

AROUND Arena

THE HOSPITALITY NETWORK

WINTER 2013

THE ARENA CHRISTMAS LUNCH

WITH SIMON EMENY

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

The 2013 calendar of Arena events will come to a glorious finale with the ever-popular Arena Christmas Event. It promises to deliver first-rate industry interaction, and also a good serving of industry knowledge, insight and inspiration.

Attendees will be inspired by the achievements and knowledge of the guest speaker Simon Emeny. Chief Executive of Fuller, Smith & Turner P.L.C. – and born just a stone's throw away from the iconic Chiswick brewery – Simon's career and prowess cannot fail to invoke admiration.

Taking off in 1987 when he joined Bass PLC as a graduate trainee, Simon's career progressed rapidly and strikingly through the ranks. His talent did not go unnoticed by Fuller's, who headhunted him in 1996. Within two years he was promoted to the Main Board, aged just 32, and by 2006 he was Managing Director of Fuller's Inns where he led a successful team to a period of substantial growth and critical acclaim. This continued success and drive propelled him to Group Managing Director in 2010 and ultimately Chief Executive in July of this year.

Simon will provide a fascinating and motivating post-lunch address that delves into his dynamic career and the Fuller's business – past, present and future. He will also share the knowledge, strategies, passion and inspiration behind his greatest achievements at Fuller's, including the integration of 111 pubs acquired from Gale, repositioning the Fuller's estate, the creation of boutique pub bedrooms, and the focused strategy of four key pillars that he champions – outstanding cask conditioned ales, delicious food, great wines and engaging service.

Insight, insight, insight...

Drawing from its in-depth, industry-wide research undertakings, **Horizons** will open the Arena Christmas Event with an insightful look at what happened to shape the foodservice and hospitality market in 2013. It will also make authoritative predictions of likely outcomes in 2014.

Taking guests on a month-by-month journey through 2013, informed opinions and up-to-the-minute data will paint a comprehensive picture of the key events and developments. Horizons will consider



Monday 2 December 2013

The Mandarin Oriental Hyde Park, London

the effects of the post-Olympic bounce back, the continued impact the weather is having on operators in different sectors, the rise of consumer confidence, the growing 'FreeFrom' phenomenon, and the resulting growth of both personalisation and premiumisation.

Over the years, Horizons' confident predictions have come to pass again and again. At the Arena Christmas Event it will be reaching for its crystal ball once more, and looking forward to 2014. The informed foresights will include how each of the different sectors can be expected to perform, the real reasons why casual dining will continue to do well in the coming months, how and why successful pubs have avoided the pitfalls of their failed colleagues, and what the industry is doing to accommodate the 24-hour-a-day consumer.

Horizons' fascinating presentation will be interspersed with pre-recorded interviews with industry experts, giving their opinion on subjects such as the Economy, a US Perspective, Casual Dining, and Retail v Foodservice – is it a question of location, location, location?

The Arena Christmas Event is truly an industry favourite and in recent years it has always been oversubscribed. Perhaps this popularity is born out of its great reputation for bringing together over 200 professionals from across the industry. Starting at 10.30am, attendees will benefit from fantastic networking at the drinks reception and delicious three-course lunch, as well as the insight of the Horizons presentation and the inspiration and knowledge from Simon Emeny.

This event is
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THE ARENA CHRISTMAS EVENT

WHEN Monday 2 December 2013

WHERE The Mandarin Oriental Hyde Park, London

COST £145 plus VAT for Arena members and £185 plus VAT for non members

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

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MEMBERS' MOVES



Welcome

Where has the time gone? I seem to think this every year when 'putting to bed' the final Around Arena. Not only has the past 12 months flown by but also the past six years. My first day with Arena was back in December 2007. In fact, it was the Arena Christmas Lunch – what a great way to start a job!

So, what's happened in 2013? Firstly, we were delighted to welcome Jan Matthews as our new Chairman, straight from her role as Head of Catering for the Olympics. Jan has been at the helm for nearly a year now so hopefully many of you have had the chance to meet her at our events. The Arena Executive Committee also welcomed three new members – Mark Alywin, MD, Booker Direct, Matt Collins, Channel Director, Premier Foods, and Ann Elliott, CEO, Elliotts – and I would like to thank them for giving their time to support Arena. Finally, we introduced the new Arena Ambassador Scheme to help event newcomers make the most of our events and the networking experience. Thank you to our ambassadors Geoff Booth, CEO, PACE, and Diana Spellman, MD, Partners in Purchasing.



