

AROUND Arena

THE HOSPITALITY NETWORK

SUMMER 2012

THE ARENA LUNCH WITH

SIMON KOSSOFF

CHIEF EXECUTIVE OFFICER

Carluccio's

including a special briefing of Allegra Strategies' Project Restaurant Report

TUESDAY 17 JULY 2012

The Jumeirah Carlton Tower Hotel, London



As well as incredible networking, the July Arena lunch offers genuine insight, knowledge, expertise and inspiration. With an exciting new dimension, it really is a must-attend event for all hospitality professionals.

The story teller

As the man that steered the creation and development of one of the UK's most successful restaurant groups, guest speaker Simon Kossoff, chief executive officer, Carluccio's, has a fascinating story to tell.

Following a chance meeting with Priscilla and Antonio Carluccio in the late 1990's, the now famous and familiar Carluccio's brand was born. Under Simon's direction it has grown steadily since launch, and his expertise, vision and drive have seen it flourish from a solitary venue in central London to a national, £90million plus, 59-strong restaurant group.

He will share his hospitality career to date, which took off in the early eighties when he became assistant manager at a then fledgling Pizza Express, reveal what it was about the Carluccio's caffè and deli concept that really captured his attention and imagination, and give his take on the Carluccio's story so far.

From the casual dining context that Carluccio's was born into in the late 1990's, the trials of raising money for a new restaurant business, and the growing pains that came with the new venture, through to the triumphs and tribulations, and delivering value with the 2005 listing on AIM and the sale to Landmark in 2010, Simon will touch on the key milestones and experiences that have created the Carluccio's that exists today. He will also disclose the strategy in place to stimulate and sustain growth, and the plans afoot for Carluccio's in the UK and overseas.

In the know

Adding a new dimension and real value to the event, and setting the scene for Simon's dialogue, is the special and highly-relevant briefing of Allegra Strategies' Project Restaurant report. Arena has collaborated with the industry analysts to present the key findings from its definitive report on the UK Branded Restaurant Industry, covering the breadth of casual dining, pub restaurants and fast food.

The briefing will outline the trends and opportunities for each specific segment and explore in-depth the current discounting culture from a pricing, profitability and consumer perspective.

Join fellow industry colleagues for this not-to-be-missed event that starts at 10.30am with Allegra's compelling briefing. The day will continue to inform, inspire and benefit with a lively networking drinks reception, a spectacular three-course lunch and Simon's enlightening address.

This event is sponsored by



and



and supported by



Attendance to the Project Restaurant report briefing is only available to guests attending the Arena Lunch

THE ARENA LUNCH

WHEN Tuesday 17 July 2012 10.30am, The Allegra Strategies briefing
12.00pm – The Arena Lunch

WHERE The Jumeirah Carlton Tower Hotel, London

COST £135 plus VAT for Arena members and £175 plus VAT for non members

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

ARENA DATES FOR YOUR DIARY



24 September 2012

The Arena Face 2 Face Interview & Lunch with Ian Sarson, Group Managing Director, Compass Group UK & Ireland



3 December 2012

The Arena Christmas Lunch with Luke Johnson, Founder & Chairman, Risk Capital Partners



Welcome



It feels a bit strange talking about summer when it's still raining outside, but in less than a month's time, on Tuesday **17 July 2012**, it will be our summer Arena lunch at the Jumeirah Carlton Tower Hotel, and we're very much looking forward to hearing from our guest speaker, **Simon Kossoff, CEO, Carluccio's**. As an exciting addition to the event, we will also be hosting a special briefing of Allegra Strategies' Project Restaurant report in the morning, prior to the lunch. The briefing is open to anyone attending the Arena lunch at no additional cost, however, places are limited so please don't leave it until the last minute to book your tickets.

In the last issue of Around Arena we confirmed that **Ian Sarson, Group Managing Director, Compass Group UK & Ireland** will be taking the hot seat opposite ITN's Alastair Stewart at the Face 2 Face Interview & Lunch on **Monday 24 September 2012**. I am now delighted to announce the speaker for our

Christmas Lunch on **Monday 3rd December 2012** is none other than serial entrepreneur, **Luke Johnson, Chairman of Risk Capital Partners** and former Chairman of Pizza Express and Channel 4 Television. Make sure you book for both these events before you disappear on your summer holidays.

