

PRESS ANNOUNCEMENT TUESDAY 30.6.20

apetito finds innovative way to support care homes.

The apetiser takes to the road!

Looking to support the care sector during these uncertain times, leading food supplier, apetito, has looked to innovate in new ways of working. This week has seen the company launch the apetiser, an innovative mobile presentation suite which has been specially developed and fitted out to offer care homes the opportunity to enjoy socially distanced presentations and food tastings.

The apetiser will be travelling around the country allowing the apetito' team to meet with care homes to communicate how the company can support them in delivering great food and nutrition to their residents. A key theme for discussion is around how care homes can maintain the quality of their dining experience whilst reduce waste and labour costs amidst the challenges that they are facing, and which look set to continue in months' ahead.

Using the apetiser's built-in kitchen and presentation area, customers can experience and taste products firsthand and discuss their changing needs whilst maintaining the highest levels of safety in the wake of the Covid19 pandemic.

Neil Hargreaves, apetito's Divisional Manager Care Homes, commented:

"The launch of the apetiser is a hugely exciting and innovative move for the business and is part of how we look to forge a new future and find different ways to support our customers and develop new opportunities.

The apetiser means we can go to care homes who would like to discuss their catering requirements, invite them to join us in a socially distanced environment, and they can experience for themselves the great dining experience that apetito can help them deliver to their residents. It allows us to present to them without entering the home itself alongside safety concerns and the procedures that are in place".

"Right now, we know that every penny counts for care homes and alongside delivering great food and nutrition, we can help care homes through reducing waste, labour and associated cost. Most importantly, we can mobilise new services quickly and safely, which right now is top of mind for many of the care homes that we are talking to".

As a leading supplier of meals to the health and social care sector, apetito works closely in partnership with care homes to serve great tasting, nutritious food whilst delivering real cost savings, supporting the best dining experience and meeting diverse needs across residents who may be living with different nutritional requirements.

Through a dedicated support team, apetito can offer care homes fast and safe mobilisation and a service tailored to individual needs.

The apetiser will be travelling round the UK over the coming weeks - to book a visit to your care home, go to <https://www.apetito.co.uk/trust-us/> or contact 01225 569403.

-Ends-

For further information please contact

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Notes to the editor:



It's not a typo! As many of you will be aware, we have always spelled our name *apetito* with a lower case 'a'. We thought it useful to double confirm that *apetiser* is also spelled with a lower case 'a' and one 'p' so it sits with our overall branding and style guides.

About *apetito*:

apetito, is the UK's leading creator and supplier of meals for the health and social care sector, partnering with 600 care homes and providing meals to over 20,000 residents each day. The company is renowned for its delicious and nutritious meals which enhance health and wellbeing of residents, including those who have special dietary requirements including food allergies or need a texture modified diet.

Each recipe is developed to meet precise nutritional standards in line with the British Dietetic Association guidelines and Government Buying Standards for Food and Catering. As proud supporters of the care industry, *apetito* partners with many industry organisations such as the National Care Association, National Care Forum and Care England. *apetito* was also a founding partner of the Malnutrition Taskforce.

apetito is a three-time winner of the UK's highest business accolade, The Queen's Award for Enterprise, most recently in April 2019, awarded for Sustainable Development. The company is proud to be an accredited Living Wage employer, and to operate in an ethical and sustainable way that respects the environment, people, and the wider community.

www.apetito.co.uk