PRESTIGE

THE MAGAZINE FROM SODEXO SPORTS & LEISURE

SPRING/SUMMER 2016

Retail Revolution

CHANGING THE FACE
OF THE MARKET IN
DUBLIN & EDINBURGH

ALL THE WORLD'S A STAGE

A GLOBAL TOUR OF INTERNATIONAL STADIA

The Fruits OF HIS LABOUR

RAYMOND BLANC ON HIS COLLABORATION WITH ROYAL ASCOT, THE RHS CHELSEA FLOWER SHOW AND SODEXO

SODEXO
QUALITY OF LIFE SERVICES











JARDIN BLANC AT RHS CHELSEA FLOWER SHOW

A RAYMOND BLANC, RHS & SODEXO PRESTICE COLLABORATION

A UNIQUE HOSPITALITY EXPERIENCE 24th - 28th MAY 2016 | 23th - 27th MAY 2017

Call +44 (0)845 268 0251 EMAIL RHS.SHOWS@SODEXO.COM



"For many years I have been a visitor – and sometimes a competitor – at the RHS Chelsea Flower Show. I am truly pleased to now be designing a space, menus and an experience that we hope will delight you and your guests. We have been hard at work and we cannot wait to welcome you."



WELCOME

2016 so far for Sodexo Sports and Leisure has been a busy and memorable one!

Our Aviation team has 'gone global' with United Airlines after being awarded the contract to become the service partner for more than 50 of its airline lounges across the world. This fantastic contract adds to an impressive portfolio of aviation partners and locations globally. It is an extremely important partnership for us and makes us the world leader in this industry.

We are very proud to have built on our 16 year relationship with Hampden Park, extending this contract until 2020, and we are currently busy launching our brand new retail offering within the Royal Botanical Garden in Edinburgh after extending our contract with them for a further seven years. The magnificent Culzean Castle is now part of our collection and is joined by Pollok House, bringing true splendour and history to our Scottish venues.

April also saw us sponsoring the PFA Women's Player and Young Women's Player of the year awards for the first time. I am very excited about this partnership with the PFA and it will really support our Diversity and Inclusion agenda by working with some fantastic role models in the women's game.

Looking forward to the summer season, this issue starts with an exclusive interview with Raymond Blanc OBE who spoke to us about his collaboration with Sodexo for the RHS Chelsea Flower Show and Royal Ascot. Don't miss this fascinating insight into his menus and approach. I am sure that this partnership will deliver exceptional memories not only for our visitors but for our teams.

There is also a fascinating look into the world of stadia, profiling iconic venues such as the Hollywood Bowl and Hampden Park. We reveal just what it takes to deliver excellent visitor experiences and how our approach to doing this differs internationally.

It's all set up to be an exciting year for Sodexo Sports & Leisure. I hope you enjoy this edition.

Best,

Chris Bray

CEO, Sports & Leisure, UK & Ireland



CONTENTS

05 WORKING WITH A MASTER

RAYMOND BLANC ON HIS INVOLVEMENT WITH TWO OF THIS SUMMER'S MOST PRESTIGIOUS EVENTS

10 IN FULL BLOOM

THE RHS CHELSEA FLOWER SHOW LIGHTS UP LONDON

12 ON THE WATER

TAKE IN LONDON'S CITYSCAPE FROM THE DECKS OF BATEAUX LONDON'S MAJESTIC VESSELS

14 HELLO SUMMER WITH PRESTIGE VENUES & EVENTS

VENUES ALL ACROSS THE UK UNVEIL A RANGE OF SEASONAL TREATS FOR BUSINESS AND LEISURE GUESTS ALIKE

18 EVENTS CALENDAR

A ROUND-UP OF THE HIGHLIGHTS IN SODEXO PV&E'S SUMMER SEASON

20 ALL THE WORLD'S A STAGE

A LOOK AT THE DIZZYING LOGISTICAL DEMANDS OF MANAGING SOME OF THE WORLD'S PREMIER STADIA

26 A PRIVATE ROOM ON THE RIVER

CREATING UNIQUE, INSPIRING AND MEMORABLE EVENTS WITH BATEAUX LONDON

30 RETAIL REVOLUTION: PART I – BLOOMING MARVELLOUS

THE ROYAL BOTANIC GARDEN EDINBURGH UNVEILS SOME EXCITING UPGRADES

32 RETAIL REVOLUTION: PART II – FIRST PAST THE POST

THE BRAND NEW EXHIBITION SPACE AT DUBLIN'S GENERAL POST OFFICE, GPO WITNESS HISTORY

34 FOOD FOR THOUGHT

SODEXO'S CHEFS TACKLE THE ISSUES OF 'SILENT SNACKING' AND MAKING CATERED MEETINGS MORE EFFECTIVE

36 SOCIAL NEWSFEEDER

A FEW HIGHLIGHTS FROM SODEXO'S RECENT SOCIAL MEDIA ACTIVITY

38 LA PARADE DES CHEFS – THE INTERNATIONAL SALON CULINAIRE

A TEAM OF SODEXO CHEFS COMPETE IN THE UK'S MOST PRESTIGIOUS CHEF COMPETITION

40 PRIDE AND JOY

THE RECENT LAUNCH OF THE UK AND IRELAND CHAPTER OF SODEXO'S GLOBAL PRIDE EMPLOYEE NETWORK

42 LEARNING FROM THE EXPERTS

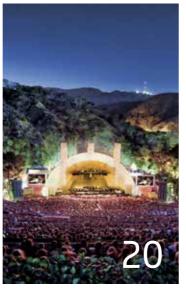
TWO YOUNG MENTEES EXPLAIN HOW EXCITING AND BENEFICIAL A GRADUATE MENTORING SCHEME CAN REALLY BE

44 DELIVERING THE DIFFERENCE

THREE SODEXO EMPLOYEES SHARE A BEHIND THE SCENES GLIMPSE INTO THEIR ROLES







PRESTIGE

Editor-in-Chief – Morag Kent Venues/Food Editor – Natasha Carr Events Editor – Joshua Corbett Client Relations – Sarah Armstrong Digital Editor – Fouad Fawal

For all advertising and business development enquiries contact Sarah Armstrong at sarah.armstrong@sodexo.com

sodexo QUALITY OF LIFE SERVICES





WORKING WITH A MASTER

THIS SUMMER, WORLD-FAMOUS GOURMET CHEF RAYMOND BLANC LENDS HIS CULINARY TALENTS TO TWO OF THE UK'S MOST PRESTIGIOUS EVENTS; ROYAL ASCOT AND THE RHS CHELSEA FLOWER SHOW - CREATING SUMPTUOUS DINING EXPERIENCES COMBINING THE BEST OF ENGLISH TRADITION AND GLOBAL ARTISTRY







"Food should be at the heart of every kind of celebration," says Raymond Blanc OBE, one of the world's most widely acclaimed chefs – and it is this ethos which lies at the very core of his involvement in this summer's Royal Ascot and the RHS Chelsea Flower Show; two of the season's most quintessentially British events. It is almost impossible to find a chef anywhere in the world who is held in higher esteem by both the general public and the restaurant industry than Raymond Blanc. Genius and popularity don't always walk hand-in-hand, but over the course of a career spanning more than three decades at the top of his profession the self-taught and self-made Frenchman has won hearts and awards with a universality and prolificacy that most of his contemporaries can only dream of.

As CVs go, Raymond's is unparalleled. After relocating to England he built his luxury hotel and restaurant in the heart of rural Oxfordshire, Belmond Le Manoir aux

Quat'Saisons, now one of the world's finest gastronomic experiences. In 1985, just a year after opening, the hotel was awarded two Michelin stars and has held them

unbroken, for more than 30 years. He is an honorary OBE, a recipient of the insignia of Chevalier in the Ordre National de La Légion d'Honneur - the highest

honour possible in his homeland – and his TV programmes and books have been consistently popular with the millions who have watched and bought them over

He has an innate desire to effectively

pass on his expertise to future

generations, evidenced by some of

the stellar culinary names, including

Marco Pierre White and Michael

Caines who have cut their professional

teeth in the Le Manoir kitchens.

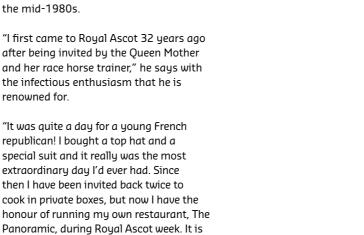
the last couple of decades.

For 2016, Raymond has accepted yet another challenge: running the showpiece **Panoramic** Restaurant

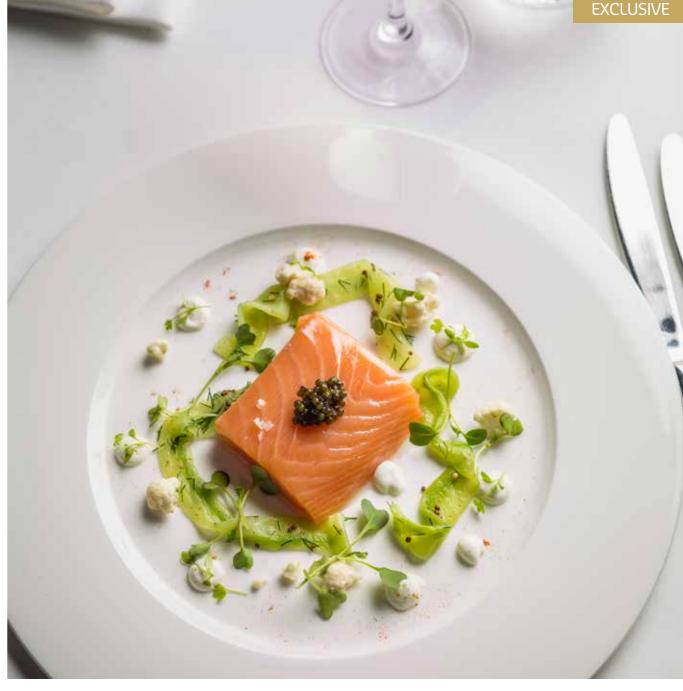
at Ascot during the week of the Royal Meeting. It is a continuation of a love affair that began in regal company during the mid-1980s.

after being invited by the Queen Mother and her race horse trainer," he says with the infectious enthusiasm that he is renowned for.

republican! I bought a top hat and a special suit and it really was the most extraordinary day I'd ever had. Since then I have been invited back twice to cook in private boxes, but now I have the honour of running my own restaurant, The Panoramic, during Royal Ascot week. It is an incredible location with the best views possible of the racecourse. With that comes the challenge to produce the best food.



