

# AROUND Arena

THE HOSPITALITY NETWORK

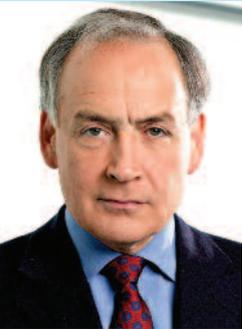
AUTUMN 2013

Charles Wilson  
Chief Executive  
Booker



# FACE 2 FACE

ITN's Alastair  
Stewart OBE  
interviews



## Interview & lunch

Monday 30 September 2013  
The Dorchester  
London

Back in 2008, as the UK entered recession, Charles Wilson took to the Arena stage to address industry colleagues. Under the headline 'Booker's Turnaround Champion', he gave a very honest, humorous and passionate account of how, in just three years, he had successfully turned around the fortunes of the wholesale giant. By cutting debts, increasing sales and restoring profits, Booker recovered.

Fast forward five years through the most challenging of economic climates, and Charles is preparing to update the industry by treading the Arena boards once more. However, this time he is upping the pressure and taking on the interviewing might of ITN's Alastair Stewart OBE at the Arena Face2Face Interview.

You may think that transforming Booker from a failing business to a strong and increasingly profitable wholesaler in the first three years of his leadership would have allowed Charles to relax a little. This, however, was certainly not the case and the subsequent five years packed just as big a punch.

When many businesses have been feeling the economic strain and progressing with caution, Booker has bucked the trend. It has thrown caution to the wind with the bold acquisition of Makro, launched a new distribution network to take on 3663 and Brakes' domination of the sector, and entered the digital market with gusto.

In fact, with Charles at the helm staying true to the strategy of continually focusing, driving and broadening the business, the team has enjoyed consistently increasing sales growth and succeeded in extending Booker's reach in the UK wholesale market.

On Monday 30 September Alastair Stewart will lead a fast-paced and stimulating interview that will question and probe the esteemed industry leader on his bold approach to business, as well as his personal career path and the Booker story.

In 2008 Charles admitted that he was genuinely excited by the opportunities he believed the recession was going to bring and the talent it was sure to unveil. Join us as Alastair expertly reveals if this uplifting optimism was realised, along with the highs and lows of the last five years and how they have shaped both Booker and its chief executive. We will also get an insight into what Charles believes the next five years may hold for the business and the wider industry.

The Arena Face2Face has become an industry institution and a 'must-attend' event. Starting at 12pm, attendees will enjoy fantastic networking opportunities at both the drinks reception and delicious three-course lunch, together with the exciting and utterly unique Face2Face interview.

This event is  
sponsored by

acquire  
The Procurement People

The wine partner is



## ARENA FACE 2 FACE INTERVIEW & LUNCH

WHEN Monday 30 September 2013

WHERE The Dorchester, London

COST £145 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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JULY LUNCH REVIEW



ARENA AMBASSADORS



VIEW FROM THE CHAIR



CHARITY CORNER

Arena  
The hospitality industry's premier networking group

# Welcome



I hope you have all had an enjoyable summer and are still making the most of the warm weather we are having (fingers crossed it is still warm when you read this!).

I'm thrilled to report that Arena really is going from strength to strength. By the increase in the number of attendees at our events it seems that more and more people are realising the value of face to face interaction. Over the last 10 to 15 years there has been an influx of new and instant communication methods, such as email and social media. Personally, I still believe you can't beat the 'old fashioned' methods of picking up the phone and talking to someone or meeting with them to get your message across.

So, with these thoughts in mind, why don't you call a customer (don't email!) and invite them to the Arena Face2Face Interview & Lunch later this month. Not only will you build relationships with that person but you will also meet several more you could potentially do business with.

I look forward to seeing many of you soon.

All the best

**Lorraine Wood**  
Director Arena

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## VIEW FROM THE CHAIR



**It's hard to believe that the Olympics and Paralympics were over a year ago! There has been a lot in the press about the sports legacy, but what about the legacy for our industry?**

So many Arena members worked on the Olympics either directly or indirectly, from manufacturers and distributors to marketing companies and operators, and in those 17 magical days we changed the world's view of our industry. We are now seen as world leaders in hospitality, food and service.

