

New Client **Zooms Ahead of Competition** with Greetwell's Help

Things are heating up (and revving up) as we continue to work with a new client that provides top-quality event catering for British Superbike teams.

Athlone Event Catering specialises in catering for large events across the country. The company continues to make a name for itself as it delivers catering solutions for British Superbike teams at 12 races up and down the country from April to October.

Providing a service on a large scale can create challenges, particularly on profit margins and resourcing. Prior preparation prevents poor performance, and that's where Greetwell Purchasing Solutions comes in! We help businesses, for free, to overcome their procurement challenges. Athlone wanted to make sure they were fully prepared for the new British Superbikes season. From day one we hit the ground running and focused our attention on Athlone's supply chain. We reviewed their previous purchasing history and supplier base to guarantee they were getting the best price for food and beverages.

Using our experience of negotiating with suppliers, we've managed to secure many significant cost savings for the company. It's always worth remembering that old adage – "look after the pennies and the pounds will look after themselves".

By analysing their supply chain, as well as simplifying their ordering system, we've



managed to help Athlone reduce their overheads and maximise their profits.

Athlone pride themselves on being able to provide catering solutions on a large scale, without affecting the quality of service or food.

The company was founded by Ian Addison in 2005 after he had finished serving as an officer in the British Army.

Ian commented: "We're really happy and impressed by the work of Greetwell's team, particularly as it didn't cost our business a penny. Our aim was to ensure our internal business was in the strongest position possible to continue to offer a bespoke service, ahead of the British Superbikes season.

"Greetwell Purchasing Solutions have managed to reduce our overheads and negotiate better deals with our suppliers. In our line of business, pennies matter, so making sure we're getting best value is critical to the prosperity of our company. The future is looking bright."



CHAMPIONING

Hydration

WITH THE REFRESHING
TASTE OF TETLEY

STOCK UP
ON OUR
RANGE



FREE
MARKETING
SUPPORT
AND POS
AVAILABLE

VISIT THE TETLEY TEA ACADEMY
WEBSITE TO DOWNLOAD
YOUR COPY OF THE
TEA REPORT 2018



Visit tetleyteaacademy.co.uk to find out more, and
discover our product range and marketing support

Join the conversation  @TetleyTeaOOH

The taxing matter of sugary drinks

Sugar is still in the news with the Government's tax on sugar-sweetened drinks coming into force this April. Are sugary drinks really that bad for us and what are the alternatives? Claire Baseley, Registered Nutritionist, explains.

Which drinks does the tax affect?

The sugar tax only focusses on drinks that contain added sugar such as fizzy drinks, flavoured waters, energy drinks and cordials.

Those which contain more than 8g sugar per 100ml will now cost 24p more a litre. Those with 5-8g sugar per 100ml will cost an extra 18p a litre.

Fruit juices and milkshakes are currently excluded from the tax. While they may be high in sugar, either fruit sugars or added sugars, they also provide vitamin C or calcium.

What's wrong with sugary drinks?

The Government's Scientific Advisory Committee on Nutrition (SACN) wrote a report in 2015 on sugar and health and concluded that drinking sugary soft drinks was linked to weight gain. This is because when we drink something that contains lots of calories from sugar, it doesn't fill us up in the same way that food would so we still go on to eat the same number of calories at mealtimes. In the long term that means we may eat more calories than we burn and we could gain weight which increases our risk of type 2 diabetes, for example. Drinking too many sugary soft drinks is also linked to dental decay which may mean teeth have to be removed.

What does this mean for consumers?

It's fine to drink the odd sugary drink if we enjoy them but try to go for sugar free versions if you drink them more frequently.



Claire Baseley is a
Registered Nutritionist
with many years of
experience helping
catering teams to
achieve the best
nutritional offering.



www.clairebaseley.co.uk
claire.baseley@gmail.com
07753 744819

Why not try making your own naturally sugar free drinks instead? Infused water is tasty, refreshing and versatile. Try adding some of the following options to a jug of water and leave to infuse for a few minutes before serving:

- Fruit peel like orange, lemon or lime give a citrus twist.
- Fresh or frozen berries are delicious in the summer.
- Cucumber or watermelon is very refreshing.
- Herbs like mint, basil or rosemary add botanical notes.

When might we need high sugar or high calorie drinks?

Sometimes people require higher sugar drinks for specific activities or to support a medical condition. For example, they are used by athletes to supply an easily absorbed fuel for working muscles or by diabetics to combat a hypo.

It's also important to recognise the importance of nourishing drinks for those with small appetites such as older people, those on medication that affects taste or hunger signals and those with chewing or swallowing problems. In these cases, drinks higher in fat and sugar can offer valuable nutrition and a sweeter taste can encourage the consumption of essential calories. It's always important to consider an individual's needs versus the public health recommendations for the general population.

Our clients save money by utilising our network of supply chain partners and group buying power on purchases across a wide range of categories. We offer reliable supply and competitive pricing from a large number of local and national suppliers in the following areas:



AMBIENT, FROZEN & CHILLED FOOD



FRESH MILK



FRESH MEAT PRODUCTS



FRESH FRUIT & VEGETABLES



CATERING EQUIPMENT



CLEANING & CHEMICAL PRODUCTS



NON FOOD DISPOSABLES



MEDICAL SUPPLIES



FURNITURE, BEDS & SOFT FURNISHING



LAUNDRY & TEXTILE SERVICES



UTILITIES



STATIONERY




WASTE MANAGEMENT



UNIFORMS

Contact details

 Greetwell Purchasing Solutions
Greetwell Place, 2 Lime Kiln Way,
Lincoln, LN2 4US

 support@greetwell.co.uk

 01522 244680

