25-year career, Simon has seen an enormous change in the pub customer. Today's customer wants something very special that they can't get at home or in a restaurant, and brands they can't find on a supermarket shelf. In essence, they want a great atmosphere and a fantastic experience – an area in which Simon proudly stated *"the team excels"*.

Simon became CEO of Fuller's in June 2013 and just one week before the Arena Christmas Lunch he released his first, and very well received, set of results as the first non-family CEO of the business. Firm in the belief that big isn't necessarily beautiful, Fuller's now boasts 175 exceptional pubs and boutique hotels, with 50% outside the M25, turning over £1million each.



"The Horizons presentation was really good... it made the day more than just a networking event and provided value."

Graham Smith, Key Account Manager, AAK



In 2012 Fuller's opened The Parcel Yard at Kings Cross, which at 10,000 square feet is the largest station pub in the country. This significant opening represents a long-term plan to develop pubs around transport hubs. For example, in June of this year the aptly-named London Pride will open at Heathrow's new Terminal 2 and cater for an international audience.

During the question and answer session Simon was unapologetic in his belief that the smoking ban was the best thing that happened to the pub industry. At 8am 60% of Fuller's customers are women drinking coffee and perhaps taking breakfast, and he believes that *"it wouldn't have happened before the smoking ban."* The unpleasant pub smell in the morning would have deterred this customer base, so the smoking ban enabled this opportunity and area of growth. He also defended his company's decision to ban e-cigarettes, describing them as *"disconcerting"* and *"regressive"*.

Simon ended by confirming that: *"Fuller, Smith & Turner P.L.C. will continue to evolve and innovate but its core values will remain the same."*

Thank you to the event sponsors



the event supporter



and the wine partner



Arena Events

MARCH

- 24** The Savoy Lecture presented by Alex Fisher, Group Managing Director, Bidvest 3663 – The Savoy, London

JUNE

- 27** The Arena Lunch – The Jumeirah Carlton Tower Hotel, London

SEPTEMBER

- 22** The Arena Face2Face Interview & Lunch – The Dorchester, London

DECEMBER

- 1** The Arena Christmas Lunch – The Mandarin Oriental, London

Visit www.arena.org.uk for information and tickets.

Hospitality Events

MARCH

- 17-23** Nutrition & Hydration Week
www.nutritionandhydrationweek.co.uk
- 24-26** Food & Drink Expo – NEC, Birmingham
www.foodanddrinkexpo.co.uk
- 25** The Publican Awards – Grosvenor House Hotel, London
www.publicanawards.co.uk
- 26-27** Care Show Bournemouth – Bournemouth International Centre
www.careshow.co.uk/bournemouth

APRIL

- 24** Cost Sector Catering Awards – Hilton London Metropole
www.costsectorcatering.co.uk/awards
- 27** Hotelympia 10K – Excel, London
www.2014.hotelympia10k.com
- 28-1 May** Hotelympia 2014 – Excel, London
www.hotelympia.com
- 29** The NEXT Big Event at Hotelympia – Excel, London
www.springboard.uk.net/events

MAY

- 12** BFFF Gala Dinner Dance and Awards Evening – Hilton on Park Lane, London - www.bfff.co.uk/category/dinner-dance/
- 12-18** Hospitality Action Week – Nationwide
www.hospitalityaction.org.uk/events
- 14-15** The Caffé Culture Show – Olympia, London
www.caffecultureshow.com
- 15-19** 72 hours in Chicago
Contact: emily.croft@wrbm.com

JUNE

- 1-2** The Acorn Awards – Four Seasons Hotel, Hampshire
www.acornawards.co.uk
- 6** HA's The Great British Quiz – Park Plaza Westminster Bridge, London - www.hospitalityaction.org.uk/events
- 12** Tenanted Pub Company Summit
www.tenantedpubcompanysummit.co.uk

JULY

- 1** Cateys 2014 – Grosvenor House Hotel, London
www.cateys.com

Members' News



The **Adande** sales team celebrated success having smashed targets to the tune of 54% up on the previous year. With products ideal for the trend for 'theatre' style open kitchens, its customers include Wagamama, Jamie's Italian, Yo Sushii, Ed's Easy Diner and Le Bistrot Pierre.

Bibendum's website enjoyed a makeover. Taking on board customer feedback a new clean site that is easy-to-use and navigate has been launched. It features easier to find product and producer information and an online ordering system will be introduced very soon. Take a look at www.bibendum-wine.co.uk.

