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Are you getting your
message across?

A licence just to play music -
why should I bother?

The Corinthia Hotel, London

Switch on to Saving Energy
with Induction

Thornton Hall Hotel & Spa

Giving Hotels a Sporting
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picking your partners
properly

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Publisher
Steve Mitchell

Design/Production
Sandy Horsley

Editorial Team

Tony Heathfield, Tracy Johnson, Derek Cooper
Michelle Watson, Fabio Vescio, Sarah Walsh

Administration

Lyn Mitchell, Paul Wing, Enza Baio

All correspondence to:

PIR Hospitality Business Magazine
Clifton House, 4a Goldington Road,
Bedford MK40 3NF.

Tel: 01234 348878 Fax: 01234 352737

E-mail: production@pirnet.co.uk

Website: www.hospitality-business.co.uk



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HOTEL VERTA APPOINTS
HEAD CHEF AHEAD OF
SEPTEMBER LAUNCH



Hotel Verta, part of von Essen hotels, which opens on 12th September 2010 is delighted to announce the appointment of Neal Dove as Head Chef. Neal will take the lead in the kitchen at von Essen's first London hotel and arrives with extensive experience which includes previous positions within von Essen hotels. Previously, Neal worked as Executive Head Chef at von Essen's Forbury Hotel and prior to that he worked as Executive Sous Chef at Cliveden assisting Daniel Galmiche on a day-to-day basis. Prior to joining Hotel Verta, Neal was Executive Head Chef at the DeVere Grand Harbour Hotel. Neal also spent time at the Hinds Head in Bray, where he worked on behalf of Heston Blumenthal over a Christmas period. Neal's experience of London and its diverse culinary scene dates back to 1995 when he worked at The Lanesborough and later at Bluebird on the King's Road. At Hotel Verta, Neal will oversee all menus within Patrisey Restaurant and Vertilon Bar which will reference both modern British and European influences. Neal joins a long list of exciting chefs at von Essen hotels. The collection now contains the most Michelin starred properties and AA Rosettes of any hotel group in the country. General Manager of Hotel Verta, Andrew Thomason commented 'With the exciting launch ahead, I am delighted to have Neal Dove on board as part of the opening team at Hotel Verta: a hotel that is unique to London. Our restaurant with a riverside location is a key part of the hotel and Neal's experience will make us a destination for superb food in an exciting atmosphere.'

For more information, please contact Lucy Newman tel: 020 7326 9880, email: Lucy.Newman@brightergroup.com

New look sporting cafe doubles turnover



A sporting café popular with Manchester City FC fans has doubled its turnover after a rebranding exercise. Starters Orders at the Manchester National Squash Centre, part of the Sportcity complex, has a new name, a new menu and a new look and feel. And according to Shaun Brennan, commercial manager for Manchester Sport & Leisure Trust, users and staff alike are delighted with the revamped eatery. He said: "The facilities at Sportcity are truly world class, but the

previous food and drink offer and café environment did not reflect the facility and complete our users' experience. "Starters Orders now gives our centre users what they want, including special match day menus, free wifi, proper coffee and nutritionally balanced, but still tasty, hot meals." Starters Orders is frequented by leisure users, staff and match day visitors to the Sportcity complex, home of Manchester City FC. It has a six figure footfall.

The rebrand was carried out by Manchester design and marketing agency Pixel8, who are also responsible for the new look of InterContinental Hotel Group's boutique brand Hotel Indigo. (See page 28). Jamie Watson, joint managing director of Pixel8 said: "Manchester Sport & Leisure Trust was looking for a sport-related theme with star quality for its new café design. "The rebranding upgraded the facility from a purely functional space to one where visitors enjoy spending time – and money. We have brought elements of coffee shops and relaxed European design to the café, whilst emphasising the sporting nature of its location and clientele." A 'star wall', featuring signed sporting memorabilia, from MCFC shirts to a signed running vest of sprinter Usain Bolt and local stars of the future, will complete the new look eatery.

Sara Teiger PR
T: 07711 804 692
E:sara@stpr.co.uk

MICROBIOLOGIST CALLS ON HOSPITALITY
INDUSTRY TO DO MORE FOLLOWING
OUTBREAK OF NOROVIRUS

A leading microbiologist is calling on the hospitality and leisure industry to take more drastic action to minimise the risk of customers and staff being infected with potentially harmful microorganisms following a food poisoning outbreak at the Hilton Hotel in Glasgow. Dr Richard Hastings, a microbiologist for BioCote, says that by adopting antimicrobial silver ion technology into areas where hygiene is critical, like a hotel's kitchen and restaurant, or public areas where there is high footfall, it can help lower levels of contaminating bacteria by up to 99.99%. This dramatically reduces the possibility of cross-contamination and the risk of people getting infected. "Even with strictest hygiene practices in place, well trained staff and the most effective disinfectants on the market, it is impossible to clean surfaces every minute of the day. Once cleaning stops, bacteria can rapidly multiply to former levels, increasing the risk of cross-contamination, infection and

illness," says Dr Hastings. The Glasgow outbreak is suspected to have been caused by Norovirus but there is a host of harmful bacteria like Salmonella, E. coli, Listeria and Campylobacter that the hospitality industry needs to be aware of as they can spread quickly and cause serious disease. Contaminated food, hand-to-hand contact and bacteria living on surfaces like door handles, kitchen worktops, light switches and stairway rails present serious hazards where cross-contamination can occur. "Ultimately, the impact an outbreak has on a hotel's reputation could be devastating. Norovirus, for example, can be particularly dangerous for the elderly or very young, especially if customers have underlying health problems. Then there's Campylobacter – the most common form of food poisoning – which is estimated to cost the UK economy £500m a year." To combat this, Dr Hastings believes manufacturers of products for the hospitality industry should think seriously about adopting silver ion



technology into their products at the manufacturing stage. He also believes that those with the purchasing power for hotels and restaurants should insist the products they buy feature this type of technology. "It is proven through independent laboratory testing that silver ion technology is highly effective against a wide range of disease causing bacteria."

For more information on BioCote visit www.biocote.com or call 01902 82440

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Hospitality sector urged to take advantage of
training programmes as skills gap deepens

A LEADING North West training provider is urging businesses in the hospitality sector to seek expert advice on plugging the skills gaps across the industry. Scientiam says employers should look at training programmes such as apprenticeships and Train to Gain, after a report showed that more than a quarter of hospitality firms employ staff that are not fully proficient. 26 per cent of hospitality businesses said they had staff that were not up to the job, compared to 19 per cent two years ago. According to People 1st's annual State of the Nation survey, customer service remains the biggest issue, with 65 per cent of hospitality businesses who reported skills gaps stating that their staff lacked the necessary customer service skills. Other shortage areas identified in the report – carried out in association with ABTA and the British Hospitality Association – included chefs, management, leadership and IT skills. Scientiam, which has offices in the Wirral, Liverpool, Runcorn

and Warrington, runs a variety of successful training programmes in the hospitality sector. Mandi O'Shea, managing director, said that although the figures were worrying, businesses can take advantage of government funded training programmes to ease the skills shortages. "The hospitality sector is massive in the North West and plays a vital part in our region's economy," she said. "These figures show a lack in confidence in staff in many areas. However, apprenticeships are an ideal way to train up young people in the workplace. This would help to plug the skills gaps and it is essential that we develop and bring through younger generations of skilled workers in the hospitality sector, as the report shows that is what it is crying out for." Scientiam runs apprenticeships and advanced apprenticeships in Hospitality Services and Food and Drink. The programmes allow young people to develop a wide range of skills, such as front of office, customer care, restaurant and bar service,

housekeeping duties and basic food preparation/cooking and service. Mandi added: "If employers in the hospitality sector are thinking of taking on an apprentice, we can analyse exactly what they want and match them up with a suitable candidate. We then conduct all the training and assessments, taking away that headache from the employer. "We also run the Train to Gain programme, which focuses specifically on each individual's skills shortage. An employer can come to us having

Members of UKinbound are committed to providing the highest assurance and satisfaction to guests looking to visit the UK and have implemented this Charter as our pledge to achieve these goals. In view of the wide variety of unpredictable circumstances in which it may be referenced, UKinbound will undertake to review any cases in which a difference of opinion may arise between the member providing services, and visitors (clients). All of these points are only relevant in relation to circumstances arising that are deemed to be force majeure and which are not covered by current insurance policies. Visitors are reminded that at all times they should seek adequate insurance when making any overseas trip.

identified areas they need a member of staff to improve in, and we assess which T2G training course is right for them. "Scientiam can send a trainer into the work place to ensure that no inconvenience is caused by staff taking time off. At the end of the programme the employee will have a qualification and the extra skills necessary to do a job to a high standard, and the employer will of course benefit from this."

For further information on Scientiam's services email john.watts@scientiam.co.uk or call any member of the Scientiam team on 0151 650 1678.

To coincide with the launch of our bigger and better magazine, check out the new Hospitality Business website at:

www.hospitality-business.co.uk

for information and articles, forward features list, or to subscribe.

Are you getting your message across?



Digital displays have real impact!

In the world of hospitality there is an acute balance of personal service for your customers and the customer's personal space. Nobody wants to be badgered, being offered loyalty cards, trial days at the gym and free lunches...well maybe free lunches, this is where the right use of digital signage comes into its own. A passive yet dynamic form of advertising that gives your clients or guests the latest information whether these are offers from within your organisation or paid for advertising by partners there really is no better way to gain awareness in a public space, hotel or conference centre environment.

During the early days, digital signage was deployed with little thought into the positioning, administration, maintenance and future marketing potential; this is where the concept can begin to gain a poor reputation. We have all seen a slightly crooked LCD television bought only weeks before from a high street chain, too large or small for the space and displaying illegible content which is quickly forgotten, this is definitely not the best route to deploy digital signage.

There are many manufacturers that produce various types of digital signage hardware and software and we will come to these shortly, firstly I would like to talk about the administration, which is key to a successful digital signage project. The content for your displays needs to be updated regularly with a

simple interface; a comprehensive scheduling tool allowing your administrator to make fast efficient updates or completely change the campaign for all screens with the minimum of fuss, any more complicated than this and the content won't be changed at all.

For me there are only two manufacturers that I would recommend to work with both of them having a very different approach to the digital signage market these are 'OneLan' and 'Samsung'- the 'OneLan' solution is perfect for larger rollouts over multiple sites working on a WAN. The product is a series of boxes, some are NTB's (net top box), which reside near the screen and there are content servers which deliver the content. However, the system that provides the best value and is the most complete product in my opinion is the 'Samsung Magic Info Pro.'

"the whole pro display range from Samsung is built to last"

'Samsung' have taken a very different approach, rather than producing a PC in a box with expensive digital signage software they have built a series of professional display products ranging from 32" to 85" with built in ultra efficient PC's running Microsoft

Windows and offering their Magic Info Pro software for free! The PC's have no moving parts; the Windows operating system is located in a solid-state memory chip giving an increased lifespan over a standard PC. The whole professional display range from Samsung is built to last and are manufactured in a very different way from your consumer TV at home; designed for the demanding commercial environment giving a lifespan of up to 100k hours which is just over 10 years. Their range of display types is large enough to suit most environments, standard indoor, hi-bright indoor, hi-bright outdoor and frameless which can be fitted into custom enclosures such as stainless steel or wood for a custom finish.

The Magic Info Pro software is simple to use and one administrator can control up to 100 screens placing a variety of content from HDMI sources, free to air TV, Flash, MPEG's, JPEG's, GIF's and many other formats. The screens are set up using a drop and drag technique which is a fast task to master, the only bit of advice here is to invest in some graphic design, a few hundred pounds extra on some smart looking templates your staff can amend will always look better than a home grown 'power point esque' concoction.

Duncan Savage, Services Director
ITSL Group 020 3051 9810

Reply No. 2

digital signage at its best

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enquiries@itslgroup.com
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Reply No. 3

Badgemaster Launches Online Badge Design Facility

Badgemaster, one of the world's largest manufacturers of corporate name badges and Britain's market leader, has launched a brand new, user-friendly, fully interactive on-line design facility, enabling customers to design their own name badges and create their own designs instantly, on screen.

Badgemaster first introduced a specialist, professional, free design service 12 years ago, and their designers regularly support many top designers, corporate clothing suppliers and leading companies across every industry.

Now this new and innovative website makes all the professional skills, experience and resources used by top badge designers available to everyone with internet access. Via a user-friendly, step-by-step program, it allows users to explore different looks for their new badge and to create instantly their chosen options without any of the delays or costs involved in the need to use a designer.

Accessed through www.badgemaster.co.uk, this unique facility enables users to select from a comprehensive range of badge shapes, styles, sizes, colourways, layouts, fonts, letter heights and clothes-friendly fasteners, instantly on screen. Anyone can now produce their own individual, professional badge design simply by following clear, logical steps, easily and efficiently, at the click of their mouse.

