



Serving the  
Community Meals Sector  
*apetito newsletter*

# news bites



Christmas Roast Turkey  
with all the trimmings

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## WELCOME

This edition of News Bites looks back at National Community Meals Week 2011. The annual event, which celebrates the importance of meals on wheels to the community is proudly supported by *apetito*; and this year our advocacy reached new levels.



Sam Stevens  
Marketing Executive,  
Community Meals

The week, which ran from the 3rd to the 9th of October, was our most successful to date – involving fun, frolics, the young, the old, celebrities and dignitaries aplenty. *apetito* were featured in the press, on radio and online as we went the extra mile to show our support for the initiative. As part of the celebrations I took a whistle-stop tour around the country to see what we

were up to and discovered that it wasn't just me who was waving the Community Meals Week banner! Read all about my adventures inside. Our Service Centres organised tea dances, day centre visits, open days, coffee mornings, homeless feeding events, parties and much more! In Kent, the fire service even helped out by fitting fire alarms while delivering meals! A Premier League footballer delivered meals in his native Swansea and overlooked a broken leg to do so. There's simply too much to celebrate to include in a newsletter – but we'll hopefully provide a snippet of the fantastic results we achieved.

Continued...

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Events like this help to promote Community Meals as a provision fit for the 21st century. The more we raise its profile, the more we will keep it in the public eye and on the political radar. With pressure on the government to keep people healthy for longer and save public money by helping to prevent the need for residential or hospital care, now is the perfect time to celebrate what we do – showcasing how the people we serve cherish their visit from a friendly driver, enjoy a delicious, nutritious meal and most importantly stay in their own homes for as long as possible through the service we provide. What would we do without Community Meals?



## NEW BUSINESS

We are delighted to announce that we have successfully tendered for two prestigious new contracts, Gateshead and Scotland Excel. Gateshead is a very exciting opportunity and we are looking forward to furthering the options of the local residents together. Scotland Excel puts us on the framework of approved suppliers allowing us to potentially bid for future provision with a number of Scottish Authorities.

### RETENTION

We have also retained the Bedfordshire, Guildford, Milton Keynes and Gwynedd contracts. We look forward to continuing and developing our already excellent working partnership.



# HOTTING UP IN THE KITCHEN!

## THIS AUTUMN SAW THE CROWNING OF OUR INAUGURAL IN-HOUSE 'CHEF OF THE YEAR'.

The tournament was open to any chef who had recently undertaken an NVQ at college under *apetito's* auspices to further their technical cookery knowledge, and involved a series of preliminary heats.

**The overall standard was exceptionally high and resulted in four of the five finalists – one unavailable due to illness – producing dishes fit for a gourmet restaurant.**

The eventual winner was Denise Gill who wowed the judges with her three courses; a Stuffed Mushroom with Blue Cheese and Pancetta starter; a main course of Pork Fillet with Sage Butter & Gratin Dauphinoise and a Pear Tarte Tatin with Homemade Vanilla Custard dessert.

Denise was delighted to finally claim her prizes – the first ever 'Chef's Jacket' along with a trophy and a cheque for the worthy winner of a hotly contested tournament. 'Chef of the Year' is likely to become an *apetito* tradition following this year's success.



*Denise in her winner's jacket, with (Left to Right) Andres Ruff, Group CEO; Richard Ring, Finance Director and Paul Freeston, UK Chief Executive*

## TWEET! TWEET!

**NOW YOU CAN FOLLOW US ON TWITTER @APETITOUK, WHERE YOU WILL OFTEN BE THE FIRST TO SEE WHAT WE ARE UP TO – INCLUDING LIVE PHOTOS FROM CONFERENCES AND EXHIBITIONS AND BREAKING NEWS!**





# RESOURCES AND GOOD BUSINESS

**FOLLOWING THE NEWS THAT THE WORLD POPULATION HAD REACHED 7 BILLION PEOPLE, THERE WAS SOME MEDIA DEBATE AND DISCUSSION OVER WHAT THE ULTIMATE POPULATION SIZE MIGHT BE AND MOST IMPORTANTLY, WHAT THE PLANET COULD MANAGE...**

We are entering what is known as 'the resource funnel' – a perfect storm of rising population, increasing wealth, decreasing natural resources and environmental degradation. The consequence is simply tighter access to resources and challenges around quality of life and environment. Recent food and oil price volatility may be the early signs of this turbulence – although this may now be temporarily dampened by the financial pressures of the last year or two.