The **Casual Dining** show launched on 26-27 February at London's Business Design Centre. Organised by Diversified UK, the sold out show secured thousands of visitor pre-registrations before opening day. Highlights included Keynotes by Pizza Hut Restaurants' Jens Hofma and Loungers' Alex Reilly, plus the first Casual Dining Interior Design Awards.

Food Alert developed a bespoke Supplier Portal (**FAST**), which has significantly reduced manpower hours in processing/approving and payment of invoices and increased efficiency and accuracy for the business and its suppliers. Launched in January, over 80% of Food Alert's suppliers have already registered to FAST.

Food Alert was also shortlisted for the *Excellence in Technology and Innovation* category at London Loves Talent 2014.

Horizons and **FusionFSM** teamed up to launch Touchstone – a new foodservice sales tool for food manufacturers. Touchstone harnesses the depth of data and insight from Horizons with the trade and sales knowledge of FusionFSM to revolutionise sales thinking and add vigour to foodservice strategies. Find out more at www.tchstn.com.

KFF introduced *Chefs Think Tank* to gather the valuable insight of chefs to better service its customers with ideas, innovation and inspiration. Launched in January, many of the ideas, recipes and tips found in KFF's publications are created by the Chefs Think Tank.

December also saw the launch of KFF's partnership with Delphis Eco and marked the first time that the company has stocked and sold chemicals in its 55 year history.

M&C Report announced the dates for its key events for 2014, including: 72 hours in Chicago on 15-19 May; the Tenanted Pub Summit on 12 June; the Restaurant Conference on 25 September; and the Pub Retail Summit on 13 November. Contact emily.croft@wrwm.com / 01293 846 578 for more details.



Caterer and Hotelkeeper can now be read anytime, anywhere on a tablet or smartphone. By subscribing to the digital and print bundle you can stay fully briefed on the go. View a free sample at www.catererandhotelkeeper.co.uk/digitaledition.

As the main media partner for Hotelympia, Caterer and Hotelkeeper is also offering some outstanding packages exclusively available to exhibitors. Exhibitors wanting to maximise their investment in the show should call 020 7881 4832 or email advertising@catererandhotelkeeper.co.uk.

The **Russell Partnership** is celebrating 25 years in the sector. With the launch of its global events division RP Global, the collaboration with attractions experts to form Vision by RP, and the additions of research, social media and technology experts to the team, the company continues to demonstrate its innovative approach in the market. A Silver Series of intimate client dinners will mark the occasion.

Solo Cup Europe sponsored the *Foodservice Operator of the Year Award* at the 2014 FPA (Foodservice Packaging Association) Awards for the caterer, take-away food restaurant, coffee shop, sandwich shop, deli, bakery, or instore cafe considered to have made the most significant impact on foodservice packaging in the last 12 months.

Acquire introduced a powerful dashboard system that helps caterers fully understand what is being purchased, at what price, and who from, all in real time.

Metrics captures, analyses and processes EDI invoice information and data from underlying product catalogues, which enables procurement performance to be monitored and tracked.



The team at **McCullough Moore** is working with the Craft Guild of Chefs on the universal cookery & food festival 2014, which takes place on 24 September at River Cottage HQ. Tickets will be released very soon on www.cookeryandfoodfestival.co.uk.

Westminster Kingsway College launched a new book that celebrates its past, present and future culinary stars and the teaching of Hospitality and Culinary Arts. Written by Gary Hunter, the college's Head of Hospitality and Culinary Arts and food industry writer, Adam Kay, *In a Class of its Own* celebrates the college's legacy, with contributions from current staff and former students, including Jamie Oliver, Paul Gayler and Ainsley Harriott.



Elior UK launched *Ellipse* to deliver contracted reception services, and *You and Life*, a company-wide programme to encourage a culture of healthy eating and well-being among its 10,000+ employees and their customers.

The caterer also teamed up with Cyrus Todiwala OBE to host the first speciality food event at The Liver Lounge in Liverpool's iconic Royal Liver Building, where it holds the contract to supply catering and hospitality.



It also secured two awards at Murrayfield – the *healthy living award* for the nutritional quality of its menus served to players at the club and an *Eat Safe Award* from the Food Standards Agency.

TSC Foods announced that it had joined Edward Billington and Son Ltd, becoming part of the group's food division. The business will continue to be led by David Bond, managing director, and Mark Allibone, foodservice commercial director, as well as the current board at its Scunthorpe site.