Arena's events are growing year on year and present great networking opportunities. If you haven't been to one recently I do hope you can make our Christmas event on Monday 2 December 2013 at the stunning Mandarin Oriental in Knightsbridge – and maybe even take in a bit of Christmas shopping!

I look forward to seeing many of you soon. I would also like to take this opportunity to thank you for your support and wish you a Merry Christmas and Happy New Year.

All the best

Lorraine Wood
Director Arena

T 0203 087 2378
E lorraine@arena.org.uk

VIEW FROM THE CHAIR

An early Very Merry Christmas to you all!



Another year has gone but what a year it has been for Arena. We have had three of the top leaders of our industry share their thoughts with us over the past 12 months, and as we close 2013 and look forward to 2014, we are looking to add even more value. We are introducing industry insight presentations prior to all of our lunches, as well as having an innovations corner, which I am sure Lorraine will be telling you more about.

Look out for the dates for next year's events on our website and in this issue of Around Arena, but most importantly have a great Christmas with family and friends. We hope to see you at our lunch on Monday 2 December to kick start the celebrations.

Jan Matthews
Chairman Arena

E jan@arena.org.uk

A warm welcome to our new corporate members

Bar Foods is dedicated to supplying the UK's foodservice market with quality sauces, soups, dressings and recipe dish products. It has a dedicated team that is fully aware of individual customer needs and the importance of stable menu items. The development chefs work closely with customers to ensure menu success by twisting classic favourites to minimise menu fatigue, whilst ensuring current trends and market conditions are considered.



The Hub re-joins Arena. Combining industry expertise with a multi-disciplined marketing approach enables The Hub to produce intelligent campaigns that effectively communicate and build brands that stand out. Dedicated to the foodservice and hospitality sector, it has a unique understanding of the diverse out of home market as well as the challenges it faces. By understanding clients' businesses, experience and knowledge is applied to implement winning solutions.

DCS Foodservice is the official UK sales and distribution company for P&G, Unilever, Colgate, PZ Cussons, SC Johnson and Osram, and delivers daily to retailers, wholesalers and delivered foodservice operators nationwide. Whether for kitchen, bedroom, bathroom, restaurant or front of house, DCS is unique in being able to supply the complete range of cleaning, health and beauty products to ensure every business sparkles!



Ferrero is an Italian family-owned company founded in 1942 by Pietro Ferrero. Its first product was a pasta gianduja, which became a 'supercrema gianduja', and in 1964 the product we know today, nutella®. The UK's No. 1 spread brand*, nutella®, is available for the foodservice sector in a 15g portion and 750g jar. In 2014 a 3kg plastic catering pack and a 30g mini jar will launch, and for conferencing, receptions and front of house a small bag of Tic Tacs containing four sweets.



*A C Nielsen, total spreads, 52 weeks w/e 05.10.13

Visitor registration opens for eagerly anticipated

Casual DINING SHOW

Casual Dining is the brand new trade show dedicated to the branded restaurant and pub sectors. Brought to you by the team behind the award-winning lunch! exhibition, *Casual Dining* will give you the unique opportunity to meet over 120 food, drink, equipment, table top and technology suppliers, taste and try products, discover the latest trends, and network with your industry.

Taking place at the Business Design Centre, London, on 26-27 February 2014, *Casual Dining* will also feature a packed Keynote Theatre programme with a fantastic line-up of key industry figures, including Peter Martin and a panel of casual dining CEOs, Alex Reilley from Loungers, Andrew Guy, CEO of Ed's Easy Diner and Jason Katz from Kings Park Capital – plus more to be announced.

Casual Dining 2014 and the entire theatre programme is free if you register to visit in advance. Register at www.casualdiningshow.co.uk and quote priority code CDAR2 for your free trade badge.



CharityCorner

London to Paris Cycle team triumphs

The second Hospitality Action London to Paris Cycle Challenge saw 21 of the industry's top members raise almost £40,000 for fellow hospitality members in need. William Baxter, Chairman of Hospitality Action and participant in the challenge said: "We cyclists were tested to the limit mentally and physically, but with an unflinching team spirit we carried on. The commitment and dedication of the team to complete this incredibly tough challenge and raise an outstanding amount of money for our industry charity is truly amazing and I was very proud to be a part of it."