I look forward to seeing many of you at the Arena lunch next month and I hope you have a great summer – whatever the weather!

All the best

Lorraine

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Director Arena

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Congratulations Mat!

Congratulations to our chairman, Mat Baker, who was honoured with a Foodservice Order of Merit Award at a special industry breakfast that took place during Hotelympia 2012.

Designed and organised by the Catering Equipment Suppliers Association (CESA), the awards recognise and

celebrate foodservice professionals who have made major contributions to the industry. Recipients of the 2012 CESA Foodservice Order of Merit came from across all sectors of the industry but had one important thing in common – they have all helped advance the hospitality market, often giving their time freely.



Are you in the LinkedIn loop?

The active Arena group on LinkedIn is a great networking tool that is highly targeted and allows relevant interaction with like-minded senior professionals from across the industry. What are you waiting for? Join us today and enjoy the many benefits of being in the loop.

- Arena members only – no random or spam activity!
- Opportunity for everyone in your business to be a member of the group
- Be the first to receive news and updates on Arena events and speakers

- Receive regular industry news updates and participate in discussions
- Find out what fellow Arena members are doing in between our events
- Post information on your products, services and events that are of interest and value to fellow members
- Strengthen your team by putting job vacancies in front of potential candidates and individuals with extensive networks.

Join the Arena group now at www.linkedin.com.

Thank you Karen!

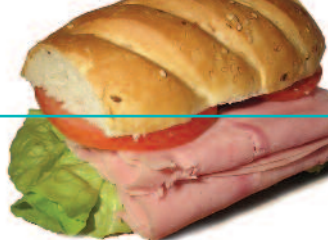
A message from Mat Baker, Arena's chairman

Karen Browne, CEO, William Murray Communications, has been an active supporter of Arena for many years. As an executive member of the board she has been proactive, creative and inspirational, and turned many an idea into a successful reality.

Sadly, for Arena, the time has come for Karen to step down from the board. On behalf of everyone associated with Arena, both now and in the past, I would like to thank Karen for her fantastic contribution. Her knowledge, passion, commitment and drive have helped positively shape Arena over the years and her presence and personality on the board will be missed. We hope that she will continue to be an ambassador for the organisation and that we will still see her at many of our events.

If you would like to be more actively involved in Arena please contact Lorraine Wood at lorraine@arena.org.uk or Mat Baker at mat@arena.org.uk.





Lunch Business Grab & Go awards

CALL FOR ENTRIES

Lunch Business is offering a fantastic way to celebrate success in the eating out of home market through the launch of its Grab & Go Awards, the first of its kind in this sector.

Taking place on 20 September 2012 during the evening of the lunch! Show, a special awards presentation will be held to help the industry recognise the best operators in the food to go sector.

There are a total of 13 award categories. To enter or nominate a colleague email events@dewberryredpoint.co.uk before the **30 June 2012** closing date.

For further information call Jo Reeves on 0845 108 5504.



SPECIALITY & FINE FOOD FAIR 2012

Making a return to the Olympia Exhibition Centre on 2-4 September 2012, Speciality & Fine Food Fair is set to be bigger than ever, attracting buyers from delis, farm shops, independent retailers, restaurants, hotels, caterers and wholesalers.

With over 600 exhibitors taking part, Speciality & Fine Food Fair is widely regarded as the one-stop-shop to source fine food with provenance. Along with the exhibition stalls there are live cookery demonstrations by top chefs, debates, free one-to-one expert advice sessions, and an exclusive chance to taste winning products from the prestigious Great Taste Awards.

2012 will also see the return of the popular Speciality Chocolate Fair. New to the programme is the UK Chocolate Masters Finals that will see chocolate artisans and pastry chefs battling it out to be crowned National Chocolate Master.

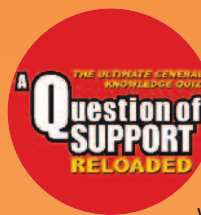
For more details on visiting or exhibiting visit www.specialityandfinefoodfairs.co.uk.