Once happy with their chosen design users can send it electronically straight to Badgemaster to receive a no-obligation quotation by return. Badgemaster's in-house designers finalise each design manually to ensure that every detail is perfect and provide a free colour proof for approval to users wishing to order the badges they have designed.

For further information or to design a badge, please visit www.badgemaster.co.uk or call Badgemaster customer services on 01623 723112

A licence just to play music - why should I bother?

Most people involved in the Pub, Bar & Leisure Industry seem to find the legal complexities of music copyright licences utterly bewildering. The same basic questions always arise, what is copyright? why do I need a licence? and do I really need to bother about it?

Copyright was introduced some 300 years ago. Originally it literally meant the right to copy and was given to authors of books and articles. Today the law protects a wide range of material such as literary, dramatic, artistic and musical works, broadcasts and cable programs, films and sound recordings.

UK law gives the owner an exclusive right which allows them to exploit their work commercially & most importantly to prevent others from infringing those rights. If you are playing music in public you are legally required to hold a licence from the Performing Right Society (PRS) and in most cases, also from Phonographic Performance Ltd (PPL).

PRS licence the use of music and distribute fees to composers and music publishers. PPL licence the use of the sound recordings (cds & tapes etc) and distribute fees to record companies and artistes.

Pub, Bar & Leisure venues require PRS & PPL licences for a number of activities involving the use of music & recordings. Background music, discos, live acts, karaoke, attracts fees using very different criteria. Installing a background music system, using TV/radio, providing music on hold for your telephone system, are just some other examples of where your premises will require the requisite music copyright licences

There are some events that might not require a licence or where special conditions are applicable. For example hiring's for weddings or birthdays are treated differently by PRS & PPL than the licensing of commercial events open to the public at large or events organized solely for members of a club or residents of a hotel.

There are also over 70 different PRS & PPL tariffs covering a wide variety of activities and events and without the correct advice companies can end up paying too much. However, ignore the licensing organisations altogether and you could risk costly surcharges or even litigation.

Obtaining your licences to play music really is

David Newham

worth bothering about and ensuring at the same time that you are provided with the correct advice will undoubtedly save you time & money.

For most premises, only PRS & PPL licences will be required but if your activities are more varied then other organisations will need to be contacted. For example, if venues use music videos then a licence is required from Video Performance Ltd (VPL). If you show feature films then a screening licence is required from Filmbank Distributors Ltd.

David Newham Associates (DNA) was established in 2004 in order to provide support to music users, trade associations and other interested organisations. As members of NOCTIS (formerly) BEDA & the Music Users Council, DNA is at the forefront of providing professional advice on all aspects of music copyright licensing.

DNA specializes in providing advice to the Pub, Bar & Leisure Industry. We can also assist with or administer licence applications for PRS & PPL or carry out checks on existing licences with a view to making sure you are not overpaying.

As a result of the recent Tribunal Decision over PPL fees for background music in pubs, bars, restaurants & hotels, if you are due a refund we can help with the calculations & paper work to ensure you receive the correct amount back from PPL.

In a period of recession and very difficult trading conditions, the year ahead could prove to be one of the most challenging yet for the Leisure Industry as PPL & PRS attempt to increase licence fees for a number of their tariffs.

Now is the time to bother about music licensing and ensure you are accurately licensed under the correct PRS & PPL tariffs.

For further details contact DNA on 020 8366 3311 or visit www.davidnewham.co.uk
Email: david.newham@firenet.uk.net



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Le Gia Vietnamese Restaurant

Following the introduction of the service hoist (dumb waiter) to our product range we have had many enquiries and it is proving very popular with clients that need a solution for moving small packages, food and documents from one floor to another.

The Vietnamese Restaurant, Le Gia, in Deptford, South East London has undergone a refurbishment and chose a Service Hoist (dumb waiter) to be installed.

Axess 4 All Limited were chosen because of their experience and extensive knowledge of service Hoist both for the catering / restaurant applications. The restaurant kitchen was to be located within the basement area and therefore a service dumb waiter lift was required to serve food from the kitchen to the Bar Area. Axess 4 All visited the site and recommended our standard 50kg service dumb waiter lift. The serving height at both landings is 800mm from finished floor landing to allow for ease of use. Access to the lift car is easy using the raise and fall shutters at each floor level.

The unit was installed within a day and finally handed over to the Restaurant once the lift shaft enclosure was fully installed.

Axess4All, Unit 3F Hamilton Industrial Park, Waterside Road, Leicester LE5 1TL
Website: www.axess4all.com Tel: 01162 274 4040 Email: jking@axess4all.com

Study: Hotels a hot spot for credit card fraud

Hospitality industry targeted more than financial service companies

By Tyler Metzger

If you're a hotel hopper, akin to George Clooney in "Up in the Air," your credit card details may be in danger.

Hotel services are targeted the most - even more than financial service companies - by hackers looking to steal your payment card information, according to Trustwave's SpiderLabs. The chart here shows which services are hacked the most.

Hackers steal card data from the hospitality industry more than any other - even more than financial service companies - according to a study by Trustwave's SpiderLabs, an information security company.

Out of the 218 data-breach investigations from 24 countries the company studied, 38 percent of the attacks occurred on hotels. And once the attack occurred, it took an average of 156 days for the business to realise it.

The crooks knew what they were after, too: 98 percent of targeted data was payment card information. Nicholas Percoco, Senior Vice-President of Trustwave's SpiderLabs, said that card information is constantly under fire because it's the fastest way for thieves to grab real cash.

Here's a breakdown of the industries most targeted for security breaches, as indicated in the report:

- Hospitality industry (38%)
- Financial service companies (19%)
- Retail stores (14.2%)
- Food and beverage (13%)
- Business services (5%)
- Technology (4%)
- Other (4%)
- Education (1.4%)
- Manufacturing (1.4%)

Half of the attacks were conducted with remote access applications, which allow hackers to take control of a computer from an off-site location. Of the breaches that used remote access, 90 percent exploited default or weak passwords to steal data. About 42 percent of the attacks used third-party connections as a means to gain access, and less than 1 percent used e-mail-based malware.

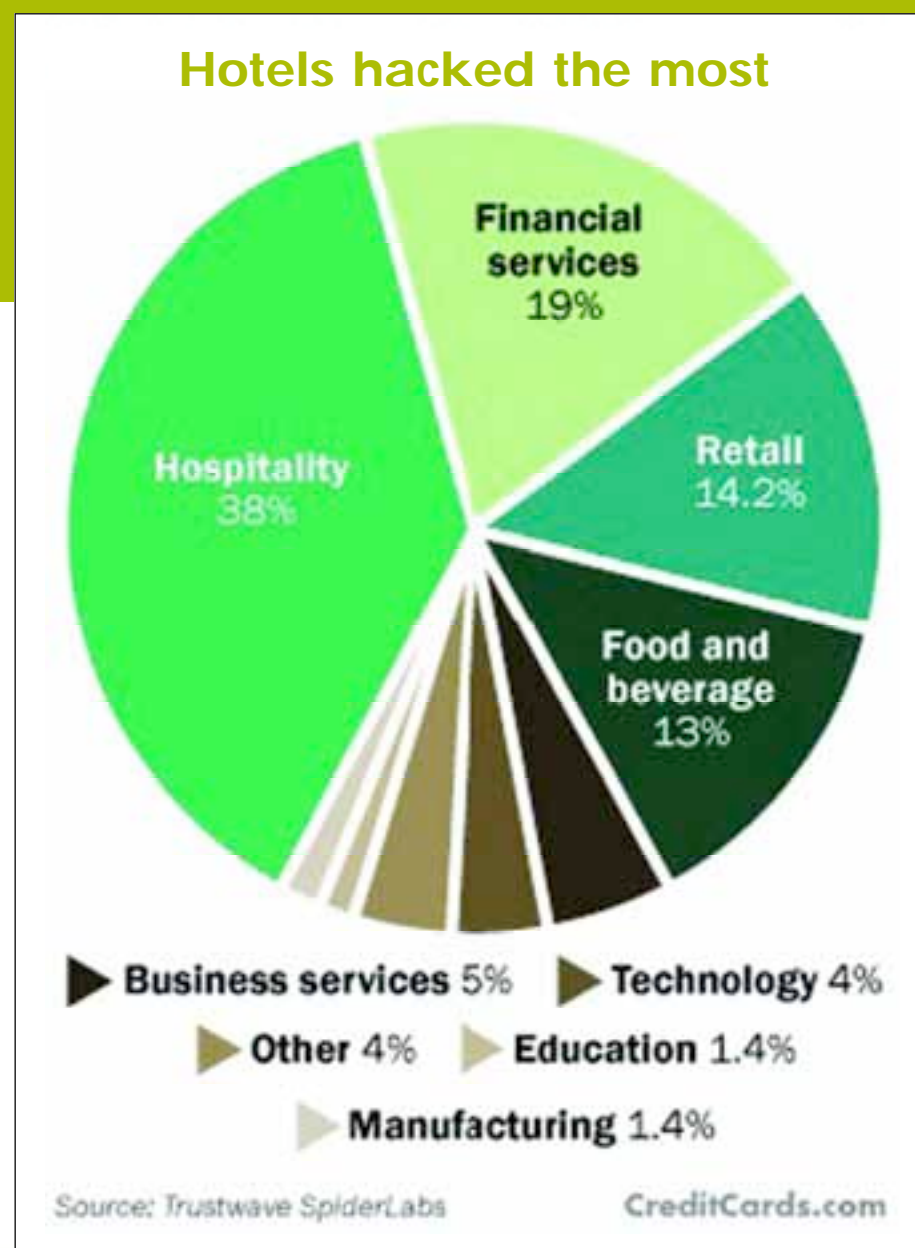
"Attackers are using old vulnerabilities to get in and out," Percoco said. "They know they aren't going to be detected [in many cases], so they are camping out and not trying to hide because no one's watching."

SpiderLabs' report did not single out which hotels have been breached.

According to a February 2009 report by Javelin Strategy and Research, 9.9 million people were victims of identity fraud in 2008, and about 8.4 million people were victims of identity theft in 2007, or one person every four seconds.

If you suspect your card data has been hacked, request a credit report from one of the three major credit bureaus - Equifax, Experian and TransUnion - by using the free AnnualCreditReport.com. Review the report carefully to ensure all the charges are accurate. If you find errors, file a dispute immediately with the credit bureau that reported it, then alert your creditor and have the account frozen or closed.

www.creditcards.com



THE
UKCARDS
ASSOCIATION

STAY ONE STEP AHEAD OF THE FRAUDSTERS

Chip and PIN has been highly successful in reducing certain types of fraud but criminals will always attempt to obtain card details and PINs with which to commit fraud. This typically involves fraudsters tampering with chip and PIN terminals, so these devices should be kept secure at all times.

Any attack on a retailers chip and PIN equipment by fraudsters could cause significant reputational and financial damage, as well as customers losing their trust in that retailers ability to provide a safe shopping environment; therefore it is important that retailers adequately protect their point-of-sale environment and equipment.

The UK Cards Association has produced two good practice guides to help protect retailers against fraud. These guides should be used when reviewing or developing security procedures and processes for the retail point-of-sale environment.

Security guidance for card acceptance devices, provides comprehensive advice regarding the different types of attacks that fraudsters can carry out on chip and PIN terminals, and details exactly what retailers can do to prevent themselves from becoming a victim. The guide looks at point-of sale security, staff security and how to keep chip and PIN equipment and the environment it is used in secure.

Retailer Advice: Protecting your chip and PIN terminal provides concise practical advice to help retailers minimise the likelihood of a criminal attack on their chip and PIN equipment.

Financial Fraud Action UK and The UK Cards Association strongly advise retailers to obtain both guides to help them better protect their business. Download today from www.cardwatch.org.uk

In partnership with

FFA
Financial Fraud Action UK
Working together to prevent fraud

Protect your business, download our good practice guides:

www.cardwatch.org.uk

Energy efficiency- a system approach



Image courtesy of NLD Ltd.



Image courtesy of NLD Ltd.

We are approaching the final phase of the Energy Using Product Directives (EuP) aimed at improving the efficiency of lighting products throughout Europe. Previous directives have dealt with office and street lighting, this year we saw the introduction of the non-directional lighting measure which resulted in a stepped phase out of inefficient lamps and we are currently embroiled in the next measure for directional lamps and domestic luminaires. As we approach the end of this product based set of legislative measures there is a sense amongst many Government departments both here and in Europe that lighting is a done deal and that for energy efficiency we can switch our attention to heating and insulation. This notion is supported by the proposed removal of lighting from the Carbon Emissions Reduction Target (CERT) and, astonishingly, it's total exclusion from the recently announced Community Energy Savings Plan (CESP). Lighting still has a great deal to offer and remains one of the most cost effective and simple solutions to reducing our energy consumption.

