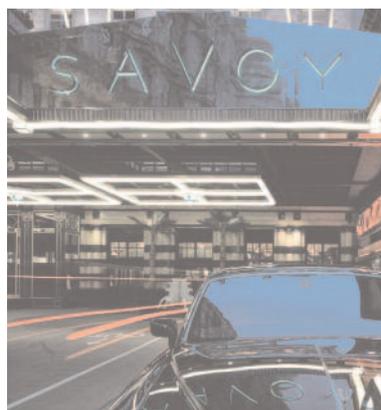


AROUND
Arena
THE HOSPITALITY NETWORK SPRING 2012



THE
**ARENA
LECTURE**

Catering for the 2012 Games:
Myths, Legends & Legacies

Presented by **Jan Matthews**
Head of Catering, Cleaning and Waste Services, LOCOG

6pm, Tuesday 20 March 2012 - The Savoy, London

In less than six months the 2012 Games will come to London, bringing with it hundreds of thousands of people. From the athletes, workforce and volunteers, to the media and spectators, they all have one thing in common. They are all going to need feeding.

Some 14 million meals are expected to be served over six weeks and a dedicated team has been put in place to formulate and deliver a complete and first-rate catering and hospitality package. The person heading up this team is Jan Matthews, Head of Catering, Cleaning and Waste Services for the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) – and the speaker at the Arena Lecture.

Jan is no stranger to hospitality and catering, having held senior positions within hotel groups and large contract catering organisations. This, however, really is Jan's 'job of a lifetime' and one she simply couldn't turn down. She will be drawing upon all of her expertise and experience to go above and beyond with this unique catering event, which represents the ultimate global showcase for Britain's hospitality and catering excellence.

"It's all about pushing beyond our personal best, and doing the best job of our lives. The eyes of the world will be on us. This is our opportunity to show what the British hospitality industry can do."
Jan Matthews

On the evening of Tuesday 20 March 2012, Jan will address her industry colleagues and give her take on the Games' hospitality and catering journey so far.



Thanks to Coca-Cola, Arena has secured a unique opportunity to have present on the evening a London 2012 Olympic Torch. Don't miss out on this great event!

Attendees can expect a fascinating insight into how the Olympic and Paralympic catering and hospitality vision became a reality. From identifying the sheer size of the task ahead and formulating the strategy, through to getting the right partners on board and operational planning, Jan will reveal how a blank canvas has been turned into the catering spectacle that is about to take place.

She will touch upon the challenges overcome along the way, and those still to be faced, and she will describe the legacy and opportunity that she plans to leave, and that she hopes the industry has the appetite to embrace and move forward.

In this Olympic year, this really is one event not-to-be-missed. The 2012 Games push and break the boundaries of traditional catering and everyone is sure to learn something from Jan's presentation.

The event starts at 6pm with Jan's formal lecture presentation, which is followed by a drinks reception and exquisite three-course dinner designed to facilitate first-rate networking opportunities with senior professionals from across the industry.

We look forward to seeing you there.

Event sponsor 

THE ARENA LECTURE

WHEN *Tuesday 20 March 2012*

WHERE *THE SAVOY, LONDON*

COST *£195 +VAT for Arena members and £245 +VAT for non members
Tables of ten are available at £1,800 +VAT*

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

This event is not an official London 2012 event and has been organised independently by Arena.

IN THIS ISSUE



CHRISTMAS LUNCH
REVIEW



BIG EVENT



HOTELYMPIA



FOOD & DRINK EXPO

Welcome



Happy New Year! I hope you all had a wonderful Christmas and New Year, although it probably feels like a long time ago by now.

We've got an action packed year ahead at Arena, which kicks off with the exciting Arena Lecture. As I'm sure you're aware, Jan Matthews, Head of Catering, Cleaning and Waste Services, LOCOG, is presenting the highly-relevant lecture. This 'not to be missed' event will give us all a unique insight into the incredible catering operation for the 2012 Games – I look forward to seeing many of you there.

The year then goes from strength to strength with Simon Kossoff, CEO, Carluccio's, confirmed as guest speaker for the Arena Lunch on Tuesday 17 July, followed by Ian Sarson, CEO, Compass UK & Ireland, who will be taking the hot seat

opposite ITN's Alastair Stewart at the Face 2 Face Interview & Lunch on Monday 24 September.