CharityCorner

A Question of Industry Support

HA is returning to Wembley Stadium on Tuesday 10 July 2012 to host the ultimate general knowledge quiz – A *Question of Support Reloaded*. Teams from across the industry will be out in force, keen to showcase their knowledge on everything from the world of entertainment, music, science, and of course sport, and be crowned champions. Co-hosted by Countdown's Rachel Riley, the event has a fresh and exciting new format. It's sure to be an evening of fun and intense competition! Find out more at www.hospitalityaction.org.uk/events



Anyone for Polo?

Enjoy a spectacular day of fine food and exhilarating polo at the HA Charity Polo Day, sponsored by Beacon Purchasing, on 9 September 2012. Set in the stunning Beaufort Polo club in Gloucestershire, attendees will enjoy a spectacular three course lunch prepared by four outstanding chefs – Martin Burge of Whatley Manor, Hywel Jones of Lucknam Park, Michael Croft of Calcot Manor, and Sam Moody of Bath Priory – and Grandstand seats for the thrilling final of the Solitaire Salver. To book your place contact fundraising@hospitalityaction.org.uk.



Send us a text

It's easy to make a quick donation to HA. All you need to do is text 70070 with the code: **HAWK12** and the amount you would like to donate. For example, to donate £5, simply text **HAWK12 £5** to 70070.

Please remember to use capital letters and to include the pound sign. Once you've donated why not let the world know by sending a quick tweet? You can follow Hospitality Action on twitter: @HospAction

Join the Springboard Class of 2012....

On Wednesday 27 June 2012, the Troxy venue will play host to The Springboard Class of 2012 celebration – an event that will bring together a whole host of established and emerging stars from the world of hospitality.

Join Springboard in celebrating the end of its 21st year with a party like no other. The charity is calling on all its associates – including Business Partners, Future Chef or Summer School graduates, Ambassadors, Sponsors, and valued supporters – to help celebrate this year's achievements at an event that appeals to the masses and is affordable in these trying times.

This unique festivity will bring together all Springboard's supporters for the very first time. Troxy – one of London's most distinctive venues that once played host to frolics and fun of the 1930's most glamorous party goers – provides the perfect setting for the extra-special event.

The charity wants to give something back to all those who have helped throughout the year and is encouraging businesses to share this experience with their colleagues and employees, and begin the summer in style!

Tickets are on sale now, priced £30. To book visit www.events.springboarduk.net/upcoming-events/class-of-2012. Alternatively, email laureenw@springboarduk.org.uk for further information.

Keep up-to-date with all the latest Springboard events by 'following' @SBUK_Events on Twitter.



Build your business at



Designed exclusively for the UK's restaurant and foodservice industry, The Restaurant Show is the only destination for suppliers and foodservice professionals from across the sector to come together, discover, develop and celebrate the industry.

Held at Earls Court 2 from 8-10 October 2012, The Restaurant Show is the definitive platform for the restaurant and foodservice market to meet. Each year suppliers offering everything

THE RESTAURANT SHOW

required to run a successful and profitable business exhibit their latest products to thousands of restaurants, pubs, bars, caterers and hotels.

Visitors can sample and taste, make new connections while gaining knowledge, discover product innovations, and amass solid commercial advice from those that are leading the way during this time of rapid and exciting change in the UK industry.

Find out more and register your interest in visiting at www.therestaurantshow.co.uk



Catering for the MYTHS, LEGEN

The 2012 calendar of Arena events got off to a flying start on Tuesday 20 March, with a simply phenomenal Savoy Lecture.

Six years after Lord Coe took to the Savoy Lecture stage, exuberant having won the Olympic bid, Jan Matthews, Head of Catering, Cleaning and Waste Management, LOCOG, stood on the very same stage, full of excitement and anticipation for the London 2012 Games, which were just 129 days, or 18 Tuesdays, away.

Jan is leading the 22,000-strong team that is delivering the mammoth catering and hospitality package for the 2012 Games. Her extensive industry experience, which includes the hotel sector, contract caterers Aramark and Eloor, and NAAFI, makes her more than equipped for the job, and it was clear from her enthusiasm and verve that she is enjoying every minute and every challenge of this once-in-a-lifetime catering role.