**The smart conclusion from all this is that good business in the 21st century means resource savvy business.**

At *apetito*, as we strive to be a more fully sustainable business one thing we keep finding is that sustainability is simply just another word for efficiency. Materials with a low carbon cost tend to have a lower financial cost, reducing waste, driving down electricity and water use and reducing packaging, making them

great for the environment and good for our business.

It keeps us competitive, helps us weather the first squalls of tightening economic markets and be a business that is financially sustainable into the long term.

As it nears the end of 2011, we are beginning to pull together data on our social and environmental performance to publish our annual Sustainability Statement early in the new year. It's very much addressed to all of the stakeholders in *apetito* and represents our report back to you on how we are doing against our sustainability targets.

If you are a customer or intending to be a business partner of any organisation – in a resource tightening world – we think the company Sustainability Report will be increasingly important, probably more important than its financial statement. It should give you a real sense of how well they can deliver, what kind of people they really are and how likely they are to be around in the future.



**99%**

The amount of recycled aluminium our foil trays contain



For more information on what we are doing to create a brighter future, contact [info@apetito.co.uk](mailto:info@apetito.co.uk)

## community meals week

Sam Stevens embarks on a road trip to see how National Community Meals Week was celebrated throughout the UK.

### THURSDAY 29TH SEPTEMBER

Community Meals Week started with a trip down to Exeter to meet Councillor Vanessa Newcombe – Shadow Cabinet Member for Children’s and Adults Services in Devon. She helped deliver a meal to a very grateful local resident and spoke with *apetito* delivery drivers about the service and our unique Chefmobil concept. She said: “It’s estimated that up to 3.5 million people in the UK only have contact with another person once a week. The drivers from *apetito* make daily contact with these vulnerable people; they’re a friendly face who not only delivers food, but makes sure they are all right.”



Vanessa Newcombe



Christine Hamilton

### MONDAY 3RD OCTOBER

Christine Hamilton came to Southwark and delivered meals along with local councillor Dora Dixon-Fyle – Cabinet Member for Adult Services. “You can see how well the delivery drivers know the people they visit,” she commented. “I can see that it really makes a difference to their day. Community Meals does an unbelievable amount of good. Any cuts to the service would result in a huge long-term loss for the sake of a short-term gain. Plus, anything that keeps people in their own homes ultimately saves the public money needed to support them in a care home.” As part of the celebrations in Southwark, two radio interviews with service users and staff formed part of the BBC London Breakfast Show that same morning.

### TUESDAY 4TH OCTOBER

I took a trip to Hounslow to help *apetito* deliver meals to Acton Homeless Concern. We spent the afternoon providing over 200 meals to homeless and deprived people at the shelter. They were delighted to receive meal choices for the first time and really enjoyed the food. We hope the event will become a tradition we can continue in future. War hero Simon Weston also delivered a meal to a resident in Basingstoke on Tuesday to play his part in the celebrations. Simon is a staunch supporter of Community Meals and is always delighted to get involved.



IT IS ESTIMATED THAT UP TO 3.5 MILLION PEOPLE IN THE UK ONLY HAVE CONTACT WITH ANOTHER PERSON ONCE A WEEK





Alan Tate

### WEDNESDAY 5TH OCTOBER

Wednesday took me down to Kent where our team were hosting an open day for several local Mayors and Mayoresses. The dignitaries tasted meals and asked questions around the provision, even suggesting that we use them at emergency or disaster sites as a way of providing food to the stranded. Meanwhile in North London, Brent MP Sarah Teather helped out by delivering meals and meeting residents in the area.

Also on Wednesday, two big events took place on opposite sides of the country. In Bradford, our team served over 80 meals at an open day in the Bradford Bulls' Rugby League stadium. As part of the celebrations, one resident's 100th birthday was toasted with a box of chocolates and a singsong! Simultaneously in Swansea, Premier League footballer Alan Tate delivered a Community Meal to a lifelong Swansea City fan – she was delighted to meet her favourite player!



