



FACE2FACE

DEBBIE WHITE
CHIEF EXECUTIVE,
SODEXO UK &
IRELAND

Interview & lunch

Monday 22 September 2014
The Dorchester, London

On Monday 22 September Sodexo UK & Ireland's chief executive, Debbie White, will make her Arena debut. She will also make Arena history as she becomes the very first female industry leader to take on the challenge of the renowned Face2Face Interview and the interviewing prowess of the celebrated Alastair Stewart OBE.

YouGov will complement the interview themes with an in-depth and beneficial look into the shape of the industry's diverse foodservice cost sector.

The right woman for the job:

Debbie is certainly a worthy candidate for this popular event that attracts over 200 industry professionals. Her impressive achievements and ambitions at Sodexo, together with her progressive and successful work in the wider industry, more than warrant the 'Alastair Stewart treatment'. ITN's famous anchor man never disappoints and attendees can expect to gain a genuine insight into the strategies driving real growth at Sodexo UK & Ireland, the motivations of the lady herself, and a glimpse into what the future holds for them both.

In her first two years as Sodexo's CEO Debbie made a strong impact, strengthening its market position and increasing revenues by 9%. Maintaining profitable growth remains her primary focus. This will be fed through Sodexo's mission to improve the quality of life where it operates and by the continued development of the integrated facilities management strategy, building on the business where Sodexo is strategic partner to clients, providing expertise and

delivery excellence in a full range of hard and soft services. Debbie also sees this approach as crucial for maintaining the 95% client retention rate that Sodexo has enjoyed under her leadership.

Debbie's progressive commitment to people development will also be explored by Alastair. To some, employee engagement is simply a buzz word but to Debbie it is essential for business success and two-way open communication with employees is now established in the Sodexo culture. This was confirmed last year when Sodexo achieved the Investors in People bronze award, a real triumph considering the diverse workforce of 35,000 people in various industries and regions. Sights are now firmly set on the gold status.

The recognition and promotion of diversity is an area of employee engagement that Debbie takes incredibly seriously, both in Sodexo and the wider industry. She is passionate about championing the gender balance and presenting a strong role model for the female leaders of tomorrow. To date, Debbie has increased the number of women on the UK and Ireland executive team so that women now represent 38% – securing Sodexo a place in The Times Top 50 Employers for Women – and is now working to replicate this in wider management and operational management roles.

Emerging trends and competitive advantage:

International full-service market research agency YouGov has carried out extensive research into the foodservice and catering operations within schools, hospitals, universities, prisons and care homes. On the morning of the event, Stephen Harmston,

head of reports for YouGov, will share valuable information and learnings as he presents its in-depth and ground-breaking consumer research that shines a light on the foodservice cost sector. Utilising its panel of 442,000 people, YouGov has assessed and discovered unique insights that open up the cost sector world, revealing important emerging trends and competitive advantages that are shaping this sector of the industry.

A truly beneficial event, The Arena Face2Face Interview & Lunch is a must for all associated with contract catering, service provision and the foodservice cost sector. Starting at 10.30am with the YouGov presentation, attendees will then be able to take full advantage of the networking opportunities created by the drinks reception prior to the live interview, and the superb three-course lunch that follows.

This event is sponsored by:



The event wine partner is:



The event is supported by:



ARENA FACE2FACE INTERVIEW & LUNCH

WHEN Monday 22 September 2014

WHERE The Dorchester, London

COST £145 + VAT for Arena members and
£195 + VAT for non-members

BOOK Online at www.arena.org.uk or contact
Lorraine on 07803 853 618/
lorraine@arena.org.uk

IN THIS ISSUE



RACING WITH ARENA



SUMMER EVENT REVIEW



MEMBERS' NEWS



NEW CORPORATE MEMBERS



Welcome



I hope all of you have had a fantastic summer and managed to get away to some sunnier climes.

Arena has enjoyed an incredibly exciting and progressive six months. We have delivered excellent events, headlined by very inspirational speakers and featuring first-rate industry insight and analysis presentations. We have also seen a real boost in membership with a 15% growth. This just goes to show that the foodservice and hospitality industry really does believe in the importance of face-to-face networking and I look forward to continuing to meet many of you at our future events.

This month's Arena Face2Face Interview & Lunch really is an event not to be missed. As well as

experiencing the always brilliant interview technique of Alastair Stewart OBE as he delves into the business prowess and personal drivers of Debbie White, the chief executive of Sodexo UK & Ireland, YouGov will also be revealing fascinating facts and figures from the foodservice cost sector world during its morning presentation.

I look forward to seeing you soon.

Lorraine

Lorraine Wood
Director Arena

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CHARITY CORNER

Hospitality Action

How Hospitality Action Helps

In 2013 Hospitality Action supported 3,244 people. Of these, 1,696 were assisted via its successful grants and befriending scheme, spending £508,000 in the process.

