

Morsets



CARBON BADGES HELP CUSTOMERS MAKE

informed food choices

What a positive start to the year

BM has seen record sales across the business and in some sites, we have even returned to pre-covid sales levels. Employees are enjoying being in the workplace and there is a genuine appetite from customers to use our cafés and restaurants to meet, socialise and collaborate.

We are thrilled to have secured more than £20 million of contracts in the last few months alone - with businesses across London and the Home Counties operating in the financial, tech, media, construction and legal sectors, where we'll provide a range of catering services including free issue, hospitality, fine dining, events catering, speciality cafés, reception and AV services (via our sister company, Portico).

For us, new business wins mean a wider portfolio of sites and greater opportunities for our team members to learn new skills, grow and develop, so we can continue to promote from within and build stronger teams to support our clients.

These major contracts not only represent the continuous trust organisations have in what we do but also mark the significant changes we are seeing in the workplace. Organisations are seeing the true value in services such as catering and using them as a tool to continue to engage their employees and create moments of connection which help reinforce a company's culture.

If you would like to discuss your catering requirements with us, please contact **Heather Day** or **Michelle Jugessur**.

Delicious regards,
Wendy

Wendy Bartlett MBE FIH, Founder



In partnership with our nutritional software partners, BM became one of the first contract caterers in the UK to introduce automated carbon labelling across our client sites.

TRAFFIC LIGHT BADGES

The Foodprint add-on to our Nutritics (nutritional analysis) system enables catering teams to produce 'traffic light' carbon badges for each recipe that can be added to menus, enabling customers to make informed food choices. The scoring system accounts for the entire process of getting food from farm to plate, including the greenhouse gas emissions produced by growing, rearing, farming, processing and transporting.

"Foodprint provides us with a reliable Scope 3 ESG reporting and carbon labelling system. Having this information empowers us as a business to make more informed decisions to help reduce

our carbon footprint, but also allows our customers to see our sustainability journey, understand the impact of their food choices on the environment and make informed decisions themselves."
Sally Grimes, Quality Standards Manager

SUPPORTS CLIENTS' JOURNEY TO NET ZERO

Foodprint carbon labelling supports clients on their own journeys towards carbon neutrality. For more details on how adding Foodprint to your nutritional labelling could enhance your sustainability credentials, contact Sally Grimes: sagrimess@bmcaterers.co.uk

49% of people consider sustainability when purchasing food or drink, while 42% would choose a venue because its signage displayed a commitment to reducing CO2 emissions.



Cutting

Coffee carbon



European Union organic certified

Changing how coffee is grown, transported and consumed can cut its carbon emissions by up to 77%*. Moving to organic practices is a big part of the solution which is why BM is proud to launch Perkee Organic, our first 100% organic coffee bean under the Perkee brand.

PERKEE ORGANIC

The Camocim Estate in Brazil produces organic, biodynamic and speciality-certified high-quality coffees roasted in the UK exclusively for BM. Packaging is completely compostable (even in home composting) or returnable along with spent coffee grounds for commercial composting as part of its circular framework.

DELIVERING SOCIAL IMPACT

Perkee Organic will sit alongside our Perkee Original and Decaf which has 90% café penetration across BM's client sites and continues to empower the Nicaraguan-based co-operative of women in Jinotega, promoting gender equality and delivering social impact across the wider community.

CARBON-NEUTRAL TEAS

Birchall founded in 1872, is now run by the fifth generation of the Graham family who keep socially-responsibility and low environmental impact at the core of their operation. Birchall's UK factory is solar powered and profits are shared with Virunga National Park as part of their community programme. Its carbon neutral teas have Fairtrade and Rainforest Alliance certification and like Perkee, have Great Taste awards.

With our new planet-friendly Perkee Organic coffee and Birchall teas, customers can now drink with the earth in mind too.



Our Barista Academy, Barista Talent Team and in-house Marketing Team are available to leverage the Perkee brand and other coffee partnerships at our client sites. Perkee pop-ups, branded bikes and carts create buzz and our CoLab initiatives, seasonal and chilled specials ensure there's always something new and exciting to generate extra beverage sales.

*2021 research published by UCL's Dept of Geography

BM's Marketing team
at your service



Did you know, our **award-winning in-house Marketing Team** is available to support clients with bespoke marketing?

