

# AROUND Arena

THE HOSPITALITY NETWORK

SUMMER 2013



## THE ARENA LUNCH

**STEVE HOLMES**  
MANAGING DIRECTOR  
ASK ITALIAN

**Wednesday 17 July 2013**

The Jumeirah Carlton Tower Hotel  
London

A little over three years ago ASK found itself in a difficult position. With the well-known casual dining brand coming up to 20 years old, more competition than ever before, and with the backdrop of one of the biggest recessions in history, it found itself struggling to compete. The bold, and some may say risky, decision was made to completely reinvent the brand.

On Wednesday 17 July 2013, the man in the driving seat of the radical shake-up, ASK Italian's managing director, Steve Holmes, will speak at the Arena Lunch. He will tell an audience of over 200 hospitality professionals why it was exactly the right decision, how the transformation journey has unfolded so far, and what the next three years may look like.

With 112 restaurants and over 2300 people the ambition was to create a modern, buzzy Italian restaurant business with a love of Italy at its heart. With the transformation still in the early stages, ASK Italian is starting to gain significant momentum.

The vision was built on having a knowledge of Italian food and culture like no one else; a modern and inspirational design; and service from characterful individuals with the traditional service rulebook thrown out of the window.

A name change to ASK Italian clarified the proposition whilst kick-starting the exciting period of change.

The menu now offers classic, simple and delicious Italian dishes after a complete menu overhaul by 'expert friend' and renowned chef, Theo Randall. The ambitious refurbishment programme turns once plain restaurants into inspiring and contemporary spaces, inspired by the vibrancy of Milanese design and with added classic Italian touches. Together with natural service, it creates an experience that's just a little bit special.

Join industry colleagues to hear from Steve and learn more about the ambition to turn ASK Italian into the UK's leading Italian Restaurant brand, and what it has taken, and will continue to take, to achieve.

### Project Restaurant 2013

Allegra Strategies is returning to the Arena Lunch to present the latest insights from Project Restaurant 2013, its definitive annual study on the growing and dynamic UK branded restaurant market, covering Pubs, Restaurants and Fast Food. The unique, authoritative view of the size and breadth of the sector, complete with in-depth consumer insight, provides both operators and suppliers with valuable insight into market developments, key issues and growth forecasts for each sector within the market.

The popular and not-to-be-missed event starts at 10.30am with Allegra's briefing. Following a lively drinks reception and spectacular three-course lunch that will allow attendees to connect with colleagues old and new, Steve will take to the stage to deliver his fascinating address.

This event is supported by

**Allegra**  
STRATEGIES

and the dessert is proudly sponsored by



**GLORIOUS!**

## THE ARENA LUNCH

**WHEN** Wednesday 17 July 2013

**WHERE** The Jumeirah Carlton Tower Hotel, London

**COST** £140 plus VAT for Arena members and £185 plus VAT for non members

**BOOK** Online at [www.arena.org.uk](http://www.arena.org.uk) or contact Lorraine on 0203 087 2378 / [lorraine@arena.org.uk](mailto:lorraine@arena.org.uk)

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**Arena**  
The hospitality industry's premier networking group

# Welcome



Well at long last I think summer might be upon us – and about time too, I hear many of you say.

I hope you all enjoyed The Savoy Lecture with Alastair Storey. I certainly did, and I've had some excellent feedback too – thank you. If you weren't able to join us you can read all about Alastair's lecture in this issue of Around Arena.

Our next event features **Steve Holmes, Managing Director, ASK Italian** as guest speaker and takes place on **Wednesday 17 July 2013** at the **Jumeirah Carlton Tower Hotel**. Allegra Strategies will also be returning to present the latest insights from its annual study on the UK branded restaurant market, **Project Restaurant 2013**. The July Lunch is always very popular and attracts over 200 guests, so I look forward to seeing many of you there.

I'm also delighted to announce that we have confirmed all speakers for the remaining events this year. Take a look at the Arena Events section later in this issue to see who will be taking the Face2Face Interview & Lunch hot seat opposite ITN's Alastair Stewart in September, and who will be providing the finale to the 2013 calendar of events at the Christmas Lunch in December.

Have a great summer everyone and I look forward to seeing many of you soon.