Mr Davis is one of the people Hospitality Action helped:

Mr Davis worked as a silver service waiter for over ten years. Now elderly and living alone he is struggling to cope with long-term cancer. Ridden with worry and afraid of receiving further treatment Mr Davis was inconsolable.

His illness meant that he felt the cold more and together with financing a healthier diet his bills rose dramatically. When his cooker broke down he could no longer cope and turned to Hospitality Action who bought a replacement and assisted with living costs, enabling Mr Davis to stop worrying and focus on recovering his health.

By attending Hospitality Action events like the ones below, you will be helping many more people like Mr Davis.

Sporting Legends Luncheon

Meet your all-time sporting heroes at this special lunch at the 5* Jumeirah Carlton Tower on Friday 17 October. Host Mark Durden-Smith and guest speaker and England Rugby World Cup winner Matt Dawson MBE will entertain guests throughout the afternoon with sporting anecdotes and memories.

A Star-filled Christmas

Hospitality Action is known for its spectacular Christmas events and this year will be no exception. On Monday 1 December the award-winning Nathan Outlaw, Simon Hulstone and Eric Lanlard will come together in support of the charity at Brasserie Joël within the Park Plaza Westminster Bridge, London.

For further information visit

www.hospitalityaction.org.uk/events or contact fundraising@hospitalityaction.org.uk / 0203 004 5504



Springboard

Springboard has an exciting range of events lined up over the next few months, starting with **National Waiters Day** on 25 September. A Waiters Race is being held at Hyde Park on this day, starting at 4pm. National Waiters Day is aimed at promoting front-of-house careers, whilst sparking a little competition between waiters taking part in the race. There will also be a range of have-a-go activities to get involved with at Hyde Park to inspire and excite people about front-of-house skills and the amazing careers within the industry. Thanks to the sponsors BaxterStorey, Bunzl, Zenith and ISS.

The ever popular **Springboard Quiz Night** will take place on 6 November with a Bonfire Night Special at The Old Explorer, Oxford Circus. The winning team will walk away with the main prize but all teams get the chance to take some of the fantastic raffle prizes away with them.

The beautiful **Christmas Carols** also returns to the Springboard events calendar on 1 December. This is a truly atmospheric evening of carols and readings at the Church of the Annunciation, followed by a mulled wine and canapé reception at the Hyatt Regency-The Churchill.

All events help raise funds to support the work of the charity and help young, disadvantaged and unemployed people into work within the hospitality industry.

Your support of any of Springboard's activities is greatly appreciated. To get involved or find out more visit www.springboard.uk.net or contact 0207 921 0420



GOOD VIBRATIONS AT Racing with Arena!

It was fun, fun, fun all round at the very first Arena charity networking party! On what was a glorious summer's evening, guests at Racing with Arena in association with Jockey Club Catering and Epsom Racecourse enjoyed superb hospitality and a great view of the finishing line and the Beach Boys from a private balcony.

The relaxed and intimate atmosphere, together with the excitement of the races, encouraged guests to effortlessly mingle and network, with many new connections made by the time feet were tapping and hips were swinging to the inimitable sound of the Beach Boys.

Nick Campbell, the COO of Compass' Jockey Club Catering, and Simon Durrant, the general manager of Epsom Downs Racecourse, opened the evening with an insight into the phenomenal feat and challenge of putting on 'London's greatest day out', The Derby. Attracting 120,000 people on the main Saturday, including Her Majesty the Queen, logistics such as catering, hospitality, security and staffing, are complex and on a grand scale. With an emphasis on getting the experience right for the customer – from the general public on the famous hill

through to The Queen – the unique event is a major operation that is always a year in the planning but due to a local act governing usage of the hill, is just a nail-biting ten days in the making!

The short presentation was followed by a specially-prepared and delicious three-course meal, perfect for the occasion and the balmy temperature. The hospitality and service provided was first class, with a great and attentive team taking care of everyone throughout the evening and into the night.

As well as having their own personal flutter on the horses, guests were also most generous in aid of the industry's valuable charities Hospitality Action and Springboard UK.

Lorraine Wood said: "Racing with Arena was a great success and an

amazing evening. The immediate feedback on our first smaller and more informal event has been incredible. Everyone got involved and the interaction and atmosphere between new and old acquaintances was fantastic. It was also great to have the extra opportunity to raise funds for Hospitality Action and Springboard. I thank all the guests for their generosity and everyone who donated the wonderful prizes. I have been told that more of this style of event is a must! So watch this space..."



A warm welcome to our new corporate members

YouGov is an international, full-service market research agency and is considered to be the pioneer of online market research. Our suite of syndicated, proprietary data products includes: BrandIndex, daily brand perception tracker; SoMA, social media audience analysis tool; Profiles, tool for media planning, market segmentation and forecasting; and Reports, providing comprehensive market intelligence on a range of sectors. The YouGov Omnibus provides a fast and cost-effective service for obtaining answers to research questions from national and selected samples. Our custom research business conducts a wide range of quantitative and qualitative research, tailored to meet our clients' specific requirements.