The Hub enjoyed a prosperous start to the New Year with a 30% incremental growth income having won three new major accounts – Bel Foodservice, Enterprise Inns and Empire Dogs. 2014 also marks the tenth anniversary of the communications agency.

METRICS

ellipse
RECEPTION SERVICES

Essential Cuisine updated its dedicated foodservice website - www.essentialcuisine.com - with helpful new features aimed at inspiring and supporting chefs from across the hospitality spectrum – including a comprehensive A-Z glossary of food terms, preparation and cooking techniques. The stock producer also confirmed its sponsorship of the 2014 West Young Chef of the Year competition, and its continued support of the Craft Guild of Chefs Graduate Awards for 2014.

Pelican Purchasing is to help social enterprise and charity, Mytime Active, realise projected financial savings of £500,000 over the next three years, thanks to its management of a phased procurement review and the systems, processes and service level agreements it has put in place across the organisation and with suppliers.

The National Chef of the Year 2014 opened for entries on 1 February. The **Craft Guild of Chefs** is calling on professional chefs from all sectors of the industry to enter what is considered to be the most respected chef competition in the UK. Entrants have until Friday 11 April 2014 to submit paper entries. Go to www.craftguildofchefs.org for the entry criteria and form.



Sodexo was commissioned by University College London to provide retail catering and hospitality services at its Bloomsbury campus in the capital. The contract is for three and a half years and is worth £15.7 million in total.

Sodexo at the Scottish Government became the first workplace food service provider in Scotland, and the third in the UK, to receive the silver Food for Life catering mark by the Soil Association. The services company also helped turn around Salford Royal NHS Foundation Trust's patient kitchen to be awarded the highest rating by environmental health officers.

Its award success includes the *Sports and Leisure FSM Award* for Sodexo Prestige head chef at Royal Botanic Garden Edinburgh, Ben Harrison, and the *Best Women Sales Director* for business development director Margaret Clapham at the inaugural Women in Sales awards.



Steelite supplied tableware to the 22nd Winter Olympic Games and 11th Paralympic Winter Games in Russia. Over 140,000 pieces were produced to supply the 1,000 catering facilities in the main Olympic Village complex, ranging from cafes and restaurants to Russian tea areas.

Premier Foods created the Menu Solutions Brochure that provides margin boosting hints and tips and costed recipes for making the most of key seasonal events. Including recipes at a variety of price points for Mother's Day, Back to School and Christmas, the guide can be downloaded at www.premierfoodservice.co.uk.

The manufacturer also announced that it will be sponsoring the 2014 Family Food Appreciation workshops run by the Craft Guild of Chefs and LACA, which aims to re-establish the importance of cooking skills by teaching children and parents how to cook together.

United Coffee UK & Ireland passed the Sustainable Agricultural Network (SAN) Rainforest Alliance Chain of Custody Audit Programme with



flying colours, further cementing its sustainability credentials and confirming that its coffee is sustainable and traceable from coffee source to finalised product.

The coffee company also launched its new THREESIXTY brand into the out of home market. Made up of two blends - Blend Number One and Rainforest Blend - and a single-origin Ipanema Yellow Bourbon, the range boasts a premium taste experience and displays the coordinates of the coffee beans' origin on the packaging.

Jellybean Creative Solutions appeared in the 2013 Top 60 B2B Agencies League Table, ranking 43rd in the UK. This is the fifth consecutive year that the agency has featured in the list published by B2B Marketing.

The Surrey-based agency also broke into the UK's top 40 recommended marketing and PR agencies out of London, for the first time. It was positioned 38th in the 2013 The Drum and Recommended Agency Register (RAR)'s fifth RAR Top 100 Agencies Outside London report.

JDM Food Group has seen its sales rise by 54% over the last three years. As a result it has secured a place on the 17th annual Sunday Times Virgin Fast Track 100 list, recognising Britain's top one hundred privately-owned companies with the fastest-growing sales, and was named the 3rd fastest growing food manufacturing company in the UK for 2013 by The Grocer.

Smart Group announced plans for a 'Cook Off' event developed for use as a team-building and networking exercise for businesses in the City. Driven by its catering arm, Smart Hospitality, the Cook Off will see 32 leading firms competing in a high octane knock-out kitchen format.

The business also announced its new hospitality brand, Smart Experiences, which creates specifically tailored corporate and private hospitality packages at some of the UK's biggest sporting events, where Smart Group is official partner. The first package launches at Royal Ascot in June.