All the best

**Lorraine Wood**  
Director Arena

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## Congratulations to our award-winning members!

Our huge congratulations go to all Arena members that have received an industry award in recognition of excellence, innovation and outstanding contribution to the foodservice and hospitality industry.

Arena was at the *Cost Sector Catering Awards* in April and the *Foodservice Footprint Awards* in May, where we enthusiastically applauded the award-winning Arena members:

### Cost Sector Catering Awards:

- Jason Bendell, senior account manager, **Sodexo** Prestige and Corporate Services - *Contract Catering District Manager Award*
- **Jan Matthews**, *Stadia Award* for her role as head of LOCOG

### Foodservice Footprint Awards:

- **Anne Pierce, CEO, Springboard** – *Special Achievement Award 2013*
- **Compass Group UK & Ireland** – *Environmentally Friendly Logistics Award*
- **Nestlé Professional** – *Sustainable Sourcing Award*
- **Brakes** – *Sustainable Use of Natural Resources Award*
- **Vegware** – *Innovations in Packaging Award & Sustainable Supplier Award*
- **Sodexo UK & Ireland** – *Waste Management and Reduction Award*
- **Johnson's Stalbridge Linen Services** – *Energy Efficiency Award*
  - **3663** – *Economic Sustainability Award & Stakeholder Engagement Award*

And good luck to everyone shortlisted for an upcoming award!



## VIEW FROM THE CHAIR

Well, six months in and I have to say I have never been more convinced of the power of networking than I am now!



I knew it was important but in the last six months the quality of the contacts I have made, and the mutual benefit many of them are already delivering, is quite amazing.

Networking is far more than shaking hands, introducing yourself and being seen. It's about presence, integrity and having a vision, and that is what Arena is all about. It transcends individuals' goals and, through the speakers and lunches, brings ideas and people together that may otherwise not have had the opportunity to cross paths.

Arena goes from strength to strength and as we add even more value with our pre-lunch presentations, I hope to see many of you at our forthcoming events.

**Jan Matthews**  
Chairman Arena

E [jan@arena.org.uk](mailto:jan@arena.org.uk)

## A warm welcome to our new corporate members

### Handmade Cake Company

The Handmade Cake Company has been baking daytime cakes for coffee shops and caterers for 30 years – all cakes are scratch baked, finished by hand, then frozen. With numerous Great Taste Awards won over the last few years they must know what they are doing!



### Host Management

Host Management is an independent, national contract catering group. Its CEO is former Aramark chief Bill Toner. The group operates in business and industry, education and healthcare, leisure, heritage, and film studios. Host's focus is always on providing freshly-cooked, locally-sourced food prepared by well-trained, motivated professionals.



### Elena's Gluten Free Way

As specialists in importing and distributing the highest quality gluten-free products from Italy, Elena's Gluten Free Way provides premium products to those with Coeliac disease or who prefer to avoid gluten as a dietary choice, without compromising on taste. The company was awarded the *Highly Commended* certificate at the PAPA Industry Awards 2012.



# CharityCorner



## Visitor registration for lunch! 2013 now open!

lunch! – the UK's leading and multi-award-winning trade event for the food-to-go industry – returns to the Business Design Centre, London on 26-27 September 2013 for what looks set to be its best show yet.

lunch! 2013 will feature over 280 food, drink, packaging and equipment suppliers and producers showcasing the very best new innovative products to enter the market. On top of this, trade buyers will be inspired by free industry keynotes, networking opportunities, as well as popular show features such as the Innovation Challenge.

Visitor registration is now open and is free if you register in advance.

For more information on the show and to register for your free trade ticket visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk)



**BUILD YOUR BUSINESS AT**

## THE RESTAURANT SHOW

7-9 OCTOBER 2013  
EARLS COURT 2

### HA Week success!

The fifth *HA Week* in May saw supporters up and down the country pull together to raise much-needed funds for the industry charity. Thanks to a variety of activities – from the tasty to the strenuous! – an impressive total of over £10,000 has been reached so far.