As a new approach for 2012, having taken on board some of your comments, we will be hosting a more informal networking event over the summer months. Be sure to read our e-bulletins for further details.

I hope to see you all soon.

Lorraine Wood
Director Arena

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

Food & Drink Expo featuring Farm Shop & Deli 2012



The countdown to the opening of Food & Drink Expo featuring Farm Shop & Deli 2012 is now on.

From 25-27 March 2012, at Birmingham's NEC, you'll find everything you need to help build, develop, sustain and inspire a successful business. With an exhibitor list and live event focus spanning the entire food and drink trade sector, now is the time to start planning your visit.

The dedicated foodservice section will be an important port of call, and for those interested in the realms of speciality retail the Farm Shop & Deli section is not to be missed.

The Brainfood Factory, within Food & Drink Expo, will play host to the live demo kitchen – Come Dine Regionally. Your mouth will be watering whilst you pick up top tips on product development, menu design and attracting new customers.

Farm Shop & Deli Live will be a real taste sensation! Find the forager/gatherer in you with chef and wild food expert, Mark Lloyd, and join Richard Fox, of Men Brewing Badly fame, for Food & Booze Matching.

For more information and to register go to www.foodanddrinkexpo.co.uk.



Three Top Chefs. Two Charities. One Exceptional Menu.

The Big Event on Monday 27 February, which is taking place at Park Plaza Westminster Bridge, London, is set to be a night to remember - not least for the amazing celebrity chef menu.

In support of Hospitality Action and Springboard, three Best of British chefs will be creating outstanding signature dishes for the gala dinner. John Campbell will be working alongside a team from BaxterStorey to create the starter course, whilst Jason Atherton, working with Compass Group, will craft the main course, and to round off what is set to be a fabulous gastronomic experience, William Curley, 'Britain's Best Chocolatier 2007-2011', will be working with Elixir to deliver a unique and inspirational dessert.

With all three chefs in attendance on the evening, make sure you are too!

Book now to avoid disappointment at www.thebigevent.uk.net or contact laureenw@springboarduk.org.uk.



THE ARENA Christmas Lunch

with Bill Toner, Chief Executive, Host Contract Management



The final networking lunch of the 2011 Arena calendar was a triumph. The ballroom at the Mandarin Oriental Hyde Park, where the sell-out event was held, was bursting at the seams with senior professionals from across the industry who had gathered to enjoy face-to-face contact with colleagues and to hear from the guest speaker – the renowned Bill Toner.

Following a lively drinks reception and an exquisite three-course lunch, Bill took to the stage.

A big figure in the industry in the late nineties and early 'noughties', Bill dropped out of the industry in 2005 to pursue personal ambitions, only to make a surprise return in 2010 to Host. The question on everyone's lips was why?

Setting the scene, Bill gave the audience an insight into his impressive hospitality career that equates to an incredible 40 years. The audience enjoyed a light-hearted and anecdotal, yet informative, dialogue that took them from Bill's first experience of working in hospitality at age 14, through to his departure in 2005. This included working as a chef in France; climbing through the ranks at Gardner Merchant and the management buy out; the move to Aramark that took him to the US (and provided an interesting encounter with Mickey Mouse!); the challenges of taking on the role of chief executive at Aramark UK; harnessing the appeal of the celebrity chef; and his successful mission to turn Aramark UK from a £70 million to a £400 million pound business.

The core theme throughout the story of Bill's career was people and their importance in shaping a successful business. He attributed his professional achievements to the people he has worked with and for – singling out Sir Garry Hawkes, who was present at the lunch, as

New Corporate Members

Established in 1989, MDC Foods Ltd is well known for supplying IQF products across a range of categories:

- A complete range of vegetables
- Fruit from across the globe
- Ready Meals, mainstream and ethnic
- Gratin & bakes multi-packaging formats
- Pasta varieties and meals
- Rice varieties and meals
- Potato products

Unlike many other companies, we combine ingredients from our own facilities to create the finished item. Our products are sold in retail and foodservice markets throughout Europe.



£10,000 at the Home Counties South Awards. It impressed the judges by devising the concept for the BBC's *Michel Roux's Service*, supported with an online marketing campaign that brought about the Academy's busiest time ever.