YouGov
What the world thinks

At **Vestey Foods** we specialise in the sourcing, development, import and delivery of food products to the UK market. Our expertise covers poultry, pork, beef, lamb and fish and seafood, in addition to ration packs and a full catering range serviced from our own distribution network. Our goal is to be the pivotal link in the food chain, enabling our customers to access the supply market more effectively whilst providing competitive advantage through our innovation.

Vestey Foods
UK

VIEW FROM THE CHAIR

I hope you have all had a great summer and time to enjoy the fabulous weather.

This summer brought an Arena first at Epsom Downs Racecourse, where we enjoyed the opportunity to network and raise money for our charities in a more informal environment. A great meal was followed by racing fun and dancing to the Beach Boys, who played live and took some of us back to our youth!

The successful Arena Summer Event really brought home to me what Arena is all about; ensuring we give our members useful insights into current trends, the opportunity to hear great speakers that inspire and inform with their unique stories and take on our industry, and the ability to network with business and industry colleagues and build long-lasting relationships.

In an age of e-communications there really is no substitute for face-to-face networking and shared experiences. People understand the value of Arena events and this, I am sure, is why we are seeing membership grow and an increase in event attendance.

I look forward to welcoming you to our next great event in September.

Jan

Jan Matthews
Chairman Arena

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THE ARENA SUMMER EVENT

ALEX REILLEY
Managing Director & Co-
Founder, Loungers

The knowledge, expertise and verve of industry commentator Peter Martin and industry success story Alex Reilley – the entrepreneurial co-founder and managing director of Loungers – ensured guests at The Arena Summer Event 2014 were updated on the latest developments in the UK eating and drinking out market and inspired by the abundance of opportunities and possibilities our industry has to offer.

Peter Martin opened the event with his enlightening and dynamically-delivered presentation outlining the *Ten Winning Trends* shaping the sector. From optimism and growth, marketing, and localisation through to premiumisation, the rise of Wetherspoons, and technology, Peter used his expertise and compelling CGA Peach data to paint a clear picture of the real opportunities and challenges there for the taking.

Describing the here and now as “*the most competitive time I’ve ever known, and the most exciting and innovative*”, Peter advised operators not to expect too much growth in the immediate year ahead, but to be on their guard as optimistic, entrepreneurial and competitive small companies enter the market with gusto.

Acknowledging that there will be losers, he reminded the audience that by understanding what the customer wants and delivering the very best experience through the very best teams, it is more than possible to be a winner.

The discussion continued into the networking drinks reception that generated excellent interaction between attendees. Likewise, over the delicious lunch the buzz in the room was indicative of the first-rate networking in full flow.

Alex Reilley then took to the stage and gave a relaxed and somewhat modest overview of the phenomenal success he has enjoyed with Loungers.

The café, bar and restaurant group, by his own admission, is not a concept that can be easily pigeon-holed but with a rolling customer base spanning the generations, it is one that works. Each venue, located on secondary suburban high streets and oozing ‘granny chic’ style, has its own sense of identity, offers “*all the comfort of home but better*”, serves fresh, imaginative and affordable food, and gives customers many ‘excuses’ to visit throughout the day.

Since its birth in 2002, Loungers has grown aggressively, with 50 sites employing 1,300 the expected tally by the end of 2014. At this year’s staff festival, Loungefest, Alex indeed wondered how they got so big so quickly. Not surprising considering there was originally just three of them – Alex, his long-term friend Jake Bishop and Dave Reid.

Alex got his first taste and love of catering before college working as a waiter at The Case in Leicester to fund his travels. Once at college he soon discovered that academia was not for him and returned to The Case as trainee manager.

A move to Bristol in 1996 was significant. It was here that Alex and Jake met Dave and the dynamic trio starting dreaming of starting a business. A trip to Australia and New Zealand that filled Dave with enthusiasm for its café/bar culture was to be the catalyst. With £10,000 each to invest, a £20,000 bank loan, and Alex and Jake still working as general managers at the Glass Boat Company, the dream became a reality.

One of the first decisions was that they would not offer food as they did not want to work with chefs. However, when an old Opticians in the young, professional Southfield area of Bristol presented the perfect venue, its plans included a kitchen! This proved to be the happiest of all happy accidents. With no contingency for failure but a strong belief that they had created something special, the first Lounge opened in August 2002. Alex clearly, and fondly, remembered their first ever customer who confidently walked in as if they had always been there, and how the three of them drank every sip of her cappuccino with her.

“Peter Martin’s presentation was spot on... Alex [Reilley] is a true inspiration.”

Gavin Scott
Director, Elite Foodservice

Testament to its success, the second Lounge opened just ten months later, with three more Bristol sites in the three years that followed, and the first site outside of the city in 2007.

