

AROUND Arena

THE HOSPITALITY NETWORK

SPRING 2010

FACE2FACE

with Aidan Connolly

Friday 30 April 2010

One year into his role as chief executive of on-site service provider Sodexo UK & Ireland, Aidan Connolly is preparing for his next big challenge - taking the interview hot seat at the 2010 Arena Face to Face event.

In front of a live audience of industry professionals, Aidan will encounter a variety of questions designed to extract maximum information and insight. The award-winning ITV newscaster and presenter Mary Nightingale will be in the driving seat, and with 20-years experience of presenting and conducting high-profile interviews she will ensure that the interview delivered is as candid and thought provoking as previous years.

Aidan's impressive career history and varied senior-level experience alone provides fascinating interview material. The trained chartered accountant with a law degree landed his first chief executive role at just 27 years old. He went on to be chief executive for a number of public and private companies in the UK, Europe and the USA.

Add to this Aidan's strong contribution to the continued successful development of the Sodexo business as a leading comprehensive service solutions provider to a wide range of sectors - including corporate, healthcare, defence, education and leisure, as well as high-profile PFI contracts - and the interview has just got very interesting.

Join us on Friday 30 April to find out more about Aidan's career path and the contribution he has made to date to Sodexo UK & Ireland, including leading the negotiations to secure the signing of the company as a 50/50 equity partner in the Metrix consortium, preferred bidder for the MOD's largest ever PFI project. You could also gain an exclusive first-hand insight into the major contracts and development opportunities he has firmly in his sights for Sodexo, plus his personal views on the current state of the hospitality industry and its future.

The not-to-be-missed event starts at 12pm. It also includes a pre-lunch drinks reception that will provide superb networking opportunities with senior professionals from across the industry and a spectacular three-course lunch with wine, prepared by executive chef Henri Brosi and his team at the Dorchester.

ARENA FACE 2 FACE WITH AIDAN CONNOLLY

WHEN Friday 30 April 2010

WHERE The Dorchester Hotel, London

COST £115 plus VAT for Arena members & £150 plus VAT for non members

BOOK online at www.arena.org.uk or contact Lorraine on 020 3087 2378 or lorraine@arena.org.uk

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NEW MEMBERS

Welcome



December 2009 seems such a long time ago but I want to take this opportunity to thank all of you who attended our Arena Christmas Lunch with Simon Vincent, area president Europe, Hilton Worldwide. We had a full house at the Mandarin Oriental hotel and you can read the event review in this issue.

On the subject of events, don't forget to put our next one in your diary - it's only next month. On Friday 30 April, Aidan Connolly, chief executive, Sodexo UK & Ireland will be interviewed by ITV's Mary Nightingale at the annual Arena Face to Face. This is always a very popular event and over 200 tickets have been sold already so make sure you don't miss out!

We are also planning to return to Taste of London in June so please e-mail me or give me a call for further information.

Our Arena members are the lifeblood of our organisation and it's great to have so many new corporate members join us since our last issue. A warm welcome to you all and I hope to see many of you at our April event.

I look forward to seeing you all soon.

Lorraine Wood
Director Arena

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H2O Publishing enters with a splash

2010 has seen the arrival of a new media company for the UK foodservice industry - H2O Publishing.

With its focus firmly on the education catering channel and the contract catering market, H2O launched two new titles just last month - EDUcatering and FSM magazine.

Distributed to over 4,500 school catering decision makers, EDUcatering is currently the only UK trade title dedicated to the school catering channel. Similarly, FSM is focused purely on the foodservice and management market, with 10,000 copies each month being sent to contract catering decision makers responsible for workplace, retail, healthcare, care home, education, hotel, defence & government, stadia, leisure and event catering.

Other services to look out for in the H2O portfolio include reader websites, awards, study trips, data rental, e-marketing and telemarketing.

More information on H2O can be found at www.h2opublishing.co.uk or contact:

- Sales: Daniel Hillman - 07770 672 347 / dan@h2opublishing.co.uk
- Editorial: Sarah Davies - 01322 526 089 / sarah@h2opublishing.co.uk



Are you LinkedIn?

I'm thrilled to announce that we are in the process of forming an Arena group on the professional networking site LinkedIn - www.linkedin.com. The popular business-oriented social networking site has more than 60 million users worldwide, 11 million of which are from Europe.

The Arena group will be open to all our corporate and individual members, allowing you to communicate easily with your fellow Arena colleagues.