"It is a real thrill to be asked to do it, not just for me but for the entire team. I'll be bringing members of my own team with



me, but the key person is Ascot's Executive Chef Gemma Amor. Gemma truly knows the ins and outs of the food operation at the racecourse and inspires the team around her. We'll be working closely with her to produce a really fantastic experience for all the guests."

Raymond is acutely aware of what makes a trip to Royal Ascot so special for those who enter its gates. The responsibility he feels towards both the occasion and the visitor will, he says, be evident in the food his team will produce and the overall experience they will deliver.

"Royal Ascot has certain connotations about quality, pageantry and also fun," he says.

"I could take thousands of photos of all the women in their beautiful dresses

and hats and of the horses, which are the most magnificent in the world.

"People come here to meet up with their friends and to share special moments that they will remember forever. Food should be at the heart of every kind of celebration and especially so at Royal Ascot. Seasonality is crucial to me and local producers must always be used when we can. We are really going to produce a great menu here and what better time to do it than in June? You have the best that late spring has to offer and the best of the summer too."

Raymond's link-up with Royal Ascot will create a legacy that will run far longer and deeper than the spectacular experience on offer at the Panoramic over the five days in June. He has an innate desire to

effectively pass on his expertise to future generations, evidenced by some of the stellar culinary names, including Marco Pierre White and Michael Caines, who have cut their professional teeth in the Le Manoir kitchens. Dozens of Michelin stars have been awarded down the years to his former pupils.

Another obsession is service, or, as a point of emphasis, flawless service. This year, in a first for Royal Ascot, Raymond is combining both of these things, such crucial parts of his DNA, to help train the racecourse's staff ahead of the Royal Meeting.

"We will be using the Ascot Academy to train the young people who are so important to our business: the chefs, the front of house staff and the managers", he says with pride. >>>



6 • PRESTIGE • SPRING/SUMMER 2016 SPRING/SUMMER 2016 • PRESTIGE • 7



>> "As part of this, a select group will take part in an intensive, two-day training programme at Le Manoir and we will work with them to lift lift their standards and our own standards even higher, so the people who go to Royal Ascot will have the best possible time they can have.

"To eat good food is important, but it's the service that gives that extraordinary element to what is on the plate. Little details like pouring a glass of wine that's exactly the right size, re-organising your forks for you, offering an extra, beautiful petit four – it's these little extra touches and this extra generosity that make such a huge difference."

Listening to him talk and observing the passion in his eyes as he does so, you are made to feel that anything Raymond Blanc sets his mind to, he can achieve. Is there anything he's not very good at? Amazingly, yes. He's apparently useless at picking horses at Royal Ascot. "I wanted there to be

"I am very bad at that," he says. "I keep losing every time I come here. The last time I was here I was even given the name of a horse by a famous journalist and it lost. Maybe this year I might get luckier?"

But it seems taking on just one British institution at a time is simply not Raymond's style, as this summer will also see his quirky and spectacular Jardin Blanc take its place at 2016's RHS Chelsea Flower Show.

"I have a great background in gardens; I love them, I always have done," Raymond explains. "We have 11 gardens at Le Manoir, I've done programmes about gardens and I've always celebrated the garden as an

always an element

of fun and childlike

wonder. For my love of

food to be there, but also

my love of gardens."

intrinsic part of what represents beauty and joy. So the Royal Horticultural Society (RHS) and Sodexo came to me [for the RHS Chelsea Flower Show] because they saw that we shared a common love of gardens; of arte de vivre and joie de vivre, and that as partners

we could create something quite sumptuous and different. We wanted something with less of a corporate feel which was just about joy, so right the way through the entire design process I wanted there to be always an element of fun and childlike wonder. For my love of food to be there, but also my love of gardens." And so Jardin Blanc at RHS Chelsea Flower Show was born.

Throughout the Jardin Blanc, this vision shines through, with walls of edible herbs, trellises heavy with blooms and benches where guests find themselves suddenly serenaded by jovial words from the great chef himself; every element of the design is intended to create a truly unique atmosphere and to bring a smile to the face of each and every visitor.

"We want every guest not only to celebrate, but also to totally let go," says Raymond. "Of course, everyone who comes to the RHS Chelsea Flower Show will want to see something beautiful and extraordinary, but also when they come to us they will find a place to relax, which is informative,



so we need to be surprising."

And surprising – even for Blanc devotees - it certainly will be. With an ethos of elegance and warmth as its defining characteristic (as Raymond says; "food is all about sharing - here you are not a customer, you are a guest and a friend"), the totally bespoke culinary offering includes indoor and outdoor dining areas for "very friendly, very inclusive" drinks, meals and canapés, and a fabulous bar where top mixologist JJ Goodman of the London Cocktail Club has created cocktails to perfectly complement the quirky, playful surroundings.

For breakfast, guests can enjoy madeto-order juices and smoothies - bursting with the bright palettes of beetroot, kale and a whole host of other fresh fruits and vegetables - as well as bircher muesli with yoghurt, seeds, nuts and seasonal berries, followed by platters of charcuterie and cheese or heartu cassoulet filled with beans, lardons,

mushrooms. And the lunch offering is no less varied, with beautiful sharing starters – each table display boasting an irrefutable wow factor including grilled vegetable salads, chicken liver parfait and potted shrimp, to name a few; all utilising fair trade ingredients and almost entirely Britishsourced produce.

"In any people-based event the hospitality must be the best," Raymond says with certainty. "And we and Sodexo are at the top in terms of hospitality. Everywhere in the Jardin Blanc you will find warmth and fun; you will discover an extraordinary offer, but also you will know how much care and love has been put into it. The whole team is fantastic, and it's all about the teamwork, which is really what I enjoy the most about the whole experience – the collaboration between the RHS and all the other partners to create an event which is going to be truly magnificent. The RHS

shines worldwide as an institution, and then Sodexo is the expert when it comes to organising and making the best events with the greatest logistics and support and without the two together, this would

have been quite impossible."

"We and Sodexo With such high are at the top in expectations to meet and such high standards of terms of hospitality. his own, Raymond was Everywhere in the meticulous about every Jardin Blanc you will single detail of the design process, from choosing find warmth and fun." the lighting system to curating a very specific

> ambience for each guest to experience in full, combining - just as with the gastronomic offering both at Jardin Blanc at RHS Chelsea Flower Show and Royal Ascot's Panoramic Restaurant the very best of English tradition and alobal flair

"My involvement with these two events is entente cordiale, in a way, of a Frenchman who loves England and has spent so much of his life here", Raymond says fondly. "And I know that many of my French compatriots will also be there - for example, our Minister of the Interior with be at the RHS Chelsea Flower Show - so there is an element of Frenchness, but also an embracing of all that wondrous Englishness and of great traditions."

And with Raymond's very particular sense of cultural fusion and fun so perfectly complementing Royal Ascot's elegant charm and RHS Chelsea Flower Show's colourful nature, this summer's two most prestigious events look set to wow their visitors like never before.





8 • PRESTIGE • SPRING/SUMMER 2016



ON THE WATER

As cityscapes go, London is hard to beat when it comes to majesty, grandeur and just a touch of the dramatic. Undoubtedly, the Palace of Westminster, St Paul's Cathedral and the London Eye are all best viewed from the Thames. And these iconic landmarks provide the perfect backdrop for fabulous events held aboard Bateaux London Cruises' two vessels: Symphony and Harmony - helping to make each party, reception or gathering as unique as the surrounding skyline.





>> cruise company, Bateaux London, which offers exclusive hire of its vessel MV Harmony in a package which includes rum punch on arrival, a Caribbeaninspired menu and entertainment from a four-piece steel band.

For an outdoor party or a team building event with a difference, Knebworth House and Barns, Hertfordshire, is offering guests a package which includes a barbecue, super-sized patio games and access to 250 acres of parkland, with formal gardens, a maze and even a dinosaur trail - not to mention the spectacular surroundings for which the estate is world-renowned. And if that's not active enough for your group, the offering at Hamilton Park Racecourse, aimed at parties from 30, even includes the chance to try archery, clay pigeon shooting, axe throwing and inflatable chip shot golf.

Alternatively The Crystal, London at Royal Victoria Dock is offering a sizzling summer gourmet barbeque with great outdoor space overlooking the water, a perfect place to relax and unwind this summer. On the other side of the water, The Emirates Airline Experience is offering a fabulous summer drinks reception and canapés with a chance to view the aviation exhibition and even try your hand at flying a Boeing B777 with the onsite flight simulators.