In 2008, the trio found themselves in a new world with private equity on the agenda and Piper Private Equity showing a keen interest. Alex and Jake also decided that they needed to be in the business full time. As the recession hit and the world became a strange place, the proposed deal was binned. Alex, Jake and Dave, however, remained excited





2014

about the future. Wisely, recession had been factored into their plans with value for money always at Loungers' core. Seizing the benefits of reduced site costs and greater talent in the labour pool, and maintaining their strong belief in the business, they did not panic when like-for-likes fell in the first few months of recession, nor did they discount. In fact, in 2009 they opened two more sites and in 2010 launched the first Cosy Club venue.

In 2011, private equity reared its head again and with Dave indicating that he wanted to 'get off the bus' by 2013, the time was right. Following a couple of false starts, exclusivity with Piper was signed on Good Friday 2012 for £15.5 million in a deal valuing the business at £35 million, and Dave took his leave.

By the end of 2012 Loungers boasted 29 sites, with new sites 80% funded by cash generated by the business, and ambitious expansion plans were in place. Alex confirmed to the Arena audience that the business is on target for 90 sites by 2017 and well-placed to become a national brand.

He revealed that the biggest challenge in achieving this goal is cultural. Customers assume their Lounge is independent or in their town only – making it, in Alex's words, "a cuddly, squishy, lovable, anti-brand rogue." The fear is that if customers know the truth, they may not like it. This challenge has been named 'The Cause' and it reminds them why they first set up Loungers, not to make rash decisions, that they employ people and not staff, and of their very first customer and her cappuccino. Alex is very clear and determined that: "We have a responsibility to protect this."

The general managers will play a vital role in protecting Loungers' unique culture. They will live in the area, know the people on the street, and not follow a generic management style. They will be flexible, adapt to the environment, and engage the community in their own special way, provoking the all-important question 'is this your place?' Alex confidently confirmed that with the right people, this culture is definitely scalable.

Thank you to the event sponsor:



The wine partner:



The event supporter:



Arena Events

SEPTEMBER

- 22** The Arena Face2Face Interview & Lunch: ITN's Alastair Stewart OBE interviews Debbie White, Chief Executive, Sodexo UK & Ireland – *The Dorchester, London*

DECEMBER

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

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

Hospitality Events

SEPTEMBER

- 18-20** Springboard Team Velo Challenge - London-Paris
www.springboard.uk.net/events
- 20-5 Oct** British Food Fortnight - Nationwide
www.lovebritishfood.co.uk
- 23** Lunch Business Grab & Go Awards - London Art House
www.lunchbusiness.co.uk/awards
- 23-24** lunch! - Business Design Centre, London
www.lunchshow.co.uk
- 24** universal cookery & food festival - River Cottage HQ, Axminster
www.cookeryandfoodfestival.co.uk
- 25** Restaurant Conference 2014 - The Landmark, London
www.therestaurantconference.co.uk
- 25** National Waiters Day - Hyde Park, London
www.nationalwaitersday.com

OCTOBER

- 1-3** NACC Training & Development Forum 2014 - East Midlands Conference Centre, Nottingham
www.mcculloughmoore.co.uk/nacc
- 2** Foodservice Forum - Kings Place, London
www.foodservice-forum.com
- 6-8** The Restaurant Show - Earls Court 2, London
www.therestaurantshow.co.uk
- 7** National Chef of the Year & Young Chef of the Year Finals - Earls Court 2, London – www.craftguildofchefs.org
- 10** Foodservice Cateys - Park Plaza Westminster Bridge, London
www.foodservicecateys.com
- 17** HA's Sporting Legends Luncheon - Jumeirah Carlton Tower Hotel, London – www.hospitalityaction.org.uk/events

NOVEMBER

- 6** Springboard's Quiz Night - The Old Explorer Pub, Oxford Circus, London – www.springboard.uk.net/events
- 13** The Pub Retail Summit 2014 - The Landmark, London
Contact emily.croft@wrbm.com / 01293 846 578
- 13-14** CESA Conference 2014 - Heythrop Park Resort, Oxfordshire
www.cesaconference2014.co.uk
- 18-20** Food Matters Live - ExCel, London
www.foodmatterslive.com
- 28** Hotel Cateys - Park Plaza Westminster Bridge, London
www.hotelcateys.com

Members' News

Bidvest 3663 signed a new four-year partnership with Sunderland AFC. It will work alongside the football club's catering team and external events division at The Stadium of Light in areas such as food product supply, menu development and the provision of catering equipment.

Just four months after the inaugural Casual Dining show, **Diversified Communications UK** triumphed at the exhibition industry's AEO Excellence Awards.



Casual Dining was crowned *Best Tradeshow Exhibition under 2,000sq.m.*, impressing the judges with its well-identified market, great marketing and strong innovative ideas that produced high customer satisfaction levels.