Register your interest for the 2014 charity cycle challenge at fundraising@hospitalityaction.org.uk.



Show your support this Christmas

Christmas can be a particularly tough time of year for those who work in hospitality but there are a number of ways to remember them:

■ Tom Kerridge, Daniel Clifford, Claude Bosi and Paul Cunningham – who between them boast six Michelin stars and 14 AA Rosettes – are uniting in support of HA. A special fundraising dinner will take place at Brasserie Joël within the Park Plaza Westminster Bridge London on Monday 2 December.

■ Log on to the fabulous HA Online Auction between 2-6 December and pick up some top-notch gifts from the comfort of your computer.

■ Purchase your charity Christmas cards from the 4C for Charity website www.charitycards.org. 10p from every pack sold will come straight to HA. Or send a quick and easy e-card, personalised with your logo and message.

■ Want to keep things low key? Why not make a donation in lieu of the festivities at www.hospitalityaction.org.uk/donate?

Learn more about the many ways to support HA at www.hospitalityaction.org.uk/get-involved/showyoursupport/ or email fundraising@hospitalityaction.org.uk.



Springboard – making a difference to people's lives...

Over the past few months we have continued to raise vital funds to support the work of the charity. Take our Velo Challenge (in association with the Genuine Dining company and Pullman Hotels). The London to Paris cycle ride was a gruelling feat but the sterling efforts of those taking part raised in excess of £25,000, and really will make a difference.

The funds raised go towards Springboard's range of *Into Work* programmes that support young, unemployed and disadvantaged people into training and employment within the hospitality industry.



Our next challenge is the Nepal Trek, 1-11 March 2014. Join the Springboard team on Nepal's Annapurna mountain range.

The trek ends with the experience of volunteering at a school in Kathmandu and directly helps young, underprivileged Nepalese seeking advice and help to progress a career in the local hospitality industry. It will be an enriching journey that will challenge the individual, build teams, connect people across our industry, and more importantly, raise vital funds for our work to support people into the hospitality industry.

To finish on a festive note – have you booked for the Christmas Carols, on 2 December at 6.15pm, at the Church of the Annunciation? Afterwards, guests are invited to the Hyatt Regency London – close to Marble Arch. Tickets are £20 including Carol Concert and festive food and drinks.

To find out more about Springboard please visit www.springboard.uk.net or contact 0207 529 8610.



What a year!

2013 has been a great year for Arena Events. We've all enjoyed informative, thought-provoking and entertaining presentations from our guest speakers Alastair Storey, Chairman & Chief Executive, Westbury Street Holdings, Steve Holmes, Managing Director, ASK Italian, and Charles Wilson, Chief Executive, Booker - and there's also been some valuable industry insight thrown in for good measure!

Here's what you, our members, have had to say about our events and how they have benefited you. Thank you all for your feedback.



March



July

"The speaker was simply one of the best in recent history." Steve Loughton, MD, Jestic Ltd.

"Great value for money and one of the few days away from the business that makes complete commercial sense." Jane Rolls, Director, Firecracker Talent.

"Charles' talk and candid insight to both his business and wider economic pressures was a real highlight. As was the great networking opportunity." Mark Rigby, Executive Chef, Premier Foods.



September



CHARLES WILSON

Interview & Lunch

ALASTAIR STEWART

The drinks reception at the Arena Face2Face Interview & Lunch was buzzing. More than 200 industry professionals packed the room at The Dorchester and made the very most of the opportunity to meet new acquaintances and catch up with old colleagues.

In stark contrast, the ballroom at the start of lunch was silent as attentions focused in anticipation on the pending exchange between ITN's inimitable interviewer Alastair Stewart and the hero of Booker, its chief executive Charles Wilson. As Arena's director Lorraine Wood stated in her welcome speech, you really could have heard a pin drop.

Charles achieved great respect and distinction in the industry for dramatically transforming the fortunes of the wholesale company. However, the audience learned a few new facts about Charles Wilson's younger years that they may not have expected to hear. For example, as entertainments officer at the University of Durham he recognised and booked famous bands, namely The House Martins, before they even hit the big time. Perhaps an early example of his great intuition?