As an in-house resource, our Marketing Team can be both proactive and reactive with bespoke comms solutions to help attract more customers and increase sales.

Did we say award-winning?

Not only did our Digital Marketing Manager, Michaela Mulvey win a Cateys award for Innovation last year, but the

whole marketing team has recently been shortlisted for Business Innovation and Best Recruitment Initiative at the 2023 Springboard and Contract Catering awards.

Michaela's creative, fun and enthusiastic approach has also built a large BM TikTok community of over 55,000 followers and 11 million views through our fun food and drinks videos; sharing new recipes and ideas to reduce food waste, and driving interest in recruitment opportunities with us.



Pop up Guru

expands street food offer

To inject extra fun and creativity into our daily food service, BM has a variety of bookable pop up craft experiences to demonstrate a range of health, wellbeing, sustainability and street food concepts to enhance breakfast, lunch and evening offers. Not only are these a great way to generate extra excitement in the workplace, but they also attract additional footfall, create new opportunities for engagement, increase sales and give us valuable extra intel on customer likes (and dislikes).

SPOILT FOR CHOICE

BM has recently appointed Sunil Varma to the role of pop-up chef guru to oversee the development of modern street food concepts across the business, in-house nutritionist, Charlotte Newman continues to host the Vitality pop-ups promoting eating for improved health and wellbeing, and marketer Lauren Gillon leads our Eat with the Earth in Mind green roadshows.

MODERN STREET FOOD CONCEPTS

Sunil travels around our business with a new theme every month. Sunil is an expert at combining global flavours to create something new, fresh and exciting, including his already legendary 'Takeout vs Takeout'. He's also famous for his DJ sets and music mixes to complement the food experience - a sure-fire way to inject fun into a bar night or team event.

All our pop-ups are fully supported by our in-house marketing team to ensure maximum exposure, engagement and sales with save the dates, invites, social posts and signage. Find out more about our amazing Marketing Team on page 2!



L-R: Sunil Varma, Charlotte Newman, Lauren Gillon



"Having been a part of the #BMfamily for the last decade, I've seen how well pop-ups go down with our customers, and I can't wait to explore and share the brilliant new concepts I have in mind with the teams."
 Sunil Varma, Pop-up Chef

Reducing waste with Guardians of Grub

Over one million tonnes of food thrown away by the hospitality and food service industry costs a staggering £3.2 billion a year but it doesn't just cost money; it takes a toll on the health of our planet too. BM's new Guardians of Grub partnership and training, combined with BM's "Wasted" masterclasses are excellent initiatives we use to drive waste reduction in our kitchens.

INDUSTRY ROUNDTABLE

BM's Chef Director, Pete Redman recently hosted a Guardians of Grub roundtable event where industry peers gathered to talk all things food waste. Our menu featured dishes including carrot and waste coffee ground puree, candied fermented cauliflower leaves, old bread gnocchi, breadcrumb sponge, Parmesan rind sauce and porridge bread. These are just some of the innovative waste-reduction dishes our chefs have developed.

NOTHING IS WAST-ED

This isn't the first time BM's chefs have provided event catering using kitchen surplus and leftovers. We recently devised a low-waste, low-carbon menu

to support the sustainability certification organisation, Planet Mark's beach cleaning day. We demonstrated that leftovers treated with love and respect can not only deliver on taste and visual appeal but really make a difference to food waste.

We hope that by sharing our knowledge with industry peers and clients, we inspire them with tasty ideas to cascade through their organisations and reduce carbon emissions.

"I am honoured to be an Ambassador for the Guardians of Grub campaign. Sustainability is at the heart of what we do at BM and food waste reduction plays a major role in that." Pete Redman, Chef Director



HEAVENLY HOT CROSS BUNS *even if they are past their prime!*

Liven up Hot Cross Buns that are past their squidgy best with Pete Redman's TikTok recipe for French Toast Hot Cross Buns; drizzle with maple syrup and serve with crème fraiche, yoghurt or cream but even better with a scoop of Vodka Ice Cream – go on, you know you want to!

You'll need a couple of eggs, a glug of milk or cream, a sprinkle or two of sugar and a splash of vanilla, and you've got all you need to whip up this quick and easy recipe.



Scan the QR or head over to bit.ly/BMHotCrossBuns to see how to make this recipe on our TikTok channel