It is estimated that lighting accounts for 14% of all electricity consumption in Europe and once the EuP measures for lighting products are all in place we can look forward to a 15% reduction in this by 2020.

It is all very well ensuring the availability of efficient products but if these are put into service in poorly designed and controlled installations they will result in poor lighting conditions and a waste of energy.



Light management is the key to intelligent solutions which offer the highest potential in savings		
Permanent (on/off)		Saving potential
		0%
No lighting controls		
With lighting controls	Daylight controls	40-60%
	Daylight-Harvesting blinds	20%
	Presence detection	15-30%
	Time management	5-15%
	Constant illuminance level	10-25%

In contrast a properly designed replacement lighting scheme will not only improve the effectiveness of the lighting in terms of quality and quantity, it can also result in up to 70% reduction in the energy used. One solution is being proposed by CELMA (Federation of National Manufacturers Associations for Luminaires and Electrotechnical Components for

Luminaires in the European Union) of which the Lighting Association is a key member and driver. It comes in the form of a Lighting System Legislation which would provide recommendations for the requirements of the design, installation, operation and maintenance of energy efficient quality lighting schemes. It will specify the

methodology for the control and approval of the lighting systems in stages from design through installation to operation. This legislated procedure could yield an average additional 40% reduction in the energy used for lighting installations. The key aspect of this proposal, however, is not just energy efficiency but to ensure that we do not saddle the environment with poor quality lighting. Furthermore, LSL will neither provide specific solutions nor restrict the designer's freedom to explore new techniques and innovative solutions. Meetings have already been held with the EU Commission and interest is high. Clearly a major element to such legislation would be the opportunity for the lighting controls industry. The technology is already available to deliver this right now so I would urge companies involved in lighting controls to make contact with the Lighting Association and let us know about your products, better still join us in campaigning for this new approach which can only be good for the lighting industry and the environment.

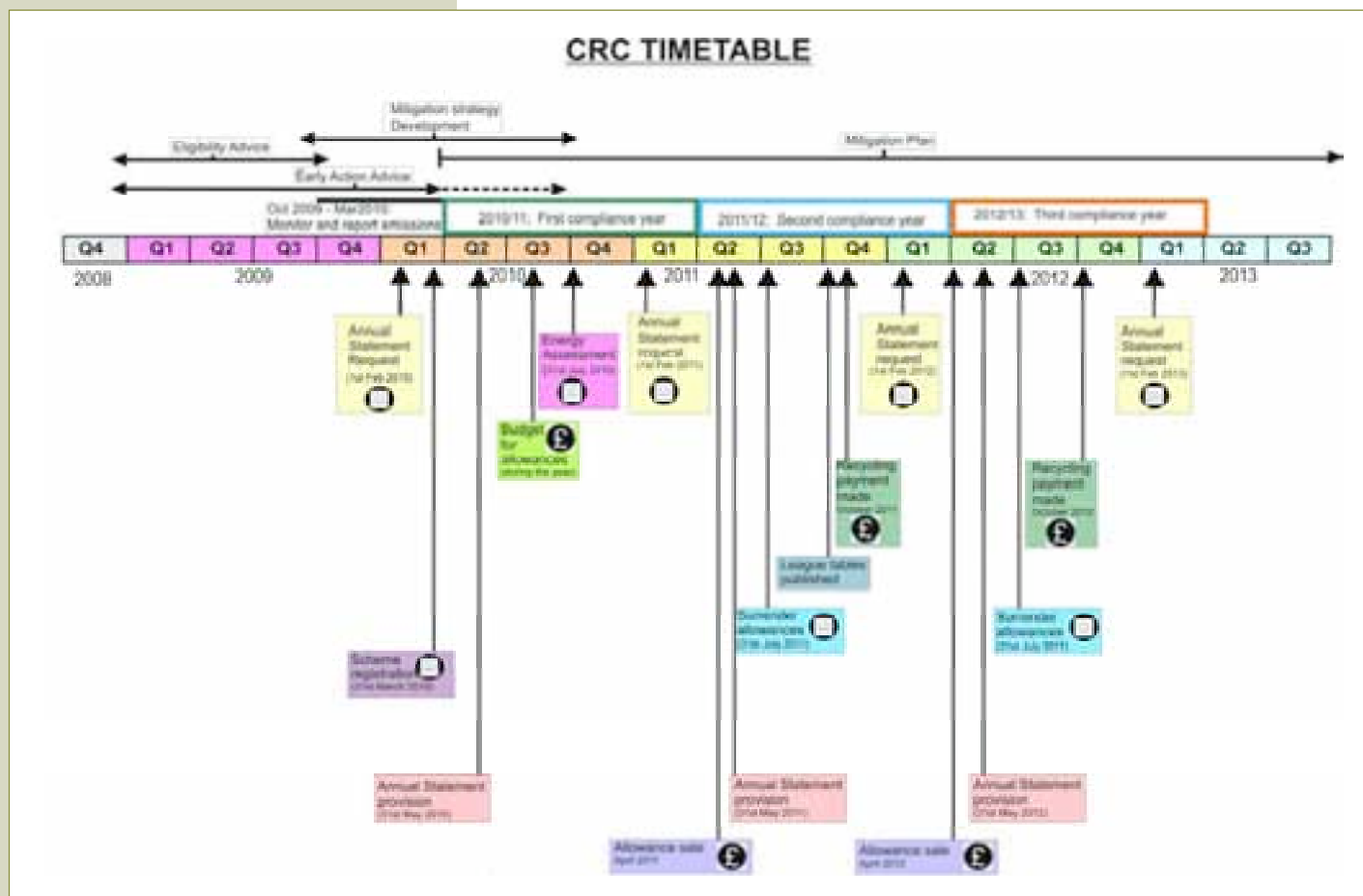
Peter Hunt
Tel: 01952 290905
www.lightingassociation.com



Image courtesy of NLD Ltd.

The Carbon Reduction Commitment – A Guide

Dave Covell, Principal at carbon management specialists ENVIRON



As of the 1st April, The Carbon Reduction Commitment Energy Efficiency Scheme (CRC) arrived, affecting around 20,000 organisations including many in the leisure and hospitality business. A UK-led scheme encouraging improvements in energy efficiency, it is part of achieving the government's target of an 80% cut in carbon emissions by 2050. By 2020, it is envisaged that the CRC will cut annual emissions by 4.4 million tonnes. The CRC puts a price on carbon and major energy users will need to buy allowances equivalent to their anticipated CO₂ emissions for the year ahead. Participants will be ranked in a league table, with financial incentives for organisations that reduce emissions and deductions from recycling payments for organisations in the bottom half of the league table. 20% of organisations will be audited annually. Inaccurate submissions carry a penalty of £40 for each tonne of CO₂ incorrectly reported, mistakes in the evidence pack mean a £5,000 fine and, ultimately, imprisonment for submitting false information.



Dave Covell

What you need to know

The CRC came into force on 1st April 2010. An Introductory Phase runs to 2013 (i.e. 3 years April to March), while subsequent phases each last for seven years. Organisations now have to register and start compiling emissions data for the first reporting year – 2010/2011 – named the 'footprint year'. These results have to be reported by the

end of July 2011 – failure to do so means a fine of £5,000 plus £500 for every day you're overdue. The first league table will be published in October 2011. At the start of each compliance year, capped allowances will be sold by the government. During the introductory phase, the price is fixed at £12 per tonne of CO₂. After the initial sale period, participants can buy or sell allowances among themselves as necessary. After 2013, the cap on the cost of carbon will be removed and is expected to rise significantly.

Planning and preparation Now

Determine whether your organisation must participate. Eligibility depends upon the total half-hourly metered (HHM) electricity use between 1st January and 31st December 2008. If this was greater than 6,000 MWh (mega-watt hours) per year, roughly £500,000 a year on electricity, organisations are full participants in the CRC. Organisations with consumptions between 3,000 and 6,000MWh also have to register

but will have reduced obligations, and those whose emissions are for transport purposes or generating electricity are exempt, as are organisations that already fall under the European Union's Emissions Trading Scheme (EU ETS) or have more than 25% of emissions covered by a Climate Change Agreement (CCA), although they still have to register and gather data.

Also organisations now need to start compiling material for an evidence pack that covers data and information for this the footprint year.

This year

While qualifying for the CRC is based on historical electricity consumption, all energy use falls into the scheme - gas, oil, coal, liquefied petroleum gas (LPG), etc. The complexity of some energy use means that auditable data can take many months to collate. Also, many organisations don't know what meters they have, some are read incorrectly, and in other cases metering units are incorrect e.g. hundreds of cubic feet versus cubic meters. In fact, in ENVIRON's experience of undertaking metering audits, we have found that on average, only 1 in 10 bills are accurate. Organisations must review their metering, and we recommend doing this as part of the development of a wider

metering strategy, which includes improving sub-metering as well as fiscal metering. In meeting the ongoing requirements of the CRC, organisations can establish a process for the ongoing monitoring, collection and reporting of data in-house, outsource it to an organisation like ENVIRON, which can also help with planning for future improvements, or opt for a combination of the two.

Early Action Metrics

An organisation's position in the league table during the Introductory Phase is partly based on three metrics:

Absolute metric: percentage change in absolute emissions compared with previous years

Early action metric: having Automatic Monitoring Reading (AMR) and the Carbon Trust Standard, by 1st April 2011.

Growth metric: the growth or decline of an organisation during its participation

In year 1, the early action metric accounts for 100% of the ranking. Achieving the Carbon Trust Standard can take three months and there's a stringent process to follow. You need to have secured the standard by April 2011 for it to count so best to start thinking about it now. Rolling out an AMR strategy isn't a swift process either.

In Year 2 (2012), it accounts for 40% with the absolute metric at 45% and the growth metric 15%. In Year 3 (2013), the split becomes 20%, 60% and 20% respectively.

Improving future performance

You need to plan for reducing emissions over the longer term. A specialist consultant like ENVIRON can help develop a five or ten-year plan of improvements. Opportunities to secure quick wins and longer-term options should be considered, and mapped against capital expenditure requirements, cash flow and potential energy cost reductions that can be reinvested in energy saving measures.

The final word

By taking a proactive approach to reducing carbon emissions, you're not just reducing your exposure to carbon costs and avoiding fines, you're also lowering your costs, positively affecting reputation, potentially opening up a new income stream and reducing the depletion of the world's resources.

www.environcorp.com



Reply No. 8

Helping residents and hotel guests to reduce their CO₂ footprint

isrighthere, an innovative provider of bespoke IP based triple play services, has launched a new addition to its Cloud TV service, IS Media, that allows building residents and hotel guests to see exactly how much energy they're using and how this compares with the building's average.

IS Energy Vision forms a part of the UK's most cost effective and comprehensive Over The Top TV (OTT TV) media system that can measure all utilities including fresh and grey water, gas and electricity. Using the system can result in initial savings of up to 15% in energy usage per resident or guest.

For apartment owners, saving energy has its obvious advantages, but for hotel guests and residents, the ability to compare energy usage across the building average will help encourage individuals to be more conscientious and switch off lights and plugs when they're not needed. Hotel management will reap the benefits as they will be able to monitor and manage their traditionally large energy bills.

In a recently completed green-build project using IS Energy Vision, savings of 57% in carbon emitted (CO₂) have been shown compared to an equivalent standard new build home.

IS Energy Vision displays the energy usage information through the TV screen along with other services through the centralised cloud based architecture of isrighthere's IS Media solution. This removes the need for hotel and estate owners to purchase and install expensive and energy hungry TV head end equipment on site, making it vastly cheaper and more flexible than alternative solutions. This visibility, together with reduced energy consumption, makes it a viable option for many hotel and managed estate owners.

Siobhan Gaffan/Darren Willsher, EML, +44 208 408 8000, isrighthere@eml.com

Reply No. 9



Switch on to Saving Energy with Induction

Specialising in the design and manufacture of professional induction hobs, Northamptonshire-based Induced Energy has built up an enviable reputation for performance, reliability, and service. Indeed, since it first opened its doors for business back in 1991, the company has consistently raised the bar with its comprehensive CS3000 range, and most recently with the all new iPlate.

All Induced Energy induction hobs are of UK manufacture and feature cooking zones that provide the full 3kW of power that professionals demand. Recent tests have shown that the CS3000 range produces the fastest rolling boil in the sector, with this range delivering the same power to the pan as the company's previous 3.5kW model. That's energy saving.

It is a fact: use induction just once and you'll never want to use anything else. It will do everything you can do on gas, but also much, much more. It is, for instance, 50% more energy efficient than halogen and 86% more energy efficient than gas. This represents a huge saving on energy bills and helps all catering establishments with their Energy Efficiency. Extraction costs are also significantly reduced, and of course there is no requirement to install expensive gas cut-off equipment.