So, if you haven't done so already, send me an invite on LinkedIn to lorraine@arena.org.uk, and I will add you to my network - and look out for the new Arena group which will be ready for you to join imminently!

Lorraine

ARENA CHRISTMAS LUNCH

with Simon Vincent

The hospitality industry turned out in force for Arena's final event of 2009 - The Christmas Lunch with Simon Vincent, Area President Europe, Hilton Worldwide.

Over 220 senior industry professionals descended upon the superb Mandarin Oriental Hotel, Knightsbridge, creating genuine, quality networking opportunities and eagerly awaiting the after-lunch delivery from Simon Vincent.

"Really one of those accidents of one's career" is how Simon described his dramatic shift in career path from international banking to the travel and leisure industry. He subsequently moved to the hotel sector in 2007, joining the most profitable hotel company in the world - Hilton Worldwide - and becoming a leading figure in the European hotel industry.

At the end of what was a challenging year for the entire hospitality industry, the impact of the economic crisis was high on the agenda. Interestingly, for Hilton Worldwide, Simon spoke of a polarisation in markets across Europe, with North and West Europe proving more resilient than the Southern and Eastern regions. Similarly, within the UK the difference between London and the provinces had also been striking, particularly in the latter half of 2009 when business in London was quite phenomenal.

Overall, it appears that despite the challenging conditions Hilton Worldwide fared well in 2009 thanks to activity such as aggressive sales promotions and the strength of the brand. *"In times of difficulty it is the strong brands that tend to prosper."* Indeed, at the time of the event, 330 hotels had opened globally and the pipeline was just as healthy - in Europe alone, a further 57 'real deals' had been signed, had financing agreed or were under construction.

Giving his outlook for 2010 Simon was cautious, believing that the first half of the year would be tough, due to factors such as the uncertainty of a general election and concerns of inflationary pressures including rising energy costs and rumours of food price inflation. However, he was keen to stress that due to the new leaner, fitter, faster and aligned structure of Hilton Worldwide, with its strong portfolio of brands, this cautious picture was one laced with optimism and opportunity.



"In times of difficulty it is the strong brands that tend to prosper."



School Meals Matter

The Local Authorities Caterers Association (LACA) and Caterer & Hotelkeeper have joined forces to launch an important new campaign - School Meals Matter.

LACA and Caterer & Hotelkeeper are calling on the entire hospitality industry to support the campaign by lobbying the incoming Government to continue investing in school meals provision and the wellbeing of the nation's children, by committing to the following:

- Recognise that the school catering industry is an important sector - one worth over £1bn to the UK economy and employing more than 100,000 workers

- Confirm that the transitional school lunch grant (due to end in March 2011) will continue
- Further confirm that this grant will provide 10p per meal food cost funding as a minimum
- Commit to free meals for all children living in officially defined poverty

Pledge your support to this vital campaign at www.caterersearch.com/smm - and don't forget to spread the word amongst your colleagues!





Best Ever Hotelympia 10K Race Opens Hotelympia 2010!

Nearly 1,000 trade and public runners took to the streets on Sunday 28 February to mark the opening of this year's Hotelympia 2010 exhibition at London's ExCel. Despite high winds and pouring rain the runners braved the elements and raised in the region of £35,000 for Springboard.

A new course record of 32 minutes 45 seconds was set by the winner Thomas Hearle from Bunzl, with runner up Oliver Gibson from Fifteen Cornwall coming a close second.

The winning team was the Bunzl Olympians Team 1, the fastest mixed team was The Suspenders and Fresh RM won the Leapfrog Media Cup. 'Best Dressed' team went to Red Carnation Hotels.

Congratulations to all those who took part!



FOOD & DRINK EXPO 21-24 March 2010, NEC, Birmingham

Looking for an exhibition that brings together all segments of the Food and Drink market, including retail, foodservice, wholesale and manufacturing? Then Food & Drink Expo could be the place for you.

As well as boasting more than 600 food and drink exhibitors showcasing interesting new products, the exhibition programme will be packed with a multitude of inspiring features.

Over the four days there will be a series of thought-provoking panel debates on the hottest issues gripping the industry in The Business Briefing Theatre. Included in the sessions is 'Prudence over provenance - has the recession changed the way we eat forever?', which will be

discussed by Asda corporate affairs director Paul Kelly; Soil Association commercial director Jim Twine; Leon Restaurants founder and CEO, and former Arena speaker, Henry Dimbleby; and TNS Worldpanel communications director Ed Garner.

To register for Food & Drink Expo and find out more about the full feature programme visit:
www.foodanddrinkexpo.co.uk.



