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magazine



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Is franchising a good option when choosing to go into the food-to-go business?

### MARKETING

Featuring the top ten tips on promoting your business

### MENU IDEAS

Hot and cold drinks offerings - what should you be adding to your menu?

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The only monthly magazine specifically for the food-to-go industry

## News in Brief

The East India Company and Harrods have launched the company's new boutique in the Harrods Food Hall, which opened in March.

The new 200 square foot store is the company's first dedicated space in a premium department store within the UK.

The new gastronomic emporium will carry an expertly curated selection of fine foods including exquisite teas and coffees; artisan sweet and savoury biscuits; a luxurious chocolate range; vintage and exotic jams, marmalades and mustards; and gourmet salts and sugars.

Commenting on the launch, Sanjiv Mehta, Chairman of The East India Company said: "We have been working with Harrods for over two years and are delighted to be able to further strengthen our relationship. To date, we have been able to share our rich heritage and products through the Harrods food hall and the new boutique will give us a tremendous opportunity to share a deeper EIC experience with Harrods customers."



A new luxury cookery school has opened up in Antibes, France. Based near Sophia Antipolis, Secrets De Cuisine gives chef Cédric Séguela a base to teach his creative and precise style of cuisine surrounded by a team who are as passionate as he is.

Having worked in several Michelin starred restaurants alongside renowned chefs as Yannick Delpech at 'L'Amphitryon' and Raymond Blanc at 'Le Manoir aux Quatre Saisons', Cédric Séguela has opened up an exclusive cookery school for superyacht chefs.

Following his restaurant career Cédric worked on cruise ships and then superyachts. Cédric says: "A dream has come true for me to be able to share my experience with new chefs looking to work with superyachts.

"My courses are fun when required for a leisure purpose, but serious for training programs. I also supply galley equipment to superyachts and I am working with top brands such as Le Creuset, De Buyer, Kitchenaid, Screwpull, Rosle and Swiss Diamond. Having been an ex-yacht chef myself, I know what a yacht chef needs and I am able to give the right advice."

## New Casual Dining show serves up 3,655 attendees

Casual Dining – one of the year's most hotly-anticipated trade event launches – proved a big hit with buyers in February with the two day show, which opened at the Business Design Centre in London, attracting 3,655 attendees (excluding revisits) from across the casual dining sector

Combining a bustling central trade exhibition with a packed programme of standing-room only Keynotes, Casual Dining offered established and new casual dining operators the opportunity to meet up with existing and potential suppliers; to network; discover new products; and keep up with changing market trends.

The show's aisles were buzzing with a 'who's who' of the sector, with many of the UK's biggest pub groups and branded restaurant chains in attendance – including Amber Taverns, Ask Italian Restaurants, Browns Restaurant & Bar, Carluccio's, Drake & Morgan, Enterprise Inns, Fuller, Smith & Turner, Giraffe Concepts, Gondola Group, Greene King, Hard Rock International, Jamie Oliver Restaurant Group, JD Wetherspoon, LAS Iguanas, Living Ventures, Mitchells and Butlers, Nando's, Spirit Pub Company, TGI Fridays UK, The Restaurant Group, Tragus, Wagamama, Wahaca, Whiting & Hammond, Whyte & Brown, Yo! Sushi, and Zizzi Restaurants.

More than 1,300 independent outlets were also represented; of those, around a fifth (21%) cited a corporate spend in excess of £500,000.

Restaurants, pubs and bars, and wholesalers and distributors were by far the show's biggest audience (31%, 23% and 15% respectively), followed by contract caterers at 12% and hotels at 9%.

Having doubled in size in just over a decade, the casual dining market is now worth £7bn, according to Peter Backman, Managing Director of the insights firm Horizons (host of the show's opening Keynote).

In addition to hosting the show's awards, the Casual Dining Keynote Theatre was a hive of activity throughout. "It's fantastic to finally have a trade show dedicated to this part of the dining out sector," commented



The new Casual Dining show attracted up to 3,655 attendees

Aaron Moore-Saxton, COO of Pizza Hut Restaurants. "The keynote speakers brought a huge amount of insight and knowledge and were well worth the attendance alone."

### Casual Dining Innovation Challenge Awards 2014

Designed to promote and celebrate genuinely new ideas in the market, including brand new innovations and new twists on established concepts, the Innovation Challenge Live saw 15 finalists pitch their ideas to a panel of industry judges on the second day of the show. The panel included Karen Jameson, acting head of food at Nando's; Jo Haslam, director at TLC Inns; and Simon Stenning, foodservice strategy director at Allegra.

Casual Dining Innovation Challenge Gold Award recipients were Haywood Drink Products for Liquor Whipped – a 14% premium vodka infused drink and dessert topping; and Purbeck Ice Cream for Dorset Blue Vinny Ice Cream – a natural and versatile ice cream made with Dorset Blue Vinny Cheese.

Winterhalter's UC Series DeMatik warewasher was also commended for its eco-credentials.

### Casual Dining Interior Design Award Winners 2014

Show highlights included the announcement of the winners of Casual Dining's

prestigious Design Awards. Reflecting the importance of design in conveying brand identity, creating ambiance, and, ultimately attracting and retaining customers, the awards highlighted the abundance of creativity at work in today's casual dining establishments. The shortlist included selected interior design projects from thirty-nine finalists.

**Winner of Best Designed Independent Restaurant:** Graze Bar, Brewery & Chophouse in Bath (operated by Bath Ales, designed by Simple Simon Designs). [Editor's note: Turn to pages 32-34 to see our feature on The Graze Bar]

**Winner of Best Designed Multiple Restaurant:** Vapiano with sites in Austria and Germany (operated by Vapiano Franchising International GmbH, designed by Matthew Thun, Milan).

**Winner of Best Designed Casual Dining Pub:** No 11 Pimlico Road, London (operated by Darwin & Wallace, designed by Buro Creative/Fusion DNA).

Casual Dining (including the Design Awards and Innovation Challenge Live) will return to the Business Design Centre, Islington, London, on 25-26 February 2015. For more information, visit [www.casualdiningshow.co.uk](http://www.casualdiningshow.co.uk).