The son of a Unilever man, Charles' corporate career began at P&G, a company, Alastair stated, with a great reputation for producing brilliant people. He was later to branch out alone as a business consultant working on high-profile turnarounds, and working with the likes of Philip Green and Stuart Rose. Charles went on to partner Rose for seven years at Argos, Booker, Arcadia and M&S, competently fulfilling the role of financial director, operations director and turnaround strategist.

Charles had successfully delivered eleven turnarounds when he re-joined the Booker he

is so passionate about in 2005. Having experienced some brutal turnarounds both in the UK and the US, he described what he found at Booker as a complete mess. Booker was hanging in the balance and Charles admitted that at times *"it was pretty scary."*

True to his brilliant reputation, Charles pulled Booker around, repaid the debt remarkably quickly and by 2008 Booker was back on firm ground and getting going.

Moving the interview past 2008, when Charles last addressed an Arena audience, Alastair probed him on the new version of Booker that has increased sales from £3billion in 2008 to £4.7billion today. The new Booker has extended its reach and now satisfies the distinct expectations of Michelin-starred chefs and five-star venues like The Dorchester, thanks to the acquisition of Ritter Courivaud. It also operates a distribution network, Chef Direct, and since the acquisition of Makro the business is growing in India with six cash and carries to date.

So what's next for Booker? Charles revealed that in its current state Booker has the capacity to give £6billion sales, a potential he is keen to fulfil.

The customer and the future

The paramount importance of customer satisfaction was clear throughout the interview. Running four customer satisfaction surveys of 40,000 customers and hundreds

of listening groups a year, and hosting dinners with important customers, Booker listens to its customers. Even when Booker was close to going under customer satisfaction became a priority. When asked how he managed to cling to this ethos when the banks were closing in, Charles simply replied: *"If you don't have the support of your customers, you don't have a business."*

The web is one area where customers can expect to see significant change. With 300,000 customers currently using the web, Booker is just at the beginning of what it is doing online. Charles sees new technology as the biggest opportunity. It levels the playing field between independents and multiples – think Trip Advisor, and allows for better service at lower costs – think Skype. He did, however, stress that people contact remains vital and must always be available.

With sustainability a huge topic, that is set to only get bigger, Alastair posed the question 'Is it possible for Booker to have a sustainability policy?' Charles cited the shocking fact from Stephen Emmott's book *10 Billion* that we need to produce the same amount of food in the next 40 years as the last 10,000, without destroying the planet! He believes that sustainability is therefore imperative and Booker measures absolutely everything. It's a practical decision more than a moral one. *"A sustainable business is better business."* And when asked if the shareholders got this sentiment, he simply replied: *"The shareholders will get it."*

FACE2FACE



"A great networking opportunity."

Mark Rigby,
Executive Chef,
Premier Foods

In conclusion Charles was asked if he was optimistic for the future economy. Charles' blunt reply was "it doesn't matter". He explained that since the dramatic collapse of the banking system we have seen a radically different world. Despite the economy, there are some great things going on. And specifically for our industry he believes that "uncertainty means great operators make more of a difference."

When asked about job creation, Charles' tip to government is to give a tax break on employment for small businesses, surmising that if every small business in the UK took on one person, we'd have a labour shortage.

Charles departed with a little advice for the talented and inventive industry new comers – have fun and play to your strengths. "If you're in the hospitality trade and don't have fun you have a problem."

Thank you to the
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"My first Arena event was immensely beneficial. I was struck by the number of people from across the industry attending and that I wanted to speak to."

Dave Edwards, Head of Sales – Out of Home, Mission Foodservice.