Participating companies included Red Carnation hotels who lived up to its creative fundraising reputation, Bunzl Catering Supplies with a week's worth of activity, London Linen Supply, Jellybean Creative Solutions, Mercieca, Holiday Inn Express Winchester and Manchester. The Cavendish also made the most of British Sandwich Week, donating £2 from each sandwich sold.

- Colleges also joined in the fun. Thirty students from City of Bristol College rowed 250 miles – the equivalent of a round trip from London to Paris – on a rowing machine, whilst University College Birmingham hosted a chocolate-themed night, with a four-course meal by four renowned Barry Callebaut chocolate ambassadors, including Michelin-starred chef Alan Murchison.

If you have money still to pay in, or would like to make a donation, please visit: [www.hospitalityaction.org.uk/donate](http://www.hospitalityaction.org.uk/donate)

### Charity Polo Day - Sunday 8 September 2013

HA is returning to the Beaufort Polo Club in Gloucestershire for its fourth annual polo day. The day will include a three-course lunch by award-winning chefs: Michelin-two-starred Martin Burge, *Whatley Manor*, Michael Benjamin, *Calcot Manor*, Michelin-starred Hywel Jones, *Lucknam Park* and Sam Moody, *The Bath Priory*. Guests will also experience the excitement of the final of the Solitaire Salver.

Book your place at [www.hospitalityaction.org.uk/events](http://www.hospitalityaction.org.uk/events) or [fundraising@hospitalityaction.org.uk](mailto:fundraising@hospitalityaction.org.uk) / 020 3004 5504



### A NIGHT TO DINE FOR

On Monday 15 July, The Springboard Charity will host its 2013 annual fundraiser – 'A NIGHT TO DINE FOR'.



Taking place at the impressive Park Plaza Westminster Bridge hotel near Waterloo, the unique event is set to be one like no other. It will be a night packed

with entertainment and suspense as the 'Springboard Studios' showcase a murder mystery evening with a twist.

The event will bring together professionals from the Hospitality, Leisure and Tourism industry in support of the important work of The Springboard Charity and in celebration of its achievements over the past year. Most importantly, the evening will help raise much needed funds to continue Springboard's life changing work in combatting youth unemployment, helping young people achieve their potential, and supporting disadvantaged people of any age into sustainable work in the hospitality industry.

Guests will be treated to a sparkling reception, sumptuous dinner, excellent wines and fabulous entertainment, as well as the chance to win amazing prizes in the raffle, silent auction and main auction, as part of the fundraising extravaganza.

Tickets cost £130 plus VAT. Tables are also available, with prices ranging from £1,250 plus VAT to £1,700 plus VAT.

To book a table or tickets visit <http://springboard.uk.net/events/fundraising-events/a-night-to-dine-for> or contact Laureen Walsh on [laureenw@springboarduk.org.uk](mailto:laureenw@springboarduk.org.uk) / 020 7529 8627.

Sponsorship opportunities are also available. Contact the events team on 020 7529 8610 to find out more.

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

Held at Earls Court 2 from 7-9 October 2013, The Restaurant Show is the definitive platform for the restaurant and foodservice market to meet. Each year suppliers offering everything 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](http://www.therestaurantshow.co.uk)

Follow us on Twitter: @restaurantshow

# THE SAVOY LECTURE

## ALASTAIR STOREY

CHAIRMAN & CHIEF EXECUTIVE, WESTBURY STREET HOLDINGS

### “I love this business!”

*This was Alastair Storey’s opening line as he addressed more than 300 industry friends and colleagues at The Savoy Lecture 2013 in March.*



Using adjectives such as dynamic, stimulating and motivating, the popular UK hospitality industry veteran of over 40 years, passionately described an awesome industry that is full of entrepreneurs, energy, talent and creativity, and has a lot to offer society and Britain.

As chairman and chief executive of the largest independent catering company in the UK, Alastair touched briefly on the success story that is Westbury Street Holdings (WSH). Founded in the year 2000 with Keith Wilson, a series of shrewd acquisitions and a strategy of brand segmentation created strong growth and the WSH recognisable today – encompassing well-known brands BaxterStorey, Holroyd Howe, Caterlink, Benugo and Portico. By 2007 the company boasted combined sales of £230 million, a sum that grew organically to an impressive £460 million by 2012.