For something a little more sedate and classic, a picnic lunch with strawberries and ice cream will be served to conference delegates at Headingley Carnegie Stadium, Leeds, while those at Aberdeen Football Club's Pittodrie stadium will enjoy afternoon Pimm's cocktails and the chance to have their photo taken in the famed Richard Donald Stand seats. Similarly, smoothies and a seasonal

finger buffet are on the menu for corporate delegates at Huddersfield's John Smith's Stadium, while Brighton's American Express Community Stadium is offering a special summer package for events such as charity fundraisers, gala dinners or award ceremonies, covering everything from room hire, a three-course banqueting menu with coffee, a stage and dancefloor and an in-room PA system, to a DJ and disco to ensure the celebrations last long into the night.

Ascot Racecourse has created the exclusive Furlong Club at Ascot Racecourse for the summer season, a luxury marquee available for exclusive hire for up to 1,000 guests with an outside deck terrace just metres from the track.

Stirling Court Hotel in the beautiful grounds of Stirling University in Scotland

is offering stunning away day packages with the options of an overnight stay in the hotel and with access to the on-site fitness suite and swimming pool.

St James' Park – home to Newcastle
United Football Club – Everton's Goodison Park stadium and both The Apex and Athenaeum, at Bury St Edmunds, are each serving ice cream to conference delegates, while Scotland's Hampden Park stadium, Glasgow, is tempting fans of the beautiful game with access to the Scottish Football Museum's Hall of Fame.

And as if that wasn't enough, from 1 June to the end of August, Newcastle United Football Club will also be offering the 'Summer Sizzle' package to conference delegates, which includes unlimited teas and coffees all day, a conference room, bacon rolls on arrival, mid-morning tea, coffee and biscuits, a buffet lunch and even a fabulous afternoon tea.

But that's not all. In an extension of its 'Hello Summer' campaign, Sodexo Prestige Venues & Events will also be providing hospitality at a number of the UK's most prestigious events, including Royal Ascot, the RHS Chelsea Flower Show, Henley Royal Regatta, RHS Hampton Court Palace Flower Show and The 145th Open in Royal Troon. Several of these spectacular venues will even be providing their own fully-inclusive hospitality experience - such as that at Royal Troon, which runs 10-17 July to include the duration of The 145th Open, with each package providing the perfect setting and wowing guests with more than 10 hours of entertainment.

Located right in the centre of the action – guaranteed to be at its heart-stopping best thanks to the links' infamously unrelenting difficulty – the offering at Royal Troon includes a variety of exciting

on-course options, comprising an array of dining experiences to choose from (with each restaurant or private facility serving to complement the world class action out on course), and a choice between the exclusivity of The View, overlooking Royal Troon's 15th hole and the Firth of Clyde beyond, or the fun, festival atmosphere of The Champions Club.

"From team building events and conferences to private dining and outdoor parties, our venues really come into their own during summer," explains Natasha Carr, UK Venue & Events Marketing Manager at Sodexo Prestige Venues & Events. "We hope these additional incentives will encourage existing customers to return – and first time visitors to come along and see for themselves – just why these venues are so popular and to make the most of the summer season."

16 • PRESTIGE • SPRING/SUMMER 2016 • PRESTIGE • 17

EVENTS CALENDAR



ROYAL ASCOT

JUNE 14th - 18th

Glamour and glory at their finest, Royal Ascot is without doubt the world's most highly renowned race meeting – complemented by fine dining experiences which combine internationally revered chefs, the finest produce, and spectacular restaurants to deliver truly unique culinary experiences, this is a once in a lifetime opportunity.

HENLEY ROYAL REGATTA
JUNE 29th - JULY 3rd

The world's most prestigious rowing event and a true staple of the British summer season, guests can enjoy the world class rowing action in style and comfort with a day of fully-inclusive hospitality which delivers hours of award-winning food and drinks in the most spectacular of settings. Dine along the banks of Fawley Meadows or enjoy the intimate Temple Island right in the middle of the Regatta.



As the largest flower show in the world, The RHS Hampton Court Palace Flower Show is truly a setting like no other. Hospitality guests at this colourful event can enjoy fabulous views of the Hampton Court Palace gardens, complemented by award-winning food and drink offerings featuring the best of British produce and sustainably-sourced ingredients.

THE OPEN AT ROYAL TROON JULY 13th - 17th

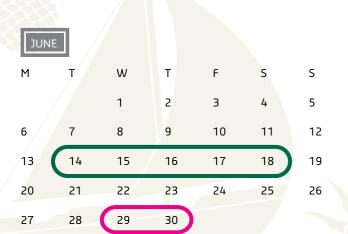
This summer will see The Open decamp to one of Scotland's most unrelenting links for what is sure to be a thoroughly gripping rendition of this famed championship. Guests even have the option of choosing between an array of dining experiences, whether complemented by the exclusivity of The View overlooking Royal Troon's 15th hole and Firth of Clyde beyond or the fun, festival atmosphere of The Champions Club.

BURGHLEY HORSE TRIALS SEPTEMBER 1st - 4th

With 160,000 visitors over the four days and a huge shopping village offering something for everybody, Burghley Horse Trials is a fantastic day out. Add to this 80 of the sport's top competitors battling it out for a £250,000 prize pot, this most challenging of top televised Horse Trials in the world is an occasion not to be missed.







JULY										
	М	T	W	Т	F	S	S			
					1	2	3			
	4	5	6	7	8	9	10			
	11	12	13	14	15	16	17			
	18	19	20	21	22	23	24			
	25	26	27	28	29	30	31			

CALENDAR KEY

- O ROYAL ASCOT
- O HENLEY ROYAL REGATTA
- THE RHS HAMPTON COURT PALACE FLOWER SHOW
- THE OPEN AT ROYAL TROON
- **O BURGHLEY HORSE TRIALS**

SEPTEMBER											
М	T	W	T	F	S	S					
			1	2	3	4					
5	6	7	8	9	10	11					
12	13	14	15	16	17	18					
19	20	21	22	23	24	25					
26	27	28	29	30							

18 • PRESTIGE • SPRING/SUMMER 2016 • PRESTIGE • 19











Sport is now a global business, and the main stages tend to be in stadia, often seating tens of thousands of spectators. From basketball to football (soccer), concerts and opening ceremonies, they are the modern multi-purpose amphitheatres which host many of the most memorable events seen by millions across the world.

Sodexo enjoys a wide range of strong relationships with stadia clients across the globe. As the partner of choice for Hampden

Park, Newcastle United, Everton, the University of Michigan and Olympique Lyonnais, to name but a few, it ensures each stadium delivers on the fan experience even if the home team isn't victorious.

The stadia landscape in the USA differs greatly from that in most European

nations. Like the top flight football club stadia in Europe, the Americans have a wide range of large venues for the National Football League (NFL). However where the similarities end is the significance of the Collegiate leagues which can command similarly huge crowds, and often exceeding those of the

The stadia landscape in the USA

differs greatly from that in most

European nations. Like the top

flight football club stadia in Europe,

the Americans have a wide range

of large venues for the National

Football League (NFL).

major league, such is the following of American football.

The University of Michigan is a case in point. It can boast the largest college football stadium in the US and one of the largest in the world

with an official capacity of 107,601. With fierce rivalries with many teams, ESPN has referred to the Michigan – Ohio State rivalry as the greatest rivalry in American sports. The Michigan Stadium underwent a \$226M renovation in 2010 to improve the fan experience and bring the customer service and facility up to date, adding 49 suites and thousands of club seats so the visiting

and home fans can have a comfortable yet exhilarating time.

The faith the client has in Sodexo has been proven by the awarding of a 10 year contract to manage concessions and fine dining at the athletic venues on the University of Michigan campus. In addition to the Michigan Stadium, there is the 12,000 seat Crisler Center Arena basketball venue and the 6,600 seat Yost Ice Arena as well as other facilities for baseball, track and field, soccer and softball. Typical campus contracts often include a wide variety of sporting facilities, providing a diverse set of challenges for Sodexo but ones which it is adept at solving, even when it involves transforming the stadium into an outdoor ice hockey venue for the Winter Classic in 2014 (see minicase study on page 25). Sodexo looks after food and beverage requirements for fans of 27 different sports on campus, flexibly designing the offer to suit, and the demand for good food on site is not just on match days; it also takes care of the >>>















the Larder, have defined Los Angeles

culinary tastes since 1988. Executive Chef Jeff Rogers will execute Goin's creative concepts and continue to push the boundaries for this quintessential music and dining experience in Los Angeles over the next 10 years.

"Dining has long been an integral part of an evening at the Hollywood Bowl", stated Gail Samuel, Executive Director of the LA Phil. "With the combined creativity and excellence of our new team, we have developed exciting new culinary options that will enhance the concert-going experience and contribute to making a night at the Bowl unforgettable."

Back to British shores, and although the University sports stadia cannot command the following of the USA, the prominence of the Premier League, Scottish Premier League, Rugby Super League, Test Cricket and many other world-class events and concerts means there is a strong demand for stadia to host such illustrious occasions.

As Scotland's national stadium, Hampden Park plays host to Scottish international football matches, the final of the Scottish FA Cup, the SPFL League Cup final, and not forgetting the great and good of rock and pop. Previous gigs have seen the likes of U2, Robbie Williams and AC/DC light up the stage with 2016 looking to welcome pop royalty such as Rihanna, Beyoncé, Coldplay and "The Boss" Bruce Springsteen.

But it was 2014 that saw Hampden's biggest triumph to date. Sodexo, having worked at Hampden for more than 16 years, supported the transformation of the stadium from a football and concert venue to a sports arena capable of hosting an international athletics running track and 440,000 guests over eight days of competition.