Arena Events

APRIL 2010

- 30** **Arena Face 2 Face with Aidan Connolly**, chief executive, Sodexo UK & Ireland - *The Dorchester Hotel, London*

JUNE 2010

Taste of London - look out for further details

To book tickets for Arena events and for further information call Lorraine Wood on 020 3087 2378, email lorraine@arena.org.uk or visit www.arena.org.uk

Hospitality Events

MARCH 2010

- 21-24** **Food & Drink Expo** - NEC, Birmingham
www.foodanddrinkexpo.co.uk
- 22** **FutureChef - The Grand Final** - Westminster Kingsway College, London
www.springboarduk.net
- 25** **Springboard Business Breakfast** - The Cavendish, London
www.events.springboarduk.net/business-breakfast / 020 7497 8654
- 30 - 31** **Care Show Bournemouth** - BIC, Bournemouth
www.careshow.co.uk

APRIL 2010

- 8** **Cost Sector Catering Awards** - Hilton London Metropole
www.dewberryredpoint.com
- 21** **The Publican Awards** - The Grosvenor House Hotel, London
www.thepublicanawards.com
- 22-23** **CEDA Conference** - Forest Pines Hotel, Lincoln
www.ceda.co.uk
- 26** **S.Pellegrino World's 50 Best Restaurants 2010** - Guildhall, London
www.theworlds50best.com
- 28** **Hospitality Action Tour of Highgrove Gardens and lunch at Whatley Manor** Contact: Astrid Wears-Taylor - astrid@hospitalityaction.org.uk

MAY 2010

- 10-11** **Federation of Wholesale Distributors Annual Conference** - Forest of Arden Hotel, Meriden
Contact: Nikki - nikki@fwd-uk.com / 01323 724 952
www.fwd.co.uk
- 11** **The Catering & Hospitality Forum** - Whittlebury Hall, Northamptonshire - Contact: catering@richmondevents.com / 020 8487 2200
www.cateringforum.com
- 19** **Springboard Annual Summer Fundraiser** - The Lancaster, London
www.springboarduk.net
- 17-23** **Hospitality Action Week**
- 18** **Hospitality Action's A Question of Support** - Wembley Stadium
- 21/22** **Hospitality Action Parachute Days** - 21 Maidstone, Kent / 22 Salisbury
Contact: Guiliana Vittiglio
gvittiglio@hospitalityaction.org.uk
www.hospitalityaction.org.uk
- 23-28** **Hospitality Action's Spring Online auction opens for bids** www.hospitalityaction.org.uk

New Arena Members

Arena is delighted to have welcomed the following nine new corporate members since the last issue:

Ardo UK, Blue Keld Springs Ltd, Foodservice Packaging Association, Bernard Matthews, British Polythene Industries Ltd, H2O Publishing Ltd, Harrogate Spa Water Ltd, International Paper Foodservice Europe Ltd and London Linen Services

Members' News

The UK's first 'green' and only steamless laundry service has been launched by **The Caterers Linen Supply**. Compared with conventional laundry processes the 'green' laundry uses 70% less water, saves 25% of gas and energy, minimises the use of packaging and plastic, and reduces 'linen miles' with lowest mileage delivery routes.



3663 First for Foodservice has secured the catering contract to supply Elmor for a further five years. The contract commenced in January 2010 and includes the supply of frozen, ambient and chilled products, as well as catering equipment.

Hospitality Action launched Hospitality Action Week 2010 at Hotelympia. The industry charity called upon all hospitality workers to find their inner 'action hero' to raise vital money to care for hospitality workers past and present who have fallen on hard times. This year, everyone who works in the industry is being encouraged to raise at least £5 in order to beat last year's impressive total of £100,000.

Electrolux Professional has been awarded the 2010 Caterer & Hotelkeeper Equipment & Supplies Excellence Awards for 'Grills, griddles, barbecues and toasters' for the revolutionary HSG Panini Grill that produces delicious hot sandwiches in less than 60 seconds.



Bunzl Catering Supplies and **Sodexo** joined forces to launch a new electric vehicle to deliver food and non-food supplies to a number of key sites in London. Part of continued sustainable distribution initiatives developed by the

two companies, the CO2 emissions-free and noise-free 7.5 tonne light-goods vehicle has a range of up to 130 miles and a top speed of around 50mph.

Wendy Bartlett, managing director of boutique caterer **bartlett mitchell**, was named Woman Entrepreneur of the Year at the annual Shine Awards that celebrate outstanding female achievement and role models in the hospitality, travel and tourism industries. The award recognises Wendy's success in developing a £20m turnover contract catering business employing over 450 staff spread over 70 locations across London and the South East.