Alastair attributed success to the four core principles underpinning the business: the use of fresh, local, seasonal food; a massive commitment to training; great attention to personal customer service; and a combination of commercial focus, creativity and innovation.

It was, however, not the success of WSH that Alastair was keen to talk about, but the

success and future of his beloved hospitality industry.

Quoting the Oxford Economics research, published in early March and commissioned by the British Hospitality Association (BHA), he unleashed a myriad of statistics that clearly illustrate how massively important the industry is to the UK economy.

For example, it generated 153,000 new jobs between 2010 and 2012, accounting for 28% of all new jobs in the UK over this period; it directly employs almost 2.7 million, ahead of financial services, education, manufacturing, construction, public administration and defence; it provides a further 1.4 million jobs through the supply chain and multiplier effects; it creates £40 billion in tax revenue for the Treasury, the equivalent of over 7% of total annual receipts; and serves 1 in every 6 meals consumed. According to the BHA, given the right framework, our industry can produce an additional 300,000 new jobs by 2020 – which represents jobs for an incredible 30% of our young people who are currently out of work!

***Between 2010 and 2012, the hospitality industry accounted for 28% of all new jobs in the UK.***

Clearly irked by the lack of recognition our industry receives from government, despite being the fourth largest employer in the UK – it has no dedicated minister but is



represented through the Department for Culture, Media and Sport – Alastair appealed to government to recognise the gem that they have in our industry and to understand how they can help.

Alastair also used the Savoy Lecture platform to urge fellow industry leaders to unite in support of the BHA and create a strong strategic purpose and direction, and a long-term vision for sustainable excellence that is inclusive of the entire hospitality industry.

Alastair gave two specific examples of where great strides can be made. Firstly, the need to work together for a sustainable supply chain that commands a fair price for quality and traceability. He called for more support for our farmers, artisans, and suppliers to ensure strength in the supply chain that, amongst other things, will better insure our businesses against the despicable acts of fraudsters that we saw with the recent horsemeat scandal.

Secondly, the need to collectively raise the profile of front of house as an attractive and inspirational proposition for young talent, that can offer brilliant opportunities. It is a role that demands flair, expertise and very sophisticated social skills, but it needs to be seen as a worthy and exciting career choice, just like the role of a chef has become. Alastair urged the audience to champion front of house and create a generation of maîtres d's who are as well known, inspirational and popular as our chefs.

*"My proposal to you today is that we raise our game as an industry. Let's articulate together a roadmap for this industry. A plan to get us where we want to be: world leaders in quality food and beverage, and world leaders in service."*

As well as Alastair's presentation, which was met with rapturous applause, guests at the lecture seized the opportunity to network with old and new colleagues. Both the drinks reception and dinner saw lively interaction between industry professionals, which spilled over into the bar long into the night.

Thank you to the event sponsors



## Arena Events

### JULY 2013

- 17** **The Arena Lunch with Steve Holmes, Managing Director, ASK Italian**  
*Jumeirah Carlton Tower Hotel, London*

### SEPTEMBER 2013

- 30** **The Arena Face2Face Interview & Lunch: ITN's Alastair Stewart interviews Charles Wilson, Chief Executive, Booker**  
*The Dorchester, London*

### DECEMBER 2013

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

Visit [www.arena.org.uk](http://www.arena.org.uk) for information and tickets

## Hospitality Events

### JULY 2013

- 2** **The Cateys 2013 – The Grosvenor House Hotel, London**  
[www.cateys.com](http://www.cateys.com)

### SEPTEMBER 2013

- 4** **Universal Cookery and Food Festival 2013 – Warbrook House, Hook, Hampshire**  
[www.cookeryandfoodfestival.co.uk](http://www.cookeryandfoodfestival.co.uk)
- 8-10** **Speciality & Fine Food Fair – Grand Hall, Olympia, London**  
[www.specialityandfindfoodfairs.co.uk](http://www.specialityandfindfoodfairs.co.uk)
- 11-13** **NACC Training & Development Forum – Hilton Blackpool**  
[www.thenacc.co.uk](http://www.thenacc.co.uk)
- 11** **Pub & Bar Live Manchester – Manchester United Football Club**
- 25** **Pub & Bar Live London – RH Halls, London**  
[www.pubandbarlive.co.uk](http://www.pubandbarlive.co.uk)
- 26** **Lunch Business Grab & Go Awards – London Art House, Islington**  
[www.lunchbusiness.co.uk/awards](http://www.lunchbusiness.co.uk/awards)
- 26** **FPA House of Commons Lunch – London**  
Contact: [Martin Kersh 01869 351139 / admin@foodservicepackaging.org.uk](mailto:Martin.Kersh@01869351139)

