

TAFTALKS 2023

CONTRACT CATERERS | WEIGHING THE OPTIONS

Tracey Fairclough, Catering Consultant, shines an industry light on:
What you need to know about 50 workplace contract caterers in 2023 BUT don't know who to ask!



JANUARY 2023

'weigh' verb : assess the importance with a view to a decision or action.

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RANKED: SCALE	RANKED: SIZE & SCOPE	CONCLUSION	NEXT STEPS

FOREWORD

- TAF is a foodservice catering consultancy operating mainly in the corporate workplace foodservice sector seeking **fresh, forward-thinking, innovative, app-savvy and sustainability focused solutions**.
- We have sought to offer a disruptive approach, since our inception in November 2018, for global legal, insurance, technology, financial and business software corporates, hospitals and local councils.
- We **listen, collaborate and deliver** foodservice solutions, so clients can control their catering and share our unique market insights, drawn from Foodservices, Sales, Marketing and Customer Engagement expertise.
- We deliver fresh, independent, non-bias reports, the most **relevant, reliable, timely** information around catering audits, design, customer engagement, tenders, benchmarks, digital and research.
- With insights in mind, in the aftermath of the UK reopening last year, in a post-pandemic climate, the aftermath of Brexit, the outbreak of the war in Ukraine and this year's pursuing financial headwinds, this report is our definitive guide, to those seeking to control their foodservices beyond 2023.

LETTER TO THE READER

Dear Reader

From having spoken to clients throughout 2022, it occurred to me those investigating corporate catering services – whether for staff café, deli, restaurant, hospitality, fine dining, events and/or delivered-in foodservices – there is a need for unique catering consultancy services to bridge the gap.

The corporate client challenge: the need for specialist expertise, market intelligence and a big picture of the contract catering market, whilst accountable for in-house facilities, HR and procurement resources.

I can tell you with 100% certainty, there is nothing like this report out there. No one has the level of engagement with “the market” or has taken the time and effort to engage as many contract caterers as TAF. There are no catering consultants that focus on this breadth of engagement. It's our USP.

In 2022, we spent 33 days out on corporate site visits, visited 3 central production units and attended 2 glittering awards dinners; that's the importance of seeing to believe and in engaging the market to qualify hours of desk-based research, gathering stats and facts contained in the report, to help you.

Information is only valuable if the reader can't get hold of it themselves. My aim is to inspire you by bringing the best fresh perspective from the outside, to your business. Consider this report as a year's worth of research, so you can make more informed decisions about adapting, evolving and shaping your foodservices through the freshest insights and the “best fit” contract caterers for you!

Best Wishes



Tracey Fairclough |
Managing Director



EXECUTIVE SUMMARY

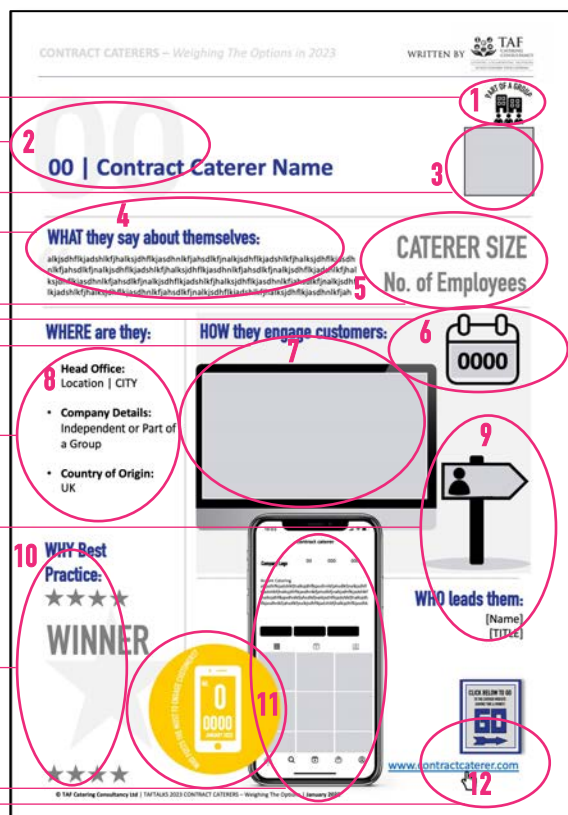
- This report gives you 12 months worth of insights and market intelligence in a nutshell. Our report presents WHO's doing what, WHAT they do, HOW they do it, WHY they're "best practice" and WHAT their features and benefits are. Having worked for a "BIG 5" contract caterer and a boutique one and engaged 50 Contract Caterers in the last 12 months, this is a definitive... ***What you need to know about 50 workplace contract caterers in 2023 but don't know who to ask!***
- **What makes it valuable to YOU?** TAF engages the greatest bandwidth of contract caterers to know what best practice looks like (**FACT No.1**) and we know you need help to: (a) assess today's contract caterer landscape, (b) make more informed decisions about the way your feed your people and (c) adapt, evolve and shape your foodservices through the freshest insights and "best fit" catering NOW.
 - Firstly, we present 50 contract caterers, small to large. **NB. Whilst not the definitive landscape of all contract caterers, there's nothing even as half as extensive like it to help you (FACT No.2).**
 - Secondly, **A | THE CATERERS** are presented in a simple, easy to read single-page profile with the key information you're desperate to see benchmarked (*pages 12 -62*), each contract caterer profile page leads you to a link, at the bottom, that will take you - in an instant - to that caterer's website. We're making it as easy as possible for you. See our template below.
 - Thirdly, **B | THE INSIGHTS** in our unique tables, graphs and charts mean that you have that proverbial helicopter view of the best possible contract caterers and from three perspectives – (1) **By Location**, *page 64*, (2) **By Scale**, *page 65* and (3) **By Size/Scope**, *page 66*.
- **To conclude, our report will be the easiest you'll have digested for some time and one of the most valuable sources of the most *relevant, reliable, timely* contract insights, leading you to understand the potential features and benefits of contract caterers for YOU in 2023.**