The trade event organisers also confirmed Henry Dimbleby, co-founder of Leon and a founding director of the Sustainable Restaurant Association, Steve Flanagan, UK marketing and category director at Starbucks, and Sarah Doyle, brand director at EAT, as just three of the big name speakers to appear at this year's lunch! show on 23-24 September.

Creed Foodservice's Annual Golf Day brought together customers and suppliers and raised a fantastic £5,612 for LINC, WellChild, Winston's Wish, Wiggly Worm, Gloucestershire Wildlife Trust and Sue Ryder. The record turnout of over 110 guests included rugby legend Phil Vickery and 'Fabulous Baker Brothers' Tom and Henry Herbert from Hobbs House Bakery.



Tea from the Manor, **e-foods'** sister company and tea supplier, won blind taste tests with its everyday tea – against top branded teas – on taste and price, saving one group 17% compared to its existing supplier. It is also creating bespoke loose leaf blends for customers, including Earl Grey, cornflower and rose petal.

First Milk's latest range of Lake District Dairy Co. Cooking Sauces scooped *Best Brand Extension* at the World Dairy Innovation Awards 2014. Available in Tikka, Garlic & Herb and Tomato & Basil, the new varieties of the naturally low-in-fat and high-in-protein sauces launched in August and use Quark as a base.



M&C Report and Restaurant Magazine's 72 hours in Chicago was confirmed for 14-17 May 2015. Senior retailers attend the high-paced concept and study tour to the heart of the world's most competitive eating and drinking out marketplace, which also takes in the NRA Show. Contact Emily Croft for more details at emily.croft@wrwm.com / 01293 846 578.



Smart Group's creative arm Smart LIVE celebrated its first anniversary in July and is looking forward to delivering even more ambitious and exciting projects in the year ahead, including transforming the Gleneagles Equestrian Centre for the Ryder Cup, creating a stunning

party for the Mercedes-Benz Formula One team and a full season of Christmas events at the fashionable Troxy in East London.

Speaking of Christmas, Smart also launched its festive extravaganzas, including the masked London New Year's Eve Ball at Battersea Evolution, and spectacular themed Christmas parties in West and East London, Manchester and St Albans. Take a look at www.smartchristmasparties.co.uk.

The **Foodservice Packaging Association** (FPA) became a supporting partner of Simply Cups – a programme that collects post-consumer paper cups from business premises (initially within the M25 and the Thames Valley) for local reprocessing, with the recovered fibre used for new end-use products within the UK.



The next FPA Environment Seminar was also confirmed for 15 January 2015 at the East Midlands Conference Centre, with lead guest speaker the BaxterStorey chairman, Alastair Storey. Get more info and book at admin@foodservicepackaging.org.uk.

Levy Restaurants UK agreed an international partnership with Chelsea Football Club. The continuing collaboration sees the sport, leisure and hospitality business of **Compass Group UK & Ireland** as the club's official catering partner responsible for the catering across the Chelsea Football Club estate.

Compass' ESS Support Services Worldwide won a new three-year contract, worth £10.5 million, to provide hotel and catering services to Dolphin Drilling Ltd across seven levels of accommodation on board its new deepwater drillship, the Bolette Dolphin.

And its education arm, Chartwells, embarked on a new joint venture to provide food and caretaking services with the London Borough of Hounslow Council worth an expected £6.1 million per year.

Finally, Compass in Scotland committed to working with the Scottish Government to support the voluntary commitments set out for caterers in its Supporting Healthy Choices industry-wide framework.



Acquire's new website www.acquireservices.com has enjoyed a huge surge in traffic since launch. The increased interest is seen as a clear indication that catering-based procurement continues to evolve beyond cost saving, with the best systems online, in the cloud and scaleable, with a wide range of functionality that adapts to user needs.



Solo Cup Europe signed up as a founder member of the paper cup recycling initiative, Simply Cups, that aims to reduce significantly the 2.5 million paper cups that are sent to landfill or incinerated every year in the UK.

Horizon's research revealed more hand-held, easy-to-eat foods on Britain's menus as diners plump for casual dining over formal occasions. Burgers are still the number one main course but their popularity has peaked as



they now appear in 17% fewer dishes than last year. The term 'gluten-free' was found on 8% more menus year-on-year, as they become more explanatory and accommodating of dietary needs.

Sodexo UK & Ireland announced further contract wins across the business, including a five-year contract with City University London, worth £2million a year, to provide catering and hospitality services at the Northampton Square site serving more than 14,000 students and staff; a five-year catering and hospitality services agreement with The Lady Eleanor Holles School in Hampton, Middlesex, commencing this month; and a four-year contract for catering services at Brighton & Hove Albion Football Club's brand new, state-of-the-art training facility that will generate around £400,000 in annual turnover.



The services company also achieved the bronze *Food for Life Catering Mark* at the University of Bradford for the quality, provenance and sustainability of the food provided, whilst its catering team for The Scottish Government picked up the *Healthier Living Award* at the Catering in Scotland Excellence Awards.