### OCTOBER 2013

- 3** **The Restaurant Conference – The Landmark, London**  
Contact [emily.croft@wrbm.com](mailto:emily.croft@wrbm.com) / 01293 846 578
- 3** **Pub & Bar Live Birmingham – Aston Villa Football Club**  
[www.pubandbarlive.co.uk](http://www.pubandbarlive.co.uk)
- 4-7** **Hospitality Action London to Paris Cycle Challenge**  
[www.hospitalityaction.org.uk/events](http://www.hospitalityaction.org.uk/events)
- 8** **National Chef of the Year 2013 and Young National Chef of the Year 2013 Finals – The Restaurant Show, Earls Court 2, London**  
[www.craftguildofchefs.org](http://www.craftguildofchefs.org)
- 11** **Foodservice Cateys 2013 – Park Plaza Westminster Bridge, London**  
[www.foodservicecateys.com](http://www.foodservicecateys.com)
- 14** **EDUcatering Excellence Awards 2013 – The Royal Garden Hotel, London**  
[www.educateringawards.co.uk](http://www.educateringawards.co.uk)

# Members' News



**Pelican** launched *PI – Purchasing Intelligence* – a new cloud-based procurement and budget control solution that helps operators to ensure that their purchasing expenditure is in line with set budgets. The system provides full visibility over an organisation's purchasing spend and can track GP margins, stock valuations, and a wide variety of purchasing reports.

**Green Gourmet's** managing director, Julie Moore, won the *Woman of the Year Award* at the Gloucestershire Women in Business Awards 2013. Having risen from trainee chef, Julie was praised for her determination and focus to build a career path in a traditionally male dominated environment. At Green Gourmet, Julie has doubled the company's turnover and maintained double digit growth in each of the last four years.



**Elior UK** became the first ever contract caterer to be ranked on the *Sunday Times Best Big 25 Companies to Work For* list. The company was also rewarded with platinum status in the *2013 Business In the Community Corporate Responsibility Index*, thanks to its focused commitment on sustainable business practices.



**Speciality & Fine Food Fair** will return to Olympia's Grand Hall on 8-10 September 2013. Widely regarded as the one-stop-shop for fine food with provenance, this year's trade only industry event features a Speciality Chocolate Fair, Fine Food Forum, Small Business Forum, Business Mentoring Centre and The Great Taste Awards Winners – as well as a host of suppliers to the world of specialty food. Visit [www.specialityandfindfoodfairs.co.uk](http://www.specialityandfindfoodfairs.co.uk).

**Vegware** won two major prizes in one week – the *Queen's Awards for Enterprise in Sustainable Development* and the £10,000 top prize in *The FSB Streamline UK Business Awards*. Both commend the Edinburgh firm for developing innovative zero-waste foodservice packaging, promoting sustainability and reducing landfill waste in the catering and hospitality sector. To celebrate, Vegware designed its own original tartan and announced its expansion into Australia, and the tripling of its Edinburgh office space.



**Caterer and Hotelkeeper** re-launched its jobs and recruiter website, boosting its resources to make its jobs offering the first choice in the marketplace for candidates and recruiters, in print and online. Take a look at [www.catererandhotelkeeper.co.uk](http://www.catererandhotelkeeper.co.uk).

The title also rolled out its daily breakfast briefing e-newsletter to deliver all the news first, helping subscribers to keep a closer track of developments in the market and stay ahead of competitors. Sign up at [www.catererandhotelkeeper.co.uk/e-newsletters](http://www.catererandhotelkeeper.co.uk/e-newsletters).