Entitled Myths, Legends and Legacies, Jan's presentation succeeded in dispelling the myth that Games catering is predominantly junk food, and creating a real sense of the legacy being formed, particularly for our industry.

Packed with detail and overwhelming statistics, Jan provided a real insight into the sheer scale of 'the largest peace-time catering operation in the world'. The audience digested staggering numbers such as 14 million meals, 205 nations, 15,700 athletes, 70,000 volunteers, 20,000 media, 9 million ticket holders, a TV audience of more than 6 billion, 833 concessions, 10 million litres of fuel, and a projected revenue of £2billion.

'Catering doesn't get much bigger or much more complicated than this.'

Faced with a blank canvas, how do you set about catering for what LOCOG promised in the bid would be the 'most sustainable and inclusive games the world has seen'? The genius stroke that

set Jan's team on the path to success was the creation of the Food Vision – the first of its kind in Olympic history. Launched in December 2009, the Food Vision is the strategy for achieving catering excellence and showcasing the UK, its food culture and our industry. Featuring core strands such as food safety and hygiene, choice and balance, sourcing and supplying, and skills and education, it has driven everything that has been put in place to date.

As Jan took the audience through the Food Vision, it became very clear that this really is a unique catering project. How many contracts require finite detail such as ensuring poppy seeds are not included in the athlete's bread as they could show up in drug tests?

The sustainability message came across loud and clear, and is one goal in the Food Vision that has certainly become reality. All meats to be used meet the Red Tractor standard, all eggs are free range, coffee and chocolate are Fair Trade, fish is MSC certified, and Freedom Food chicken and pork is to be used. The approach to waste is just as stringent, with a target of zero to landfill and 70 % of all waste to be recycled or composted. Biodegradable suppliers have been sourced for all packaging and the recycling procedure is rigorous and simple for everyone to follow from front-of-house through to the back.

Jan praised the sponsors for their support in meeting the sustainability targets. McDonald's has confirmed that all chicken at the Olympics will be British, and Coca Cola will be recycling PET bottles within a four week period, meaning a bottle purchased during the Olympic Games could be recycled and reappear in a bottle being purchased at the Paralympics!

When it comes to the legacy of the Games catering, Jan can already see this happening. Firstly, enthusiasm for the monumental event is inspiring people and creating renewed enthusiasm for the industry across all ages. An incredible 6,500 school pupils entered a competition to create a dish to be served



THE SAVOY LECTURE

2012 Games: DS & LEGACIES

in the athletes' village. And secondly, from a sustainability point of view, huge steps have been taken. For example, the number of catering butchers reaching the Red Tractor standard has doubled and many companies are looking to adopt the recycling policies of the Olympics. Jan concedes that the true legacy will only be seen in time, but from where she is standing the signs are good.

Thanking the industry for their dedication to the venture, Jan concluded: "This is the time to deliver the best job of our lives. No matter what the task, we have to make it work." And as the presentation closed with a video of historic and memorable British Olympic wins, to the sound track of Queen's 'Don't stop me now', the audience could not help but feel excited and proud that the greatest sporting show on earth is about to take over our capital city.

Following Jan's presentation, an uplifted 300-strong audience gathered for the networking drinks reception. The atmosphere was lively as Jan's presentation was eagerly discussed, new acquaintances were made, and old colleagues took the opportunity to catch up. The drinks reception featured an extra special treat as attendees enjoyed the unique opportunity to see an Olympic Torch up close, and even have their photograph taken holding it.

As always, The Savoy excelled itself serving an exquisite three-course meal. The lively atmosphere spilled over into the ballroom, and beyond into the post-dinner bar that saw over half of the guests continuing their networking late into the night.