Sodexo Prestige celebrated success at the 2014 Stadium Experience Awards, with a total prize scoop of four gold, four silver and one bronze awards. The venue and event company also unveiled its Christmas party portfolio. With over 20 venues for shared and private parties, sports stadiums, river cruisers, gardens, racecourses, castles, museums and historic houses are all on the menu. Take a look at www.prestigevenuesandevents.sodexo.com.

Nestlé Professional® UK&I signed up to the F9 Salt Reduction 2017 pledge. The latest initiative from the Department of Health, launched in May, sets new targets for salt reduction across 76 specific food categories to be met by 2017 and replaces the old F2 pledge.

Premier Foods was crowned *Outstanding Supplier of the Year* for the second year running at the LACA Awards for Excellence and picked up the *Innovation Zone 'Best Concept'* for its Dysphagia Solutions Programme.



It also launched its Ambrosia 'Mini Pots for Massive Imaginations' competition to encourage school caterers and pupils to work together to win kitchen equipment worth £6,000 plus art equipment, and confirmed that Bisto is supporting British Sausage Week with a campaign to get caterers adding more bangers to their menus. Visit www.premierfoodservice.co.uk to find out more.

Fourth urged eating-out companies to act as the government released advice on the new allergen and nutrition laws – which it sees as one of the biggest challenges facing hospitality businesses this year – and make sure they read the guidance and fully understand what is required of them.

The software company also implored publicans to be fully aware of their pension responsibilities to staff, following a trade survey of licensees that showed over half did not have a pension.

A **YouGov** report showed that lower prices would persuade more people to buy food and drink at railway stations or on trains, with healthy options and increased quality also desired. 72% of respondents thought the food at railway stations overpriced, with only 8% saying it represents good value for



money. **Arena members can enjoy a 35% discount on the full report cost – contact Greg Dagger at greg.dagger@yougov.com / 0207 012 6181 and quote *ArenaAugust*.**

Pelican Procurement Services

is reviewing Middlesbrough Football Clubs' food-related procurement, with a view of creating annualised savings of £30,000. Through a supplier retendering process Pelican has already achieved a 10% saving for the club's Food Wholesale category.

Pelican's *Piranha – Online Menu Costing, Allergen & Nutritional Analysis* is also launching this month. The new system enables caterers to quickly cost menus online and closely monitor costs, taking 'live' pricing information from supplier invoices. It also provides allergen and nutritional data to enable compliance with the new EU allergen directive that comes into effect in December.

Host Management's Leisure Division won the contract to operate the catering facilities at Guildford Spectrum Leisure Complex – its biggest leisure win to date and largest single site. It takes over the eight-year, £16m contract from Compass.

Host Management and Catermasters

merged to create HCM Group in a deal that gives the new business a turnover in excess of £60m, more than 240 operations, and a combined team of more than 1,500 employees. HCM Group, headed by Bill Toner as CEO with Nigel Johnson as deputy CEO, operates in multiple sectors including B&I, conference facilities, leisure, independent schools, further and higher education, and the healthcare sector.

Steelite International launched a stylish wooden serving range, Stage, ideal for sharing or tasting menus and enhancing presentation. The two double-sided serving platters in two sizes, a riser and riser platter, are compatible with a number of other Steelite products.

An outlet tour organised for the tableware manufacturer's foodservice partners found many didn't make the grade on presentation. Supporting research showed that 81% of people surveyed stated presentation of tableware an important or very important factor and 61% said a well-presented table positively impacts their dining experience.

The **Craft Guild of Chefs** announced the eight finalists of National Chef of the Year 2014. *Adam Handling*, head chef, St Ermins Hotel, London, *Andrew Gotting*, executive group head chef, Galloping Gourmet, Worcestershire, *Daniel Morgan*, sous chef, The Square, London, *Diane Camp (Kay)*, development chef, Reynolds, Hertfordshire, *Lahiru Jayasekara*, head chef, The Manor at Weston on the Green, Oxfordshire, *Nick Edgar*, head chef, Belmond Le Manoir aux Quat' Saisons, Oxfordshire, *Russell Bateman*, head chef, Colette's, Hertfordshire, and *Simon Webb*, head chef, Restaurant Associates, London, will compete for the coveted title live at The Restaurant Show on Tuesday 7 October.

The Young Chef of the Year title will also be contested on the same day by *Julien Pickersgill*, House of Commons, London, *Josh Bingham*, Belmond Le Manoir aux Quat' Saisons, Oxfordshire, *Spencer Metzger*, The Ritz Hotel, London, *April Lily Partridge*, The Club at The Ivy, London, *Claire*

Willett, Wyboston Lakes, Bedfordshire, *Daniel Lee*, Brooklands Hotel, Surrey, *James Goodyear*, Belmond Le Manoir aux Quat' Saisons, Oxfordshire, and *Luke Selby*, Belmond Le Manoir aux Quat' Saisons, Oxfordshire.