I think we surprised ourselves with our ability to deliver such a wonderful part of the games, and the reaction we received, and still receive, from all our client groups. It has given us a great confidence in our ability.

We set a new benchmark for catering and hospitality globally, and that wasn't done at a small event, it was done at the largest peace time catering operation in the world.

I said at the Savoy Lecture in 2012 that it would be an industry journey. It certainly was a great road trip, but I do get the feeling it was only the start...

**Jan Matthews**  
Chairman Arena

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

### A warm welcome to our new corporate members

**Bibendum Wine Ltd** is the UK's leading independent wine merchant and has a dedicated, specialised sales team working in the catering and hospitality sector. Bibendum's success is based on its stand out wine range and its innovative staff training programmes, award-winning trade marketing and industry-leading consumer insights. All of these are designed to help you sell more wine and drive higher profits.



**JDM Foodgroup** is one of the most flexible and customer-driven companies in the UK food industry today! It creates and delivers culinary food solutions that are as individual as the chefs and food companies it supplies. The passionate innovators work with likeminded, casual dining restaurants, quick service retailers and food distributors. It develops bespoke solutions, from unique flavour combinations through to new food preparation techniques, like Sunbaked™, Sweetfire® and Sweetflamed™.

**Pimpernel Wharf** is recognised as a specialist cheese provider and consultant with, it believes, an unparalleled depth of knowledge of the European cheese manufacturing industry. Its long-standing and strong industry relationships have benefitted customers, manufacturers and the business alike, as it considers its close working relationships and collegiate approach essential to the maintenance of its service standards and the longevity of trading relationships.



**Nosh Detox**, founded by Geeta Sidhu-Robb, is a real trend setter in innovative health food products and has launched a range of award winning retail products, Nosh Raw. Within one year of launching Nosh Raw, it has introduced products into high profile retailers such as Wholefoods, Planet Organic, Ocado, Tesco and Waitrose.

**Circle** is the UK's current trade PR Agency of the Year\*, with a host of blue chip clients across foodservice, retail trade and consumer sectors. The multi-award-winning agency has the largest food and drink trade team in the country, working with clients such as Premier Foods, GSK, Kerry Foods, PepsiCo and Mission Foods.



\*Second consecutive year holding the title as Grocer Trade PR Agency of the Year

## £60,000 raised at the Great British Quiz!

On Tuesday 9 July Hospitality Action hosted its first **Great British Quiz** at the Emirates Stadium.

The event was a great success thanks to the support of 3663, Delaware North Companies and Arsenal, and saw 45 teams battle it out for first place. Dermot Murnaghan, host of hit quiz show Eggheads, oversaw the evening's proceedings that everyone thoroughly enjoyed. Congratulations to the champions Torch, runners up Celtic Pure and Ministry of Cake, and second runner up Pritchitts. Huge thanks to all those involved for helping to raise a phenomenal £60,000!



## Dinner with Tom Kerridge & Daniel Clifford

Hospitality Action is known for its spectacular Christmas events and this year will be no exception. Perfect for networking or a gift for a loved one, book your place at our extra special fundraising dinner on Monday 2 December at Brassiere Joel within the Park Plaza Westminster Bridge, with guest chefs Tom Kerridge from the Hand and Flowers and Daniel Clifford from Midsummer House. Guests will enjoy a drinks reception, delicious three course meal and half a bottle of wine at this most seasonal celebration. For more information and to book your place email [fundraising@hospitalityaction.org.uk](mailto:fundraising@hospitalityaction.org.uk).



## Don't forget your Christmas cards

Thinking ahead to Christmas? Visit the **4C for Charity** website [www.charitycards.org](http://www.charitycards.org) to place your Christmas card order and 10p from every pack sold will go straight to Hospitality Action, making it a very Merry Christmas for everyone.