It wasn't just the field of play which was radically altered. Each kiosk was overhauled and adapted for a very different

target market; families spending the whole day watching athletics rather than football fans for a few compressed hours. The public catering offering was altered and in many cases completely re-thought, and the financial results spoke volumes; public

spend went up 30% and the client was so impressed with the popularity of the changes that many of the new offersings were retained long after the athletics track was dismantled.

results spoke volumes.

Peter Dallas, Managing Director of Hampden Park, has glowing praise for Sodexo. "It understands the needs of our business and we work very closely as a team to deliver the best possible customer experience; it is crucial to improving the

bottom line. Sodexo was instrumental in helping us to transform the stadium for a very successful Commonwealth Games.

Having shared goals and The public catering strategies helps us to work closely together and develop offering was altered the stadium business at and in many cases Hampden. It's one of the completely re-thought, reasons our partnership with Sodexo is 16 years old." and the financial

Moving further south and to one of the Championship's

movers and shakers, Brighton & Hove Albion FC. Based at the AMEX Community Stadium, Sodexo has brought the venue along in leaps and bounds since being awarded the contract in 2014. A very new stadium, completed in 2011, the AMEX sits in the beautiful rolling countryside of the South Downs, a few miles from the hussle and bustle of Brighton city. A key focus for the client is non-match day income, and through a concerted focus on local marketing efforts by the >>>

>> nutritional needs of more than 900 student athletes every day.

Situated in California, the Hollywood Bowl is quite different from traditional amphitheaters. In fact, it is one of the largest amphitheatres in the world, with a seating capacity of nearly 18,000. The Bowl plays host to the finest artists from all music genres and has been the home of the Los Angeles Philharmonic since

1922. For millions of music lovers across Southern California the Hollywood Bowl is synonymous with summer and the popularity of the venue is proven by many awards including being named as 'Best Major outstanding refreshments Outdoor Concert Venue' for the twelfth year in a row at the 27th Annual Pollstar

Concert Industry Awards in February this year. There might not be any concert going experience so quintessentially L.A. as a

night at the Hollywood Bowl. Whether the evening's programme includes a headlining rock band or the Los Angeles Philharmonic, the Playboy Jazz Festival or the KCRW World Festival, the Bowl becomes a gathering place hours before showtime when attendees swarm the grounds for picnicking.

The Hollywood Bowl is a wonderful place to relax and enjoy a show, and to

The Hollywood Bowl

is a wonderful place

to relax and enjoy a

show, and to complete

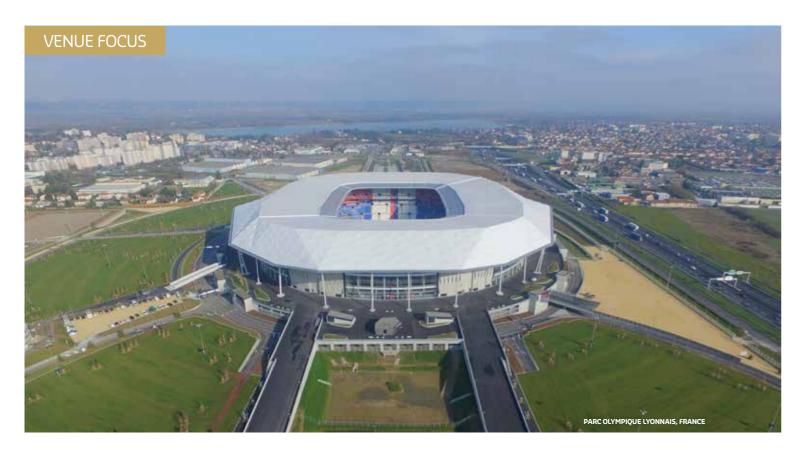
the experience with

and cuisine.

complete the experience with outstanding refreshments and cuisine. Sodexo, working with local restaurateurs James Beard, award -winning chef Suzanne Goin and business partner Caroline Styne of the Lucques Group, will offer patrons a broad range of enticing

new culinary experiences. The vision is brought to life by Goin and Styne, whose restaurants, Lucques, a.o.c, Tavern and

22 • PRESTIGE • SPRING/SUMMER 2016 SPRING/SUMMER 2016 • PRESTIGE • 23



>> on-site Sodexo team, together with support from the wider Prestige Venues & Events promotions, non-matchday sales have increased by 75% in only the second year at the stadium.

But the financial success doesn't stop there. By collaborating with the client, the retail spend per head is now the highest in the UK, quite an achievement for a club outside London and aspiring to be in the Premier League. Paul Barber, Chief Executive of Brighton & Hove Albion Football Club acknowledges Sodexo's key role in these results: "We do want to drive revenues; it gives us a better chance of winning football matches. Sodexo has made it a much more enjoyable experience for fans. We've got the highest spend per head and I think that's probably the best

example of how well that stadium concourse catering is run. The more income we can earn from parts of the business that aren't football related, the better we are on the field. Sodexo's sales team and It's approach has been a major difference to that part of our business. Sodexo's approach to both our match day business and our nonmatch day business has significantly improved our revenues and improved our commercial success."

Crossing the Channel and into France, Sodexo has recently retained the Olympique Lyonnais contract, including the remit for design and management of many catering stands within the Parc Olympique Lyonnais. The stadium, opened in January 2016, will be hosting major international competitions –



including Euro 2016, plus concerts and cultural events.

Sodexo is working closely with the client, designing unique catering options for all types of visitors and ensuring each space offers a different kind of dining experience. The various restaurants and hospitality areas range from the 'English Club', VIP lodges and grab-and-go outlets.

The contract also includes catering for the training centre, looking after the nutrition of both male and female professional footballers, contributing to their wellbeing and ultimately success on the pitch.

Sodexo has turned it's hand to more than food. A mobile app was developed with Olympique Lyonnais to transform the customer experience at the stadium. Making it easy for fans to order food from their smartphone while sitting in the comfort of their seat, more than 50,000 visitors have already downloaded the app. Sodexo's menus are featured on the app and it's teams have adapted to take orders from this technology as well as the traditional 'in person' transactions.

Similar to Hampden Park, Rihanna will also be paying a visit to the Parc Olympique Lyonnais as part of the Rihanna Anti World Tour. This is following another act familiar to Hampden, AC/DC, who performed in May this year. Showing the strength in depth of the Sodexo stadia portfolio, it is a credit to the teams who run these venues that world-wide stars choose them to

CASE STUDY: THE UNIVERSITY OF MICHIGAN

2014's NHL Winter Classic saw a face-off between 1,800 Sodexo team members and a frigid winter storm at the world's largest college football venue, the University of Michigan's stadium. Better known as "The Big House," the stadium is accustomed to hosting almost 110,000 Wolverine football fans on game-day Saturdays, but in 2014 it became the venue for the National Hockey League's Bridgestone NHL Winter Classic, the world's premier outdoor hockey event held annually on New Year's Day

The Big House was transformed for the event from a football stadium into an ice hockey venue. It welcomed 105,000 new patrons, fans of both the Detroit Red Wings and Toronto Maple Leafs, including 45,000 fans from Canada. Sodexo was responsible for overseeing not only the main game but power, equipment, products for interactive displays, entertainment, and food and beverages in Spectator Plaza, an area featuring interactive displays which was setup in the parking lot next door.

The team created a special barbecue smokehouse, and worked with the NHL to develop a new menu specific to the event for all of the guests who had rented a suite, many of whom had never been to the venue before. Because The Big House is a college venue, alcohol is normally not served. The Sodexo team spent six months ensuring the necessary infrastructure, licenses and products were secured before setting up bars and modifying 218 point-of-sale systems. More than 400 employees and non-profit group members were trained in responsible alcohol service, and more than 160,000 bottles of beer were ordered in. Three thousand five hundred gallons of hot chocolate – a necessity for keeping fans warm throughout snow storms and single digit temperatures—were also gratefully received.

While spectators enjoyed a once-in-alifetime event, the Sodexo staff worked to ensure that the same wintry weather that made for perfect outdoor hockey conditions didn't adversely affect the fan experience. Staff members routinely overcame obstacles like beer freezing in cups as it was poured and condiments freezing in dispensers. The effort was infectious and helped to create a real sense of camaraderie between fans and the staff. This spirit of teamwork manifested itself in unique ways, like fans helping staff members to push concessions carts through the heavy snow.



SODEXO IS SPONSORING THE WOMEN'S PROFESSIONAL FOOTBALL ASSOCIATION AWARDS FOR THE NEXT THREE YEARS

The PFA Women's Players' Player of the Year and the PFA Women's Young Player of the Year was presented in association with Sodexo at the 43rd PFA Awards held at Grosvenor House London on 24 April. The glittering ceremony saw the great and good of football meet together and celebrate the great achievements of the season.

the PFA Women's Players' Player of the Year, after a great season at Mancheste City, whereas the Young Player of the Year was awarded to Beth Mead of Sunderland Ladies.

with professional football in the UK and Ireland, and a clear focus on gender balance. Ireland and Sunderland Ladies striker Stephanie Roche was last year appointed as Health & Wellbeing Ambassador for Sodexo Ireland, supporting

Sodexo's Healthwise initiative across 200 client sites in the Republic and Northern Ireland.

As a major employer, Sodexo is committed to gender balance both in the UK and Ireland, and has been annually included in The Times Top 50 Employers for Women since 2014, and in March 2015 Sodexo made a commitment to publish it's gender pay gap ahead of legislation.