Induction produces no poisonous exhaust gases or carbon particles.

Therefore there are no carbon deposits on pans, prolonging their life and reducing cleaning times; and there are no unhealthy carcinogenic carbon particles in the air around the cooking area.

Any spills do not burn onto the ceran top, which only gets hot from heat transferred from the bottom of the pan, which again makes for faster cleaning at the end of service.

Because only the pan heats up, and because the power to the hob is automatically cut to minimal levels when a pan is removed, there is no wasted energy and no wasted background heat.

The power is so controllable that chocolate can be melted directly in the pan, pharmaceutical companies use it for experimental work as the heat produced in a pan is so reproducible.

Another unique Induced Energy feature is the depth of field, which extends 30mm above the surface of the glass and mimics a gas flame. This makes it easy to sauté and use a round-bottomed wok. It also means that the base of the pan does not have to be perfectly flat for heating of the pan to occur.

This is a company that is constantly researching and developing new products. For example, Induced Energy has recently launched a 2 x 1/1 gastronorm Induction Keep Hot concept. This drops into a counter top and produces great energy savings, as energy will only be used once the hot food is

placed on the top in an induction-friendly container. Cruise ships where saving energy on servery counters means ships can reduce their fuel usage considerably, are hugely interested in this iPlate.



And with much less risk of injury from burns and scalds, the iPlate is perfect for schools, colleges, care-homes, in fact anywhere where hot food is served. In its latest incarnation the iPlate can be installed invisibly under a swanstone counter, so it can be a place for food preparation one minute, then a keep hot unit at the flick of a switch.

Induced Energy is also markets a mobile unit that incorporates the company's 4-ring induction system, a ventilation pod above it, and space for an oven or fridge underneath. Ideal for any location where there is a problem with ventilation, the industry first caught sight of the Mobile Cooking Station at the Ace Ready Steady Cook show in London. Again schools are finding this very attractive, especially where kitchens have been removed in the past and are needed again now that healthy meals produced on site are at the fore.

As featured in Grand designs, Induced Energy supplies an induction hob to work through Pyrolave, a volcanic stone that can be made into dazzling coloured counter tops. The unique capability of the Induced Energy induction gives an impressive depth of field. As mentioned above this means that the magnetic cooking zone extends about 30mm above the surface of the hob, with the chef actually being able to cook through the Pyrolave. This amazes onlookers, as it looks



iPlate, visible option with ceran glass.

"Spills do not burn onto the ceran top, which only gets hot from heat transferred from the bottom of the pan, which makes for faster cleaning at the end of service..."

astonishing and they can't understand how you can cook through the stone counter? Designers love it and it's an incredibly novel feature. Besides Grand Designs these units are now in use in Australia and the Maldives, underlining the company's commitment to creativity and innovation.

So if you want to save energy- and there can't be many people who don't, or you have to save energy as part of the CRC Energy Efficiency Scheme - telephone Chris on 01280 705900. Alternatively, visit our website at www.inducedenergy.com.

Reply
No.
10

KEEPING HOT WHILE KEEPING COOL

The new iPlate induction Keep Hot
Keeps your food hot while keeping surfaces cool.

Safe – surface is not directly heated
Energy Efficient – heat only generated when and where you want it
Simple – to operate and keep clean

Contact: Chris Davies
on 01280 705 900
Email: sales@inducedenergy.com

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Reply
No.
11

LUNCH IS SERVED AS HER MAJESTY VISITS DERBY CATHEDRAL



STAFF at Derby's most prestigious hotel enjoyed the company of Her Majesty The Queen and The Duke of Edinburgh recently as they visited Opulence Restaurant at the Cathedral Quarter for lunch. The Queen and The Duke of Edinburgh enjoyed a three course lunch prepared by head chef Dean Crews, which included local Derbyshire Pork and Lamb dishes. It was part of a full day in the city where the Royal couple visited Derby Cathedral, attended the Maundy service and, later in the day, Derby Royal Infirmary. The Cathedral Quarter Hotel is part of The Finesse Collection, the privately-owned group of hotels based in the East Midlands.

James Blick, the company's managing director, said: "We were delighted with the luncheon. It went incredibly well. Dean prepared a fantastic lunch, which Her Majesty and The Duke of Edinburgh seemed to really enjoy. "A Royal visit is the pinnacle in any hotelier's career and the Queen is the ultimate guest. It is a huge accolade not only for the hotel, but for all of the team including Dean. It is an experience that will remain with me and the staff for the rest of our lives." Dean said: "The menu was carefully chosen to include seasonal, local, produce. We had lots of practice runs, so I was confident that the service would be slick. I had the honour



of meeting The Queen and she really put me at ease. She thanked me and said that the lunch was 'very nice'." The special lunch was hosted by the Mayor and Mayoress of Derby, Sean and Lisa Marshall. As The Queen departed from the hotel, she was presented with posies by James' daughters, Isabella and Abigail.

For more information, contact Jayne Russell or Katherine Simon on 0115 9410714



PIMM'S®: THE PERFECT ACCOMPANIMENT FOR SUMMER OCCASIONS

This April, Diageo Great Britain (GB) will launch an integrated campaign behind the number one selling summer spirit brand, Pimm's®¹. Activity will run from April until the end of August, including TV advertising and an innovative 'thermally activated' radio marketing campaign, which will see the Pimm's advertisement aired when the weather reaches 22°C or above. Pimm's is seen by many as the quintessential British summer drink and was well enjoyed by consumers again last summer, with an impressive growth of +6% in a specialties category that is currently declining at -6%². The highly successful marketing campaign, which saw the launch of a new TV ad, focused on reaching consumers in regions outside of the traditional Pimm's heartland of South East England and saw an increased penetration of 172,000 additional households nationally. With Pimm's get togethers becoming increasingly less formal, this year's campaign highlights Pimm's as the perfect accompaniment for informal summer occasions such as barbecues. Pimm's will return to TV screens with a re-optimized version of last year's ad, which shows a group of fun and colourful characters gathering together to enjoy a barbecue and

share a jug of Pimm's. The end frame, which features the barbecue, will be extended to emphasise the association between Pimm's and this key occasion. The ad will run from the end of April to ensure that Pimm's is front of mind with consumers when they are visiting the pub over the August bank holiday. As part of a national radio campaign, to help drive incremental sales during the warmer weather, Pimm's advertisements will be aired on the radio once the weather reaches 22°C or above. In addition, Diageo Business Development Executives (BDEs) will visit outlets to offer advice and ensure that visibility is strong for Pimm's during warm weather to help licensees maximise the opportunity. Kshitij Desai, Senior Brand Manager for Pimm's at Diageo GB, comments: "We are extremely pleased with the results from last year's nationwide marketing campaign. Pimm's saw very strong growth and is now worth £29.3m³. Last year the new TV ad, Pimm's 8, was extremely well received by consumers and helped to educate them on the ingredients required for the perfect serve of Pimm's. This year, supported by radio and in-store activity, we will use the ad to further emphasise the link between Pimm's and the barbecue occasion. For outlets that do not have an outdoor area, we would recommend

creating a summer feel inside using display to help make the most of key sales occasions like bank holidays. The perfect serve is one part Pimm's and three parts lemonade, with ice, orange, cucumber, strawberries and mint." Pimm's is also part of the recently announced joint marketing campaign between Diageo GB and Coca-Cola Enterprises (CCE). The long-term joint initiative is aimed at helping the on-trade in Great Britain create long, quality mixed spirit drinks all year round. 'Keggy', the pre-mixed Pimm's and lemonade on draught launched last year, will again be available to help licensees create a perfectly served Pimm's jug. The lemonade is pre-mixed with the spirit in the perfect proportion, straight from the keg, with just ice and fruit garnish to be added.

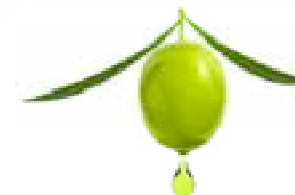
Visit www.drinkaware.co.uk and Diageo's own global resource www.DRINKiQ.com for information and guidance on responsible drinking.

1 AC Nielsen, Grocery last 8wks to 25th July 2009
2 AC Nielsen MAT to 5th Sept 2009 Total trade
3 AC Nielsen to 5th Sept 2009 Total trade

Tapas – A Taste of Spain



A Tapas need not be complicated, for example “Cojonudos” which means magnificent, fantastic, awesome...



Spain, a diverse country and people, Christian, Jew and Muslim invaded by the Romans and the Moors with a sea border that has allowed the early introduction of fruit and vegetables from the new world that easily grow in Spain's micro climates.

The Romans introduced Olives and irrigation, Spain now produces over 50% of world olive oil production. The North African Moors brought Almonds, Citrus Fruits and Spices including Saffron and the ships from the New World introduces Tomatoes, Sweet Peppers, Chilli Peppers, Corn, Beans and Potatoes, all of which are complemented by the abundant seafood available from both the Atlantic and Mediterranean – the result is one of the world's great cuisines.

Most people when they think of Spanish food think of Tapas and with good reason. Few things are as pleasurable as a glass of wine, a tasty morsel enjoyed in the company of good friends and then another... Tapas are a small appetiser traditionally served alongside a beer or wine throughout Spain but with its origins originally in Andalucía. The origins of Tapas are not clear, it means cover or lid. Many claim that the Tapas was developed as a cover to the sherry glass to discourage the fruit flies from invading – usually a slice of bread with jamon or chorizo, both salty, to encourage further sales! Another explanation

is that king Alfonso XII when visiting a bar in Cadiz, ordered a sherry and the waiter covered it with a slice of jamon to protect it from the sand. Whatever the reason the Tapas remains an important part of Spanish socialising and culture.

In Andalucía, away from the tourist areas, it is normal for bars to automatically offer tapas with every drink ordered – each bar offers a different range of between 8 and 12 tapas so a varied meal is consumed by visiting several bars. A Tapas need not be complicated, for example “Cojonudos” which means magnificent, fantastic, awesome - this is a slice of bread with a fried quails egg with either Morcilla (black pudding) or Chorizo – simple yet delicious. Another favourite are the Pimientos de Padrón from the province of Coru?a these are small green peppers fried in olive oil served with a little salt – most are mild but a few are quite hot! These are now available in the UK when in season.

If visiting Barcelona I cannot miss a visit to La Boqueria Market along La Rambla de Sant Josep, this amazing market is an assault on the senses, the colour, smell, sound and most importantly taste of the amazing Tapas that are being prepared throughout the market. Famous for its seafood, try Barcelona's famous Croquetas de Bacalao.

In these chastened times Tapas is an ideal offering for many Restaurants. By offering small dishes realistically priced, the customer can decide how much to spend, the better the Tapas the more will be ordered – and if there are more to feed the option of ordering a “racion” a large plate.

Tapas offers flexibility, you can call in for a small snack and a drink as an alternative to the ubiquitous coffee shop at any time of day. Tapas need not be expensive, for example El Pirata Tapas Bar in the heart of Mayfair offers Tapas from as little as £2.90 with many offerings for less than £6.00.

Successful Tapas bars both in Spain and in the UK are very much ingredient led – the portion may be small but the quality of the ingredient should be excellent – so utilise local foods in season, a slice of Serrano ham wrapped around fresh asparagus in June is absolutely delicious and inexpensive to produce. In our outside catering business we frequently offer champiñones al jerez as a

vegetarian dish with garlic, chille and dry Manzanilla Sherry. We serve it alongside our giant paella's and Chorizo a la Plancha and it is always popular at food festivals.

The popularity of Tapas has certainly spread far beyond the borders of Spain and now it is possible to find even Italian restaurants in the UK are introducing a small dish menus sometimes called “cicchetti” or “spuntino”. One high street I visited recently had a restaurant offering Thai Tapas and why not.

The Tapas need not just be served in Restaurants, many make ideal Take Away items, served cold or easily re-heated in the oven or on the hob. The success of Tapas is, as ever, good local ingredients, good company and a glass or two of vino tinto. Tapas, be it in the bar or at home, brings people together – they are dishes for sharing, they encourage good conversation for all to enjoy!