## Springboard Awards for Excellence – Tables now on sale

Tables are now on sale for *The Springboard Awards for Excellence* gala dinner. Now in the 11<sup>th</sup> year, the well-established and prestigious awards are being held on Friday 1 November at the recently refurbished Novotel London West hotel. Come along to this special night of celebration and meet the stars of the industry as the time comes to find out who will take the accolades. Don't miss out on the opportunity to also network with 700 key industry guests at one of the industry's most glittering awards ceremonies.

To book your place visit [www.springboard.uk.net/events](http://www.springboard.uk.net/events) or contact the Events Team on 0207 529 8627 for more information.

## Springboard's Christmas Carol Concert

Following last year's huge success, The Springboard Charity is pleased to announce another special Christmas Carol evening this year.

This truly atmospheric event will begin at 6.15pm on Monday 2 December, the same day as the Arena Christmas Lunch. It will feature a selection of everyone's favourite Christmas carols by candlelight, readings and a service in the stunning Church of the Annunciation. Afterwards guests are warmly invited to the Hyatt Regency London – situated near Marble Arch – for a selection of delicious festive treats for all the family to enjoy.

Tickets are just £20 including carol concert, festive food and drinks, plus the chance to pick up some very special Christmas gifts in the raffle and silent auction.

To book please visit [www.springboard.uk.net/events](http://www.springboard.uk.net/events) or contact the Events Team on 0207 529 8627 for more information.



# Introducing the Arena Ambassadors



Diana

You may have noticed that this year's Arena events feature a new dimension to help attendees make the most of their Arena experience, particularly first timers.

**Arena Ambassadors** have been introduced to help new guests relax and enjoy their first Arena event and to assist them in making those all important new connections – the primary reason for attending.

Identified by the red dot on the name badge received as they are greeted at registration, newcomers have the fantastic opportunity to use the new Arena Ambassadors service to ensure their Arena debut is fun and successful. Arena Ambassadors can be, for example, the friendly face to talk to whilst finding your feet, a point of reference during the proceedings, or an aid to



Geoff

facilitate introductions. They also host a table at lunch where first-time attendees can meet other newcomers and Arena members.

The Arena Ambassadors are a great asset to our events, but we all have a part to play. Let's show how friendly and welcoming our industry is and next time you see a red dot on a name badge at an Arena event please make that extra effort to say hello. After all, we've all been a 'first-timer' at some point in our careers.

And, of course, if you would like to become an Arena Ambassador contact Lorraine – she would be thrilled to hear from you.

### Meet your Arena Ambassadors:

A huge thank you to our Arena Ambassadors who give their time and experience to enhance our events.

- Geoff Booth, PACE
- Ann Elliott, Elliott Marketing & PR
- Diana Spellman, Partners in Purchasing

### Make networking work for you:

The value of networking is widely accepted but it's not always easy to get right and for many it can be an utterly daunting experience. The professional and natural networker, and Arena Ambassador, Ann Elliott, has compiled her top tips to get the most out of every networking opportunity. These will be shared on the Arena blog over the coming weeks, so make sure you check out [www.arena.org.uk/blog](http://www.arena.org.uk/blog) to benefit from Ann's expertise.

### A taster of Ann's networking tips:

- Don't worry about what you are going to say – just focus on listening
- Plan ahead and follow up
- Resist the temptation to talk about your business
- Do not expect immediate results
- Enjoy!



Ann



# STEVE HOLMES

# ARENALUNCH

MANAGING DIRECTOR, ASK ITALIAN

*On one of the hottest days of the year industry professionals gathered at the Jumeirah Carlton Tower Hotel for the popular Arena July event. They were promised industry insight and an inspiring guest speaker, and that's exactly what they got - with the added bonus of five-star air conditioning!*

Allegra Strategies kick started the day with a presentation highlighting the findings of its Project Restaurant 2013 report. Following an energetic drinks reception and a simply amazing lunch the guest speaker, ASK Italian's managing director Steve Holmes, took to the stage.

energy. He soon realised, however, that he had been a little naïve, especially when his new job repeatedly provoked what he describes as the 'ahhhhh effect'. He quickly understood that whilst there really was not much wrong with the food or the people, ASK had simply been forgotten. Consumers

magic on the menu. The relationship has been so successful that he is now on his third round of menus. Steve explained that "Unlike traditional celebrity chef partnerships, Theo doesn't just create a couple of dishes, he looks at every part of the menu too, right down to the ingredients used." A job Steve described, with tongue in cheek, as needing "long and arduous trips to Italy!"