Thank you to the event sponsors

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TOWN & COUNTRY
FINE FOODS



Arena Events

JULY 2012

- 17** The Arena Lunch with Simon Kossoff, CEO, Carluccio's – including a special briefing of Allegra Strategies' Project Restaurant Report
The Jumeirah Carlton Tower Hotel, London

SEPTEMBER 2012

- 24** The Face 2 Face Interview & Lunch with Ian Sarson, Group Managing Director, Compass Group UK & Ireland
The Dorchester, London

DECEMBER 2012

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

Hospitality Events

JUNE 2012

- 27** Springboard Class of 2012 - Troxy, London
www.events.springboarduk.net/upcoming-events/class-of-2012

JULY 2012

- 3** Cateys 2012 - Grosvenor House, London
www.cateys.com
- 3-4** Imbibe Live! - Olympia Grand Hall, London
www.imbibe.com/live
- 10** A Question of Support Reloaded - Wembley Stadium, London
www.hospitalityaction.org.uk/events
- 11-13** LACA Conference & Exhibition - Hilton Metropole, Birmingham - www.laca.co.uk/events/conference

AUGUST 2012

- 26** Craft Guild of Chefs Annual Family Games & Sports Day - Blackwater & Hawley Leisure Centre, Camberley, Surrey
www.craftguildofchefs.org

SEPTEMBER 2012

- 2-4** Speciality & Fine Food Fair 2012 - London Olympia
www.specialityandfinefoodfairs.co.uk
- 9** Hospitality Action Charity Polo Day - Beaufort Polo Club, Gloucestershire Contact: fundraising@hospitalityaction.org.uk
- 12** Universal Cookery & Food Festival - Painhill Park, Cobham, Surrey - www.cookeryandfoodfestival.co.uk
- 13** The Great British Pub Awards - London Hilton Park Lane
www.greatbritishpubawards.co.uk
- 20** Lunch Business Grab & Go Awards - venue tbc
Contact: Jo Reeves on 0845 108 5504
- 20-21** Lunch! - Business Design Centre, London
www.lunchshow.co.uk

OCTOBER 2012

- 8-10** The Restaurant Show - Earls Court 2, London
www.therestaurantshow.co.uk
- 9** Craft Guild of Chefs Young Chef of the Year & National Chef of the Year Grand Final and Awards - The Restaurant Show, Earls Court 2, London - www.craftguildofchefs.org

Members' News

innocent was confirmed as the official smoothie and juice of the London 2012 Olympic and Paralympic Games. The smoothies and juices will be served to athletes in the Olympic Village and to visitors in the Olympic Park.

Best Western welcomed its first new members joining at the Best Western PLUS level. The two newly built hotels – the Best Western PLUS Maldron Hotel, Cardiff, and the Best Western PLUS Park Grand London Heathrow Gateway – add over 328 high-quality bedrooms and conference facilities for 300 to the company's portfolio.

In April, UCC Holdings Co Ltd, Japan's leading coffee company, announced that it had signed a definitive agreement to acquire **United Coffee** from the private equity fund, CapVest Equity Partners. The transaction will bring together two leading coffee groups from Europe and Asia to become one of the top five biggest independent coffee companies in the world. United Coffee will continue to trade as United Coffee across all of its key markets.



Danny Leung from **Lexington Catering** scooped the **Tilda Chef of the Year 2012 Award** in recognition of his culinary creativity. The head chef at Lexington's Standard Bank contract in the City of London excelled in the competition designed to encourage chefs to be more creative and adventurous in the way they use rice.

The world's largest water mosaic, as confirmed by Guinness World Records, was created at the annual conference of **Bunzl Catering & Hospitality Division** at the O2 Arena in London. Over 300 employees and suppliers worked together, taking three hours to fill 81,000 white plastic cups with 17,000 litres of different coloured water.



Vegware was named *Green Company of the Year*. It was recognised at the Edinburgh Chamber of Commerce Awards for creating the UK's first zero waste packaging solution, helping businesses go green and save money. The company also added a Green Britain cup to its range of certified compostable catering disposables for this busy summer of events, plus a new line of hot food bags.



A record yield of sunflowers has helped make sunflower oil as competitive in price as rapeseed oil. To give foodservice operators the very best choice in oils **AAK Foodservice** has added a brand new sunflower product to its Prep range of High Performance Oils. Prep Sun can be used for a number of frying applications.

To celebrate National Apprenticeship Week, **Compass Group UK & Ireland** held an action-packed week of activities to raise awareness of the benefits of apprenticeships, raising £20,000 for Hospitality Action along the way. The week culminated with an exciting apprentice cook-off at the Compass Innovation Centre in Chertsey, hosted by Michelin-starred chef Jason Atherton.



