

## ARTIZIAN TUNES INTO CHANNEL 4 DEAL



PIPER: IDENTIFYING WITH C4 CULTURE

Niche contractor Artizian has won a £3 million contract which starts this month to cater for Channel 4 staff at the TV company's two sites in Horseferry Road and Francis Street in London.

The three-year deal, with an option for a further two, will see Artizian provide staff feeding for 1,800 Channel 4 employees. It will re-open the staff restaurant at Francis Street and also handle hospitality, coffee stations and meeting room catering.

Director of Sales Chris Piper says: "Catering for programme launches is traditionally contracted out event-by-event, but we will be looking at this as an extra opportunity for Artizian to prove itself and grow the business."

Nineteen catering staff are being transferred by TUPE from the previous contractor ISS Eaton, but Piper says Artizian is recruiting extra supervisory staff bringing up the contract complement to 26.

Adds Piper: "They told us one of the key factors was they felt we had quickly identified with their culture and values. We put our focus on good food freshly made and Channel 4 sees itself as a foodie organisation with its links to Gordon Ramsay and Jamie Oliver."

\* Next month we highlight Artizian's work with Ernst & Young.

## CATERER URGES DINERS TO 'ADOPT A TURKEY'



BEGINNING THE COUNTDOWN TO CHRISTMAS

Edinburgh boutique catering company, The Devils Kitchen, has launched a novel way to promote its Christmas parties with its 'Adopt A Turkey' Banquet. 'Countdown To Turkey' calendars will replace Advent calendars as

customers track the turkeys' progress in the months leading up to the festivities in a quirky bid to support local producers.

Those who adopt a turkey will receive a photograph of their protégée, reared in either Biggar or Angus, details of its origin, date of birth and its current and projected weight.

Head Chef at the Devil's Kitchen, Dario Pacifici says: "This is a bit of fun to give Christmas parties a personal touch and add to the anticipation and build up over the festive period.

"But we are also passionate about traceability and getting more people involved in supporting local suppliers. I use as much local produce as possible, to benefit the producer and reduce food miles."

See the company website at [www.thedevilskitchen.uk.com](http://www.thedevilskitchen.uk.com).

## SOLIHULL PURCHASING

In our August issue page A22 we referred to a "multi-million pound" business deal between school meal provider Solihull Catering Services and Electrolux to supply "vegetable preparation equipment and combi ovens".

We are happy to make clear that the figure for the deal is an exaggeration, it involves only veg prep machines and that equipment purchases are carried out through Solihull Metropolitan Borough Council and not the catering provider.

### FACTOID

The carrot first came from Afghanistan sometime around the 7th century AD, when they were originally purple

Source: [www.britishcarrots.co.uk](http://www.britishcarrots.co.uk)

### LUNCHBOX REJECTS

#### Percentage of kids who regularly throw out items from their lunchbox

East Anglia	19%
East Midlands	22%
London	36%
North East	30%
North West	33%
Scotland	29%
South East	27%
South West	34%
Wales	46%
West Midlands	24%

Source: [www.raisingkids.co.uk](http://www.raisingkids.co.uk)



### GOLDEN MUSSEL

Chefs are invited to enter the annual cook off competition for the Golden Mussel Award using seafood caught on the Norfolk coast. For more details of the Calor-sponsored contest, on December 16, log on to [goldenmussel@calor.co.uk](mailto:goldenmussel@calor.co.uk).

### SEAFOOD CHAMPS

M&J Seafood's award-winning team repeated their success of recent years at the National Federation of Fishmongers Competition, winning seven of the nine categories. Dave Bennett, of Cirencester won the British Fish Craft Champion title.