To make ASK Italian restaurants stand out, a completely different design direction was taken. With Tuscan already over-done, Milan – arguably the fashion capital of the world –



***"One of the few days away from the business that makes complete commercial sense."***

Jane Rolls, Director, Firecracker Talent

The audience was thoroughly entertained by Steve's honest, passionate and often amusing recount of the radical transformation of ASK Italian that he is driving.

When Steve joined ASK Italian, three years ago, he believed that all the business needed was a lick of paint and an injection of

had no reason to visit and other brands were a lot more interesting and sexy. Something drastic needed to be done to make ASK relevant and return it to the glory days of 20 years ago, when it was the number one Italian restaurant brand in the UK.

### **And so the shake-up began**

A three-pronged attack was launched that would see bold decisions made in food, design and service. Steve harnessed the knowledge and expertise of a team of 'expert friends' to ensure ASK Italian offered authentic Italian food, wine and culture.

Theo Randall was brought in to work his

became the inspiration for the makeover.

Absolutely everything changed, including the wine glasses, which are now 'iconically ASK Italian'. In fact, the wine glasses have become the surprise celebrity of the transformation. Despite initially dividing opinion, they proved so popular that 30,000 have been sold in the last year.

### **The best food and venue is nothing without the right people and service**

'The pub test' is one method used to recruit the team Steve is proud of. The rule is that if in the first 30-60 seconds of meeting a candidate you want to go to the pub with

## THE ASK ITALIAN GRAND TOUR



This month the ASK Italian Grand Tour is sweeping the nation to raise as much money as possible for Great Ormond Street Hospital.

Go to [www.askitaliangrandtour.co.uk](http://www.askitaliangrandtour.co.uk) to find out how you can pledge your support.

them, you hire them. If you don't, you move on. Steve gave a wonderful example of Marco, who turned up to his interview with a guitar and a cheeky confidence. Three years on, Marco is still part of the team.

The rule book of service has also been thrown out the window, forcing waiters to think about the way they welcome and treat each individual customer. There are no scripted steps of service, just a paragraph on how the service experience should make customers feel. The universal greetings 'Have you booked?' and 'Table for two?' have also been banned.

Three years on the hard work to create something very special seems to be working, despite the fact that ASK's strong brand perception has been somewhat of a hindrance. The 'ahhhhh effect' still exists, but it is now followed with 'I went to ASK last week, it was really good' and 'I can't work out why I hadn't been for so long' – pure music to Steve's ears!

*"The speaker was simply one of the best in recent history"*

Steve Loughton, Managing Director, Jestic Ltd



With the transformation a quarter of the way through, the next 18 months to two years will see the team obsessively and single-mindedly complete the process. But there is no 'five year plan'. They will keep going round again and again, raising the bar and innovating the food, design and culture.

Urging those who have not been to an ASK Italian for a while to pay a visit, Steve concluded: "I'm confident that you'll be a little bit surprised."

Thank you to the event sponsors



and the event supporter



## Arena Events

### 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

### SEPTEMBER 2013

- 26** Lunch Business Grab & Go Awards – London Art House, Islington - [www.lunchbusiness.co.uk/awards](http://www.lunchbusiness.co.uk/awards)
- 26-27** Lunch! – Business Design Centre, London  
[www.lunchshow.co.uk](http://www.lunchshow.co.uk)

### OCTOBER 2013

- 3** The Restaurant Conference – The Landmark, London  
Contact [emily.croft@wrbm.com](mailto:emily.croft@wrbm.com) /01293 846 578
- 7-9** The Restaurant Show 2013 – Earls Court 2, London  
[www.therestaurantshow.co.uk](http://www.therestaurantshow.co.uk)
- 8** National Chef of the Year 2013 & Young National Chef of the Year Finals at 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)
- 22** New Food Allergen Information Regulations – Is Your 'Food Service Business' Ready? – Novotel, Southampton  
[www.fatc.co.uk/events](http://www.fatc.co.uk/events) - 20% discount available to Arena members. Select to pay by invoice and quote 'Arena' in the comments field when booking.