**Article by Nick Hayward,
Managing Director of the Edeli Group
Edeli Ltd, Spanish Food Importers
Illumunada Ltd, Spanish Outside Caterers**



Author: Matthew Martins, Head Chef, The Four Seasons Hotel, St Fillans, Perthshire

www.thefourseasonshotel.co.uk



Matthew Martins

Head Chef Mathew Martins joined the independent Four Seasons Hotel last year, overseeing its two AA rosette Meall Reamhar Restaurant and informal Tarken Restaurant. Located in the heart of stunning Perthshire and with views overlooking Loch Earn, Mathew is constantly reminded of the region's rich and diverse natural larder which is a prominent feature in all of his dishes. I always see spring as the ideal opportunity to breath new life in to your menu, not only in using the best seasonal produce available, but to try and introduce fresh ideas and recipes that make the most of what the area has to offer and encourage guests to try



Seasonal ingredients sourced locally in the Heart of Scotland



Four Seasons Hotel

something unexpected. At The Four Seasons, I use as many local ingredients and produce as possible. It is all on my doorstep, all year round. Venison, haggis and black pudding all come from our local, family-owned Comrie butcher. As well as Perthshire lamb, pigeon and pork, which I love to use, and prep every day at the hotel. A big favourite over the past few months was honey-glazed saddle of wild rabbit, which is delicious. My butchery skills have been used more than ever since I started at The Four Seasons, buying in large saddles of succulent Perthshire venison and lamb, boning it - and using everything. The same goes when buying in whole

mallards, using legs for terrines, bones for a game jus and smoking the breasts ourselves. I love game season when there is so much to offer and use, for example woodcock and pheasant. It is so satisfying and rewarding to have a customer come in and choose something like a game bird and say "I have never tried that before, it was beautiful, how do I cook it at home?" Coming to Scotland from Norfolk, I am used to cooking with a lot of local produce from the sea and land. The importance of using local organic ingredients has been engrained in me right from the start of my career. Back home on the coast, we would have people come to the back door with mackerel, sea bass and crab, in Scotland it is bird and beast. It is a real pleasure to use everything the outdoors can offer. The more knowledge you have about your ingredients the better and it is essential to develop a mutual relationship with your produce supplier. I am always looking out for local produce and often get calls from my close suppliers saying they have found a new local source, and do we want to be the first to try something. I've recently been talking to a local man who can source some of the best truffles I have sampled for a long time and these will definitely be making an appearance in my new spring menus. The most important lesson I have learned over the years is anyone can do it and you don't even have to put a ridiculous amount of effort or spend into it. You can use local produce, lessen your carbon footprint by walking down to your local high street with a recipe to buy vegetables, dairy, meat and fish from small



You have got to try this!

Pan Seared Speyside Salmon Fillet *Vegetable spaghetti, new potatoes, tarragon butter sauce*

Ingredients

- | | |
|----------------------|-------------------------|
| 2lb fillet salmon | 100ml double cream |
| 2 carrots (large) | 8 sprigs of tarragon |
| 2 courgettes (large) | 25ml white wine |
| 12 new potatoes | 10ml white wine vinegar |
| 2 sprigs of mint | 1 shallot (diced) |
| 50g butter | salt & pepper |

Method

- 1) Boil potatoes in salted water with the sprigs of mint, drain and cool naturally.
- 2) Peel carrots continually to the core, cut into strips, blanch in boiling salted water for 12 seconds, butter and season.
- 3) Sweat off shallots, tarragon, white wine and vinegar. Reduce cream and butter, bring to the boil and simmer.
- 4) Cut salmon into finger thick slices, pan sear in a non-stick pan. Cut new potatoes, add to pan with a knob of butter and season.
- 5) Serve



www.thefourseasonshotel.co.uk

independent shops. You will be surprised how close your ingredients have come from. You don't need to use big brand shops all the time. I mean do you know where it's all coming from?

For more information on The Four Seasons Hotel, visit www.thefourseasonshotel.co.uk or call 01764 685 333

Biog: Matthew Martins (24) joined The Four Seasons Hotel in October 2009. Previous experience includes working at Morston Hall, Norfolk's only two-Michelin star hotel with TV Chef Galton Blackiston, during which time he achieved his NVQ level 3 in Advanced Craft Catering. After college Mathew worked his way up to Sous Chef under the fantastic Head Chef, Mark Sayers at three top hotels in Norfolk including The Norfolk Mead Hotel and The White Horse Blakeley. Matthew moved to Scotland in search of a new challenge and to forge a reputation as an up and coming, innovative young head chef. He has a passion for modern British cuisine that showcases the best quality ingredients, particularly seafood, which he demonstrated by winning the UK Sea Food competition in 2004.



Bones' and Other Hospitality Interior Design & Décor Trends

By Elaine Williamson

Interior design, like fashion, is as an ever-changing industry. Styles, materials, furnishings and décor similarly follow trends and seasons. Good hospitality interior design will provide flexibility and scalability, allowing an Inn, hotel or resort to remain current in its aesthetic in the years ahead. Interior design and décor trends change with every season, but with a strategic foundation of baseline elements like furniture and flooring, a property can easily keep up with the trends without sacrificing essential style elements of the space...

Here's a glimpse of what's currently trending in the hospitality design and décor-scape:

"Bone-dacious" Furnishings: For the past few decades, designers have purchased furniture that served one particular style purpose for a specific room. This meant that, as soon as the owner or property manager decided to redecorate a space, all new base furnishings had to be purchased. Lately, however, it's become popular among hospitality interior designers to purchase a quality piece of furniture that has desirable, style transcendent "bones" with the intent to reupholster it as fashions change, rather than simply discarding it when it's time to update the look of the lobby, hallways, guest rooms and suites, pool/patio area, restaurant, etc. This trend has resulted in an increase in purchases from domestically-based manufacturers that make quality furnishings built to last.

Dodge disposable décor: Designers are no longer purchasing one-time use "disposable" décor items, be it furniture, rugs, window treatments and decorative items. Instead, they consider a piece's re-usability in another future design when considering a purchase. This is the most efficient and cost-effective way to makeover a hotel space ...now and later.

Colour craze: The world of colour has undergone a makeover of late, too, with yellow and grey paving the way. Together, these colours add a level of calm to the feel of a guest room, while still adding eye-catching pops of colour. The grey, a rather neutral colour, works well as a base colour on upholstered furniture, especially when coupled with another hot trend, right now - espresso-stained wood. This stain colour, which exudes an air of sleek sophistication, is an enduring classic that has realised a surge in popularity. The yellow, best utilised in small bursts, serves as an impactful infusion of excitement in the room. For instance, a yellow throw pillow on a grey sofa can make a stellar statement.

See the light: Lighting is currently making a huge push in the hospitality space. As the design of table lamps have waned and the marketplace has begun to embrace cleaner lines, pendant and other types of overhead lighting are popular choices for making a major design statement. Beautiful materials, unique shapes and versatile sizes simply cannot be overlooked.

Ground control: Natural wood floors are also making a major comeback, and as properties 'go green' other types of natural flooring such as travertine, limestone and

honed marbles are in high demand. Recyclable flooring, either in wood or carpet, is also in fashion. Therefore, all things natural and recyclable are at the top of the hospitality style scene. I am seeing and using natural gemstones in flooring as well. Tiger's Eye, Sodalite, Malachite and Mother of Pearl are just a few of these fabulous new materials being put to creative flooring use at the high end.

Simple swaps = big impact: If you're searching for a new look for a lobby or other common area, build on the baseline furnishings already installed and switch out accessories like ceiling fixtures, vases, statues, hanging artwork and other portable items. This allows you to introduce fresh style elements as décor trends change without having to change the entire composition of the space.

Commercial interiors expert Elaine Williamson is the principal of Elaine Williamson Designs - a full service, award-winning firm specialising in high end custom interior design for luxury residences, high rise properties, and commercial establishments.

She may be reached online at www.elainewilliamsondesigns.com

The Corinthia Hotel, London

The Corinthia Hotel London is a 5-star grand luxe hotel, newly crafted for the needs of the 21st century traveller. Developed on the site of former Metropole Hotel, which opened in 1885, the former crown estate property is being carefully restored to its Victorian former glory to become the world's eighth Corinthia Hotel and the flagship of the group.

Its rooms are amongst London's most spacious and provide outstanding views of the capital, including the river Thames, The London Eye, Trafalgar Square and Whitehall. The listed Victorian exterior houses a completely refurbished interior with an elegant central courtyard foyer, two restaurants, a luxury spa, destination bar, meeting facilities and a beautifully refurbished grand ballroom.

Its central location, near Trafalgar Square, just steps away from the Thames at Embankment, makes it an ideal base to connect with London for business or pleasure. The hotel will open its doors to the public for the first time in early 2011.

Corinthia Hotel London is one of 13 properties within the Corinthia Hotels International (CHI) portfolio at key business and leisure destinations around the world.

Distinctive features of the hotel are:

- Spectacular views of quintessential London from all rooms
- Luxury ESPA spa
- All rooms are spacious and bathed in natural light – the only five-star hotel in London to offer such luxury

Address: Corinthia Hotel London, Whitehall Place, London SW1A 2BD
Telephone: 44 (0)207 930 8181 (pre-opening office)
Email: london@corinthia.com
Website: www.corinthialondon.com
Hotel Manager: Matthew Dixon

For further information visit
www.corinthialondon.com

Location: Located where London's cultural and entertainment hub meets the political. Brief taxi ride from some of the capital's best shopping. Overlooks Victoria Embankment Gardens, River Thames, Whitehall. Minutes away from Trafalgar Square, The National Gallery, St James's Park, Proud Galleries Central, Victoria Embankment, the West End Theatre District, shopping destinations and a host of other top visitor attractions. Short walk across the Hungerford Bridge to Southbank, The London Eye, Big Ben, The Houses of Parliament, and Buckingham Palace. Excellent transport links including Northern, Piccadilly, Bakerloo, Circle and District underground lines with Embankment underground and Charing Cross railway just across the road.

THE LAW OF ATTRACTION

Ever heard of a book called ‘The Secret’? This book maintains that, by ‘Asking the Universe’ for what you want, and behaving in a certain way, you will attract the things you want in to your life. This could be absolutely inspired, or completely insane! How about looking at it in a way that is more pertinent to all our businesses. You want to ‘Attract’ more customers, bigger spend, better profits. So, do you a) sit back, relax, think of Nirvana and hope for the best, or b) do you do something that’s guaranteed to improve your restaurant? If you answered a), then close your eyes and read no further. If you answered b), then listen up! 83% of the general public would choose a restaurant with candlelight, over and above one without! It’s that simple! If you don’t have candles of some description, you could be losing out on all those potential customers. But here’s the catch. Not all candles are the same, so be careful which ones you choose.

Traditional Wax Candles

They may be either large pillar candles like those you get in a church, or the classic dinner taper, for which you will need an elegant candle stick. These tend to suit classic dining rooms and old country inns. Generally, you are better off paying more for a good candle than trying to get the cheapest. Many Chinese manufactured candles are made of whipped wax, which means that the centre of the candle has a lot of air mixed into the wax. This centre burns away very quickly, and soon you have an ugly, large smoky flame, that is almost invisible inside a wax pillar, until the whole thing collapses. You can tell a whipped wax candle from a solid candle by comparing the weight of each one in your hand. The whipped one will be much lighter. Test the manufacturers claimed burning time. If a 120 hour burn time is stated on the candle, but after 60 hours it looks rubbish, the candle flame has disappeared inside the candle or it has simply turned to mush, then you only get half the claimed value.

Tea lights

The second type, and probably the most commonly used type of candle is the humble tea light. You must again be sure you buy a quality item. Many tea lights say they burn for four hours when they quite often don’t last. And even if they did, four hours is barely enough for an evening service, particularly in winter. If you do put tea lights on your tables, your valuable customers, the ones that really count (that’s all of them by the way), will know that you think they’re worth about four pence.

Also you can end up throwing so many away, half used, or worse still, half spilled over your table, linen or caking up the inside of your candle holder. This can be a real problem. I hear it over and over again. People that use them regularly quite simply say, “ I hate tea lights! There must be something else!”

And of course, there is.

Oil candles

Generally they consist of a glass body, and a wick. When filled with high quality, sootless paraffin (Ordinary paraffin or kerosene simply will not do), they provide a clean, long lasting and very economical candlelight. There is no waxy mess, and also no waste. They tend to come in many different varieties, and because the fuel is available in many colours, you can match your style and décor. The only maintenance required is re-filling, which may need to be done daily, weekly or maybe as little as fortnightly. The running costs are typically around one and a half pence an hour. Some can cost as little as a couple of pounds each to buy. Once you consider the costs saved on wax removal, and wastage of half used candles, an oil candle is often more economical and always more pleasing on the eye. It would only be fair to mention that on the down side for an oil candle, the wicks can be



a little fiddly to set up the first time, but on the other hand, you can get just the flame you want, where wax candles cannot be adjusted. They can also be easily moved around. This may seem an insignificant point, but if you have a family with young children, you do not want them playing with fire so you want to move any candles away. A lit wax candle will quickly deposit a trail of wax behind it at the slightest touch. Put something rather better than that in front of them and they will feel a whole lot more valued.