Sarah Teather



Terry Waite



### THURSDAY 6TH OCTOBER

I took a trip to St Albans to help Hertfordshire Community Meals celebrate serving their millionth meal as a Social Enterprise to humanitarian Terry Waite. Visitors and dignitaries alike commemorated the achievement with a (small) glass of champagne!

In Buckinghamshire meanwhile, House of Commons Speaker John Bercow joined in the fun. As well as delivering a meal to a resident in Winslow, John also passionately defended Community Meals as a vital front-line service on BBC Three Counties Radio. John said: "Meals in the community go further than the food itself – socialisation is a very important aspect of the service, it's hard to imagine how isolated those individuals can sometimes feel and the service being delivered is outstanding."



John Bercow



### FRIDAY 7TH OCTOBER

To complete our week, Councillor Margaret Mead, the Cabinet Member for Health and Adult Social Care in Croydon and Simon Kirby, MP for Brighton Kemptown and Peacehaven in East Sussex helped deliver meals to residents in their respective areas while back in Brent, the team served lunch at Cricklewood Homeless Concern.

Meanwhile I returned to the office to a whole host of press, online and radio coverage for our various exploits over the previous seven days. What a fantastic week!





# PUTTING PEOPLE FIRST

**THE *apetito* TEAM HAVE RECENTLY RETURNED FROM ONE OF THE MOST IMPORTANT EVENTS OF THE YEAR – THE NATIONAL CHILDREN AND ADULT SERVICES (NCAS) CONFERENCE AT LONDON EXCEL.**

While there we spoke to a number of key decision makers and influencers around local government, served lots of food over the three day event and also showcased our award-winning Texture Modified range for people to experience – some took the opportunity to try the meals and were pleasantly surprised by the flavours!



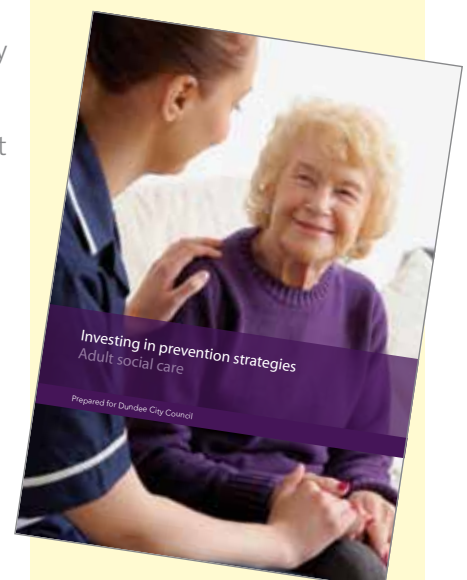
We displayed footage of our Homeless Feeding Event from NCMW and we also ran a competition on the stand to win a £100 donation to a charity of the entrants' choice by providing feedback on our meals. We got a great response to the competition, and the lucky winner was Medway council's David Dowie who donated the money to Knights Youth Centre in London – congratulations David!

**We didn't forget our key reason for being there however, which is to help protect an ailing meals on wheels market by discussing the implications of potentially downsizing or cutting the service with many of the people who visited our stands.**

We handed out a significant number of Value of Meals on Wheels Reports to outline how much money could potentially be saved to each council in the UK by running or keeping the service; some were surprised by the sheer scale of savings that could be made and the prevention work around conditions such as malnutrition and dementia.

*apetito* will be attending the NCAS again next year when it moves in to Eastbourne, alongside the other staple conferences that we are now becoming regulars at – the ADSW, NSSC and NACC events. Be sure to come and say hello if you're attending!

If you would like a copy of your bespoke report (updated for 2011) on how much money your authority may be able to save by supporting and running a Community Meals Service, please email [sam.stevens@apetito.co.uk](mailto:sam.stevens@apetito.co.uk)





# NEW DIETARY CODING

If you haven't already received confirmation, there are some significant changes being made to the legislation of food labelling. Essentially, the changes being brought in dictate to us what we can and can't state on our product labels – and it is mandatory.