### NOVEMBER 2013

- 4-8** National School Meals Week 2013  
[www.nsmw.org.uk](http://www.nsmw.org.uk)
- 8** Cateys at 30 Conference – Jumeirah Carlton Tower, London  
[www.cateysconference.com](http://www.cateysconference.com)
- 12-13** The Care Show Birmingham – NEC, Birmingham  
[www.careshow.co.uk/birmingham](http://www.careshow.co.uk/birmingham)
- 14** The Pub Retail Summit 2013 – The Landmark, London  
Contact [emily.croft@wrbm.com](mailto:emily.croft@wrbm.com) /01293 846 578
- 20** The IoH 75th Anniversary Gala Dinner – The Gallery Suite, The Westbury Mayfair, London  
[www.instituteofhospitality.org/events](http://www.instituteofhospitality.org/events)
- 29** Hotel Cateys 2013 – Park Plaza Westminster Bridge, London  
[www.hotelcateys.com](http://www.hotelcateys.com)

# Members' News

**Reynolds** announced its support of a new waste management project 'The Pig Idea' to change the law and return to the traditional practice of feeding surplus food to pigs. It is supplying waste vegetables and trimmings to the pigs at Stepney City Farm, London.



**Horizons'** latest Menurama report showed a continued trend towards casual dining with burgers, hot dogs and chicken wings increasingly appearing on menus. The report also revealed an increase in the use of American descriptions and a decline in the number of healthy eating descriptions. Visit [www.hrns.com](http://www.hrns.com) for more information.

This year the **Cateys** turns its spotlight on the UK foodservice sector with the Foodservice Cateys. On 11 October the glittering awards ceremony will recognise and reward individuals and teams delivering an exceptional service day in, day out. Go to [www.foodservicecateys.com](http://www.foodservicecateys.com) for more details.



On 8 November the Cateys celebrates its 30<sup>th</sup> anniversary with a special one-day conference showcasing the most gifted and visionary operators to have received a *Catey*. This is an intensive and essential bootcamp for independent owner-operators looking to run a better business. With a special early bird rate until 28 September get to [www.cateysconference.com](http://www.cateysconference.com) now!

**McCullough Moore**, organisers of the universal cookery & food festival with the Craft Guild of Chefs, released the date for the 2014 festival. The unique event designed by chefs for chefs will take place on 24 September 2014. Following the huge success of the first two years we're promised another event not to be missed. There's more info at [www.cookeryandfoodfestival.co.uk](http://www.cookeryandfoodfestival.co.uk).



**Compass Group UK & Ireland** held its third annual Charity Ball at the end of June and successfully raised over £108,000 in aid of Cancer Research UK. The company also celebrated winning the Health and Nutrition Catey for its Know Your Food Programme and launched Radish, the new high-end event catering and party planning business from Restaurant Associates.



Several new contract wins were also secured across the business, including; new deals for Levy Restaurants with Earls Court and Olympia, and Bristol, Clifton and West of England Zoological Society for its new Wild Place Project; a contract extension for Eurest Services with National Grid until 2016; a six-year extension to the Jockey Club Catering venture with Jockey Club Racecourses; and the retention of a £7 million contract with Henley Royal Regatta for catering services within the members only Stewards' Enclosure.



To celebrate Yorkshire Day (1 August) **Taylor's of Harrogate** gave operators a chance to win one of five iPad Minis. There's still time to win! Go to the new dedicated foodservice website [www.taylorsofhome.co.uk/win](http://www.taylorsofhome.co.uk/win) and sign up for the newsletter by 30 September.