Chris Bray, CEO Sodexo Sports & Leisure UK and Ireland said, "We're proud to sponsor the PFA Women's Players' Young Player of the Year which is a tremendous fit with our existing partnerships in professional football and our commitment to gender balance. At Sodexo we are genuinely committed to gender equality. As well as being the right thing to do, our global research shows that where our teams are more gender balanced they are more engaged productive and profitable, so there's a clear business case. We look forward to sponsoring these awards for the next

"We are delighted that a company of the



tatus of Sodexo, a major mployer with strong links with football in the UK and reland, has chosen to be art of our PFA team and e especially associated with our women members and their awards. We look brward to a long and fruitful artnership." - Gordon Taylor DBE, PFA Chief Executive.

this year. Showing the strength in depth of the Sodexo stadia portfolio, it is a credit to the teams who run these venues that world-wide stars choose them to feature on their tour list.

Stephanie Roche was last year appointed as Health & Wellbeing Ambassador for Sodexo Ireland, supporting

SPRING/SUMMER 2016 • PRESTIGE • SPRING/SUMMER 2016





Perfect for drinks or networking receptions, gala dinners and award ceremonies, private celebrations or conference dinners, Bateaux London's tailor-made packages are ideal if you're looking for a unique experience for VIPs, clients, colleagues or even friends and family.

The company offers flexibility for their clients and take pride in going above and beyond in every event – just as they did while hosting an event with HSBC in May

2015 (its annual retirement lunch), when it arranged for guests to board and disembark from St Katherine's Pier (rather than its usual docking station at Embankment Pier). The all-glass structure of the Symphony vessel, where the event

took place, allowed guests to enjoy the magnificent views of London without interruption. The two-and-a-half hour cruise included a three-course set menu, wine throughout, a solo pianist and microphone for speeches.

And it doesn't end there. Bateaux London is also very proud of its food, with modern

British cuisine freshly prepared on board and the seasonal menus adapted and refined to the clients' requirements. For HSBC, lunch began with a light but flavourful whipped goat's cheese and beetroot starter. Then for the main course, it was a twist on the traditional roast dinner with roasted leg of lamb, squash and potato hash, caramelised parsnip and mint jus. Finally for dessert, the chefs made an English classic – sticky toffee pudding with salted caramel sauce.

"We wanted to have group pictures taken by the Houses of Parliament and the Tower of London, and it was no problem for the captain to slightly alter his sailing plan so these could be taken before dinner."

not disappointed.
Holding the event
on Symphony was,
quite literally, a
very moving way
for HSBC to send
off their retired
colleagues, and
seeing the famous
sights go by was a
brilliant reminder of
why so many people

The guests were

proudly live and work in the capital.

Bateaux London's second vessel, Harmony, is equally popular as a private hire boat and is particularly sought after during the summer months. With its open-air observation deck of more than 250 square metres – the largest on the Thames – it is renowned for its ability to wow >>>











>> guests as they cruise past London's famous landmarks.

Last summer Bateaux London welcomed HiB Ltd, a global bathroom retailer, on board the Harmony, helping them to celebrate 25 years of business with an unforgettable party for its staff.

For more than three hours, the evening cruise included a three-course menu, sparkling Kir on arrival, unlimited wine, beer and soft drinks, floral centrepieces and a live band and singer. At the client's request, the captain deviated from the normal route to give guests time to go all the way down the river to Greenwich, while the Bateaux London events team

also arranged free entry to a club after the boat returned.

Warren Ginsberg, founder and chairman of HiB Ltd, was certainly very pleased with how it turned out and the way the staff and crew surpassed expectations on the evening itself. He commented: "We wanted to have group pictures taken by the Houses of Parliament and the Tower of London, and it was no problem for the captain to slightly alter his sailing plan so these could be taken before dinner. We were very fortunate with the weather as it was a wonderfully clear evening, and all my colleagues have said it was the best party we have ever held – and we have had some good ones!"

For the starter, guests had a choice between melon salad and cured Scottish salmon with beetroot meringue. For main course guests could choose between Sussex Chicken Supreme (including potato 'lollypop') and Courgette Millefeuille (a well-received vegetarian option). Finally, for dessert, there was a choice between a Westcombe cheddar and brie platter or white chocolate mousse.

Both events served as perfect demonstrations of Bateaux London's attention to detail, displaying the way in which the company takes pleasure in providing exceptional service and offering enhancements to every event to ensure a memorable and engaging occasion. It also enjoys inspiring its clients and helping them to come up with new and exciting event ideas, which this year led to the creation of a brand new summer package, A Taste of the Caribbean, on Harmony. This includes threehour exclusive vessel hire, four-piece steel band, rum punch upon arrival, and a Caribbean-infused menu, including jerk chicken and coconut rice, selected wine, bottled beer and soft drinks, as well as a photo booth for fun Caribbean-themed photos. After all, how could a tropical-themed cruise through a beautiful cityscape not be a recipe for success?

28 • PRESTIGE • SPRING/SUMMER 2016 • PRESTIGE • 29



RETAIL REVOLUTION

PART I: BLOOMING MARVELLOUS

THE SPECTACULAR ROYAL BOTANIC GARDEN EDINBURGH HAS LONG BEEN ONE OF SCOTLAND'S MOST POPULAR ATTRACTIONS WITH NEARLY 900,000 VISITORS ANNUALLY - AND NOW, WITH THE UNVEILING OF THE REFURBISHED AND UPDATED TERRACE CAFÉ AND ADDITIONAL FEATURES PLANNED FOR 2016, IT LOOKS SET TO BE EVEN MORE SO

The Royal Botanic Garden Edinburgh (RBGE), a scientific centre for the study of plants, their diversity and conservation, has drawn locals and plant enthusiasts alike to its beautiful grounds for many centuries – its unique and extensive spaces provide young families and older city residents with a perfect place to stroll unhindered and get away from the urban bustle. With hospitality on the site managed by Sodexo, £700,000 is being put towards the refurbishment of the Garden's retail outlets over the next five years - with the Terrace Café being the first to benefit from these exciting modern updates.

The Terrace Café is a busy thoroughfare within the Garden and a popular dining spot which accounts for at least half of all visitor catering across the site. The café has always attracted local residents, as well as a large number of foreign visitors throughout the year, especially during holiday months and peak periods. A calendar of activities and events has

been developed for its valued customers - among them Halloween and Easter treasure hunts, children's activities and competitions throughout the year,

seasonal menus, cake decoration, design-adish competitions and meal deals. Having re-launched in April this year, the updates made to the café were the result of careful research and feedback analysis, intended to create an even more

special and seamless experience for its customers. Among the changes were an increased level of importance placed upon providing a balance of seasonal, quality, healthy and nutritious options, also addressing the needs of those with special dietary requirements, and a strong focus on local provenance. In addition to a deli counter offering hot and cold food and a soup station to help encourage interaction between visitors and staff, a self-serve coffee area has been introduced to complement the two barista service points already in place,

£700,000 is being put

modern updates.

one of which faces into the café seating area to facilitate a friendly and towards the refurbishment of engaging experience the Garden's retail outlets over for visitors. To better cater for those in a the next five years — with the hurry, there is a larger Terrace Café being the first and better laid out to benefit from these exciting customer area with a grab-and-go counter.

> The importance of communicating the revised offer at the Terrace Café has been reflected by the investment in a new branded sign initiative designed to make product labels, signs and menu descriptors more visitor-friendly, easy to read and informative. There is now the option to have individual birthday or greetings messages, as well as social media feeds and up-to-date promotional information,

projected via large new plasma screens including a video wall

But that's not all. The Terrace Café's kitchen has also undergone a full refurbishment, providing the on-site team with additional facilities and appropriate equipment to deal with a greater volume of visitors. The Sodexo team at RBGE is looking to further enhance the Terrace Café by developing the external areas

adjacent to the Café, allowing visitors to enjoy more of the Garden while they dine.

The Terrace Café isn't the only RBGE eatery to be targeted for an update. The

vibrant Gateway Restaurant - part of the John Hope Gateway building and one of the newest areas within the site - will benefit from a refurbishment intended to improve the visitor experience, making it more intuitive by modifying the customer journey into the restaurant. This will involve creating a permanent welcome desk to enhance guest engagement on arrival and departure. In addition, the bar of the restaurant will be developed to meet the needs of a full service restaurant during the daytime, while providing flexibility to adapt to a bar including

a cocktail-making The updates made to the area in the evening to support the demand for café were the result of receptions, events and careful research and feedback banqueting. Similarly, the restaurant space analysis, intended to create itself will be split to an even more special and offer a bistro experience seamless customer experience. as well as that of an informal brasserie,

> incorporating updated furnishings, décor and lighting to give guests greater choice and the space an improved overall ambience.









PART II: FIRST PAST THE POST

WITH ITS EXPERT CREDENTIALS IN THE VISITOR ATTRACTION RETAIL SPHERE, SODEXO WAS THE CLEAR CHOICE WHEN IT CAME TO DEVELOPING THE BRAND NEW EXHIBITION SPACE AT DUBLIN'S GENERAL POST OFFICE, GPO: WITNESS HISTORY

With its grand imposing façade and proudly billowing Irish flag, Dublin's General Post Office building - home of the national post service, An Post – is one of the city's most revered structures, permanently associated with the 1916 Rising and the events that led to the creation of an independent Irish state.

With such a prestigious heritage, it stands to reason that it was Sodexo Ireland who was brought in to operate

the building's staff The new venue was restaurant. To commemorate the unveiled on 25 March with 1916 Rising, An Post a VIP State launch that created a permanent included a visit from the state-of-the-art facility within the GPO, Taoiseach, the Irish Prime designed by Martello Minister, and saw canapés Media and managed from the new menu served. by Shannon Heritage. The new facility also

includes a café and events space and, when the tender opportunity for this new retail attraction came around, Sodexo Ireland called upon Sodexo Sports &

Leisure to compete for the contract, given that retail within visitor attractions is one of their main areas of expertise. Despite fierce competition from several local Irish operators, Sodexo nevertheless succeeded, ultimately winning it's first sports and leisure contract in Ireland.