**First Milk** launched its own dedicated foodservice division. *First Milk Foodservice* will focus on the business' overall strategy to offer tailored dairy products, ingredients and innovations that meet consumer trends for healthy and nutritious dairy produce, as well as growing customer aspirations for Red Tractor certified, British products.

**Rational** is 40 years old! The company that invented combi steaming is celebrating by giving UK caterers the chance to win its *SelfCookingCenter whiteefficiency* – worth over £8,000. The free prize draw is open to all caterers attending a Rational CookingLive demonstration between 1 June and 30 November. Visit [www.myrational.co.uk](http://www.myrational.co.uk) to find out more.



From September, **Premier Foods** will be launching Ambrosia's biggest ever foodservice give-away. The *Pot of Gold* promotion features some fantastic prizes, including £8,000 worth of professional catering equipment and weekend boutique hotel retreats in Devon. The competition is open from 1 September – 31 October 2013 at [www.premierfoodservice.co.uk](http://www.premierfoodservice.co.uk).



**lunch!** was once again shortlisted for a pair of prestigious industry awards by the UK's Association of Event Organisers. The trade event for the food-to-go market is up for its fourth consecutive *Best Trade Show Exhibition (under 2,000sqm) Award* and will also be defending its *Best Marketing Campaign of the Year Award*.

**Solo Cup Europe** launched a new video demonstrating the effectiveness of its *Olivine plus press&dress* food-to-go packaging. The video illustrates just how clever the product is and how easy it is for both operators and consumers to use. View the video at [www.solocupeurope.co.uk](http://www.solocupeurope.co.uk).

**Adande** supplied three refrigerated drawer systems to the kitchen of the new Café Estro, 90 seat customer restaurant at Debenhams' Newbury store. The refrigerated drawers were specified by food service design and build specialist, CDS-Wilman.



**3663** was chosen as one of the UK's strongest brands and listed in the *2013 Superbrands Annual*. It was the only foodservice company listed amongst the likes of Amazon, John Lewis, Manchester United, McDonalds and Rolls Royce.

The wholesale distributor also won two awards for its own-brand frozen products at the BPEX Foodservice Pork Product of the Year 2013 Competition, and achieved Craft Guild of Chefs accreditation on a further 14 own-brand products, taking its total of endorsed products to 64.



**Acquire Services** launched its new website as part of a corporate rebranding programme. [www.acquireservices.co.uk](http://www.acquireservices.co.uk) introduces visitors to key personnel and identifies how they can help companies save money and spend less time on purchasing, whilst enhancing the quality of the service they provide.

The procurement company also launched *Green10* to help foodservice businesses develop and monitor their responsible sourcing goals. The initiative identifies *10 Pillars of Responsibility*, each with a defined metric by which operational/financial performance can be measured.



Following on from its contract win in January to cater for the British Airways lounges, **BaxterStorey** has been awarded a second major five-year contract to provide staff dining and hospitality for thousands of BA employees in its offices in Heathrow, Manchester and Newcastle.

The business also reinforced its commitment to sustainable sourcing with a move to 100% pole and line caught tuna, making it the first contract caterer to fully adopt the highest sustainable tuna specification.



The Soil Association gave BaxterStorey its prestigious bronze *Food for Life Catering Mark* in recognition of the fresh and healthy meals it serves to students and staff at the University of Gloucestershire. The university is only the sixteenth in the country to receive the accreditation.

The team at **Creed Foodservice** celebrated the grand opening of its new development kitchen at its Staverton, Gloucestershire, headquarters. The kitchen has already proved a success being used for supplier and customer demonstrations.



Creed was also awarded the *Corporate Social Responsibility Award for Gloucestershire*, from Cotswold Life Family Awards, recognising the hard work the team does in this area, in particular with local charities such as children's bereavement charity, Winston's Wish, the Gloucestershire Wildlife Trust and the Well Child charity.

**Jellybean Creative Solutions** unveiled its brand new website. As well as showcasing its range of services and experience in the out-of-home marketplace, [www.jellybeancreative.co.uk](http://www.jellybeancreative.co.uk) has been designed to be responsive – optimised for tablet and smartphone access – and to show clients what can be done to further their brand in the digital arena.