Using Candles

So, once you have your candles there are a few common sense things you need to remember, to get the most benefit from them. Firstly, remember to light them! You don’t have to light all of them, but see which ones look best from outside, and are likely to do the best job at attracting people inside, and light those. If you don’t have a large window, where people can see diners, put them in your entrance area. Secondly, always light the candle when someone takes a table. Never wait to be asked by your customer to light the candle, as this will quickly become a point of annoyance. Similarly, if a candle blows out, or runs out, relight or replace it immediately. Finally, light a few candles in areas of the restaurant that do not have diners in as this will make the whole of your restaurant more inviting. Ambience is right up there in peoples mind as what makes a restaurant or particular meal memorable and if your restaurant doesn’t have it, in spades, you could lose out in today’s challenging market. Choose the right candles and follow these simple rules and you will be in the best position to grab those customers.

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Giving Hotels a Sporting Chance

As cost-conscious Britons seek ever greater value in their leisure breaks, operators in the hospitality sector are looking to boost their business in many innovative ways. In the past, many hotels have focused on female friendly benefits, utilising such facilities are extravagant spas, swimming pools and beauty therapy for the leisure sector, but a select few have already looked to capitalise on the business traveller. Although many businesses have cut back on corporate hospitality, certain sector workers will always need to stay away from their home base. Sales people, manual workers and transport professionals will always require hotel accommodation and the lure of a high quality sporting facility may persuade them to stay where they can have fun, practice their sport, and enjoy their free evening doing something worthwhile. Some top end leisure developments have installed high profile activities such as climbing and surfing to ensure a point of difference, but for the average mid-market

hotel operator, a high quality golfing facility may be the perfect solution – a draw for business travellers without costing too much. Hotels such as Chewton Glen in Hampshire and Dar Ambre in Marrakesh have all benefitted from the installation of golfing facilities such as all weather tees and outdoor putting greens. Paul Chester, Sales Manager from Huxley Golf, says: “There are approximately four million adults in the UK who take part in golfing activities every year, for both fun and serious play. Many visitors will welcome a golfing feature at their hotel for filling up their leisure time and it can be a lot of fun for all age groups too.” “Outdoor and indoor golfing features can both be fantastic assets to a hotel of any size. A room as small as 30ft x 20ft can easily accommodate a reasonable size putting green and a couple of practice nets. If there is space outside, a well lit outdoor putting green, practice area or an entire 18 hole pitch and putt course are all options that will really add value to a hotel. Depending upon

your space, there are endless options and it is worth talking to an expert to see how a professional solution can be integrated into a current business.” Christopher Strong, General Manager of Donnington Grove Golf and Country Club says: “Since we opened the new indoor academy that was fitted out by Huxley Golf we have created a new opportunity for selling hotel rooms and increasing food and beverage services to golfers on tuition breaks and members wishing to practise after dark.” When looking to install golfing products into a hotel, operators should consider the supplier’s credentials. By specifying a product which is used by professional associations and golf clubs around the world, hotels will be able to ensure a top-quality feature that will give them marketing collateral and a guaranteed level of service. It’s also important to choose a supplier who can create a bespoke golfing feature that complements existing facilities as well as being able to fit in with the space presently available. Specifiers should also look at solutions which will require



“Many visitors will welcome a golfing feature at their hotel for filling up their leisure time and it can be a lot of fun for all age groups too.”

minimal maintenance by using high quality installed products. As more consumers start to book leisure breaks again after the recession, the addition of a high quality golfing facility will also help to raise revenues and provide an excellent point of difference for those families looking for a holiday everyone can enjoy. Operators may even wish to link up with local golf clubs or training professionals to extend their offering further, and create special golf breaks around their new facility. The addition of a sporting facility can do more than just provide an extra activity. It can ensure a real point of difference for a hotel and be a deciding factor for those booking for business or leisure. For further information on how golfing facilities can assist your hotel operation, please contact Paul Chester at Huxley Golf on 01962 733 222 or visit www.huxleygolf.co.uk.



ST JAMES'S HOTEL & CLUB LAUNCHES NEW KID'S CONCIERGE:

From Alphabet Soup to London Zoo –
every family's needs taken care of



London is a city for kids of all ages and with so much on offer it is often difficult to decide what to do first. St James's Hotel and Club has launched a new Kid's Concierge on-line service to help families make the most of every hour by tailoring an itinerary to reflect the ages of the children, their likes and dislikes before they have even left home. Assistant Head Concierge Tony O'Connell is the hotel's resident expert in all things that are fun, informative, unusual and absorbing and can recommend exactly the right activity, restaurant or show for families with children of any age.

Fast track tickets to London's top family attractions - thought of. High tea served early and babysitter on hand to allow parents a well-deserved romantic night off - yes please! Tony O'Connell, Deputy Head concierge and Kids concierge champion has included something for everyone.

"We have ideas for all age groups, from 4-7, 7-11 and 11-15 years, both within the capital and for away-day outings. We will tailor an itinerary to suit each family to make a stay in our great city so much more memorable. Our junior guests could be a Keeper at London Zoo one day, James Bond the next on a power boat chase along the River Thames or race cars at the Mercedes track in Surrey" Whether you have children who would love Legoland or the more daring who would relish the gruesome exhibits of London Dungeons and the exhilarating raceway karting in London's docklands, Tony has all the answers. St James's Hotel and Club really has thought of everything to ensure parents and little ones have the best stay in London possible. After all, happy children mean happy parents! Simply click on www.stjameshotelandclub.com to start planning your urban adventure.

For more information or to book please call the hotel on: 0207 316 1600

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For more information on our Brandy Snaps call today: 0115 973 2169

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DOES YOUR BUSINESS HAVE THE FIDO FACTOR? THE OPEN FOR DOGS AWARDS 2010

Dogs are a part of the family and where we go, they go - or do they? The search is now on to find the UK's most dog friendly hotels, bed and breakfasts, villas, country cottages and hostels at the Open for Dogs Awards 2010.

With the holiday season now firmly upon us, UK families will be setting off to British hotspots up and down the country to soak up the summer sun. However, with eight million dogs in the UK, and 23 percent of households owning one or more dogs, finding places that they can stay with their four-legged friends will also be a priority for many.

'Open for Dogs' is the Kennel Club's campaign to break down barriers for dogs and their owners. It actively encourages more businesses to be dog friendly and open their doors to people and their dogs. According to research conducted by the Kennel Club, 96 percent of people think more businesses and locations should be Open for Dogs, and find the atmosphere more welcoming when dogs are present.

The Open for Dogs Awards 2010 are now open for nominations from the public, including the 'Somewhere to Sleep' category for dog-friendly hotels, bed and breakfasts and hostels. Nominations can be made by visiting www.openfordogs.org.uk

Speaking about the Open for Dogs Awards 2010, Caroline Kisko, Communications Director of the Kennel Club, said: "We have been really impressed by the wide range of services and facilities that are being provided to make dogs and their owners feel welcome since launching the Open for Dogs Campaign in 2007. Three years on, the Open for Dogs

Awards are looking for the most dog friendly establishments across the UK. If you have a hospitality business that is open for dogs, we want to know about it."

What's more, being dog-friendly makes economic sense - four in five businesses

agree they've bounced back against the recession by opening their doors to dogs. The benefit this brings means a rise in the number of places people can visit with their dogs, and in turn an increase in business traffic for companies which may be finding it tough in these difficult, economic times.

The winners of the competition will receive national recognition and be announced in September. Dog-friendly businesses can apply for a sticker promoting that they are 'Open for Dogs' and download a poster to encourage nominations by visiting:

www.openfordogs.org.uk





Thornton Hall Hotel & Spa

NESTLED in the Wirral countryside just twenty minutes from Liverpool and Chester, Thornton Hall Hotel & Spa is widely regarded as one of the finest in the region.

The hotel has just completed a stunning £160,000 refurbishment of its award-winning restaurant The Lawns.

With two AA rosettes, The Lawns was already on many people's radar as a venue for top quality food and drink. However, hotel management decided to take the restaurant up to another level spending tens of thousands of pounds on creating an even better fine dining experience.

Coinciding with the recent arrival of executive chef David Gillmore, who has worked for distinguished establishments such as Michelin-starred Grosvenor Hotel in Chester, the restaurant has a new menu and is looking to further its reputation as one of the North West's leading restaurants.

The Lawns' traditional look with a modern twist was the creation of designer Sharon Snape, who founded Blackburn-based Altitude Studios in 2006.

Sharon has worked extensively in the North West's hospitality sector, specialising in interior design. She worked with the

management at The Lawns to create a complete bespoke design package, incorporating furniture, flooring, ceilings, lighting and ornaments.

Highlights of the £160,000 investment include £7,500 each on two Swarovski crystal chandeliers, which were imported direct from Italy.

Around £20,000 was spent on fabrics such as curtains, while the purchase and installation of the wooden floor in the bar area cost £9,000.



£25,000 was invested in furniture, such as the solid wood tables, luxury leather seating and individually designed tub chairs.

There was no expense spared even on the stylish restaurant, bar and wine menus, which cost £6,000 to design and produce.

Thornton Hall Hotel & Spa General Manager Geoff Dale said: "This is a huge investment for us but it shows just where we want to take the restaurant. There is a long-term plan for The Lawns and the refurbishment, coinciding with the arrival of executive chef David Gillmore, was a key part of this plan.

"We worked with designer Sharon Snape on the look of The Lawns and in choosing key showpieces such as the beautiful Swarovski crystal chandeliers. It is about bringing the best quality possible to the restaurant and giving our guests a genuinely first class dining experience.

"The refurbishment has also created five jobs and we have made sure that the staff we have taken on are well trained in giving the best service and hospitality, and that they are also knowledgeable about our menu.

"The hotel was originally built in the mid-1800s and was once the home of wealthy shipping merchants. It still retains many of its original features including the oak carvings on the staircase and the ornate leather and mother of pearl embossed ceiling, and we felt it was important that while refurbishing and modernising The Lawns, we still stayed true to the history of the building."

The investment also included the renovation of the hotel's Oak Room, which has been re-invented as a venue for private dining, be it for large parties or an intimate candlelit dinner.




Mr Dale said: "The Oak Room has a lot of original design features which we wanted to keep and the oak panelling really creates an elegant feel to the room. "We have a rolling programme of refurbishment and a number of major development opportunities over the next couple of years. Examples of which are the further extension having received planning permission for 43 bedrooms as well as further development to our award-winning Spa. "For the Spa we have launched a brand new 'Relaxation Suite', with imported luxury beds from Bali for our Spa guests to unwind and relax on before and after their treatments."

This month The Lawns was given the highest ever score in The Mersey Partnership tourist board's Taste Liverpool scheme. The restaurant received a score of 91 per cent after a visit from a secret diner, the best result of 63 restaurants reviewed across Merseyside. Mr Dale said of receiving the Highest Quality Assured award: "This is a terrific independent endorsement of the quality we work so hard to achieve, and we are delighted to find out that our score was 91 per cent. "We will take on board all the assessor's comments and see we use them towards delivering the best possible service for our guests. We are aiming to be the best fine

dining experience in the region and this award is a step towards that goal." The hotel has also just completed a £50,000 renovation of one its stunning character bedrooms, also designed by Sharon Snape, which combines modern luxury with a traditional influence. The room features a bathroom with over-sized bath and separate glass enclosed shower, double sinks and TV set into the wall. www.thorntonhallhotel.com