A survey of 1,000 UK consumers by **UCC Coffee UK & Ireland** revealed that 75% are dissatisfied with the quality of coffee in their hotel bedroom, rating it either poor or average. It also found that the coffee quality would influence a leisure travellers' decision to stay again, with 30% saying they would consider not returning to a hotel that served poor coffee.

Westbury Street Holdings

(WSH) announced the acquisition of Searcys, bringing with it over 160 years' experience in the catering and hospitality arena. Searcys operates in venues such as 30 St Mary Axe (the Gherkin), St Pancras International, Blenheim Palace and Westfield London, and the existing management team will continue to run the business.

BaxterStorey reported double digit growth of 10% alongside 900 new jobs, including 40 graduate placements. This success was reflected in 15% year-on-year turnover growth for parent company WSH, which has experienced a double-digit increase for the 13th year running and now has a consolidated turnover of £530m.

It also rolled out one of its biggest ever training exercises ahead of the new allergens legislation coming into force in December, which will develop 1,500 'Allergy Champions' and ensure all employees are fully trained and all premises are compliant.

On the awards front, BaxterStorey became the first hospitality business to see three of its staff win an Acorn Award in the same year, namely operations manager Catherine Barras, business development director Tim Axe and sales executive Ben McEwen. Catherine Barras also claimed the title of finalist at the Women in the City Future Leaders Award 2014, the first time the foodservice sector has been represented at these awards.

Portico added London's iconic 20 Fenchurch Street to its portfolio with a contract to manage and deliver front of house, concierge and switchboard services for visitors and approximately 6,000 employees based at the 680,000 sq. ft. skyscraper famously known as *The Walkie Talkie*.

Huhtamaki and Sparsholt College donated the plants from its double Gold-award winning RSH Chelsea Flower Show garden, 'Paper Chase', to the National Trust's Sandham Memorial Chapel in Hampshire, which re-opened in August. The National Trust only wanted plants grown in peat free compost, and these were grown in peat free compost made from Huhtamaki's BioWare paper cups.

Essential Cuisine posted double digit growth for 2013/14 at the end of its financial year. In the last 12 months the company unveiled a brand new, £1m state-of-the-art production facility at its headquarters in Winsford, Cheshire, bringing the majority of production 'in-house' and opening up 15 jobs to people in the local community.



The stock people also crowned Danny Young, a chef at Nigel Haworth's Northcote Manor, as the Essential Cuisine 2014 North West Young Chef.

Unilever Food Solutions joined forces with Bidvest 3663 to make online purchasing even easier for customers, launching a 'Buy It Now' ecommerce functionality on its website. An online wholesale TRY ME FREE e-voucher sample drive for Bidvest 3663's customers to try a free full-size jar of Knorr Create More Spicy Tomato Concentrated Sauce ran alongside the launch.

UFS also launched a monthly 'spot the ball' competition for pubs, reflecting major football, tennis, cricket and golfing tournaments. Operators have been locating the hidden balls at www.ufs.com/pubs to win vouchers and a UFS pub ingredients basket.

Jellybean Creative Solutions was shortlisted for the *Marketing Communications Agency of the Year* in the B2B Marketing awards, which takes place in November – the only foodservice agency to be recognised. And recognition doesn't stop there, as Jellybean's PR department was shortlisted for *Outstanding Public Relations Consultancy* in the Chartered Institute of Public Relations PRide Awards for 2014 and its art director, Leigh Felstead, was shortlisted for *Creative of the Year* in the Wirehive 100 awards for outstanding design from southern agencies outside of London. The results will be announced in November and October, respectively.

Elior UK won a two-year contract worth £1.2m to provide catering, cleaning, security and reception services to the Students' Union at Canterbury Christ Church University in Kent. The St George's Centre serves and supports over 12,500 students and includes a lounge bar, coffee shop and study zone, plus welfare offices and student accommodation.

The Great Head Walk, organised by Elior UK, raised over £6,000 for Starlight Children's Foundation. At-Bristol's Millenium Square was a vision of colour when 60 volunteers completed 500 miles around a special course wearing wacky headwear.

Adande's customer satisfaction survey into the performance of its patented refrigerated drawer systems returned positive results in the areas of ergonomics, food quality, temperature versatility, product quality, and cost savings, with 87% stating they would recommend Adande to other chefs and catering operations.

The business also launched two new innovations - a Shallow Drawer option offering a solution to those tricky height scenarios facing designers and consultants, and Locking Rollers for ease of access, especially with low finished height worktops.

LACA raised an amazing £9,000 for the Black Country Foodbank that helps vulnerable individuals and families in crisis. Fundraising efforts by food and hospitality companies exhibiting at LACA's Big Event Annual Conference at the Hilton Birmingham Metropole in July included a sponsored 5k Charity Challenge plus a raffle and generous donations at the Gala Dinner.