Rollover is to launch a new pure beef Hot Dog at Hotelympia 2012. Part of a new all-American concept, the hot dog is typical of those sold at ball-parks and cities across the States and will be sold in a deli roll with sauerkraut and gherkins for that genuine American experience.



Bernard Matthews and the Craft Guild of Chefs are challenging chefs to come up with inspiring seasonal turkey recipes, proving that turkey is not just a meat for Christmas! Every quarter, the seasonal winning recipe will feature on the Chef Inspired section of the Bernard Matthews website, with prizes going to the creative chef. The first challenge is for a summer recipe, so what are you waiting for? Go to www.bernardmatthewsfoodservice.co.uk to find out more.



This year the **Craft Guild of Chefs** National Chef of the Year competition is celebrating its 40th anniversary, and the 2012 title is now up for grabs. Stage one paper entries need to be in by 1 May 2012 – go to www.craftguildofchefs.org to find out more.

Universe Foodservice is now known as **Petty Wood & Co.** (Foodservice Division). Petty Wood purchased Universe Foodservice in 2001 and it is now to be recognised as one company following the integration of all systems, marketing and branding.

McCullough Moore has enlisted the help of some exceptional chefs to inspire delegates with masterclasses at the PACE Conference and Exhibition 2012. Cyrus Todiwala, John Feeney and Gareth Johns will be demonstrating their skills and new ideas to hospitality and catering education professionals. The Conference takes place on 21-23 March at the Hilton Blackpool – go to www.mcculloughmoore.co.uk/pace to find out more.

Kerry appointed The Hub as its communications partner to support its foodservice business and implement an integrated PR and marketing programme across its entire foodservice portfolio.

Unilever Food Solutions has come up with a fun way to launch its new Knorr Create More Concentrated Sauces and raise money for Hospitality Action. It's simply asking you to take a photo of yourself in a Concentrated Place – somewhere small and unusual – and upload it to www.catererandhotelkeeper.com/concentratedplaces. Knorr will donate £1 to Hospitality Action for every photo uploaded, so get snapping!



Sticking with Unilever Food Solutions, Marco Pierre White gave a private Knorr masterclass for 20 Warner Leisure Hotel chefs to inspire them with new flavours and techniques. He served up some of his favourite meals and answered questions on his cooking philosophy, fine dining and the role of convenience in a busy kitchen.

Jellybean Creative launched its handy Out of Home Events Calendar. View it on your smartphone or desktop, it's a great way to keep up-to-date with industry events, wherever you are. Take a look at www.jellybeancreative.co.uk/blog/events.



The Parliamentary Under Secretary and Government Spokesperson for DEFRA, Lord Taylor of Holbeach, addressed the annual **Foodservice Packaging Association** Environment Seminar in January, where he affirmed the positive relationship between the Government, the association and the industry.

The FPA also announced that its 2012 Awards will be held at The Grand Hotel, Brighton on 8 March 2012. Find out more from Martin Kersh at admin@foodservicepackaging.org.uk / 01869 351139.



Fourth Hospitality launched a mobile version of its StarChef software, enabling the web-based recipe tool to be accessed in or out of the kitchen on a mobile device or through in-restaurant screens – saving time, money and reducing reliance on paper and food manuals.

Members' News

Horizons launched the Thought Leadership Forum – a unique service that allows industry leaders to get together to shape and influence the future of the foodservice market.

Over the course of a year members will receive the Thought Leadership Report containing industry updates, customised reports on subjects of more specific interest, discounts on other Horizons services, and invitations to regular networking events.

The latest Horizons Key Club and Study Tour is on 28 February 2012 at Westfield Stratford City, London. The event combines a learning session with a study tour of the 70+ foodservice brands at Westfield Stratford's food courts. Go to www.hrzns.com/events/key-club-and-study-tour1 to find out more.

Congratulations to **William Murray Communications** who scooped gold at the 2011 *CIPR PRide Awards* for its innovative digital work for the Academy of Food & Wine Service. The team was crowned creator of the *Best Campaign Under*





they have to do, and are treated well.