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Announcement

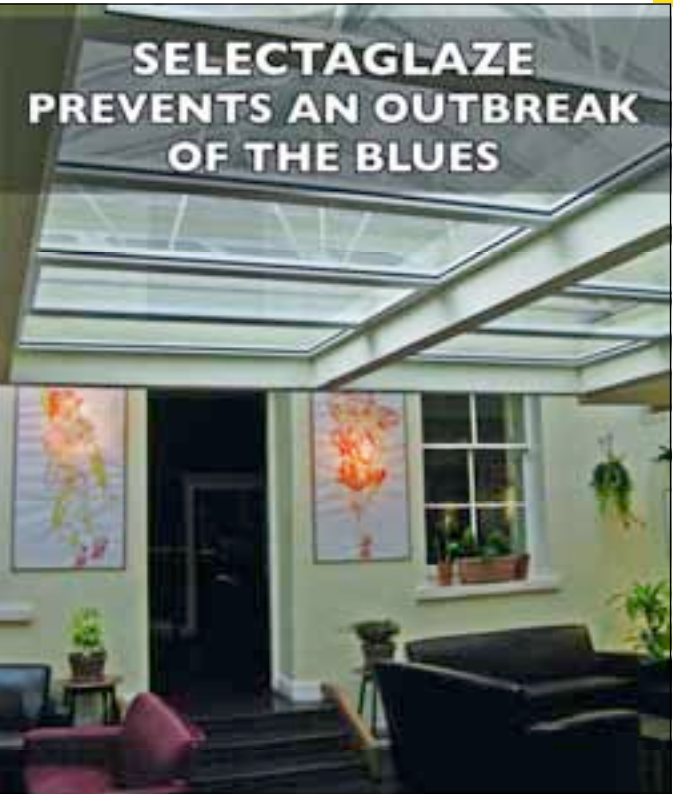
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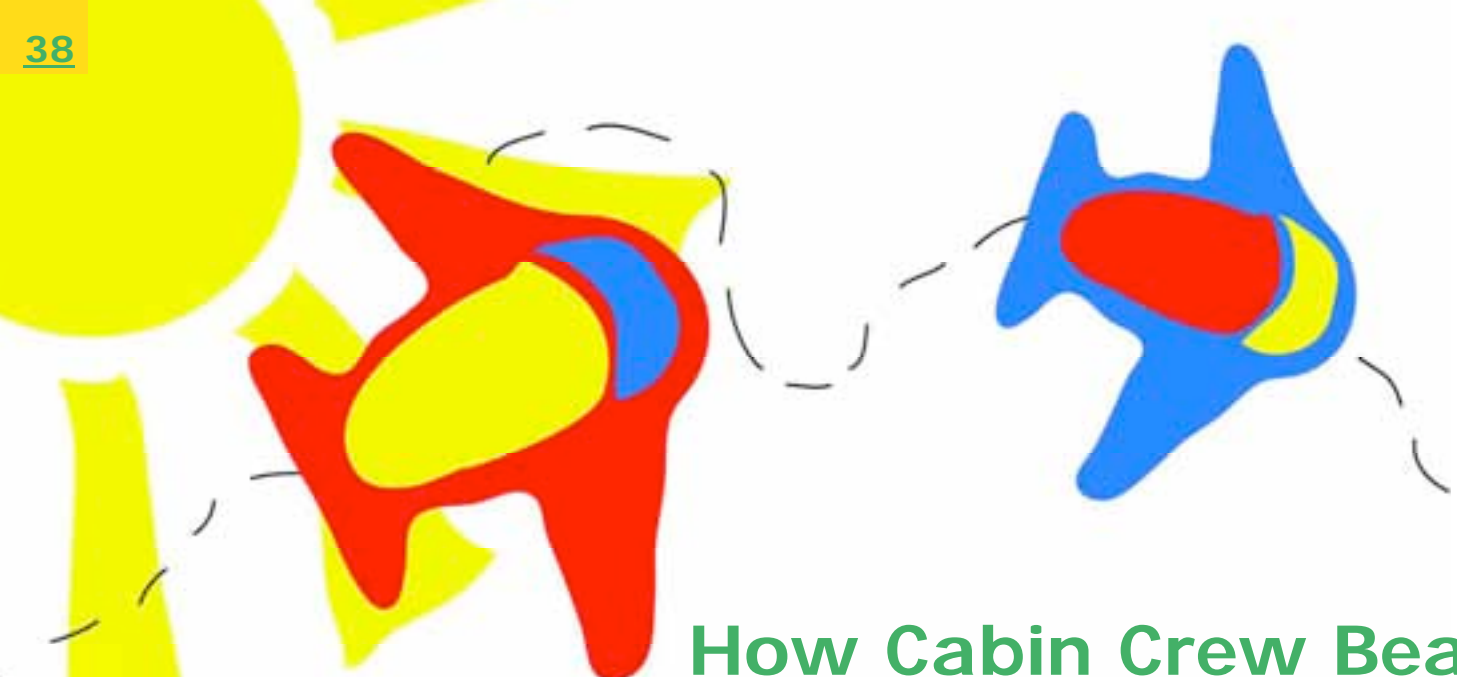
"Charlotte Street Blues" is one of London's newest live music venues. Previously a wine bar, this Georgian property was converted by new owners, Live Acts Entertainment Ltd. The company were well aware of potential noise containment problems particularly as the rear courtyard has been incorporated into the main building, backing on to and overlooking a residential mews. LAE's MD Alan Lorimer says: "The courtyard is covered by a polycarbonate doomed roof which originally had no sound insulation. So we commissioned Selectaglaze to design and install secondary glazing inside the ceiling. This has effectively eradicated noise breakout and considerably enhanced the internal acoustics. The end result is that our neighbours continue to enjoy peace and quiet and our customers and performers are delighted with the sound quality".

Selectaglaze provided a total of 28 units comprising their Series 42 Fixed and 45 Side Hung Casement systems, installed for ease of cleaning. All were fitted with 6.4mm laminated safety glass.

The completion of this project is the latest in a wide range of work undertaken by Selectaglaze to provide first class acoustic insulation at music venues, including a similar requirement at Wignmore Hall, the internationally renowned recital venue; the conversion of a Grade II Listed Methodist chapel in Salisbury into a nightclub; a decommissioned church to a state-of-the-art music and theatre facility for a top public school and Birmingham's Town Hall, the 1830's iconic masterpiece which is now the performance centre of the city.

Established in 1966 and a Royal Warrant Holder since 2004, Selectaglaze is the UK's leading designer, manufacturer and installer of secondary glazing systems. Purpose designed secondary glazing can be unobtrusive, sympathetic to the building and, in addition to noise insulation, markedly improves the window's thermal efficiency and increases levels of security. Full factory assembly allows rapid installation with minimal disruption.

Selectaglaze's extensive range of literature includes test results for energy efficiency, noise insulation and added security, all free upon request from **01727 837271**, e-mail: enquiries@selectaglaze.co.uk or by visiting the company's comprehensive website: www.selectaglaze.co.uk



How Cabin Crew Beat the travel Blues - The Daily Mail online

IN-FLIGHT INFECTION

Most people believe that travelling six miles above the earth's surface in a metal tube with hundreds of people puts you at risk of picking up a cough or cold. But the air itself is not the problem.

During the flight, outside sterile air is supplied to the cabin from the engines where it is heated, compressed, cooled and passed into the cabin via the ventilation system.

Around 50 per cent of this air is recirculated through high-efficiency filters, which remove 99.97 per cent of dust, bacteria and fungi. Normal airline cabin air changes between 15 and 20 times an hour, compared with 12 times per hour in a typical office building.

'There is no evidence that the pressurised cabin makes the transmission of disease more likely,' says Dr Ray Johnson, head of the Aviation Health Unit at the Civil Aviation Authority.

However, it is true that being in close proximity to people, as commuters will know only too well, will put you at risk of infections.

EAR PROBLEMS

Our ears 'pop' when the eustachian tube - the passageway from the middle ear to the back of the throat - adjusts to changes in air pressure.

Children tend to be more acutely affected because of their relatively narrow eustachian tubes, which might not function as well, especially if they have a sinus infection or a cold.

Sometimes your ears don't pop - if it is prolonged and causing pain, an old trick for treating it is 'hot cups'.

Ask the crew for a plastic cup for each ear - you also need two towels dampened with boiling water; put these in the cups.

Then hold the cups over the ears for a couple of minutes. The heat generated by the towel causes a very small pressure vacuum that should unblock the ears and ease any pain. You can also try Boots' Flight Earplugs, £4.49, designed to equalise air pressure in the ear and relieve discomfort. More... AIR

SICKNESS

Motion sickness occurs when there is disagreement between what you see and the balance system of the inner ear.

When you look out of the window you are clearly moving, but your inner ear detects that you are sitting still.

Do not look out the window, as this will only increase the sensation of movement. And sit in the centre of the plane - the lower end of the plane is a bit like a pendulum and the closer you are to the tail, the worse you will be affected.

Bringing your temperature down relieves nausea, so turn on the cool air vent and sip cold water regularly.

Joy-rides tablets, £2.49 for 12 pills, contain the active ingredient hyoscine hydrobromide, which acts on the brain to prevent messages of motion sickness reaching the stomach.

JET LAG

Travelling across time zones upsets the body's natural rhythms for eating and sleeping - and can affect hormonal patterns. The best way to acclimatise is to spend at least an hour in natural daylight as soon as possible after landing.

Sun exposure tells your body it is daytime and helps reset your body clock, which will otherwise be out of sync with your destination time.

An Italian study found that jet lag symptoms can be reduced by half when taking Pycnogenol (pine bark extract). The theory is that it reduces tiny swellings in the brain caused by long-haul flights (£11.95 for 60 tablets from healthspan.co.uk).

DRY EYES AND SKIN

The humidity in an aircraft cabin is 20 per cent, compared to between 40 and 70 per cent in most air-conditioned buildings.

This alone does not cause true dehydration, but symptoms are exacerbated by drinking tea, coffee and alcohol, which cause your body to pass more urine.

You will have heard it before, but drinking plenty of water will help - cabin crew are told to drink a glass of water every 20 minutes when working.

For dry eyes, try Lumecare Tear Gel - it has a gelling agent which clings to the eye surface and is not washed away as quickly as conventional drops so provides longer-lasting relief (£3.99 for 10g from lumecare.co.uk)

INTOXICATION

The effects of alcohol are intensified at higher altitudes because of the reduced air pressure which slows your body's ability to absorb oxygen. The knock-on effect is that more alcohol is absorbed into the blood-stream.

The lack of moisture in cabin air also causes you to absorb any fluids faster, making you even more prone to the dehydrating effects of alcohol.

If you must drink alcohol, sip plenty of water throughout the flight.

Metsa Tissue celebrates 36th year with new dispensers

Metsa Tissue is celebrating its 36th anniversary with the launch a two ranges of exciting, very contemporary washroom dispensers.

Available to order at the show, the new Metsa Katrin dispensers are available in white finish or very stylish silver metallic. Both are designed for the growing number of more discerning and image conscious premises.

Ideal for prestige offices, hotels, restaurants, leisure facilities and clubs, the contemporary designs and choice of finishes blend perfectly with any combination of washroom colours and textures. Their robust construction makes them suitable for high throughput stadiums, shopping centres, schools and hospitals.

Both finishes will be available on 19 different Katrin washroom product dispensers - traditional and centre feed hand towels, air freshener, toilet tissue, liquid soap, foam soap, hygiene bins and hygiene bag holders.



For further product and distributor details please call 0208 332 2842 or www.katrin.com



Getting it right is a matter of picking your partners properly

It's a leisure facility, it could also be a hotel, a theme park, a spa, a holiday resort or a cruise ship. Whichever way, it's a leisure facility first. Leisure is all about people doing what they wish to do with their free time. It may be on a holiday; it could be the time when they are not at work. So to be successful it must cater for customers seeking a leisure experience. This is the ethos on which all the successful leisure facilities have been designed over recent years.

The results of getting this right are more than just very happy guests. They include increased revenue from retail and leisure activity, lower costs of maintenance, happier staff, increased longevity between refurbishment and if it's got right the 'Wow' factor, this could gain vital traction on social websites. A picture posted on Facebook of your facility is worth thousands in advertising spending. People do post pictures of their leisure especially if they consider something to be 'fantastic'. In other words, get all of the design and installation right and it's a goldmine.

Getting it right is not easy and is not a matter of luck; it's a matter of good research, design and completion. An example of this is the public areas of a resort called Norwegian Epic. It's a leisure facility that happens to be on a ship, though the principals apply anywhere. It is a good example of how to do it right. Space is at a premium, there is plenty

of competition and customer's expectations are sky high.

I spoke to SMC Design Director Andy Yuill, who with his team of talented and experienced designers were responsible for much of the design. I wanted to know how he went about realising the customer's expectations.

Steve Mitchell How and why did you get the contract?

Andy Yuill We have been involved in design within the leisure business for over 20 years and have gained considerable experience in all areas required in design and development of such a project. Our work is primarily marine based; however we have been involved in the development of a large hotel in Chinese as long ago as 1995 and we have just finished a contemporary Spa in the K West Hotel, London (see above image). To me it doesn't matter where or what the project is. It's a leisure product and they have to be designed and finished along the same principles of having to meet the demands of the client, who in turn, needs to meet the demands of their customers. The customers see it as a leisure facility, so the casino, restaurants, bars, lounges and other public spaces must all be designed as part of the overall leisure facility. The three essential disciplines we bring to this are interior design, artwork consultancy and graphic design; it is our ability to combine and control these

required elements on such large scale projects that has resulted in our continued success within the leisure industry; whether it is in new build such as Norwegian Epic or in the various refurbishment projects we are involved in.

Steve Mitchell Does this include budgetary control as well?

Andy Yuill To a certain extent, however the main contractor controls the total budget and we have to work with them within the areas we are responsible for.

Steve Mitchell The ethos for the Norwegian Epic project was 'Freestyle cruising.' Did you work from this concept to finished project from scratch?

Andy Yuill Norwegian Cruise lines 'unique selling point' is that their ships enable the guests to do just what they please whilst on board. This is what is called 'Freestyle Cruising' its not cruising as people used to expect, with set mealtimes, dining rooms and dress codes. It is based on the resort idea of doing and going what and where you wish to. We have been involved in the design of the previous 7 projects and have designed and developed the variety of design concepts to the high standard that exists today. However we have included several new concepts that shall take the overall product to a new level of leisure entertainment.