**H2O Publishing** launched [www.educateringtoolkit.co.uk](http://www.educateringtoolkit.co.uk) – a website designed to help school caterers with their marketing around theme days in the school year. Contact Daniel Hillman on [dan@h2opublishing.co.uk](mailto:dan@h2opublishing.co.uk) if you are interested in becoming a partner.

**Vista Foodservice Agency** joined the Reach family of businesses earlier this year, substantially extending its already recognised dedication to sales expertise in the foodservice industry. It now offers access to over 3,500 sales staff who can work alongside clients supporting their growth aspirations.

**Unilever Food Solutions** is working with school caterers to support the World Food Programme's Project Laser Beam, to provide over 150,000 school meals to children in Indonesia. In April to June, for every tracked case of Knorr Create More Sauce sold into schools 10 school meals were donated to the campaign. The activity will be repeated in September to December.



British Roast Dinner Week, sponsored by Knorr and supported by Colman's, is back! Running from 30 September to 6 October, operators will be encouraged to offer roasts to customers every day of the week and will have another chance to enter the prestigious *Best British Roast Dinner* competition, which launched in May. Find out more at [www.britishroastdinnerweek.co.uk](http://www.britishroastdinnerweek.co.uk).

**M&C Report's** Restaurant Conference is confirmed for Thursday 3 October 2013 at The Landmark, London. The restaurant sector's biggest annual business-focused summit will focus on best practice, innovation, finance, people and brands to watch.

Its Pub Retail Summit is confirmed for Thursday 14 November, also at The Landmark. The annual congress for senior leaders in the managed pub sector will focus on best practice in this dynamic sector. Find out more via [emily.croft@wrbm.com](mailto:emily.croft@wrbm.com) / 01293 846 578.

**Fourth** unveiled new software that it says will revolutionise the way business leaders analyse and understand their businesses. *Fourth Analytics* will reveal almost 300 different key performance indicators, reports and charts, allowing companies to access key information that will drive better decision making, greater efficiency and higher profit.

**Horizons** Annual Briefing 'Success in Challenging Times' gave the audience plenty to think about. The panel, including Jan Matthews (RP Global), Maurice Abboudi (K10) and Chris Watling (Longview Economics), agreed that whilst the good times are not here yet, there is some room for optimism. Horizons' Peter Backman encouraged operators to look at new opportunities and expand their operational day parts, citing snacking and the growth of the breakfast market as one of the real winners.

Tableware manufacturer **Steelite International** announced record results for the third year running, with the annual turnover figure of £70.2 million in 2012 up six per cent from £66.3m in 2011, with pre-tax profits of £7.2million. It also revealed the creation of 230 new jobs in the next year. The company attributes its on-going success to its commitment to UK manufacturing.



The Sustainable Restaurant Association also recognised Steelite International's commitment to sustainable business practices by certifying it as an *Approved Supplier* for the hospitality industry. It is the first tableware manufacturer to receive this recognition.

**Sodexo Prestige** secured a multi-million pound contract extension to deliver both soft and hard FM services to ING Bank at its UK headquarters in the capital. The three-year contract is worth nearly £5million per annum in turnover.

**Sodexo** also successfully won the contract with Northern Devon Healthcare NHS Trust for a further seven years. The new contract, which has a total value of over £40 million, adds a new soft FM helpdesk to an already wide range of services.

**Portico** expanded its portfolio into the residential living industry with the award of a five-year contract to deliver reception and concierge services for Carebase, a specialist provider in nursing, residential and dementia care.

The front of house services provider's managing director, Simon Pratt, was awarded a *Clean Air in London Award* for his contribution to improving air quality in the capital. The entire team also celebrated outstanding service and commitment at the annual Portico Excellence Awards.



Caroline Dinenage, MP for Gosport, officially opened the **Huhtamaki** BioWare Garden created for Brockhurst Pre-school. The garden is the result of a community competition run by the Gosport-based disposable packaging manufacturer and features compost made from the company's eco-friendly BioWare cups.



The company also celebrated award success at the annual Food Packaging Association Awards Dinner, winning the *Marketing Award* for the second year running, and its UK foodservice sales & marketing director, John Young, received the *Marketing Award*. Huhtamaki was also named *Supplier of the Year* at the annual Bunzl Conference and Awards Ceremony.