The resulting café – which began operating fully on 29 March - is open seven days a week from 9am to 6pm, allowing for the space to also be turned

> into an evening events area outside the and providing an ideal venue for receptions and small dinners.

As with all Sodexo Sports & Leisure projects, the development of the

offering was a lengthy and in-depth process, characterised by a typically exhaustive eye for detail and quality. In the case of the high-end café, Sodexo's

eatery's opening hours





Executive Chef in Scotland for sports, leisure, workplace and events, Stephen Frost, worked alongside his Irish counterpart, executive chef for Ireland Julianne Forrestal, to develop a retail offering that focuses on freshly prepared sandwiches, a daily changing selection of cold lunch options served with a choice of salads, home baked cake range and an excellent cup of coffee, with all dishes made on site by a dedicated local team.

When it came to concept development and menu creation for the café, the team called upon inspiration from fresh, seasonal, local produce and used their findings to create healthy, appealing dishes, looking at what style of café is current and popular in the region and developing the offering from there. The team also aimed to create 'a salad table with a difference'; serving lunch options that were creative and unlike anything which could be found in other on-trend options across Dublin. The result was

such delectable dishes as kale, broccoli and pomegranate with a yuzu dressing; roast pear, fennel, orange and baby chard with pecan crumbs and fennel seeds; and heritage-roasted beets, smoked ricotta, rye croutons and boiled hen's egg. Alongside the salad table, Sodexo also offers a tempting cake display which features fantastic examples of home baking, particularly noted for its aesthetic value and ability to stop passing would-be customers in their tracks.

When it comes to putting on events in the new space, Sodexo immediately saw that it had been given an opportunity to create one of the top spaces for hire in Dublin. The venue is

expected to attract significant interest thanks to its unique look and shape -

and, of course, its impressive historic credentials - while Sodexo will support this existing appeal with a food and beverage proposition that presents a new standard in banqueting for the city, drawing on it's experience in comparable venues like

the Royal Botanic Garden The team also aimed to Edinburgh. As part of create 'a salad table with a this proposition, it plans to offer such mouthdifference'; serving lunch watering canapés as options that were creative goat's cheese, red pepper and unlike anything which confit and parmesan shortbread; gin-cured could be found in other onsalmon tart with pickled trend options across Dublin. cucumber, dill and lemon crème fraiche; a Russian

> wheat pancake served with caviar, crème fraiche and chopped egg; roasted

west coast lobster with avocado, pomegranate and coriander; a crostini with tomato and olive salsa; and wheaten bread with guacamole, tomato confit, sesame seeds and mango.

The new venue was unveiled on 25 March with a VIP State launch that included a visit from

the Taoiseach, the Irish Prime Minister, and saw canapés from the new menu served along with freshly made mini scones and hot cross buns which Stephen and Julianne had made that morning. The food went down extremely well, particularly as it was very important to create a positive first impression and demonstrate that the food offered within GPO: Witness History is part of the development of the Sodexo operations within Ireland.

32 • PRESTIGE • SPRING/SUMMER 2016 SPRING/SUMMER 2016 • PRESTIGE • 33





Problems can arise when offering food at a meeting. More often than not you hear the rustling of food wrappers and noisy munching over the actual proceedings. We have all been there: someone is already tucking into the nibbles on offer while the important introductions are in flow, wrestling with a packet opening rather than listening. Heavy lunches can also impact concentration; when

you realise you are on your second coffee of the afternoon, still struggling to fight the effects of an early start, it is time to change something. With this in mind, the Sports & Leisure culinary team has focused on how foods

can be used to assist in achieving client goals. It's primary aim was to create environments and dishes that stimulate and promote healthy working.

The talented chefs at Sodexo have worked on refining the classics and have produced a 'food for thought' menu to accompany the perfect day delegate package offer. The introduction of the 'silent snacking' concept has further helped to improve meetings and conferences by minimising the distractions of packaging noise. This means that organisers will now have the ability to serve 'quiet' foods, with fresh options rather than high sugar snacks, all presented in biodegradable lunch boxes. This has recently been rolled out to Sodexo venues across Scotland.

Inspiration for the menus came from Sodexo's existing extensive conference knowledge and by analysing the catering experience as a whole. The Sodexo team

recognised the common catering cliché; providing pastries for mid-morning snacks, pies or burgers for lunch followed by scones in the mid-afternoon, and has subsequently worked hard to remedy this.

The day delegate packages begin with a healthy breakfast packed with B, D and E vitamins along with many other

The talented chefs at

Sodexo have worked on

have produced a 'food

for thought' menu.

compounds, all of which help to improve clients' memory and cognitive functions. By offering the refining the classics and right balance of protein, complex carbohydrates and good fats, and minimising sugars, the food offering helps to

> maintain energy levels, improve focus, stabilise blood sugar, prevent fatigue and improve alertness in meetings.

> These high value principles are integrated throughout the catering day, with the lunch menu offering a variety of highly nutritional options for the clients. As for snacks, dark chocolate is served to boost alertness by providing natural caffeine, alongside ingredients such as coconut milk to maintain hydration and increase attention span. In fact, all of the high quality ingredients used in the menu help to improve brain function, which is particularly benficial during the afternoon slump.

Tom Beauchamp, Head Chef at Sodexo Prestige Venues & Events, said: "We have created a full-day offering which we hope will improve mood and engagement. Ultimately, we want to help our clients achieve more from holding events in our venues."

The Sodexo team takes pride in offering exceptional service to everyone and by sourcing the best local ingredients, designing innovative and delicious menus, and seamlessly planning conferences, it is able to offer the perfect packages that cater to all needs. The scheme brings a new approach to the concept of 'brain food', quite literally feeding the mind.

EXAMPLE MENU

MID-MORNING SNACKS



SOCIAL NEWSFEEDER

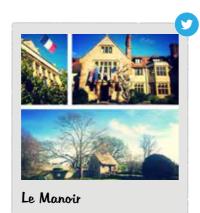
IT HAS CERTAINLY BEEN A BUSY COUPLE OF MONTHS FOR THE SODEXO SPORTS & LEISURE TEAM. WITH AN EARLIER THAN USUAL EASTER AND LOTS OF **EXCITING THINGS HAPPENING, SOCIAL** MEDIA HAS BEEN THE PLACE TO CATCH UP ON THE LATEST EVENTS. HERE ARE JUST A FEW OF THE HIGHLIGHTS



 The spring activities are budding early this year; just in time for RHS Chelsea Flower Show... this is a glimpse of the new #jardinblanchospitality at the show this year! The team couldn't be more excited about it.



 The eagerly anticipated Terrace Café in the Royal Botanic Garden Edinburgh reopened in mid-April, causing quite a stir on social with its yummy cake-filled cabinets!



• Earlier in February there was a brilliant day of planning at Le Manoir with Raymond Blanc and the team, and these images show what a fantastic day it was!



 For St Patrick's Day the team cunningly swapped lucky four leafed clovers for four delicious asparagus spears, showcasing the wonderful catering available at our events.



 The Scottish sales ladies gathered together for International Women's Day on the 8th March at Perth Racecourse. What a great shot!



• Dundas Castle is set in such an idyllic location, this sunny snap was taken just before Easter from the gardens.



 Team Sodexo competed at Hotelympia in March. Sports & Leisure's very own Ross Clark won a Silver award, and here he is to prove it!



Glory of Gala

 A gala dinner was held at the National Museum of Scotland; this event space is incredibly versatile.



On it at Eventit

 A successful day at Eventit in Edinburgh brought together lots of the Scottish venues to share their fantastic summer offerings.



 A warm welcome to Pollok House and Culzean Castle, two new and very unique editions to the vast Sodexo portfolio.



 The team on the pitch at . Hampden Park – a truly memorable experience for all involved.

all aboard

• The Harmony gets back on the River



 Sensational Easter deserts were served on board the Harmony what a treat!



Flowers or Cakes?

 A beautiful spring wedding breakfast was served at the Athenaeum, teamed with gorgeous little wedding cakes!

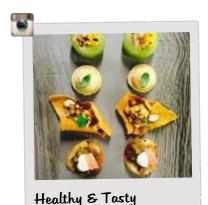


an Evening with Ruby

 Ladies from Inntel went to see Ruby Wax at The Apex in Bury St Edmunds. The feedback was phenomenal, and there were lots of smiles all round.



 Culinary highlights from the successful La Parade des Chefs competition at Hotelympia and the team subsequently collecting it's award.



• To finish, a shot of some of the

amazing food produced by the Sodexo team; in this case it was the work of our Head Chef Tom Beauchamp - a healthy selection of seasonal canapés - yum!

So what's coming in the next few months? The new #SodexoSummer campaign will be coming shortly, and there will be various ways that you can get involved with all information provided @SodexoPrestige on Twitter. The calendar is packed with major events, so updates from The Open, the RHS Hampton Court Palace Flower Show and many others will be shared on social media – so there is plenty to look forward to!

Follow the team to receive all of the latest news: Instagram@SodexoPrestige Twitter @SodexoPrestige

Thames, just in time for the summer! 36 • PRESTIGE • SPRING/SUMMER 2016 SPRING/SUMMER 2016 • PRESTIGE • 37



A team of Sodexo chefs competed in the UK's most prestigious culinary competition, La Parade des Chefs at the International Salon Culinaire, Hotelympia. Organised by Fresh Montgomery, Hotelympia is the heartbeat of the catering world and a premier event for the UK hospitality industry. This year it took place from 29th February to 3rd March 2016 at ExCel London.