Arena Events

DECEMBER 2013

- 2** The Arena Christmas Lunch with Simon Emeny, Chief Executive, Fuller, Smith & Turner P.L.C.
The Mandarin Oriental Hyde Park, London

MARCH 2014

- 24** The Savoy Lecture – *The Savoy, London*

JUNE 2014

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

SEPTEMBER 2014

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

DECEMBER 2014

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

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

Hospitality Events

NOVEMBER 2013

- 25** FSM Awards – *Grange Hotel, Tower Bridge*
www.fsmawards.co.uk
- 26** BFFF Annual Luncheon – *Hilton on Park Lane, London*
www.bfff.co.uk/events/bfff-annual-luncheon
- 27** IoH Hospitality Assured Forum 2013 – *Thistle Euston, London*
www.instituteofhospitality.org/events/ioh_events
- 28** FWD Annual Dinner & Gold Medal Awards – *HAC Royal Artillery Gardens, London* - www.fwd.co.uk/FWD-events.asp
- 29** Hotel Cateys 2013 – *Park Plaza Westminster Bridge, London*
www.hotelcateys.com

JANUARY 2014

- 16** FPA Environment Seminar and Business Review Dinner – *East Midlands Conference Centre*
Contact: Martin Kersh at admin@foodservicepackaging.org.uk
- 23** Health & Vitality Honours Lunch – *The Long Room, Lords Cricket Ground* - www.healthandvitalityhons.com

MARCH 2014

- 1-11** Springboard Nepal Trek
www.springboard.uk.net/events
- 6** FPA Awards 2014 – *Grand Hotel, Brighton*
www.foodservicepackaging.org.uk/events
- 6** EDUcatering Forum – *Royal Horticultural Halls, London*
Contact: Katie Patterson at katie@h2opublishing.co.uk
- 7** The Garden Centre Catering Forum – *Royal Horticultural Halls, London* - Contact: Katie Patterson at katie@h2opublishing.co.uk
- 12-14** PACE Learning & Development Best Practice Forum, including the PACE Awards – *East Midlands Conference Centre*
www.paceuk.org/events/Learning_Forum
- 17-23** Nutrition & Hydration Week
www.nutritionandhydrationweek.org
- 24-26** Food & Drink Expo – *NEC, Birmingham*
www.foodanddrinkexpo.co.uk

Members' News



Unilever Food Solutions' Meadowland Double sponsored four extreme chefs as they tackled mud, fire and ice to complete Tough Mudder, the world's most gruelling assault course, and raised £1,000 for Hospitality Action.

The *We Can Take The Heat* team included Alex Bond, Turners; Ruth Hansom, The Ritz; Adam Thomason, Wykeham Arms; and Connor Godfrey, Wilton's.

Taylor's of Harrogate supplies Yorkshire Gold and Taylor's Speciality teas to East Coast mainline passengers and revealed that sales have increased by 20% year on year since the partnership began nearly two years ago. The creation of #teaonthetrain has successfully engaged consumers with the brand, who tweet their pictures holding their beloved cup of Yorkshire Gold!



First Milk Foodservice launched a new type of milk drink for the out of home and wholesale markets. The Lake District Dairy Co. Frumoo – available in Raspberry & Blueberry and Strawberry & Blackberry – caters for today's health conscious consumers and uses a blend of natural ingredients mixing fresh British whole milk and real fruit, with no artificial colours, flavours or preservatives.



AAK Foodservice has made its Lion brand even fiercer with a trio of new back of house sauces to help caterers explore more international flavours. Lion Spicy Taco Mayonnaise, Lion Tomato & Chilli Sauce and Lion Burger Sauce are new to the range, which has undergone a packaging makeover to rejuvenate its visual appeal.

Premier Foods scooped *Supplier of the Year* at the annual 3663 awards. The company was praised for its collaborative approach and support in providing added value solutions for 3663 to take to its customers during British Pie Week with Bisto. Its industry-leading work on Dysphagia was also commended.



The manufacturer is also encouraging caterers to bring its Bisto, Paxo, Ambrosia and Bird's ranges into their kitchens this Christmas, giving them the chance to win £600 worth of prizes and donating £400 to Hospitality Action. The competition is open now until 2 December 2013 at www.premierfoodservice.co.uk.



Creed Foodservice's Ilkeston depot teamed up with the Derbyshire Wildlife Trust to help boost mutual business – a move that has been described as a natural progression to Creed's work with the Gloucestershire Wildlife Trust. Staff involvement with the new partnership is being encouraged.

Solo Cup Europe is partnering with Allegra Strategies for the European Coffee Symposium, in Paris, 27-28 November 2013. The event, now in its sixth year, brings together thought-leaders and decision makers for an intense two days of business opportunity, business insight and business knowledge sharing.