INSTRUCTIONS | HOW TO UNDERSTAND THE INFORMATION WE'RE ASSESSING IN EACH OF THE CONTRACT CATERER PROFILES


Contract Caterer Profiles

- 1] PART OF A GROUP – Image means the caterer is part of a wider group (*refer to "3. Scope"*)
- 2] NAME/NUMBER – Caterer is listed alphabetically
- 3] LOGO of the Contract Caterer
- 4] WHAT they say about themselves – In their own words extracted from their opening paragraphs on their website
- 5] CATERER SIZE – Categorized by TAF (*refer to "2. Scale"*)
- 6] DATE – The reported start date of caterer (their words)
- 7] WEBSITE Page – "Home" website page, as first impressions count
- 8] WHERE to find – head office, company, country of origin
- 9] WHO leads them – their Managing Director, CEO or of TAF's key contact (for engagement purposes)
- 10] WHY Best Practice – Awards they've won most recently (after 2019), those written in BLACK/5 Stars mark significant industry awards, those in GREY/4 Stars are others
- 11] INSTAGRAM Feed – HOW they engage customers
- 12] CLICK TO GO – Click on the link to get to their web page

SPECIAL BONUSES: ONE TO WATCH | 10 Caterers seen as a "Mover & Shaker", under "News & Views" or TAF knows they're taking on the world of foodservices, doing it differently so are "one to watch". LIVING WAGE ICON | Who's signed up officially?



CONTRACT CATERERS – Weighing The Options in 2023

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1 PART OF A GROUP

2 00 | Contract Caterer Name

3

4 WHAT they say about themselves:

5 CATERER SIZE
No. of Employees

6

7

8 Head Office:
Location | CITY

• Company Details:
Independent or Part of
a Group

• Country of Origin:
UK

9 WHO leads them:

[Name]
[TITLE]

10 WHY Best Practice:
★★★★★
WINNER

11

12

www.contractcaterer.com

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1 | CATERING CONSULTANCY

It was on 1st November 18th 2018 the TAF Catering Consultancy Ltd commenced trading; after Tracey Fairclough saw a gap in the catering consultancy market for:

- (a) A more contemporary catering consultancy with relevant contract catering, operation and commercial experience,
- (b) award-winning sales, marketing and customer engagement expertise and
- (c) access to the best specialist experts (in their fields rather than limited to foodservices) to deliver bespoke solutions.



By the end of December 2022 TAF had supported for some of the biggest brands on the planet.