**Jellybean Creative Solutions** was appointed by Essential Cuisine to oversee the marketing, strategy, planning, PR and design for its entire out-of-home portfolio and started work in July. The B2B agency was chosen for its creativity and insight into the foodservice market.



This year **Gram UK** marks its 50-year milestone of supplying ground-breaking refrigeration to the UK market place. Originating in Denmark in 1901, since its merger into the UK in 1963 Gram has helped change the shape of the commercial refrigeration market.

**Prestige Purchasing** celebrated a number of high profile client project wins, including Hyatt UK to review its food value chain, Paul UK bakeries to examine sourcing and distribution, and Bread Factory for an exclusive distribution project.

**Essential Cuisine** unveiled a brand new, state-of-the-art production facility at its headquarters in Winsford, Cheshire, meaning the British producer of premium quality stocks, jus, gravy, demi-glace and glaces is now able to bring 80% of its total production 'in-house'.

**Acquire Services** launched FoodTradeDirect that combines the power of its purchasing strength with the online ordering capability of its epsys e-trading system. The result? A unique trading platform that enables outlets to centralise supplier orders and manage associated invoicing from a single, secure online portal, branded as their own system. Find out more at [www.foodtradedirect.co.uk](http://www.foodtradedirect.co.uk).



**Food Alert** partnered with law firm **Berrymans Lace Mawer** to present a seminar on current hygiene and safety developments, trends, and solutions for restaurant groups. Topics included HACCP principles, practical guidance on the season's top trend, burgers, the impact of important Ministry of Justice reforms and the use of the new portal for civil claims.

**The Restaurant Show** revealed the names of some of the renowned chefs set to grace The Centre Stage. The likes of James 'Jocky' Petrie, Gizzi Erskine, Angela Hartnett and Jason Atherton are set to educate, inspire and excite the show's visitors through workshops, debates and demonstrations. Go to [www.therestaurantshow.co.uk](http://www.therestaurantshow.co.uk) to see the full line up.

**Premier Foods** is encouraging caterers to make the most of British Sausage Week and add some sizzle to their menus with Bisto this November. iPad Minis are up for grabs in the search for the best regional Bisto gravy recipes. The competition is open from 1 September – 15 November 2013 at [www.premierfoodservice.co.uk](http://www.premierfoodservice.co.uk).

**Circle** was appointed by Bestway Batleys to handle the communications for its launch into the foodservice market. Circle's dedicated foodservice team will be implementing a targeted and strategic communications programme for the wholesale group, which will be officially launching its offering to the foodservice market from September 2013.



**United Coffee** is giving its customers the inside track on what customers really want from a cup of coffee. Each quarter the coffee experts have been sampling 2,000 consumers to find out what makes a great coffee offer and the reasons behind the coffee purchasing decisions. The coffee company also secured the top 'A grade' rating in its annual BRC Quality Audit for the fifth consecutive year at its roastery in Dartford, and was awarded a Hospitality Guild Kitemark for its 'Knock-Your-Socks-Off' customer care training course.



**The Institute of Hospitality** is celebrating 75 years. It will be proudly honouring its heritage and announcing exciting plans for the future at a glittering gala dinner and awards night on 20 November 2013. Book your place at [www.instituteofhospitality.org](http://www.instituteofhospitality.org).

**3663** became the first delivered foodservice company to utilise mobile-optimisation technology and launched a new mobile-optimised version of [3663.co.uk](http://3663.co.uk). Giving customers the freedom to order at a time and place convenient to them, it is now available to use from any smart phone or table device.

**Sodexo** extended its client base with contract wins with international investor 3i, Brighton & Hove Albion Football Club and Santander UK. It was also named preferred lead caterer for the official hospitality at Henley Royal Regatta and Ascot Racecourse, and Sodexo Justice Services secured a 15-year contract to run HMP Northumberland from December 2013. Sodexo also celebrated award success scooping the *Best Use of Technology Catey* for its *Be more than a Spectator* recruitment campaign for the London Olympics, and topping the *Personal Fair and Diverse* category at the Employers Network for Equality and Inclusion awards. Its corporate citizenship and engagement adviser, Caroline Meledo, also received the ACE Sustains People award and Darren Thompson, who works as an executive chef globally, was the *Contract Catering Chef* winner at the Craft Guild of Chefs Awards.