For the third year running **Purchasing Support Services (PSS)** Limited took the decision to treat St. Georges Day as a bank holiday. On Monday 23 April PSS staff enjoyed the day off as a paid bank holiday. As this was not a recognised national holiday, the company's three share holders – Shaun Hurley, Carol Schofield and Eddie O'Connor – valiantly manned the office.



To celebrate the Queen's Diamond Jubilee and the Olympic Games **Huhtamaki** has developed an exclusive, limited edition print run for some of its most popular foodservice disposables. The 'Celebration2012' range features funky designs that capture key sporting events and a selection of iconic London landmarks.

The **Craft Guild of Chefs** announced the semi-finalists for National Chef of the Year 2012. The 40 chefs will compete in the four semi-finals in June, eager to secure one of the eight places in the final, which will be held on 9 October 2012 at The Restaurant Show. Visit www.craftguildofchefs.org to see who the semi-finalists are.



Jellybean Creative Solutions raised valuable funds for HA during Hospitality Action Week 2012 by donating £5 for every new follower joining its Twitter page and undertaking some serious baking in a week long 'Super HA Bake Sale'.

Careers website **UKSP** revealed the results of a survey highlighting some of the most interesting and unusual roles available in hospitality, leisure, travel and tourism. Topping the bill, nearly 15% of people dream of a job as a tour guide, whilst over 11% fancied making a living testing the snooze factor of beds for a hotel chain.

Horizons has produced a Highlights report from its latest Market Structure and Trends data – an annual summary which shows the shape of the foodservice market now and predicts what is likely to happen over the next five years. The report is available free of charge to Arena members who register on Horizons' website. To get your free copy email info@hrzns.com.



Research commissioned by **Fourth Hospitality** revealed that the majority of the British public wants the Government to do more to support pubs and restaurants by granting meaningful tax breaks. More than two thirds of people questioned said the Government should follow the example of France, which lowered VAT charged to bars and restaurants in 2009.

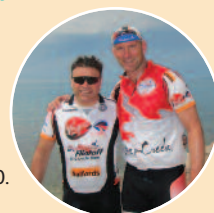
Catermasters' managing director, Nigel Johnson, and finance director, Tony Bobath, raised £5,000 by completing the 455-mile second stage of the Dallaglio Flintoff Cycle Slam 2012 charity bike ride. As a 'value in kind'



supporter of the charity event, Catermasters also served all of the food and drink required at the 22 roadside lunch halts during the 1,784-mile epic ride.

Tony Reynolds, managing director, **Reynolds**, also took to the

saddle and completed the third stage of the Dallaglio Flintoff Cycle Slam. So far, his cycling efforts, totalling 352 miles over five consecutive days across Italy, have raised over £6,000.



It's not too late to support the incredible efforts of all three cyclists. Donations can still be made at www.dallagliflntoff2012.com.

Winners of the 2012 **Footprint Awards** were announced, celebrated and rewarded for their contributions to sustainability and environmental excellence at a glittering awards ceremony on 24 May. Congratulations to all winning Arena members including **3663**, **Vegware**, **innocent**, **Brakes**, **BaxterStorey**, **Unilever Food Solutions** and **Sodexo**. Visit www.footprint-awards.com for full details of the winners.



The awards that everybody wants to win, **The Cateys**, will once again cast a spotlight on the industry's high flyers, strongest performers and hottest brands at the gala awards ceremony on 3 July 2012. If you want to be part of the industry's Oscars Night there are a limited number of tickets available upon request – to find out more contact shiva.hobson@rbi.co.uk.



The **Hotel Cateys** 2012 opened for nominations. The awards, which will culminate at the awards night in November, give hoteliers the opportunity to celebrate the achievements of their staff and give them industry-wide recognition. The Hotel Cateys are free to enter and the closing date is 9 July 2012. Find out more at www.hotelcateys.com or contact sarah.sutton@rbi.co.uk.

CATERER AND HOTELKEEPER HOTELCATEYS

Brighton. Hosted by TV presenter Kate Thornton, *The Elixir Awards* recognised the achievements of 11 individuals from across all divisions and regions of the business, who were rewarded with a trophy and trip of a lifetime to Las Vegas!



