

Connect and collaborate - output from **CORONAVIRUS WEBINAR #3**

WHAT KIND OF CATERING SERVICE WILL CUSTOMERS WANT?

- A clever food offer that delivers choice with evidence of safety precautions.
- A grazing solution that reduces the need to travel to the restaurant more than once a day.
- An all-day service catering to staggered working patterns with operational flexibility and cost controls.
- Ongoing work with local charities and social enterprise to grow the socially-positive stories and acts of kindness established under lock-down.

“Health, value for money, provenance and comfort are likely to be key”

Adam Byatt



Adam, Michelin star chef proprietor of Trinity, Clapham. bartlett mitchell's chef consultant, food writer and regular on BBC1's Saturday Kitchen

THEMES



HEALTH - Clean cooking and choice for health / wellbeing

VALUE FOR MONEY - Menus and meal deals in line with disposable income

EXPERIENCE + AMBIANCE - A safe space and engaging social interaction

QUALITY INGREDIENTS - Using sustainably sourced seasonal, fresh food made on-site

FOOD YOU CAN'T MAKE AT HOME - An 'eating out' experience for customers tired of home-cooking

COMFORT FOOD / CLASSICS - Reassuring staples and traditional comfort dishes

BRITISH - Focus on key suppliers

**SEE HOW THIS TRANSLATES
IN TO A FOOD CONCEPT** →

BYOB - CONCEPT FOR SAFE, PRACTICAL AND INSPIRING CATERING



- **BUILD-YOUR-OWN-BOX:** a pre-order bento box for lunch / all-day grazing
- Gives customers variety, choice and value
- Customisable for all diet requirements
- Shows the food off creatively through innovative disposables or re-usables
- Meets social distancing requirements
- Offers cost management
- Minimises food waste
- Manages team resource for potential longer service times
- Orders via a simple paper-based system or technology-driven pre-order app
- Flexible to meet individual client subsidies
- Safe working for our culinary team: separate sections for prep and cooking - also ensures consistency



NEXT WEBINAR
FOLLOW THE FOOD
Preparing the supply-chain for reopening



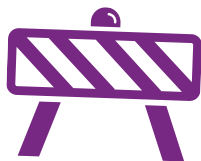
BYOB CONCEPT

Majority feedback - Bento style BYOB is a good initial solution

BYOB → BUILD YOUR OWN BOX

1 CHOOSE YOUR BASE → pick 1	2 CHOOSE YOUR BUILD → pick 1	3 CHOOSE YOUR SIDES → pick 2	4 PICK YOUR PUD → pick 1	+ ADD YOUR SNACK → pick as many as you like!	DRINK
<ul style="list-style-type: none"> → Brioche bun → Wholemeal bun → Cos lettuce leaf wrap 	<p>KOREAN FRIED CHICKEN Quia sum ab ium intius volor modi blaudandunt laudem voloribusdam au</p> <p>GRILLED HALLOUMI Quia sum ab ium intius volor modi blaudandunt laudem voloribusdam au</p> <p>SMOKED TOFU Quia sum ab ium intius volor modi blaudandunt laudem voloribusdam au</p>	<p>KIMCHI SLAW Quia sum ab ium intius volor modi</p> <p>PICKLED CARROTS Quia sum ab ium intius volor modi</p> <p>DRESSED LEAVES Quia sum ab ium intius volor modi</p> <p>CRISPED FRIES Quia sum ab ium intius volor modi</p> <p>PUFFED RICE Quia sum ab ium intius volor modi</p> <p>HOMEMADE HOT SAUCE Quia sum ab ium intius volor modi</p> <p>SLICED CHEESE HASH BROWN</p>	<p>LEMON POSSET with poached Yorkshire rhubarb and burnt white chocolate</p> <p>DARK CHOCOLATE cremosa, confit oranges and candied...</p> <p>WELSH CAKES with raspberries and elderflower cream</p>	<p>Hickory smoked giant butter beans</p> <p>Kalamata olives</p> <p>Curried spiced cashews</p> <p>Mixed grapes pot</p> <p>Granny smith apple with almond butter</p> <p>Dark chocolate brownie crumble</p>	<p>Quia sum ab ium intius volo</p> <p>Modi blaudandunt laudem</p> <p>Blaudandunt laudem volorib</p> <p>Quia sum ab ium intius volo</p> <p>Modi blaudandunt laudem</p> <p>Blaudandunt laudem volorib</p> <p>Quia sum ab ium intius volo</p> <p>Modi blaudandunt laudem</p>

CONTINUED CHALLENGES



- Public transport and availability of childcare / schooling remain RTW barriers
- Lift capacity restrictions and social distancing guides will limit movement to our services in the office
- Staggered working patterns are being considered to manage social distancing on public transport
- The conflict of providing a sterile, controlled catering environment and seating area, whilst delivering a passionate, foodie service that engages with customers
- Budget or environment to invest / install pre-order tech
- Keep CSER commitments and drive out sustainable solutions, while focussing/ delivering safety
- Myth busting – communicate catering-specific regulations clearly to clients inc. key controls for customer safety e.g. Does it all have to be on disposables?

ADDED VALUE + OTHER INCOME STREAMS



TAKE-HOME MEAL KITS AND GROCERIES

- Pre-order and collect
- Convenient for office-based teams
- Reduces need to detour to the supermarket on the way home
- Access to products that may not be available/difficult to obtain through the supermarket supply chain