**AAK Foodservice** launched its latest innovation, Whirl Griddle Spray. The new product brings together the UK's number one butter alternative brand, which cooks like butter but better, and a cost-effective format that offers the ultimate in convenience, giving caterers the inimitable taste of butter but with less hassle.



**People 1st** announced its partnership with Tragus Group that will help unemployed people find work. Their 'employment academies' will train job seekers in the skills needed to work in the hospitality industry and match them with local job opportunities.

**Stork** was put to the test at the LACA Conference as Great British Bake Off winner Jo Wheatley cooked up eight delicious sweet treat recipes from scratch to inspire school caterers and cooks to join the *Big School Bake Off* campaign and put pride back into baking.



**Pelican** revealed that it has enabled Swire Hotels UK to realise financial savings in less than six months. On comparing like-for-like purchases between the former suppliers and the new centralised way of working, Swire Hotels UK has saved 28% on food-related purchases and 17% on non-food items.

It also launched *Pelican Purchasing Intelligence*, a new cloud-based procurement solution designed to provide complete visibility, management and control over purchasing spend, budgets, stock valuation and supplier invoices.

Female excellence within hospitality, passenger transport, travel and tourism, was recognised at the **Women 1st** 2013 Shine Awards, with the *Woman of the Year* title going to Margot Slattery, managing director Ireland and Northern Ireland, Sodexo. Twenty three female business leaders were also inducted into the Women 1st Top 100 club of the Most Influential Women in the industry. The full list, which features a number of Arena members, can be viewed at [www.women1st.co.uk/top-100](http://www.women1st.co.uk/top-100).



#### Diversified Business Communications

confirmed that Andrew Walker, the former managing director of Pret a Manger, will headline the Working

lunch! theatre at its

lunch! show on 26-27 September 2013.

The trade event organisers also revealed that a host of leading industry suppliers have already added their names to the inaugural Casual Dining show exhibitor list. Big names such as Kimbo UK, Unox UK, Cheese Cellar and Disotto Foods, will be at London's Business Design Centre on 26-27 February 2014.



**William Murray Communications** enjoyed a bumper quarter securing major new client wins involving international briefs. It is acting as lead agency for spice and flavourings specialist Santa Maria and the global catering equipment company Manitowoc.

The agency was also named in PR Week's Top 150 PR Agencies list, ranking 17<sup>th</sup> *Outside of London* and making the top 100.



As part of Unilever's Sustainable Living Plan, **Unilever Food Solutions** announced its ambitious target to help chefs reduce avoidable food waste by at least 5% with help from its free *Wise up on Waste* mobile app, which has already been downloaded more than 450 times since its launch in June.

The Cut Tourism VAT campaign group, which includes the **BHA**, called for regional support stating thousands of new jobs could be created in and around the regions if the government created a level playing field with the rest of Europe by cutting tourism VAT from 20% to 5%.

James Halliday's 2014 Wine Companion was published and a range of **Bibendum Wine's** Australian portfolio, featuring Penfolds, Best's and Kilikanoon wineries, received stellar reviews from Australia's leading wine critic.



Back for a second year, The Gold Service Scholarship 2014 opened for entries this month. Sponsored by **BaxterStorey**, the competition seeks out the future stars of front of house service and invites 22-30 years olds, working in the UK in any aspect of restaurant service, to nominate themselves at [www.thegoldservicescholarship.co.uk](http://www.thegoldservicescholarship.co.uk) by 30 September 2013.

**Knorr** hosted its Chef Knowledge Exchange in collaboration with the Craft Guild of Chefs. The current National Chef of the Year, Alyn Williams, and Young National Chef of the Year ambassador, Mark Sargeant, demonstrated their culinary skills whilst sharing their personal experiences of the industry with the audience.



The **Craft Guild of Chefs** announced the grand finalists for this year's National Chef of the Year and Young National Chef of the Year competitions. Both live finals take place on Tuesday 8 October at The Restaurant Show. Visit [www.craftguildofchefs.org](http://www.craftguildofchefs.org) to see who is preparing for the ultimate culinary showdown.