Pelican proudly coordinated a project with Shooting Star CHASE, the children's hospice charity it supports, to install a brand new commercial kitchen at its hospice in Hampton, Middlesex. The result was a saving of an estimated £7,000 on the latest commercial equipment to fully modernise the hospice's facilities, and an installation that didn't affect the daily food service.



Tickets are now on sale for **Footprint's** Health & Vitality Honours lunch, to be held at the Long Room at Lords Cricket Ground on 23 January 2014. For information on booking spaces or tables, go to www.healthandvitalityhons.com.

The **Sustainable Restaurant Association** awarded its first top 3-Star sustainability champion status to bartlett mitchell for its catering operation at Ofgem's Headquarters in Central London. The accolade recognises bartlett mitchell's sustainability achievements and Ofgem's own approach to how they manage their business.

McCullough Moore is working with the Professional Association for Catering Education on its Learning & Development Forum 2014, in partnership with People 1st. The event will be held on 12-14 March 2014 at the East Midlands Conference Centre, with the theme Employability: professional jobs for professional people. Find out more at www.mcculloughmoore.co.uk/pace.



The **FPA** Environment Seminar and Business Review Dinner on 16 January 2014 at East Midlands Conference Centre will mark a major departure from previous years with the introduction of technical information sessions in the morning and a change in format to the afternoon session, taking the form of a *Litter Summit*. To book email Martin Kersh at admin@foodservicepackaging.org.uk.

Huhtamaki UK supported Macmillan Cancer Support with a donation of 9oz paper vending cups for the charity's flagship fundraising event 'World's Biggest Coffee Morning' in September. The paper vending cups featured a 'text to donate' message with all proceeds going to Macmillan.



Table bookings are still being taken for the **Hotel Cateys** 2013 on Friday 29 November at the Park Plaza Westminster Bridge, London. The awards provide an excellent opportunity to reward individuals and teams who have made an outstanding contribution in the past year across all layers of management and operations in the hotel industry.

Visit www.hotelcateys.com and for sponsorship opportunities contact rob.adam@catererandhotelkeeper.co.uk.



Caterer and Hotelkeeper re-launched its jobs and recruiter website making it the first choice in the marketplace for candidates and recruiters, in print and online. Take a look now at www.catererandhotelkeeper.co.uk.



Steelite International launched a new colour Craft White, to join its top selling Craft range. Craft White embodies a contemporary expression of heritage inspired, authentic hand decorated tableware that is traditional, timeless and edgy. It can be intermixed with any of the Craft colours to

create a unique and individual crockery collection.



It also unveiled its new distinction holloware range, Rococo. Inspired by an 18th-century baroque artistic movement and style, the all-white range has been specifically created for fine dining, restaurants and banqueting.

Embracing the gourmet street food trend, **Rollover** announced the launch of its new street food / Gourmet concept. The range includes an exciting new sausage served in a beautiful Brioche bun, with a selection of sauces and toppings for the ultimate

Hot Dog experience. Five Dogs have been designed in total: The Diamond Dog; "Houston, we have a problem"; New Mexico; The BLT; and The Brat.



The Dow Jones Sustainability Index positioned **NESTLÉ** as the leading food products company – with a score of 88%, double the industry average. The worldwide Index is based on an analysis of companies' economic, environmental and social performance, including areas such as corporate governance, climate strategy, supply chain standards and labour practices.

NESTLÉ also achieved the maximum score for the second year running in the CDP *Climate Disclosure Leadership Index* and the CDP *Climate Performance Leadership Index*, both of which are published in the Global 500 Climate Change Report 2013.

Pimpernel Wharf Agency won two new tenders to supply continental cheese to leading retailers. The business also underwent a rebranding exercise, with a redesign of its website and corporate image as part of a wider development of the marketing strategy. The senior management team is also expanding to support future growth plans.

PIMPERNEL WHARF

The launch issue of **H2O Publishing's** *Care Home Catering* magazine will be published in February 2014. It will be the only UK trade printed title dedicated to catering within care homes and will feature a wealth of information addressing the challenges faced by care home caterers and management. Sue Dunk has been named as editor and all sales enquiries should go to Dan Hillman at dan@h2opublishing.co.uk.