'People' was also the answer to the big question, why did he return to the industry? Whilst being courted by Jerry Brand, the founder of Host, he discovered a team of people totally focused on delivering the promises made and determined to do better. With each toe he dipped back in the water he started to enjoy himself and realised he

someone he learned a great deal from – and recognising the fact that "people work for people". The key being to make sure you have the right people in place that have the tools to do what



wanted to be involved in the industry once more, and particularly with a team that seemingly had no fear and was ready to compete and grow.

Bill acknowledged that these are challenging times, but enthusiastically stated that our industry is fun and it is definitely the place to be.

A huge supporter of Hospitality Action and Springboard, Bill highlighted the importance of the two charities and urged the audience to give something back to the industry by supporting the work they do to make it an even better place to work.



The fourth annual **Beacon** Supplier Awards took place in January. The awards recognised supplier excellence in food, drink, non-food, services, and corporate responsibility, and went to 3663, Matthew Algie, Diversey, Calor and Coca Cola, respectively. An additional *Community Award* was won by M&J Seafood, and the *Beacon Special Recognition Award* was scooped by Matthew Clark.

The team at **Wenlock Spring** has been very busy. The bottled-water company joined the Natural Hydration Council, showing its support for its work promoting the health, environmental and other sustainable benefits of naturally sourced water; it succeeded again in the BWCA audit, demonstrating its attainment of the highest standards through exceptional bottling procedures and customer service; and it has become the official water sponsor to the Metaltek-Scott Professional Cycling Team – a new cycling outfit that is one to watch.



Keystone Distribution UK celebrated being named the 2011 *McDonald's UK Performance Supplier of the Year*. The company was praised for being the supplier who most consistently delivers, fully embracing the concept of right place, right time and right product.



In light of survey results that revealed 73% of people agree that Britain needs to improve customer service ahead of the Olympic Games, **People 1st** has adapted WorldHost, a customer service training programme used successfully at the Vancouver Winter Olympics, for the UK market. The training has been awarded the London 2012 Inspire Mark for its objective in supporting the legacy themes of the Games. Find out more at www.people1st.co.uk/preparing-for-2012.

The sector skills council also secured £6.8 million from the Employer Investment Fund to fund a two year programme to raise standards and develop the skills of those in hospitality, passenger transport, travel and tourism, and it celebrated success at the 2011 Caterer and Hotelkeeper Web Awards as its website for careers, training and development in hospitality, leisure, travel and tourism, www.uksp.co.uk, was named *Website of the Year*.



Organisers of the **Footprint Awards** 2012 have teamed up with The Skillery at Hotelympia and David Cavalier, Food Director, CH&Co, to offer emerging chefs the chance to enter a unique 'Back to the Future' Challenge that will encourage the development of sustainable menus. Be at The Skillery at 10.30am on Tuesday 28 February to find out more.



United Coffee UK & Ireland announced a new 'Go To Market' strategy to add value and respond to the changing demands and needs of its customers. It has strengthened the sales and marketing function by creating more customer-facing roles and recruiting outside the organisation to bring new expertise into the team.



The coffee company has also been busy with new launches. Its Campanini Capsule System – the perfect blend of taste and technology – was launched at the European Coffee Symposium in Berlin, and its iconic brand, Lyons, got a new look. Lyons Coffee Bags now have distinctive new packaging and three great new tastes – *Good Morning*, *Coffee Break* and *Gourmet Italian* – and three pence from every pack sold will be donated to the Royal British Legion Poppy Appeal during its 90th year celebrations.



Elior UK has been enjoying success on the awards front, including: a *Green Apple Environmental Best Practice Silver Award* for successfully reducing the environmental impact of its business through an innovative partnership with wholesale distributor 3663; the *Best Unusual Venue Award* for IWM Duxford at the UK Event Awards 2011; a *Good Chicken Award* for its chicken-sourcing policy at Kingston University; and a *SAFEcontractor* accreditation for its high standard of health and safety.

The contract-catering company has also secured the three-year,

multi-million pound contract to continue providing catering services to the leading global law firm Linklaters, launched the Elior Chef School to provide hands-on training for Elior chefs, and opened its brand new restaurant FEDE at Starwood's first UK-based Aloft hotel at London's ExCel.