CORPORATE MEMBERS

AAK UK	Country Range Group	Harrogate Spring Water	Premier Foods
Acquire Services Ltd.	Dairy Crest Ltd.	Horizons	Prestige Purchasing
Adande Refrigeration	DCS Europe	Hospitality Action	Pritchitts
Ardo UK	Dewberry Redpoint	Host Contract Management Ltd.	Purchasing Support Services
apetito	DHL Supply Chain Ltd.	Hotelympia	Rational UK
Bar Foods	Diageo	Huhtamaki	Reynolds
BD Foods	Diversified Business	IFE	Rollover
BHA (British Hospitality Association)	Communications UK	Invest Northern Ireland	Santa Maria
BaxterStorey	e-Foods	The Institute of Hospitality	Silver Spoon Company
Bibendum	Elior UK	ISS Facility Services Food and Hospitality	Single Source Ltd.
Bidvest 3663	Elena's Gluten Free Way	ISS Mediclean	Smart Hospitality
Booker	Essential Cuisine	JDM Food Group	Sodexo UK & Ireland
Brakes	Ferrero UK Ltd.	Jellybean Creative Solutions	Solo Cup Europe
Britvic Soft Drinks	Ferns Coffee	Johnsons Stalbridge Linen Services	Springboard UK
Bunzl Catering Supplies	First Milk Cheese Company Ltd.	KP Snacks	Tailors of Harrogate
Casual Dining Show	Food and Drink Expo	Lakeland Dairies	Tchibo Coffee International
Catermasters	Food Alert	Leathams	Technomic Inc
CESA	Foodservice Packaging Association	Lexington Catering	The Caterer
Chef Direct	Footprint Media Group	Lunch! Show	The Hub
Cimbali UK Ltd.	Fourth Hospitality	Manitowoc Foodservice UK Ltd.	The Splash Partnership
CIP Recruitment Ltd.	Fresh Montgomery	MDC Foods Ltd.	The Restaurant Show
Circle Communications	Fusion FSM	Macphie Foodservice	The Russell Partnership
Coca-Cola Enterprises	Gliion Institute of Higher Education	Mission Foodservice	Tilda Foodservice
Collins King & Associates	Gram (UK) Ltd.	Mondelez International	TSC Foods
Compass Group – UK & Ireland	Hamilton Mayday	Nestlé Professional	Twinings Foodservice
Contract Options	Handmade Cake Company	Nosh Detox	Unilever Food Solutions
Cost Sector Catering	H2O Publishing Ltd.	P&G Professional Ltd.	United Coffee
Costa Enterprises		Pelican Procurement Services	Vegware Ltd.
Creed Foodservice		People 1st	Vestey Foods
		Pepsico	Vista Foodservice Agency
		Pimperl Wharf	YouGov Ltd.
			William Reed Exhibitions
			WRAPEX Ltd.

MEMBERS' MOVES



Smart Group appointed **Richard Groves** as managing director of Smart Hospitality and **Andrew Hodgkins** as managing director of Smart Experience / sales director of Smart Group Ltd.



Both bring sector-specific expertise to the organisation as part of its ongoing strategy to expand its outdoor catering and corporate hospitality arms, respectively.

Richard is a highly-experienced commercial director and operational manager, having started his own catering company in 1987, which later merged with the Ultimate Experience to found Concerto Group in 2000.

Andrew was formerly MD of Keith Prowse and brings with him over 20 years' experience in the corporate hospitality industry working on high-profile events including Euro 96, the Rugby World Cup, the Cricket World Cup, 22 Cheltenham Festivals and countless FA Cup finals, test matches and rugby internationals.



Contact Richard and Andrew at letstalk@smartgrouppltd.co.uk / 0207 836 1033

Sodexo appointed **Candice Eves** as business development director for Independent Education to help grow the business and firmly establish it as a leading player in the independent schools market. Candice joins Sodexo from BaxterStorey where she worked as a business development manager.



Contact Candice at candice.eves@sodexo.com

Stefan Maciejewski joined Smart Hospitality Manchester as managing director. Stefan joins the business from Compass Group, having previously worked for landmark brands including Wimbledon and Manchester United. The appointment reaffirms Smart Group's commitment to growing operations in Manchester and working with local suppliers, with a specific focus on expanding fixed venue, outdoor catering and banqueting offerings.



Contact Stefan at letstalk@smartgrouppltd.co.uk / 0207 836 1033

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 *KP Snacks*, Ann Elliott *elliotts*, Andy Kemp *Bidvest 3663*, Mark Lewis *The Caterer Group*, Shabaz Mohammed *Pelican Procurement Services* **Arena Ambassadors** Geoff Booth *PACE*, Ann Elliott *elliotts*, Diana Spellman *Partners in Purchasing* **Around Arena** Berenice Pretlove *T 07508 146 118 E berenice@arena.org.uk* **Arena office** Lorraine Wood, 70 Cophthorne Avenue, Bromley, Kent, BR2 8NN *T 07803 853 618 E lorraine@arena.org.uk*

