

modern recipe

case
study

Alderley Park Limited
(APL)



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BACKGROUND

APL came out to tender in the summer of 2018 and we were awarded the contract in October 2018.

A very compelling tender document was put together with key focus on the demographics of the site.

5,000 people work at Alderley Park.

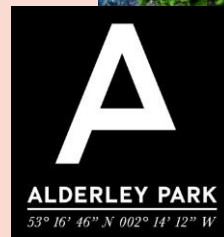
The tender was won against stiff competition and we won based on our offerings of Modern Recipe and Aspretto.

A guest preference survey was conducted with 325 responses. The extensive insight identified the following:

- Self service salad bar was hugely important
- Healthy eating was very important
- More veggie/plant food
- Some simple light choices
- Collaboration and coming together
- Liked to be inspired

A fresh approach to food at work.
Contemporary dishes, creative spaces.

This is our Modern Recipe.



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Evidence




70% of workers are
disengaged and uninspired

Gallup 2015

Harvard Business Review:

“Food has a direct
impact on our cognitive
performance, which is
why a poor decision at
lunch can derail an
entire afternoon.”

27%  

27% workers say access to healthy
food and drink would be the
number one way their company
could support them.

Allegra Health and Wellness
Summit 2017

60% of APL's survey
respondents said they wanted
more healthy options featured
and a self-service salad bar.

60%  

£6.19 annual return for
companies on every £1 spent
on improving general wellbeing
for their employees.

VieLife estimate



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INSIGHT BASED NEW FOOD OFFER

A Modern Recipe proposal was prepared in consideration of the site specific insight received. The new food offer would include a new iconic salad bar, improved kitchen offer with more light options, 2 soups, more plant food and a new coffee offer – Aspretto



“I’m so chuffed with it... a complete difference. It looks stunning and so open. I’m hearing nothing but great things about the food and environment. Yesterday I saw more people using the room at 10.30am and then at 14.30 and lunch time was buzzing. It just proves we made the right choice as you guys can deliver such a change to large offer and space.” Pete Crowther, APL client

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