Events company **McCullough Moore** is working with the Craft Guild of Chefs to bring you the association's first Universal Cookery and Food Festival. This unique opportunity to explore Britain's natural larder will be held on Tuesday 12 September 2012 in the magnificent grounds of Painshill Park, Cobham. It will include inspirational workshops, demonstrations, speakers and foraging tours.



Sodexo won a two-year contract to provide catering and hospitality to 1,100 employees across two sites for Equinity, a market leader in share registration, employee benefits and investment services. It also signed a multi-million Unilever partnership deal for European facility management services. Worth in excess of 90 million euros per year, the contract will see Sodexo provide and integrate a wide range of services at approximately 70 sites across 15 countries in Europe.

On the sustainability front, the on-site service solutions provider achieved a *Gold* band ranking in *Business in the Community's Corporate Responsibility Index*, for the second consecutive year, thanks to its worldwide sustainability strategy to 2020, 'Better Tomorrow Plan'. It is also now serving Fairtrade certified loose and cubed sugar at its 929 restaurants and cafes in the UK.

Unilever Food Solutions

launched an interactive video wall for operators to share their success and exchange best practice on reducing avoidable food waste following last year's successful United Against Waste campaign, which encouraged operators to download the Wise up on Waste toolkit. Take a look at www.youtube.com/unitedagainstwaste. It also launched a competition for chefs and caterers to win a day's business development session with Chris Barber, food consultant and former chef to HRH Prince of Wales, worth £3,000. To enter go to www.unileverfoodsolutions.co.uk/our-services/your-kitchen/waste_review by the end of June!



The company also launched KNORR Gravy's first ever *British Roast Dinner Week*, which will take place 1-7 October 2012; confirmed that KNORR's campaign to get chefs and caterers to upload pictures of themselves hiding in *Concentrated Places* raised more than £1,300 for Hospitality Action; and revealed that after the first year of its 10-year sustainable living plan it is already exceeding targets.



The coveted title of 2012 **Springboard FutureChef Winner** went to Sophie Copping of Aylesbury High School, Buckinghamshire. Judges were impressed by Sophie's enthusiasm, skill and menu choice of ballotine of chicken breast with wild mushrooms and dessert of chocolate fondant with poached raspberries and rhubarb.



Elixir UK has been enjoying award and competition success. It won *Switchboard of the Year* for the second year running; achieved *Silver* in the *Business in the Community's Corporate Responsibility Index*, again for the second year running, for its sustained commitment to the environment; was named *Best Team – La Parade des Chefs (La Parade only)* at Hotelympia and awarded a gold medal; received a *Legal & General Making a Difference Award* that recognises suppliers who have made significant improvements in their CSR programme; an Elixir UK apprentice was crowned *Apprentice of the Year (Cookery)* at the 2012 Wiltshire Apprentice Awards; and its food development director Peter Joyner won the *Knorr Blue Dragon recipe competition* and a culinary trip to Thailand.

The catering company also celebrated the achievements of its star employees at a glittering awards ceremony at the AMEX stadium,



Arena Contacts

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Treasurer

Peter Green *Fusion FSM*

Founding director

Naomi Arnold MBE *Naomi C Arnold Consultancy*

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Peter Backman *Horizons FS*

Andy Kemp *3663*

Mark Lewis *The Caterer Group*

Shabaz Mohammed *Pelican Buying Company*

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3663

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BHA (British Hospitality Association)
Barbican Centre
BaxterStorey
Beacon Purchasing
Bernard Matthews
Booker Direct
Brakes
Britvic Soft Drinks
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Catermasters
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Elior UK
Essential Cuisine

Food and Drink Expo
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Footprint Media Group
Fourth Hospitality
Fresh Montgomery
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Gilion Institute of Higher Education
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Hamilton Mayday
Harrogate Spring Water
Heinz Foodservice
Horizons FS
Hospitality Action
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Huhtamaki
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ISS Facility Services Food and Hospitality
Jellybean Creative Solutions
Johnsons Stalbridge Linen Services
Kerry Foodservice
Keystone Distribution UK
Kraft Foods UK
Krombacher Brauerei
Lakeland Dairies
Leapfrog Public Relations
Leatham's