First Choice Coffee

triumphed in the 'Fairtrade, organic and ethical products' category at Caterer & Hotelkeeper's Excellence in Food & Drink awards 2009, for its Grand Café Triple Certified coffee, which meets Rainforest Alliance, organic and Fairtrade standards and offers a "strong, robust and long-lasting flavour".



Sticking with **First Choice Coffee**, it has also announced that it has been selected by Waitrose to supply and install its Black&White bean-to-cup coffee equipment across all its cafes as part of a move to improve coffee quality and the reliability of equipment.

Diane Webster, head of sales & marketing, **Beacon Purchasing**, also won a 2010 Shine Award - Woman Technology Innovator of the Year - for her innovative use of technology in helping to grow a business, specifically Beacon's award-winning 'virtual Green Hotel' website www.beacongreenhotel.co.uk.

Compass Group has committed to sponsoring the International Club's Junior Tennis European Challenge for a further six years. The company has supported the tournaments, which act as qualifying rounds for the world finals and give youth tennis players the opportunity to compete on a global level, since 2005.

The National Restaurant Association has awarded a prestigious Kitchen Innovation Award to **Merychef** for its new eikon series speed ovens that offer an icon-driven touch screen operation.



Elmor UK introduced a truly innovative and fitting refreshment solution to meeting increased demand at the Science Museum in the form of the SMART Coffee Car. The complete and fully functional refreshment unit is totally self-contained within a SMART car, serving fresh made-to-order barista coffee, hot and cold beverages, and snacks - directly from its 'boot'!

Best Western Hotels celebrated excellence at the 2010 Best Western Hotel of the Year Awards - the largest annual gathering of independent hoteliers in the UK. Over 400 Best Western hotel operators, executives, managers and guests applauded the successes of the seven winning hotel teams at a gala dinner held at the Celtic Manor Resort.

Beacon Purchasing recognised excellence among its suppliers in the areas valued most by their customers, at the second annual Beacon Supplier Awards in February.



Beacon Purchasing has also collaborated with Acquire Services Limited to license its e-procurement web-based system that supports the complete procurement process, from online order placement to full electronic invoice reconciliation, under the banner of 'BeaconOnline'. Shortly after the official launch Beacon celebrated its first major client for the service, Aristel Hotels.

Congratulations

Huge congratulations to **William Baxter CBE** and **Cyrus Todiwala OBE** for being recognised in the Queen's New Year's Honours List for their services to our industry.



Arena Contacts

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Mat Baker *Premier Foods*

Director

Lorraine Wood *Arena*

Treasurer

Peter Green *Fusion FSM*

Founding director

Naomi Arnold MBE *Naomi C Arnold Consultancy*

Executive members

Peter Backman *Horizons FS*

Karen Browne *William Murray Communications*

Bob Cotton OBE *British Hospitality Association*

Ann Elliott *Elliott People*

David Field *Nestlé UK*

Andy Kemp *3663*

Diana Spellman *Partners in Purchasing*

Ian Stone *apetito*

Simon Titchener *ISS Eaton*

Debbie Walter *Ramada Jarvis Hotels*

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CORPORATE MEMBERS

3663 First for Foodservice
AAK Foodservice
AB World Foods Ltd.
Acquire Services Ltd.
Admiral Group
Aim Trading Company
Anglia Crown
Ardo UK
apetito
Avenance
BHA (British Hospitality Association)
Barbican Centre
Basic American Foods
Baxter & Platts
BaxterStorey
Beacon Purchasing
Bernard Matthews
Bevan Brittan Lip
Big Hospitality
Blue Keld Springs Ltd.
Booker Direct
Bord Bia
Brahm
Brakes
British Polythene Industries Ltd.
Britvic Soft Drinks
The Brookwood Partnership
Bunzl Catering Supplies
The Caterer Group
The Catering & Hospitality Forum

Catermasters
Chester Boyd
Coca-Cola Enterprises
Collins King & Associates
Compass Group - UK & Ireland
Contract Options
Cost Sector Catering
Creed Foodservice
Dairy Crest Ltd.
DBC Foodservice
D  cor Style
Delice de France
Dewberry Redpoint
Discovery Foods
Douwe Egberts Coffee Systems
Ecolab
Electrolux Professional
Elior UK
Essex Foodservice Group
First Choice Coffee
Food and Drink World
Foodservice Packaging Association
Fourth Hospitality
Fresh RM
Fusion FSM
Gala Coffee and Tea
H2O Publishing Ltd.
Harbour & Jones
Harrogate Spa Water Ltd.
Heinz Foodservice