Ten Features That Makes Us Unique

1. TAF has WORKED for 20 Corporate Clients, completed 28 Projects and billed over £400k, supporting workplace catering services for global companies in 10 sectors: 1. Essential Services, 2. Insurance, 3. Financial, 4. Tech, 5. Property, 6. Legal, 7. Electronics, 8. Tourist Attractions and 10. Tenanted Buildings.
2. TAF LISTENS TO with client stakeholders (facilities to company presidents to procurement and HR) and DELIVERS bespoke solutions.
3. TAF COLLABORATES with the best “Associate Consultant” Specialist Experts – in THEIR fields - to deliver the most successful, high quality, innovative foodservice solutions.
4. TAF STARTS every project with the customer, aka the stakeholder, to understand WHY? food is important to make distinct business cases for each project solution.
5. TAF GROWS organically and is perceived by those it engages with, as the freshest, forward-thinking, innovative, app savvy, sustainability-focused consultancies.
6. TAF REVOLVES its consultancy activities around a robust business plan, designed to flex up and down continually, a formula adopted for its approach to clients to safeguard their workplace catering.
7. TAF WORKS with corporate contracts (London-based) and has acquired relevant, reliable and timely experience and expertise to support any organisation (nationwide/outside London).
8. TAF COMPLETES catering tenders, feasibilities, design projects - café, deli, staff restaurants, research, audits, project mobilisations (i.e. in April 2021, whilst the UK was in lockdown, we even travelled over 6,000 miles for an essential services provider) and stakeholder engagement projects (interviewing Head of Departments, Board Directors, Chief Operating Officer, etc.).
9. TAF JUDGED the 2022 Contract Catering Awards, was VOTED by Association of Catering Excellence one of 50 Most Influential Women in Foodservice and WON SME News Foodservice Managing Director of the Year and Corporate LiveWire Catering Consultancy of the Year - UK.
10. TAF ENGAGES the greatest bandwidth of contract caterers to know what best practice looks like, which is why you need us to help YOU assess today's landscape and make more informed decisions about how to feed those who matter the most to your business!



Photo: Tracey collecting a 2022 award, with Carey Trevill, TAF Collaborative Branding Industry Expert (left) & Helen Groves, TAF Collaborative Food Safety/Compliance Expert (right).

2 | CONTRACT CATERING LANDSCAPE

TAF has engaged between 30 to (today’s) 50 contract caterers during the three years from 2020 to date.

A | WHAT we do? | We go to great lengths to engage c.50 contract caterers we know regularly in order to obtain the most relevant, reliable and timely company overview, wins, losses, innovations, successes and challenges (so have “warts and all” conversations).

B | HOW we do it? | Whilst prepared to engage with caterers remotely by phone or online (TEAMS or ZOOM), we work in a service sector and ideally seek to meet contract caterers at their sites – to gauge with our own eyes how they’re rising to flexible hybrid models and what they look like.

C | WHERE we go? | From 1st January to 31st December 2022, we spent 33 days out “on location”, travelled c. 2,500 miles, visited 24 workplace catered-for sites - representing advertising/creative services, financial services, insurance, legal, media, property, tech, multi-tenanted and tourist attraction buildings – and 3 Central Production Units, attended 2 Food Shows and dined out to experience 2 Black Tie Dinners, 2 Chef Patron Restaurant Lunches and 1 Conference Breakfast.

D | WHY we do all of this? | We need to support corporate clients with the best possible return-to-work strategies and advice around the potentially “best fit” partners. Whilst some support can come directly from us, some corporates have internal stakeholders accountable for tenders and their caterer appointments, and it’s these people who need the most relevant, reliable and timely data and information at their fingertips to know who ought to be considered to feed those who matter the most to their businesses; foodservices now taking on even more significance, as an employee benefit, to attract new starters and drive others back to work (more than ever before)

E | WHO’s on our landscape? | We engage those we believe to present the greatest potential and best practice today, with our landscape comprising the below 50 caterers:

CONTRACT CATERER LANDSCAPE

PART A

THE CATERERS



PART B

THE INSIGHTS



NEXT STEPS

It is TAF's aim to have shared the most ***relevant, reliable and timely*** insights and market intelligence with you in this report.

However, if you find you do require a presentation of these insights, a discussion about your own specific challenges or contact details for the companies detailed in our report, we would be delighted to support you.

Meantime, we wish you the very best of luck in finding the “best fit” contract caterer for your organisation's bespoke needs to flexi-feed those who matter the most to your business TODAY with the ***freshest, most forward-thinking, innovative, app-savvy and sustainability focused solutions.***

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DISCLAIMER

This **TAFTALKS 2023 CONTRACT CATERERS – Weighing The Options | January 2023** report has been compiled by TAF Catering Consultancy. No warranty for the information provided in this report is given as to its quality, accuracy, completeness or fitness for purpose, as TAF relied on figures, data and information believed to be the most “relevant, reliable and timely” from online caterer-published sources. TAF Catering Consultancy is not liable for any errors or inaccurate information whether in contract, tort (including negligence), breach of statutory duty, or otherwise arising in connection with this report. Where benchmark information was not available it was not included. This version of the report was completed in January 2023.



TAF

CATERING
CONSULTANCY

LISTENING, COLLABORATING, DELIVERING

SO YOU CONTROL YOUR CATERING