3663 (recently re-named Bidvest 3663) initiated plans to help schools prepare for the launch of universal free school meals in September 2014 and get ready for the School Food Plan. It also launched a monthly newsletter to keep customers up to date with the latest information, advice and tips for planning, available at www.3663.co.uk/schools.

Huhtamaki acquired the corrugated packaging specialist BCP Fluted Packaging Limited, which employs approximately 120 people and serves the cosmetics, foodservice and confectionery markets. This move supports Huhtamaki's strategy of quality growth and expands its product offering in Europe. The acquired business will be renamed Huhtamaki BCP Ltd.

Nestlé scooped the *Best Large Company Initiative Award* at the Scottish Green Awards 2013 for the work it has done at its Girvan factory in South Ayrshire, recognising its efforts - past, present and planned for the future - towards a low carbon factory with reduced environmental impact.

The front of house hospitality competition backed by **BaxterStorey** - Gold Service Scholarship - culminated at a glittering awards ceremony where



Silvano Giralddin at Le Gavroche.

James Fleming, 24, was crowned the winning Scholar for 2014. Praised for his enthusiasm in providing the ultimate front of house restaurant experience, James will now receive a year of mentoring from the likes of Diego Masciaga at The Waterside Inn and Emmanuel Landre and

The **Craft Guild of Chefs'** Graduate Awards returned for 2014. Chefs aged 23 or under who have what it takes to impress some of the UK's culinary experts are encouraged to download an entry form from www.craftguildofchefs.org and send their entries to the Guild by the closing date of 10 May.

The Guild also announced that the 2013 National Chef of the Year, Hayden Groves, and the 2013 Young National Chef of the Year, Ben Champkin, can be seen in action at the Hotelympia Skillery.



Compass Group UK & Ireland

was awarded a five year contract to supply the catering at The Queen Elizabeth II Conference Centre, London's leading purpose built venue. The five year deal is worth in excess of £20 million.



Eurest launched 24 - a 24/7 food solution. The convenient and adaptable self-service micromarket offer combines cashless and card payment technology with access to over 300 product lines and fits around flexible working hours.

Compass' award success includes hooking the *Best Multiple Foodservice Operator Award* at the National Fish and Chip Awards for its best-selling dish at over 170 Tesco cafés; the *Public Sector Health and Vitality Honours* award for ESS Support Services Worldwide at the Health & Vitality Honours; and two FSM Awards for Restaurant Associates - the *Contract Caterer Award* for managing director, Andy Harris, and the *People Development Award* for customer experience strategy manager, Peter Clark-Lewis.



Compass Group UK & Ireland's first Health Awareness Tour took place in January. Supported by **Flora Buttery**, the tour of workplaces, universities, defence sites and secondary schools, gave hints and tips to its customers about how to lead healthier lifestyles and reduce the intake of saturated fat.

Reynolds completed the acquisition of further warehouse capacity on the site of its National Distribution Centre in Hertfordshire and also acquired a new depot near Leeds. The significant investment in infrastructure supports the continued growth of the business.

The **Foodservice Packaging Association's** (FPA) annual Environment Seminar put the issue of litter firmly on the agenda when 150 members convened at Nottingham University's East Midlands Conference Centre. The result was a firm commitment from the FPA to draw up a Litter Action Plan for endorsement by members.



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 *Elliotts*

Andy Kemp *Bidvest 3663*

Mark Lewis *The Caterer Group*

Shabaz Mohammed *Pelican Buying Company*

Arena Ambassadors

Geoff Booth *PACE*

Ann Elliott *Elliotts*

Diana Spellman *Partners in Purchasing*

Arena office

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Around Arena

Berenice Pretlove

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E berenice@arena.org.uk

**CORPORATE
ARENA MEMBERS**
please send your news
for the Members' News
and Members' Moves
sections to
berenice@arena.org.uk

CORPORATE MEMBERS

AAK Foodservice
Acquire Services Ltd.
Adande Refrigeration
Ardo UK
apetito
Bar Foods
BHA (British Hospitality Association)
BaxterStorey
Bibendum
Bidvest 3663
Booker
Brakes
Britvic Soft Drinks
Bunzl Catering Supplies
Casual Dining Show
Caterer & Hotelkeeper
Catermasters
Chef Direct
Cimbali UK Ltd.
CIP Recruitment Ltd.
Cirkle Communications
Coca-Cola Enterprises
Collins King & Associates
Compass Group – UK & Ireland
Contract Options
Cost Sector Catering
Costa Enterprises