Horizons FS
Hospitality Action
Hotelympia
Huhtamaki
IFE
International Paper Foodservice Europe Ltd.
The Institute of Hospitality
The Irish Food Board
ISS Eaton
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JohnsonDiversey Ltd.
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Kerry Foodservice
Keystone Distribution UK
Kraft Foods UK
Lakeland Dairies
Leapfrog Public Relations
Leathams
Lexington Catering
London Linen Services
Merrychef
McCormick Foodservice
Macphie Foodservice
Nestl   Professional
OCS Hospitality
Oxford Brookes University
Pelican Buying Company
Plastico
Premier Foods
Prep Foodservice Solutions
Prestige Purchasing
Pritchitts
Purchasing Support Services

Ramada Jarvis Hotels
The Restaurant Show
Reynolds Catering
Richmond Events
Rollover
The Russell Partnership
Sagegreen
Shotz Health Ltd.
SHS Sales & Marketing
Silver Spoon Company
Sodexo UK & Ireland
Solo Cup Europe
Splash Communications
Springboard UK
Support Training Services
Susan Hamilton Group
Tetley Foodservice
The Litmus Partnership
Tilda Foodservice
TSC Foods
Twinings Foodservice
Unilever Foodsolutions
Unilever UK-Ice Cream
Universe Foodservice
VION Food Group
WARL
Weetabix
Welcome Break
Wenlock Spring Water Ltd.
Westminster Kingsway College
West Sussex County Council
William Murray Communications
William Reed Exhibitions
Young's Bluecrest Foodservice

MEMBERS' MOVES



James Arnold

The marketing team at Premier Foodservice has a new head of marketing in the form of **James Arnold**, who joins from P&G Professional. **Rachel Kingdon-Saxby**, **Henry Choo** and **Frederic St Johnston** have also been appointed to the team as senior brand managers, joining from 3663, P&G and a NGO organisation based in the USA, respectively. Contact them at james.arnold@premierfoods.co.uk, rachel.kingdon-saxby@premierfoods.co.uk, henry.choo@premierfoods.co.uk and frederic.stjohnston@premierfoods.co.uk.

The Premier Foodservice sales team has also seen changes, with **Chris Jones** becoming business manager cash & carry catering, joining from Nestl   UK. **Thomas Fiennes** and **James Porter** have moved internally, assuming the roles of business manager Brakes and business manager for operators groups, respectively. Contact them at chris.dp.jones@premierfoods.co.uk, thomas.fiennes@premierfoods.co.uk and james.porter@premierfoods.co.uk.



Anthony Serrano

Tetley has added two new members to its sales team with a specific brief to further increase the company's focus on premium tea. **Anthony Serrano** and **Heather Griffith** will focus on regional accounts and catering outlets, and will work closely with major and independent wholesalers to help provide additional consumer insight and education. Contact Anthony on 07818 596 173 / anthony.serrano@tetley.co.uk and Heather on 07714 844 593 / heather.griffith@tetley.co.uk.



Heather Griffith

3663 has appointed **Jenny Wilson** to the role of director of marketing. Jenny joins from Caterlyst Insight, where she offered specialist management consulting services with a particular focus on the foodservice and hospitality sector as insight director. With a strong background in brand and business development she has been appointed to expand and drive 3663's profile and position in the marketplace. Contact Jenny on 01494 555 900.



Neil Stephens joined Nestl   Professional as Managing Director of UK & Ireland on 1 February 2010, replacing David Field who has taken up a global role within the company. Neil joins from the retail division of Nestl   SA, where he headed up the Tesco Global Business Team. Contact Neil on 0800 745 842.

Richard Firth is the new channel marketing director for Unilever Foodsolutions in the UK and Ireland. Richard has been with Unilever for 20 years holding senior sales and marketing roles. His most recent position as the company's export director saw him achieve outstanding results that he is keen to match in his new position with the foodservice business. Contact Richard at richard.firth@unilever.com.

We wish **Linda Halliday**, one of the founding directors of WSH, best wishes on her retirement this month. Recognised as one of the industry's most inspirational female leaders, Linda's career in the foodservice sector has spanned almost 30 years. During this time her dedication to the industry has been recognised on many occasions, most notably in 2003 when she was awarded the Catey, Contract Caterer of the Year.



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