Lexington Catering
McCullough Moore
MDC Foods Ltd.
Merrychef
Macphie Foodservice
Mission Foods
Moore Stephens Ltd.
Nestlé Professional
P & G Professional
Pelican Buying Company
People 1st
Pepsico
Premier Foods
Prep Foodservice Solutions
Prestige Purchasing
Pritchitts
Publicis
Purchasing Support Services
Quorn
The Restaurant Show
Reynolds Catering
Rollover
The Splash Partnership
The Russell Partnership

SHS Sales & Marketing
Silver Spoon Company
Sodexo UK & Ireland
Solo Cup Europe
Springboard UK
Steelite International Plc
Support Training Services
TATA Global Beverages GB Limited
Tchibo Coffee International
Tilda Foodservice
TSC Foods
Twinnings Foodservice
Unilever Food Solutions
United Coffee
Vegware Ltd.
VION Food Group
Vista Foodservice Solutions
WARL
Weetabix
Wenlock Spring Water Ltd.
West Sussex County Council
William Murray Communications
William Reed Exhibitions
WRAPEX Ltd.

A warm welcome to our new corporate members



Quorn Foods provides a range of quality, meat-free products allowing chefs and caterers to create healthier alternatives, whilst still delivering on taste.

A unique ingredient, Quorn is a great source of protein and dietary fibre while low in saturated fats and cholesterol.

Costa Enterprises' aim is to deliver a portfolio of Costa propositions to trade partners, ensuring the right coffee solution is offered to maximise sales potential & meet the needs of consumers in all locations and occasions.



MEMBERS' MOVES



Peter Dahl was appointed Unilever Food Solutions' new channel marketing director for UK & Ireland. He brings to the role 15 years' experience from within Unilever, both retail and foodservice, working most recently as channel marketing leader in the Nordics. Peter will play a pivotal role in ensuring a continued active presence across the sectors, driving growth for the business through planned activity for 2012. *Contact Peter on 0800 783 3728*



Beacon also appointed **Katie Ritson** to the role of director of customer accounts. Using her over 15 years' sales and account handling experience gained in the hospitality and leisure sector, Katie will spearhead Beacon's 18-strong customer services team, maximising client retention and the growth and penetration of Beacon's existing business. Her career so far includes senior roles in independent, medium size and large corporate hotel groups, including IHG. *Contact Katie on 07867 467 013*

Elior UK enhanced its senior team, naming **Jane Bates** as head of purchasing and **David Carr** as commercial director. Both will play key roles in the future growth of Elior. Prior to their appointments Jane was logistics director at Elior and David spent several years as a regional director with the business. *Contact Jane and David on 0845 300 100 or jane.bates@elior.com and david.carr@elior.com*



Demonstrating its commitment to the wholesale sector, Ardo UK – one of the largest frozen fruit, vegetable & carbohydrate (potato, rice & pasta) producers in the world – announced the appointment of two new business development managers to its wholesale division. **Carly Harris** is now looking after its Southern customers and **Bev Senior** the Northern region. They are the point of contact for all wholesalers and cash & carry outlets throughout the UK and on hand to support all customer needs. *Contact Carly on 07709 343 746 / carly.harris@ardouk.com and Bev on 07815 732 121 / bev.senior@ardouk.com*



Roger St John joined Beacon Purchasing as its new director of business development. His role sees him focusing on purchasing and e-procurement solutions for group hotel and leisure businesses. Roger brings over 12 years' business development and industry experience to Beacon, which he gained with contract caterers Elior and Sodexo, as well as ten years in operations management within the hospitality industry, where he began his career with the De Vere Hotel Group. *Contact Roger on 07867 467 331*



Jason Mumby left his role as out of home controller at TATA Global Beverages to join Costa Enterprises as channel manager contract catering. Responsible for the contract catering channel, Jason and his team will be talking coffee to the UK's leading contract caterers that want to serve Costa Coffee and snacks as part of their overall catering offer. The expanding portfolio of solutions includes Proud to Serve, Costa Express, or a Full Costa Corporate Franchise Store. *Contact Jason on 07867 372 088 / jason.mumby@whitbread.com*