These changes are filtering through with immediate effect and will be finalised in March 2012, by which time all products will have been relabelled. Please note we are not making any physical changes to our product recipes or nutritional profiles, so you can be assured of the same great quality. The only issues are with certain codings which have to be amended to comply with the new regulations. The new dietary codings will be as follows:

- 'Lower Fat' can no longer be used
- 'Low Fat' will be introduced for products containing no more than 3g of fat per 100g
- Reduced fat will be introduced for products containing at least 30% less fat than a similar product
- 'Moderate Salt' can no longer be used
- 'Low Salt' will be introduced for products containing no more than 0.12g sodium per 100g
- 'Reduced Salt' will be introduced for products containing at least 25% less sodium than a similar product

- 'Higher Fibre' can no longer be used
- 'Source of Fibre' will be introduced for products containing at least 3g of fibre per 100g.

The following terms will continue to be used for your meals:

- Energy Dense • Diabetic Diet
- Soft and Puréed • Soft
- Gluten Free • Milk Free
- Egg Free • Vegetarian • Vegan
- Healthier Choice (for meals containing no more than 15g fat, no more than 5g saturated fat, no more than 15g added sugar and no more than 1g sodium per portion. Desserts containing no more than 5g fat, no more than 2g saturated fat, no more than 15g added sugar).
- Reducing (containing no more than 75Kcals per portion for a soup, 200Kcals per portion for a main course meal excluding accompaniments, 200Kcals and no added fat for starchy food accompaniments, 320Kcals for a complete main course meal or 75Kcals for a dessert. All vegetables with no added fat may be included).

If you have any questions on this issue or require further clarification, please contact your local Catering Consultant (see back page for details) who will be happy to answer any enquiries.



## SPOTLIGHT...

...on Louise Balmforth  
Digital Marketing Manager

Louise joined *apetito* in July 2010 after working for digital agencies in London, Bristol and Bath over the last 10 years. Her role at *apetito* is extremely varied, being responsible for the development and management of our eOrder and Nutridata websites along with the *apetito* brand website. She also looks after all the digital marketing for each of our business units.

The highlight of the last year for Louise has been the launch of our new eOrder website, which has helped improved the speed and ease of online ordering for our customers. We've had some great feedback on the new eOrder site, but Louise has no plans to stop there and will continue to improve the site throughout 2012 taking onboard feedback from user testing and customers – her aim is to have the best online food ordering site out there and make ordering from *apetito* a joy not a chore.

Louise has also taken *apetito* into the world of social media; you can now follow us on Twitter – @apetitoUK and YouTube.

It has been a good year for *apetito* online, but Louise has lots of plans for 2012 from improving the *apetito* website, to looking at how we can develop our websites to help support our customers – so watch this (cyber) space!

Keep up-to-date on all the latest *apetito* news or watch our videos on our own YouTube channel – [www.youtube.com/apetitotv](http://www.youtube.com/apetitotv)





## AWARD NOMINATIONS

We are delighted to announce that we were once again a shortlisted finalist at the National Business Awards 2011 in both the 'Innovation' and 'Private Business of the Year' categories. The awards cover all sectors of business and are highly sought after.

Having already retained the ROSPA Gold award for Occupational Health and Safety this year, we are keeping up our tradition of success in prestigious award categories. Although unsuccessful at the NBA's this time, just being nominated and taking our place alongside some of Britain's elite companies was a real achievement and enhances our already excellent reputation.

We were also recently nominated for the Food Manufacturing Excellence Awards for the second successive year.



## LUCKY WINNER!

This year during the NACC Annual Training and Development Forum at Blackpool Hilton, we ran a competition for visitors to our stand to win a £100 charity donation by providing feedback on the meals we served at the event. The lucky name drawn out of the hat by former NACC chair Derek Johnson was Lynne Evans of the Rhondda Cynon Taff Community Meals team. Congratulations Lynne!

She has decided to donate the cheque to Community Cancer Care Services in Tonypany. Good choice Lynne and many congratulations!

what do you want to see in your newsletter?

Want to know more about the team? Particularly interested in our awards? Crazy about sustainability? Email [sam.stevens@apetito.co.uk](mailto:sam.stevens@apetito.co.uk) and let us know what you would like to see in your next edition of News Bites!

merry christmas  
from all of us at  
apetito

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