In January **3663** announced new initiatives to benefit its customers, including: the industry's first delivered foodservice ordering app for iPhone and iPad devices so customers can order whatever they need, whenever they want, to wherever they are; the 2012 Health & Wellbeing proposition that helps customers capitalise on demand for healthier products in the New Year, including healthier options, recipe ideas, promotions and advice; and an extension to its range of own-brand products of a further 100 lines, offering quality and competitively-priced solutions.



The **Creed Foodservice** brand and famous chef have been given a new look for 2012, communicating a strong, more mature brand that is proud to be the foodservice provider of choice. Look out for the new website which is being launched at the beginning of March.

Creed has also been celebrating success, scooping the *FWD 2011 Gold Medal for Wholesale Service to Caterers*, the *Foodservice Footprint Energy Efficiency Award*, and being named one of *The Grocers Big 30 wholesalers*.



And finally, the Creed commercial delivery fleet has been fitted with new telematics technology, designed to improve the efficiency and fuel consumption, whilst reducing CO2 emissions.

Food safety consultancy and training organisation **STS** celebrated receiving the *Best Training Company* award from the Society of Food Hygiene & Technology, in recognition of its performance over and above established levels and improving training provisions for the food industry.



CharityCorner

3 days, 2 wheels, 1 reason

Hospitality Action is calling on its supporters to take to the saddle this summer and complete the London to Paris Extreme Cycle Challenge to help raise £20,000 for those in need. The event kicks off in London on 29 June and follows what's considered to be one of the best cycling routes in Europe to reach the finish line in Paris on 1 July. Michelin-starred chef Alan Murchison and Elixir's Hayden Groves have already signed up, so why not join them on this challenge of a lifetime? Register your interest at <http://tinyurl.com/7ceq7xz>.



Keep your feet on the ground

If cycling is not your thing, why not take to the road in the British 10K London Run on Sunday 8 July? 2012 marks the 12th anniversary of the nation's favourite London 10K that passes through the heart of historic London, so what better reason do you need to put on your running shoes in support of Hospitality Action? Get more information and book your place at fundraising@hospitalityaction.org.uk or 020 3004 5504.

Save the Week!

HA Week 2012 takes place between 14-20 May. Put the dates in your diary and get your thinking caps on for some exciting fundraising antics! HA Week is perfect for the busy hospitality professional as it's simple, flexible and fun – the charity is simply asking that everybody in the industry raises a minimum of £5 each – now how hard can that be?



Bake, battle and roll!

Over 7,000 12-16 year olds throughout the UK and Northern Ireland have been cooking up a storm to see who'll represent their regions at the Springboard FutureChef National Final on Monday 26 March at Westminster Kingsway College, London.

Top judges from the culinary world, chaired by Brain Turner, will be scrutinising the finalists' dishes and one worthy winner will be crowned the Springboard FutureChef Champion 2012.



Last year's victor, Jess Higgins (pictured) from the Midlands, was so inspired by the process she has set her sights on becoming a Food Technology teacher. Find out more at www.futurechef.springboarduk.net.

Olive Barnett Award

With the awards season in full swing Springboard has once again teamed up with the Savoy Gastronomes for the Olive Barnett Award, which rewards front-of-house excellence exhibited by staff under 30 years of age.

Entrants must produce and submit a short video, plus a CV and employer testimonial by Friday 16 March 2012. The judging process will see a shortlist of 30 whittled down to the eight finalists who will be invited to a judging weekend in London on 25-28 May. Find out more at www.sgoba.springboard.uk.net.



Hotelympia 2012

With Hotelympia only days away - Sunday 26 February - Thursday 1 March at ExCel, London - make sure you've registered and don't miss the thousands of new products and plentiful networking opportunities with professionals from across the industry.

Be sure to make time to see the finalists in this year's *Innovation Awards* – six each from *Food & Drink*, *Catering Equipment*, *Interiors & Technology* – on display in the central boulevard. Once again the awards provide a great way to check out the new product launches throughout the five days.

The Stage is the show's lively centrepiece and will play host to a combination of demonstrations, displays and presentations from the likes of renowned chef Giorgio Locatelli and Hotel du Vin's Robin & Judy Hutson – all sharing their experiences, with advice on how to delight your customers even in tough times.

Hotelympia really is the show you can't afford to miss this year. Pre-register now for guaranteed free entry (saving the £30 entrance fee) at www.hotelympia.com.