Creed Foodservice
Dairy Crest Ltd.
DCS Europe
Dewberry Redpoint
DHL Supply Chain Ltd.
Diversified Business
Communications UK
Elior UK
Elena's Gluten Free Way
Essential Cuisine
Ferrero UK Ltd.
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
Glion Institute of Higher Education
Gram (UK) Ltd.
Hamilton Mayday
Handmade Cake Company
H2O Publishing Ltd.
Harrogate Spring Water
Horizons

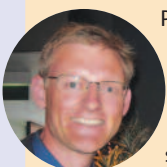
Hospitality Action
Host Contract Management Ltd.
Hotelympia
Huhtamaki
IFE
Invest Northern Ireland
The Institute of Hospitality
ISS Facility Services Food and Hospitality
JDM Food Group
Jellybean Creative Solutions
Johnsons Stalbridge Linen Services
Lakeland Dairies
Leatham's
Lexington Catering
Lunch! Show
McCullough Moore
MDC Foods Ltd.
Merrychef
Macphie Foodservice
Mission Foodservice
Mondelēz International
Nestlé Professional
Nosh Detox
P & G Professional
Pelican Buying Company
People 1st
Pepsico
Pimpernel Wharf
Premier Foods
Prestige Purchasing

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

MEMBERS' MOVES



Creed Foodservice appointed **Colin Massey** as its new sales controller and marketing manager – a move that further strengthens its structure. With 30 years' experience in foodservice, including senior and directorship roles in sales and marketing at Brakes, T. Quality and 3663, Colin joins Creed to contribute to the company's continued growth and success. *Contact Colin at sales@creedfoodservice.co.uk / 01452 857 555*



Premier Foods announced the appointment of **Simon Millard** as foodservice director, starting in April this year. Simon's career to date has involved working with businesses such as Bahlsen UK and Mars UK. With over nine years' experience with the latter, his roles at the company included national sales controller, delivered wholesale controller and foodservice controller. Premier Foods looks forward to welcoming Simon and the valuable expertise he will bring to the role. *Contact Simon at simon.millard@premierfoods.co.uk*



Jeremy Alderton became the managing director for Independent Education at Sodexo. Jeremy started his career with Sodexo in 1988 and has had a number of roles in operations and sales, in both the corporate services and education segments, and most recently as sales director for Sodexo Education in the UK and Ireland. His wealth of experience in the education market is especially relevant for the newly-launched Independents by Sodexo food offer. *Contact Jeremy on 020 7404 0110*



Sodexo also appointed **Simon Pears** as global security director to develop its capability in providing global professional security services. Simon joined Sodexo UK and Ireland in 2007 and was instrumental in establishing and delivering Secure by Sodexo, which is now ranked in the top 1% of security providers for quality delivery in the UK. *Contact Simon on 020 7404 0110*

Elior UK announced that **Tim Hammond** will be handing over the chief executive's baton to another member of its Leadership Team, **Catherine Roe**. Catherine will continue to lead the business in a period of rapid growth that saw £80m of new business wins and £60m of contract extensions in the last quarter of 2013. There will be an extended handover period to ensure a smooth transition. Tim is to become CEO at Four Seasons Health Care. *Contact Tim and Catherine on 01784 460 077*

Holly Earl also joined Creed as marketing manager. Holly, who holds the CIM Professional Diploma in Marketing, has five years' marketing experience, most recently as digital brand manager at educational publisher Nelson Thornes, where she specialised in increasing brand awareness and sales in specific market sectors. *Contact Holly at sales@creedfoodservice.co.uk / 01452 857 555*

Anita Murray, William Murray Communications' managing director since 2009, became its joint CEO working alongside Karen Browne. Anita will continue to work on the development of the agency, providing strategic support and advice to clients and focus on developing the digital side of the business. **Dave Greenwood**, who joined the company in 2011 as associate director, succeeds Anita as managing director and will be responsible for the day-to-day management of the business and working with clients and account teams. *Contact the William Murray Communications Senior Team at enquiries@williammurray.co.uk / 020 8256 1360*

Purchasing Support Services (PSS) employed **Matthew Oxley** as a procurement specialist. Matthew joins PSS from Nisa-Today's helping to further cement its place in the food supply chain market. Matthew has also been employed by Parfitts, Booker and Makro. His experience and closeness to the food wholesale market will make him a most valued addition to the PSS family. *Contact Matthew at matthew@purchasingsupportservices.com / 01477 549 519*