The team was led by Sodexo's Craft and Food **Development Director** David Mulcahy, and comprised chefs from across the business, including Sports & Leisure's very own head chef, Tom Beauchamp.

"I'm delighted we have been invited to enter a team in La Parade des Chefs. This will not only be a showcase for Sodexo, but also an opportunity to develop our culinary team", said David.

Each team had to prepare a three-course meal under strict competition rules, and deliver it to 60 diners, served in

three sittings over a two-hour period. Consistent and exceptional standards of food were to be served to judges and industry peers alike.

PRACTICE RUN

was strong teamwork,

and the Sodexo team

example of this.

For a competition of this calibre, preparation is paramount. With this in mind, David and the team held a practice run at a picturesque

location – On5, the iconic Efficiency was vital, as flagship restaurant at Ascot Racecourse. Fifty attended, including colleagues, suppliers and sponsors, as proved to be an excellent well as Chris Bray, CEO of Sports & Leisure UK&I.

> The event began around midday, where guests were warmly greeted by a Champagne and canapé reception. Seating plans and menus were displayed prominently as guests strolled into the elegant dining area, and while there they could enjoy the splendour of panoramic views across Ascot Racecourse.

The team had combined culinary forces to create a unique menu which reflected Sodexo's commitment to the ethical and sustainable sourcing of seasonal produce. As per the La Parade rules, a soup starter was off the menu; instead, a delicate rabbit dish and seared pork loin were served on a bed of garden leaves, delicately garnished with pansies. Both dishes showcased an often underutilised, but sumptuous product that was not only visually stunning, but delicious too.

This was followed by a succulent pan-roasted Norwegian halibut with hazelnut, crab and young herb beignet, parsnip pureé, potato, leek and cockles. A modern take on the classic chocolate torte, decorated with miniature meringue batons, provided an enjoyable finale to this wonderful culinary experience.

The impeccably chosen wines, location and the glorious atmosphere that accompanied the dishes made for a truly spectacular event. Tom Beauchamp said; "Overall the practice run was a great success and we were happy with the day, but found lots to work on". He described it as "a great opportunity to come together as a group in a real service situation for the first time".

SODEXO CHEF OF THE YEAR JUDGES

- Raymond Blanc OBE, Belmond Le Manoir aux Quat'Saisons

SODEXO CHEF OF THE YEAR 2016 FINALISTS

- Lloyd Walker, Unilever, London -

SODEXO TEAM - LA PARADE DES CHEFS



COMPETITION DAY

With final tweaks and adjustments incorporated into their plans as a result of the invaluable practice run at Ascot, the team arrived at the ExCel London a few weeks later. They got there bright and early to start preparations for the show, as Sodexo's food displays were to be given pride of place for spectators and judges to view. Efficiency was vital, as was strong teamwork, and the Sodexo team proved to be an excellent example of this. The courses arrived promptly to esteemed guests, who thoroughly enjoyed the threecourse dining experience in a pleasant and vibrant atmosphere.

The Chef of the Year competition also took place on the same day at Hotelympia. Raymond Blanc OBE - the patron of two-Michelin starred Belmond Le Manoir aux Quat'Saisons - joined more than 10 other celebrated industry professionals to judge Sodexo's top talent as they went





head-to-head in a 90-minute live cook-off. Ross Clark from Sodexo Sports & Leisure came third and was awarded a Silver medal against some very tough competition.

The results of La Parade des Chefs were announced at the end of the day; the fantastic team came out as the food sector champions and was awarded a Silver medal.

Raymond Blanc OBE said at the presentation ceremony: "I was amazed by the extraordinary standards from all the chefs today. It is good to see the investment and energy that Sodexo puts into events like this."

David Mulcahy, Craft and Food Development director for Sodexo was thrilled with the outcome and said: "Overall, it was a great day at Hotelympia for Sodexo, with the Les Parade des Chefs team winning best in class for it's food sector. Well done to everyone involved."



38 • PRESTIGE • SPRING/SUMMER 2016 SPRING/SUMMER 2016 • PRESTIGE • 39



EVER-PROUD OF ITS LEADING WORK IN THE LGBT ARENA, SODEXO RECENTLY SAW THE EXCITING LAUNCH OF THE UK AND IRELAND CHAPTER OF ITS GLOBAL PRIDE EMPLOYEE NETWORK

As the world's largest services company - and one which boasts an impeccable record of corporate social responsibility - it should come as no surprise that Sodexo is also a pioneer when it comes to supporting its LGBT staff. It's a progressive culture and level of expertise that undoubtedly benefits the company's many worldwide clients, demonstrated compellingly by the recent launch of the UK and Ireland chapter of its global LGBT employee network. This initiative which aims to lead on lesbian, gay, bisexual and trans inclusion among its 34,000 UK and Ireland employees, and to champion the role of those who advocate LGBT inclusion and equality.

The launch took place at Sodexo's London headquarters on 10 February and played host to various guest speakers – among



them Sodexo Group CEO Michel Landel, who opened the event and spoke to lend his full support to the Pride network. "I am very proud to be here," he said on the day. "We have a hugely diverse workforce, and we want to continue to attract the best people. We must all respect one another: this is important to Sodexo and society."

Tony Leech, CEO of Justice Services Worldwide, then presented the business case for having an employee network, after which Neil Murray, Regional Chairman, and Chris Bray, CEO of Sodexo's Sports & Leisure segment and executive sponsor to the network, spoke about their roles as LGBT allies and how others can become advocates for LGBT equality.

Chris later said of the event: "I'm delighted to be taking on the position of executive sponsor for this workstream. The launch has been an amazing event which really highlighted why the network is needed for LGBT individuals and how important the support from allies is if we are to make a difference. I'm looking forward to the exciting programme we have in place to advance LGBT inclusion."

Sodexo operates in 16 countries where it is illegal to be lesbian, gay, bisexual or transgender, representing 14 per cent of its staff (10 per cent of which are based in India), while Pride is a global employee network with a number of regional and country chapters. As of February's launch, 45 per cent of Sodexo's global staff now work in countries with a Pride chapter – a figure due to increase to 65 per cent by the end of 2016, thus continuing the company's leading example.











Springboard is proud to present an evening of fine dining, entertainment and networking, courtesy of our fantastic sponsor, Sodexo Prestige Venues & Events.

The evening looks to raise funds for Springboard's FutureChef programme, which supports the next generation of chefs by promoting the hospitality industry in schools.

Join us on board Bateaux London's beautiful cruise ship 'Symphony' where FutureChef Alumni will be paired with some of London's top chefs to prepare an exquisite four course menu.

Tickets now on sale - £180 (+VAT) per person or £1650 (+VAT) for a table of 10.

For further information or to book, please visit:

springboard.uk.net/events



MENTEES GLENN WILSON AND MICHELE GARGIULO EXPLAIN JUST HOW EXCITING AND BENEFICIAL A GRADUATE MENTORING SCHEME CAN REALLY BE

The Springboard hospitality graduate mentoring scheme was introduced by Stuart Johnson and The Savoy Society in 2009, intended to give successful candidates the unique opportunity to be mentored by an experienced and respected member of the hospitality industry, benefiting from a high level of support and advice and setting them up for a successful career of their own.

Sodexo have supported Springboard in a huge variety of ways over the past 10 years of their business partnership, including support of the mentoring scheme. Sodexo staff have been instrumental in offering guidance and coaching to a number of mentees, and current trained mentors include Carl Smith, Head of Guest

Smith, Head of Guest Services and Graeme McKinneley, Learning and Development Business Partner from Sodexo Sports & Leisure.

One of their mentees, Glenn Wilson, wasn't quite sure what to expect when he first excitedly embarked on his mentorship. The

selection process – during which mentors and mentees are assigned to one another – took place at the Royal Automobile Club on London's Pall Mall, and Glenn found himself matched with Carl Smith. As part of his

The whole experience

has really opened our

eyes to how broad the

hospitality industry is,

and how networking

is one of the most

important tasks

role, Carl oversees service provided at events such as the RHS Chelsea Flower Show (which Glenn will be attending with him) and Royal Ascot (which fellow mentee Michele Gargiulo will be attending with Carl, who is also his mentor), as well as those provided at First Class airport lounges globally and a selection of

prisons, schools and universities. Suffice to say, Glenn soon realised how much he and Carl had in common and what

an enormous degree of insight into the industry and its huge diversity his mentor would be able to provide.

"Carl has been incredibly supportive," Glenn explained. "With his help we have developed better knowledge of the hospitality industry. We have met face to face many times, during which we discuss factors related to our Hospitality and Business Management course modules and our studying. For example, recently we had an assignment to complete for our Finance and Revenue Management module. Carl provided us with in-depth information and ideas, which have supported our performance. "He also got Glenn to go and support the Finance Manager at Ascot racecourse on a race day to add to his knowledge of the organisation and how they operate, which could be added to the assignment.

Carl also introduced Glenn and Michele to various new work experience opportunities offered by the hospitality industry.

"For example, in February we worked half a day in the United Airlines Lounges

and another half day in Singapore First and Business Class Lounges at Heathrow Airport," Glenn recalls. "During the day we had the opportunity to shadow the general managers and team members, as well as experience the front of house services of receptionists and restaurant assistants, and back of house services such as food production, preparation and operations. Through this experience we developed new networks with employees, and witnessed how different hospitality organisations have different focuses, with the lounges concentrating on service - since, due to the tickets already being paid for and there being no charge for the passenger, there isn't the expectation put upon staff to try and upsell products.