Arena Contacts

Chairman
Mat Baker

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*
Ann Elliott *Elliott Marketing & PR*
Andy Kemp *3663*
Mark Lewis *The Caterer Group*
Shabaz Mohammed *Pelican Buying Company*
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 Barbican Centre
 BaxterStorey
 Beacon Purchasing
 Bernard Matthews
 Booker Direct
 Brakes
 Britvic Soft Drinks
 Bunzl Catering Supplies
 Caterer & Hotelkeeper
 Catermasters
 Cirkle Communications
 Coca-Cola Enterprises
 Collins King & Associates
 Compass Group – UK & Ireland
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 Cost Sector Catering
 Creed Foodservice
 Dairy Crest Ltd.
 DBC Foodservice
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 Purchasing Support Services
 Ramada Jarvis Hotels
 The Restaurant Show
 Reynolds Catering
 Rollover
 The Splash Partnership
 The Russell Partnership
 SHS Sales & Marketing
 Silver Spoon Company
 Sodexo UK & Ireland
 Solo Cup Europe
 Springboard UK
 Support Training Services
 TATA Global Beverages GB Limited
 Tchibo Coffee International
 Tilda Foodservice
 TSC Foods
 Twinings Foodservice
 Unilever Food Solutions
 United Coffee
 Vegware Ltd.
 VION Food Group
 Vista Foodservice Solutions
 WARL
 Weetabix
 Wenlock Spring Water Ltd.
 West Sussex County Council
 William Murray Communications
 William Reed Exhibitions
 WRAPLEX Ltd.
 Young's Seafood



Arena Events

MARCH 2012

20 The Arena Lecture presented by Jan Matthews, Head of Catering, Cleaning and Waste Services, LOCOG - *The Savoy, London*

JULY 2012

17 The Arena Lunch with Simon Kossoff, CEO, Carluccio's - *The Jumeirah Carlton Tower Hotel, London*

SEPTEMBER 2012

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

DECEMBER 2012

3 The Arena Christmas Lunch - *Mandarin Oriental Hyde Park, London*

Hospitality Events

FEBRUARY 2012

26-1 March Hotelympia 2012 - *ExCel, London*
www.hotelympia.com

26 Hotelympia 10K in aid of Springboard - *ExCel, London*
www.hotelympia10k.com

27 The Big Event - *Park Plaza Westminster Bridge, London*
www.thebigevent.uk.net

27-28 Careers in Hospitality - *ExCel, London*
www.careersinhospitality.co.uk

28 Horizons Key Club and Study Tour - *Westfield Stratford City, London* - www.hrzn.com/events/key-club-and-study-tour1
 Contact: paul.backman@hrzn.com

29 The Dewberry Redpoint Hotelympia Party - *Indigo2, Greenwich, London* - Contact: 0845 108 5504

MARCH 2012

8 FPA Awards 2012 - *Grand Hotel, Brighton*
 Contact: admin@foodservicepackaging.org.uk / 01869 351139

21-23 PACE Conference & Exhibition 2012 - *Hilton Blackpool*
www.mcculloughmoore.co.uk/pace

25-27 Food & Drink Expo - *NEC Birmingham*
www.foodanddrinkexpo.co.uk

26 Springboard FutureChef National Final - *Westminster Kingsway College, London*
www.futurechef.springboarduk.net

27 Publican Awards - *Grosvenor House Hotel, London*
www.publicanawards.co.uk

27-28 Care Show Bournemouth - *BIC, Bournemouth*
www.careshow.co.uk/bournemouth

APRIL 2012

12 Cost Sector Catering Awards 2012 - *Hilton London Metropole*
www.costsectorcatering.co.uk/csc-awards.php

30 The World's 50 Best Restaurants Awards - *The Guildhall, London* - www.theworlds50best.com

MAY 2012

14-20 Hospitality Action Week

MEMBERS' MOVES



Creed Foodservice has boosted its senior sales team with the addition of two new faces. **Nikki Fox**, formerly of 3663, joined as independent sales controller with responsibility for managing the independent sales team, and **Neil Perry**, also formerly of 3663, is group

account manager with a focus on group account acquisition.

Contact Nikki on 07920 808 265 / nikkifox@creedfoodservice.co.uk and Neil on 07889 457 057 / neilperry@creedfoodservice.co.uk.