**M&C Report's 72 hours in Chicago** is confirmed for 15-18 May 2014. The concept and study tour to the heart of the world's most competitive eating and drinking out marketplace also takes in the NRA. Attracting senior retailers across the three days, supplier companies attend on a sponsor basis. Alan Totten has more details on 01293 639 206.

**Huhtamaki UK** unveiled the UK's first double wall paper vending cup at AVEX13. Working in partnership with Crane Merchandising and Douwe Egberts, it has been especially designed for use in Douwe Egberts' latest Espresso Bar coffee vending concept.



The company was also awarded *Best New Café Product* for its *Enjoy* range of disposable take-away hot cups at the Café Society Awards, and its BioWare Garden at Brockhurst Pre-school received two accolades from Gosport's Schools in Bloom competition.

**Elior UK** declared its most successful year ever in the education sector, increasing turnover by almost £10m in 2012/13. The latest contract wins in the sector include the University of Chichester and London South Bank University. It also renewed its contract with independent school Charterhouse.

Outside of the education sector Elior also signed a five-year contract worth £1.35m with international boutique hotel and apartment chain, Fraser Suites in Edinburgh, and a new four-year contract worth £1.9m with council-owned arts and entertainment venue in Barrow-in-Furness, Cumbria – The Forum.



## 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 *Elliott Marketing & PR*

Andy Kemp *3663*

Mark Lewis *The Caterer Group*

Shabaz Mohammed *Pelican Buying Company*

#### Arena Ambassadors

Geoff Booth *PACE*

Ann Elliott *Elliott Marketing & PR*

Diana Spellman *Partners in Purchasing*

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**CORPORATE  
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and Members' Moves  
sections to  
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## CORPORATE MEMBERS

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

## MEMBERS' MOVES



**Lynn Mawdsley** was appointed chief financial officer for Sodexo UK and Ireland. With over 20 years' experience in senior financial positions in large, international organisations, Lynn brings a wealth of commercial, strategic and financial expertise to the role. Lynn is the fifth female member of the Sodexo UK and Ireland executive team, bringing the percentage of women up to 38 per cent.

Contact Lynn at [Lynn.Mawdsley@sodexo.com](mailto:Lynn.Mawdsley@sodexo.com) / 01793 571 064

BaxterStorey promoted **Dave Hawkes** to the position of regional managing director. Dave, who has been part of BaxterStorey for over 22 years, will be responsible for overseeing the central region, including areas such as Birmingham, Essex and East Anglia. He has been tasked with growing his region through current clients as well as through new business opportunities, and he will be managing client relationships, overseeing and enhancing the supply chain, and encouraging talent training through BaxterStorey's Chef Academy.

Contact Dave at [dhawkes@baxterstorey.com](mailto:dhawkes@baxterstorey.com)

**Caron Naylor** became director of business excellence for Compass Group UK & Ireland. Caron joined Compass in 1982 through the Compass Graduate Training Scheme. Over the past 30 years she has undertaken operational management and business director roles in the B&I sector and functional roles in training, commercial, quality services and sales. More recently, as managing director for instore, she developed a clear proposition and brand for the retail market.

Contact Caron on 01895 554 554

Compass also welcomed **Carol Hudson** to the Executive Team. Carol has held the position of retention director for Compass Group UK & Ireland since June 2011. She has over 30 years of operational and sales experience across the foodservice industry and has worked for Compass for 15 years in both the USA and UK.

Contact Carol on 01895 554 554

United Coffee has strengthened its UK & Ireland sales and service teams with three new strategic appointments. **Keith Mackie**, ex-BAA, has taken on the role of operations director, **Marc Summers**, who joined the company in 2012, has filled the new position of trading controller, and **Danny Lawrence**, former sales manager at Coca-Cola, has been appointed regional business manager to drive and grow business in the Northern regions for its Coopers brand.

Contact Keith, Marc and Danny via 01908 275 520