H2O is also hosting the EDUCatering Forum & Garden Centre Catering Forum on 6&7 March 2014, respectively, at the Royal Horticultural Halls, London. Each forum is limited to only 20 suppliers so if you want the opportunity to meet with decision makers from either sector contact Dan Hillman now. Delegate queries should go to katie@h2opublishing.co.uk.

M&C Report, the daily intelligence service for UK eating and drinking out chains, is offering Arena members a free two week trial of the service. Supplier companies use it to understand hot concepts, key people, investors, as well as trends and headwinds impacting on the success of our sector – so why not give it a go? Contact emily.croft@wrmb.com to get this started today.

Smart Group celebrated an incredible night and a hat trick of wins at the Event Awards in October. Smart Hospitality was named *Caterer of the Year* and scooped the biggest accolade of the night

Grand Prix Prize Winner, which recognised the shining star of this year's awards. Smart Christmas Parties was also awarded *Best Christmas Party Package* for its Nostrovia-themed festive celebrations.

Smart Group also shone at the 10th Observer Food Monthly Awards when caterer of choice, Smart by Angela Hartnett, revealed a fantastic menu inspired by the *Chef of the Decade* Nominees.

3663 unveiled the stunning new livery for its Swithenbank Fresh & Fine Foods lorries.

The new eye-catching lorries showcase the breadth of products available from 3663's fresh and fine foods specialist division, with a striking food landscape that's sure to turn heads and tickle the taste-buds of onlookers.

3663 also launched the 'taste of winter' website to showcase the best products and ingredients it has to offer for the winter season, together with recipe ideas, top tips, and hot deals. Take a look at <http://tasteofwinter.3663.co.uk>.

A new group of 31 chefs from **BaxterStorey** graduated from its award-winning Chef Academy training programme, bringing the total number of chefs qualifying through the Academy to 219.

Chefs at BaxterStorey and Holroyd Howe also baked 54,000 cookies in aid of Action Against Hunger in a bid to raise £40,000 to fight child hunger. The cookies were sold at their Baxter Storey restaurants, delis and café bars nationwide on World Food Day in October, and at Holroyd Howe catered schools on Universal Children's Day in November.

WSH's front of house services provider, Portico, launched an exclusive, first-class lifestyle concierge service at Moor House on London Wall and at a luxury private residential development on Oxford Street. Partnering with Sincerely Paul, a bespoke concierge and travel itinerary expert, Portico now offers a tailor-made concierge service 24 hours a day, seven days a week.

The **Craft Guild of Chefs** crowned Hayden Groves, executive chef at BaxterStorey, The *National Chef of the Year 2013*. Hayden claimed the title after producing a stunning array of dishes in a knock-out performance at the Restaurant Show 2013 at London's Earls Court.

Ben Champkin, a young working chef from The Elephant, Torquay also proved his worth as a star in the making as he triumphed at the Craft Guild of Chefs' *Young National Chef of the Year* final, also held at The Restaurant Show 2013.

Elior UK won a two-year contract worth £600,000 to provide full cleaning services at The SSE Hydro in Glasgow. The brand new entertainments venue on the River Clyde opened at the end of September and is part of the SECC.

The contract caterer also celebrated a double win at the inaugural Foodservice Catey Awards, scooping *Healthcare Caterer of the Year* and *Education Caterer of the Year*. Elior was also shortlisted for *HR Director of the Year Award* and the *Award for Excellence in Learning & Development* at The Personnel Today Awards, and *Best Training Partnership Award* and *Best Customer Service Training Programme Award* at the Training

Journal Awards, taking the total number of external recognitions for its HR best practice over the last year to eight. And finally, it was awarded a Soil Association Gold Food for Life Catering Mark for Café At-Bristol, the catering facility at the interactive science centre, At-Bristol.

Essential Cuisine revealed a new look at the 2013 Restaurant Show. Formerly known as The Stock Specialists, the company has evolved to become The Stock People. Its branding, sales and marketing materials and website have also been updated to reflect a brand new look and feel.

The Stock People also launched an online competition at The Restaurant Show, giving chefs the chance to win a set of its highly exclusive blues. Entrants should tweet @essentialcuisine and tell company founder and chef MD Nigel Crane why they should win, using the hashtag #tellnigel, by midnight on 20 December.