The **Craft Guild of Chefs** revealed the semi-finalists for The National Chef of the Year 2013. Due to the very high standard this year, the usual 40 places were increased to 44, with all sectors of the industry represented. Over four heats, this number will be whittled down to just eight finalists who will compete at the live finals on Tuesday 8 October.



**McCullough Moore** is working with the Craft Guild of Chefs on the Universal Cookery and Food Festival 2013. This year's event, on 4 September at Warbrook House, Hook, Hampshire, will feature an even bigger farmers market, the return of the popular foraging tours, clay pigeon shooting, and live debates and demonstrations. Visit [www.cookeryandfoodfestival.co.uk](http://www.cookeryandfoodfestival.co.uk) for more info and to register.



**Elena's Gluten Free Way** confirmed that it will be showcasing its range of high-quality gluten-free products from Italy at Speciality and Fine Food Fair in September and The Restaurant Show in October.



## 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*

Andy Kemp *3663*

Mark Lewis *The Caterer Group*

Shabaz Mohammed *Pelican Buying Company*

Ann Elliott *Elliott Marketing & PR*

### Arena Ambassadors

Karen Browne *William Murray Communications*

Diana Spellman *Partners in Purchasing*

Geoff Booth *PACE*

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**CORPORATE  
ARENA MEMBERS**  
please send your news  
for the Members' News  
and Members' Moves  
sections to  
[berenice@arena.org.uk](mailto:berenice@arena.org.uk)

## CORPORATE MEMBERS

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

## MEMBERS' MOVES



**Christopher Basten** was named the new national chairman of the Craft Guild of Chefs. His appointment was unanimously agreed by members at the Craft Guild's Annual General Meeting in April. The former vice chairman is looking forward to the challenge of taking the Guild forward, supporting all involved, and 'working together for the common good'.

Contact Christopher at [enquiries@craftguildofchefs.org](mailto:enquiries@craftguildofchefs.org)



**Angela Williams** joined Sodexo UK & Ireland as HR director. Angela brings her vast experience to the business, which includes HR director at British Gas/Centrica; group HR director for Land Securities Group PLC; and European HR director for Electronic Arts Ltd, where she was responsible for HR across 16 countries. She has also worked internationally with the Walt Disney Company, B.H. Blackwell Ltd and Exxon

Mobil PLC.

Contact Angela at [Angela.Williams2@sodexo.com](mailto:Angela.Williams2@sodexo.com) / 0203 116 4368



**Tony Youd** joined Creed Foodservice as inventory and supply chain manager. Tony has been working in supply chain roles for the last 15 years in a range of industries, including major supermarket retailers and most recently with 3663. He will use his experience and knowledge to help develop Creed's current supply chain as the business continues to

grow.

Contact Tony at [tonyyoud@creedfoodservice.co.uk](mailto:tonyyoud@creedfoodservice.co.uk)

Unilever Food Solutions appointed **Damian McLoughlin** as sales director for the UK & Ireland. He will be instrumental in driving success across the company's independent and chains business as it looks to hit its global 2015 targets. Damian previously worked as Unilever Food Solutions' global account director for contract caterer Compass and brings a wealth of customer development expertise to the role.

Contact Damian on 0800 783 3728



Compass Group UK & Ireland appointed **Colin Bailey** as managing director for Sports, Leisure and Hospitality. Colin was previously business director of Compass' Leisure Division and brings the vital qualities of unparalleled knowledge of the sector and a passion for delivering an outstanding guest experience to his new role.

Contact Colin on 01895 554 554



**Fiona Ryland** was promoted to the position of HR director for Compass Group UK & Ireland. Fiona has worked for the business for four years and has previously been responsible for HR across numerous parts of the business, most recently as HR director for Compass' Business and Industry division.

Contact Fiona on 01895 554 554



**Andrew Pickup** became corporate affairs director for Compass Group UK & Ireland. In this new position Andrew assumes overall responsibility for corporate responsibility and sustainability, public affairs and communications across the UK and Ireland. He brings a wealth of strategic and operational experience to the role. Andrew has been with Compass since 2006, with the last five years in operational management roles within its healthcare business.

Contact Andrew on 01895 554 554