"The whole experience has really opened our eyes to how broad the hospitality industry is, and how networking is one of the most important tasks to carry out, especially at the early stages of your career. Carl always reminds us how a customer we serve now may be a future employer or business adventure, so every

single service we provide is incredibly important." Springboard is extremely grateful for Sodexo's involvement and commitment to the scheme, as without the time invested by the likes of Carl and Graeme, the scheme would not work, and a large number of Hospitality undergraduates would miss out on the incredible support and experience their mentors provide them.

If you are interested in becoming a mentor on the scheme, please contact Ele at Springboard on – elep@springboarduk. org.uk or 020 7921 0422.







42 • PRESTIGE • SPRING/SUMMER 2015 • PRESTIGE • 43

DELIVERING THE DIFFERENCE

GARETH BILLINGTON

SODEXO EXECUTIVE CHEF AT EVERTON FC & FUTURECHEF MENTOR

Gareth began his extensive career at the tender age of 13 as a kitchen porter, going on to study a chef course at college while simultaneously working in a restaurant, before beginning a stint working at London's Garrick Club. It was after this that he begin working aboad the Cunard Cruise Liner QE2, then at the Mermaid Beach Club in Bermuda for six years, both as a patisserie chef, before moving on to the Four Seasons Hotel in Manchester, where he worked as Senior Sous chef, then the A' Galeria Restaurant in Ouinta Da Lago, Portugal. where he was the Chef-Owner for eight years. It was only then that he came to Everton Football Club, where he has been for the past ten years.

"We're constantly building on our reputation," Gareth explains. "Working towards creating food and beverage offerings that no other football club does which are innovative and creative, leading the way in stadia catering. We've already achieved a high here – through training and competitions, among other things – and the client is extremely happy."

Gareth is also part of the FutureChef programme, run by the charity
Springboard, helping to train the budding young culinary gurus of the future.

"The FutureChef programme is all about giving confidence to aspiring young chefs, teaching them the basics such as knife skills, different methods and explaining the chemistry and physics of cooking. I have to be very flexible when I train them, as they have school and other sporting activities, which often means coming into work on days off and outside my normal working hours. The most importantly thing, though, is to make it fun! We also teach their parents and teachers how to cook too so that everyone buys into the experience. Kerry Johansen, 2010 FutureChef Winner, works at Aloft Hotel in Liverpool, but



still pops in to work with us now and then, and Anna Carmichael, the 2014 FutureChef Winner, is currently at Westminster Kingsway College, London, but works with us most weekends and college holidays. We have a good reputation at Everton for training chefs, and we've had over sixty students do work experience here over the last ten years, many of whom work match days for us. The team we have rarely changes, and this reflects on the food the customer receives, as it achieves a better standard and greater consistency."

CLINTON PARKER BROOKS

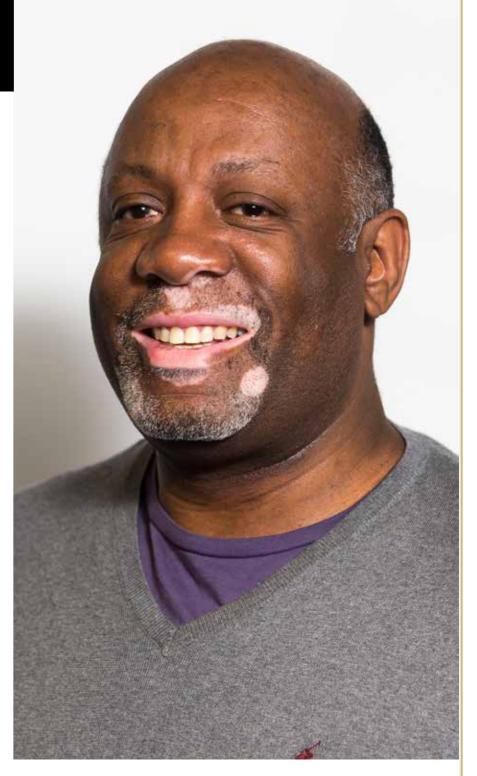
FOOD AND BEVERAGE MANAGER AT BATEAUX LONDON

Clinton took over his new role at Bateaux in April, bringing more than 40 years' experience to the role, having worked at a number of prestigious venues across the UK and abroad. He studied at the École Lenôtre in Paris, before joining the city's five-star Hôtel Plaza Athénée, and later the Paul Bocuse restaurant, Lyon – both as a Graduate Chef – before moving on to the Sandy Lane resort, Barbados, where he helped to train staff.

Since returning to the UK, Clinton has held a variety of managerial positions at venues such as Royal Armouries, Leeds; Glasgow's Celtic Park stadium; Sandown Park and Epsom racecourses and, latterly, Blenheim Palace, home of the Duke and Duchess of Marlborough. In his new role he is responsible for the day-to-day running of Bateaux London, which operates from Embankment Pier, working with the on-board team of chefs, the front of house staff and the captain and crew.

Born in Crewe, Cheshire, but moving to Birmingham at the age of six, Clinton never intended to go into the culinary industry, but was always interested in cooking thanks to his mother, a fantastic cook from the Caribbean who often let him help out in the kitchen. He expected to follow in his grandfather's footsteps as a tailor, but instead ended up going to college and taking a job to help support his family.

"I am delighted to join the Bateaux London team," he explains, "and to be meeting some of the many thousands of visitors who experience London's most famous sights from the comfort of Harmony and Symphony, as I am very much a people person and love to keep our customers and the Bateaux team happy.



"A typical day for me starts at 7am when I arrive at the Bateaux office, making sure that the unit is running smoothly with the support of my

line manager, Andrew Stoddart, and planning ahead for the busy summer months to make sure we achieve a successful year."

44 • PRESTIGE • SPRING/SUMMER 2015 • PRESTIGE • 45

RACHEL WILKIE

COMMERCIAL AND ADMIN ASSISTANT AT PITTODRIE STADIUM, ABERDEEN FC

Twenty-five year-old Rachel has worked at the stadium – home of Aberdeen Football Club – since she was 17, beginning as a part-time worker then graduating to full-time when a vacancy came up for a Commercial Assistant, a role which involves managing the weekly payroll, invoicing clients and looking after four accounts.

"I love working match days", she explains. "They are very busy, but interacting with the clients and working with our staff is always worthwhile.

On a typical match day I start in our largest hospitality suite – 350 dining – supervising the food and drink service to our corporate clients, then at half time I move over to the kiosks and deal with the kiosks takings."

Indeed, Rachel recently even discovered that she has a fantastic ancestral connection to the club – learning that the club's first ever manager, Jimmy Philip, was in fact her great-great-great grandfather.

"My dad has been an Aberdeen supporter since he was young and was always aware of having some connection to Jimmy Philip, but he didn't know a lot about him at all. It wasn't until recently when my dad started to properly research our family tree that we realised that he was in fact my great-great-great grandfather. Jimmy had a really big role in the club's early success and it is amazing that I now not only support the club he worked so hard for, but work there too. My family are big Aberdeen fans so it is exciting to be related to their first ever manager, and there's even a lounge in the club named after the period he was manager - the Black and Gold Lounge - as when he was in charge the team wore black and yellow and were known as the



'Wasps'. There's a really nice photo in the lounge of Jimmy and it's a good reminder when I'm working to see his picture there and see the way he is remembered by the club." Rachel lives with her partner and her dog, Winston, spending weekends decorating the house they have recently purchased and training for a marathon she plans to run in September.



with Prestige Venues & Events offering a sizzling selection of summer meeting and event ideas at our venues across the UK.













From seasonal day delegate offers, family fun days to creative team building and outdoor dining there is something to suit everyone.

Get in touch with our Central Enquiry Hub team for more information and to find the perfect summer venue for your next meeting or event.

T: +44 (0)845 605 5699 | E: venuesandevents.prestige.uk@sodexo.com PrestigeVenuesAndEvents.sodexo.com

OFFICIAL CATERING AND HOSPITALITY PARTNER AT PRESTIGIOUS AND ICONIC VENUES ACROSS THE UK







OXFORDSHIRE

ACCOMMODATION

32 rooms and suites

DINING

Raymond Blanc's celebrated 2 Michelin starred restaurant

PRIVATE DINING

La Belle Epoque Dining Room with private reception, conservatory and walled garden For up to 50 guests



FRENCH JOIE DE VIVRE IN A PERFECT ENGLISH SETTING

Belmond Le Manoir aux Quat'Saisons is the fulfilment of Chef Patron, Raymond Blanc's, personal vision: to create a hotel and restaurant in harmony where guests would find perfection in food, comfort and service. Set in secluded private grounds seven miles south of the historic city of Oxford. Belmond Le Manoir has 32 fabulous, individually designed bedrooms and suites. All have views of the grounds, many with their own private garden terrace. Raymond Blanc's luminous cooking has received extraordinary tributes from every national and international guide to culinary excellence.

ENJOY 20% DISCOUNT OFF ONE-DAY COURSES AT THE RAYMOND BLANC COOKERY SCHOOL

Belmond Le Manoir is home to the famous Raymond Blanc Cookery School, where the complete novice to the experienced enthusiast can learn the secrets of Raymond Blanc's celebrated cuisine. Whether you wish to create the perfect seasonal dinner party, master macarons and patisserie or discover expert bread making techniques, there is something for everyone. Many courses have strong links to the organic vegetable gardens, where produce is grown for the daily menu.

Mention "Prestige" when booking a one-day course this summer and receive a 20% discount



Telephone: +44 (0)1844 278881 Email: manoir.mqs@belmond.com

Facebook: Facebook.com/lemanoirauxquatsaisons

Twitter: @lemanoirinstagram: @lemanoir

Belmond Le Manoir aux Quat' Saisons

Church Road, Great Milton, Oxfordshire, OX44 7PD

belmond.com/lemanoir