Sodexo's craft and food development director, David Mulcahy, was awarded the *Outstanding Achievement Award* at the first Foodservice Catey Awards, in recognition of his tireless efforts in developing chefs in the catering and foodservice industry. Margot Slattery, Sodexo's managing director for Ireland, was also highly commended in the *Diversity Champion of the Year* category of the European Diversity awards.

The services company extended its £25m contract to provide all catering, housekeeping, waste management and porter services at Wellington College, Berkshire. It also joined forces with Coram Life Education, a charity which helps children better understand the benefits of healthy living and diet, sponsoring one of the state-of-the-art mobile classrooms within the Salford area of Manchester, as well as providing valuable financial support.

Rapport, **Compass'** guest services brand, won a new three year contract with Tower 42 worth £750,000.

Under the new contract, Rapport is providing Tower 42's 2,500-strong population and 900 daily visitors with ground floor reception and concierge services at the iconic Tower 42 and the adjacent building at 30 Old Broad Street.

Rapport also shone at the Foodservice Cateys, winning the *Front of House Team of the Year Award* for the service it provides to KPMG guests at their two London offices in Canary Wharf and the City.

Compass also launched 14forty, its new support services brand that offers a high quality integrated solution to clients looking for a single provider and draws on its existing expertise across the soft support services spectrum.

The **BHA** welcomed George Osborne's announcement that Visa applications for Chinese visitors entering the UK will be simplified, and believes this will have a significant impact on growing tourism and jobs in the UK.

Water Brands Group is investing £6m in a new bottling line. The investment features a 23,000 square feet extension to its Harrogate factory, which will double production capacity at the site, and the most technologically advanced equipment available.



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 *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
Lorraine Wood
T 020 3087 2378
E lorraine@arena.org.uk

Around Arena
Berenice Pretlove
T 07508 146 118
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

SMART
BY
Angela Hartnett

essential cuisine
the stock people



CORPORATE MEMBERS

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

MEMBERS' MOVES



Jeremy Dicks was named new managing director of Sports and Leisure at Sodexo. Jeremy returns to the UK from Ireland where he was the managing director of Sodexo Ireland. He now has responsibility for contracts in England and Wales overseeing more than 80 senior client relationships and delivering full catering, hospitality and management services at a number of high-profile events, sports stadia and public leisure venues.
Contact Jeremy at jeremy.dicks@sodexo.com / 0207 404 0110



Springboard appointed **Stephanie Wade** as director of Scotland. Fuelled by the growth in the number of projects and activities the charity has underway in Scotland, Stephanie's appointment is a key role for Springboard to drive and develop its work in Scotland. Previously, Stephanie was sales and operations manager at The Tennent's Training Academy in Glasgow.
Contact Stephanie at stephaniew@springboarduk.org.uk / 07453 289 468



Compass Group UK and Ireland announced the appointment of **Dennis Hogan** as its managing director, effective from 1 January 2014. Dennis replaces Ian Sarson who is moving to a new role as director of healthcare and senior living for Compass Group in Europe and Japan. Dennis joins the UK and Ireland business from Compass Group North America. He has been with Compass for 17 years, in a number of operational and finance roles, and brings with him a wealth of experience.
Contact Dennis on 01932 573 000



Sir Jim Paice MP became the new chairman of dairy farmer co-operative, First Milk. Sir Jim is currently Member of Parliament for South East Cambridgeshire, a position he has held since 1987. During his Parliamentary career, he has held a number of ministerial and shadow ministerial positions, most recently he served as Minister of State for Agriculture & Food in the Coalition Government from 2010-12.
Contact Sir Jim on 0141 887 6111



Martin Holmes joined Creed Foodservice as its new head of organisational and business development. Martin, who was previously with 3663 as director of quality, as well as director of client relations with overall responsibility for the Compass account, joins the Creed senior management team at an exciting time to further develop the business' own 'business continuous improvement' programmes.
Contact Martin at sales@creedfoodservice.co.uk / 01452 857 555



Pelican announced the appointment of well-known and highly-regarded industry professionals **Nick Bish** and **Bob Cotton OBE** as non-executive directors to its board. The former chief executive of the Association of Licensed Multiple Retailers and the former chief executive of the British Hospitality Association, respectively, will use their wealth of knowledge and expertise to provide strategic guidance and direction to the procurement and supply chain management specialist.
Contact Nick and Bob via 01252 705 222