Steve Mitchell What have you developed that is so new?

Andy Yuill One of the most striking design developments is the large open spaces (see image above) created to give the guests a far greater connection to the overall interior design and the ability to flow freely through the facilities. The innovative facilities include an ice bar, where colour changing lighting illuminates the ice creating a continually changing environment (see image below). A larger and more practical spa, where function became the driving design element allowing

the overall design to become more simplistic in its approach. We have also increased the retail capacity throughout. All of these developments shall help to generate additional revenue.

Steve Mitchell What did you do in the public areas to enhance the Freestyle ethos?

Andy Yuill We opened the areas out as much as we could. One of the concepts we developed for Epic was the visual connection between areas within the ship. Because of the large central void and the longitudinal voids

that run off it we were able to create long lines of sight that lead the eye to the different facilities on 3 different levels. For instance from deck 6 you can see the Japanese restaurant, the Ice Bar, the Martini bar, the Casino, the Main Dining Area, the forward and aft Retail Areas are visible as are the Whisky Bar and Jazz Club. This visual connexion between areas and from one area to another is the important element to Freestyle cruising. We attempt to remove the obvious boundaries which exist on previous vessels.

Steve Mitchell Why? What brought you to this conclusion from the brief?

Andy Yuill The concept recognises that as a guest you are very visually aware of what is going on around you. You aren't just aware of the bar you are standing in but its position in the overall design and relationship to other areas. It makes for a more interesting and engaging guest experience. Because the area is opened up customers become more aware of what is available. It becomes more visually stimulating, they can see where you want to go, what they want to do. Guests will then flow from one area to another. The easier this transition is then the happier they will be overall. Cruise ships used to be a series of individual boxes connected to each other we have attempted to open this up. Norwegian Epic is a resort on the water. That's the concept we developed, designed and realised from the customers brief.





Steve Mitchell Detail must be important, what was the thinking behind the broad concepts?

Andy Yuill Perhaps the best way to consider this is to look at particular areas where the design has developed for this leisure facility. The Wasabi Japanese Restaurant - the design has become more contemporary with more attention being given to the artwork and the signage to create the desired appearance. The overall design detail has become simpler but this clearly does not detract from the overall product. By considering the popularity of the feature dining elements of tepanyaki,

sushi and yakatori with 112 seats in the tepanyaki areas and 25 for sushi far higher than ever before. The Japanese Restaurant clearly shows that what you have to offer guests are options when it comes to dining experiences whether it be Italian, Chinese, French, Japanese or Steak, but to then offer variety within the options gives the guests a truly unique dining experience.

Shakers Martini Bar has now become simplified in design but great consideration has been given to the material finishes used. A sophisticated atmosphere is created by the mother of pearl bar top, pressed metal panels

to bar front and textured glass panels to the back bar. The illuminated bottles, up to 200 per bar become the feature of the back bar. The design complexity has been simplified but more consideration has been given to the material finishes which are standard off the shelf products but when used in a considered way create as powerful a statement as more complicated previous designs.

Within the Mandara Spa area the hydrotherapy pool has developed in size, function, and appearance. It now has softer more relaxing lighting and considered artwork offers a truly wonderful experience. Other additions to area have been saunas of varying temperature, herbal steam rooms and external relaxation/treatment area. Again these facilities offer more to guest and increase revenue possibilities. In other areas of the Spa greater attention has been given to retail display, which can only increase revenue. Within the main reception area there is now retail display dedicated to the reception, hair salon, and medi spa all areas where the guest shall have no problem selecting and purchasing products that relate to and continue their overall spa experience.

Steve Mitchell What about people getting from one place to another, its all very well wanting to see something, but getting there in such a huge resort requires well thought out solutions.

Andy Yuill We developed a new style of signage that suits the unique arrangement of Norwegian Epic. It's important for a passenger to know where they are and where what they want to get to is. We developed the signage to aid this knowledge and so enhance the passenger flow and experience.

Steve Mitchell What about the décor in the public areas?

Andy Yuill The décor of the public areas is the considered combination of all material finishes, artwork and signage these 3 design elements combine to create the correct overall appearance. We sourced 26,000 pieces of artwork for the public areas. "The majority of the art on Epic was original and commissioned for the project. We bought work from contemporary artists from around the world. The Chinese Restaurant showcases work by emerging and successful Chinese artists. It was an amazing opportunity to buy work from so many brilliant artists and great that this work will now be seen by such a large audience"...

Steve Mitchell What work have you done on this concept prior to this project?

Andy Yuill We have been involved in the previous 7 new build projects and 3 large refurbishment projects for Norwegian Cruise Line, so we took what we had already developed and enhanced it. We thought out of the box, quite literally! As we are a

company that can deliver the whole package it is possible for us to bring all that is needed together to produce a result that is greater than the sum of its parts.

Steve Mitchell What is it about your team that enables you to deliver this type of result time after time?

Andy Yuill We have extensive experience within the three design disciplines needed to bring such a project to a successful conclusion. Those being interior design, artwork consultancy and graphic design. From the clients perspective we also have the ability to simplify the design, construction and finishing process. The client is then only dealing with one company for the overall design of the public areas so the complexity is reduced. SMC design is able to control these three main design elements in house and so simplify the task of achieving the required outcome.

Steve Mitchell There is a lot of innovation involved to realise the concept, did this create any difficulties in construction?

Andy Yuill The ice bar was a particular challenge, it's the first of its kind. However it was designed and constructed and looks fantastic, it will be great fun. From a structural point of view we worked closely with the shipyard to achieve the large voids that give the main public areas their character and allow the Freestyle cruising concept to be fitted into it.

Steve Mitchell How would you sum up your companies ethos?

Andy Yuill Effective, creative design is integral to the success of any leisure, hospitality, retail, entertainment and spa business. Whether it's designing interiors for restaurants, hotels, cruise ships or ferries, creating graphics and signage for large scale environments, or selecting, commissioning and procuring artworks to add character, mood and style to rooms and spaces, we offer a one-stop total design service of the highest quality and expertise.

Andy, thank you for talking to Hospitality Business.

The spa at the K West hotel is quite simply a stunning design as are the public areas on the Queen Mary where the Golden Lion Pub and the Veuve Clicquot champagne bar are simply amazing. They have the wow factor that makes people talk. This is because they have been designed and commissioned from the outset by one company to achieve the outcome the client needs for his customers. People talk if they are given something to talk about. People will talk about the Norwegian Epic resort.

For more information on the work that SMC Design do please contact them directly on 020 7436 6466 or visit their website at www.smc-design.com, email info@smc-design.com

Hydrotherapy pool



It's Green for go for Monkbar Hotel's green team!



It's Green For Go! Members of the Monkbar Hotel's Green Team.

A leading York Hotel has pushed the “green” button as it sets its sights firmly on gaining industry recognition for its commitment to the environment.

In a bid to win a Silver Green Tourism Award, the Best Western Monkbar Hotel has unveiled its Green Team, who are charged with securing this accolade.

The team, made up staff members from each of the hotel's departments, is using the four Rs - Reduce, Re-use, Repair and Recycle - to help it achieve this, which in turn will make the Monkbar's operation more efficient and drive down costs.

Monkbar Hotel, Director June Nelsey said: “We are empowering members of staff to actively make “green” decisions within their own departments. Our Green Team is passionate about helping us, guests and suppliers reduce our overall impact on the environment.

“We have already been awarded Bronze, but we know we can do better, hence this increased drive to reach Silver. Our ultimate goal is naturally gold.

“Acting and working in a more environmentally-friendly way makes good business sense as we are able to reduce our overheads.”

Recent measures include the cultivation of a herb garden and signing up with a local bike shop to offer guests a two-wheeled option of touring the city.

Other green polices introduced include encouraging guests to report dripping taps and switch off lights and TVs when not in use; asking suppliers to email invoices instead of printing and posting them; increasing the amount of waste its recycles, and, where possible, sourcing more of its products locally and publicising its environmental policy on its website.

For Further Information, please contact: June Nelsey, Best Western Monkbar Hotel, on 01904 667700

Reply No. 22

All hands on decks!



We are a workshop, providing meaningful employment for people with a wide range of disabilities, owned and run by Bournemouth Borough Council, Community Care Directorate, who is committed to providing equal opportunities for all. We offer not only employment, but also training in both work based and social skills with the aim of giving our workforce a wide range of employment opportunities.

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Reply No. 23

Reply No. 25

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As officially appointed suppliers to the PGA, The English Golf Union's National Golf Centre at Woodhall Spa, The Scottish Golf Union and the Golf Union of Wales, Huxley Golf are regarded the trusted providers for golfing professionals worldwide, and have already completed many hotel and leisure installations as well as some for the best golf clubs in the world.

Find out more information on how you can benefit from Huxley's range of golfing installations by calling Paul Chester on 01962 733 222 or visit www.huxleygolf.co.uk



apetito Wins Two Top Industry Awards

apetito, the leading supplier of frozen meals and catering solutions to healthcare, care homes and local authorities, has just won two of the catering industry's most prestigious Awards: the Sustainability Award at the Cateys and Best Development Chef at the Craft Guild of Chefs.

Regarded as the 'Oscars' of the hospitality world, the Cateys recognise the industry's leading companies and individuals, those who make a real difference in catering industry. Winning the much coveted Sustainability award, is recognition of apetito's commitment to placing social, economic and environmental issues at the heart of all its strategic business decisions.

The results are impressive, for example, use of electricity down 14%, water usage cut by 26%, and gas usage down 5.7% during a period of increasing production. Winning the Sustainability Catey is testament to the company, and its employees, commitment to delivering real demonstrable results.

The Craft Guild of Chefs Awards recognise and honour the best chieffing talent in the catering industry with past award winners including Heston Blumenthal, Raymond Blanc and Marco Pierre-White. So apetito development chef, Phil Rimmer is in good company after he received the 2010 Development Chef award for his development of a ground breaking and innovative range of soft and puréed meals for those with dysphagia (eating and swallowing difficulties). The meals look appetising when served, taste good and deliver the nutrition required, which is so important when illness reduces appetite.

For further information on apetito, visit www.apetito.co.uk or call 01225 753636



Smirnoff® reveals new packaging across smirnoff no.21™ vodka and flavours range



Diageo GB is introducing a bold new packaging redesign across its SMIRNOFF® No. 21™ vodka and SMIRNOFF Flavours range to celebrate the brand's heritage, authenticity and premium quality credentials. Rolling out from the end of June on 70cl and 1.5 litre bottle sizes, and from late August on the 50cl size, the updated design dials up the quality and craftsmanship of the packaging by integrating contemporary iconography with authentic heritage cues, such as specially created medallions that honour the brand's history.

The bottle now also includes prominent signatures of SMIRNOFF and historical producer Ste Pierre SMIRNOFF Fls alongside the featured crown and traditional copy which acknowledge the rich history of SMIRNOFF. A more refined typography and beautifully detailed

glass embossing also serve to reflect the highest quality standards of the brand – triple distilled and ten times filtered for a clean, classic and extraordinarily pure vodka.

A new elegant and sophisticated brand icon, the "Regal Eagle", has replaced the old "Spike" graphic and is prominently featured on the pack. This new brand icon is a tribute to the brand's stature and authenticity and will be leveraged by the brand in all communications. Amy Mooney, Senior Brand Manager for Smirnoff at Diageo GB, comments:

"With this redesign we're looking to encapsulate the premium, heritage and purity cues that consumers associate with the SMIRNOFF brand, as well as providing a contemporary edge to keep the bottle looking fresh for maximum standout on shelf.

"Although the packaging has changed, the liquid within remains the same premium offering that is recognised as the world's number one vodka and won Double Gold at the San Francisco World Spirits Competition in 2009."

The new packaging will be adopted across SMIRNOFF No. 21 and SMIRNOFF Flavours, both on bottle and on outer packaging, but there will be no changes to barcodes or footprints.

Visit www.drinkaware.co.uk and Diageo's own global resource www.DRINKiQ.com for information and guidance on responsible drinking.

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TOTAL APPROACH TO TOILETS HELPS INCREASE VISITORS

The leisure industry could significantly improve visitor numbers purely by improving toilet facilities and simultaneously ensure compliance with good practice.

Latest figures released by VisitEngland show overnight trips made by, or accompanied by, someone with a health impairment or condition accounted for a leisure industry spend of almost £1 billion in six months, and people with access needs account for 12% of all overnight domestic trips. Further, under BS8300:2009 Accessible Building Design, it is now best practice to provide a 'Changing places' facility in any newbuild or refurbishment where large numbers of the public have access. Yet research also shows that disabled people and their carers make a conscious decision NOT to visit somewhere if they feel they cannot 'go to the loo' in a clean, safe, suitable environment.

To enable the leisure industry to efficiently capitalize on this market sector, and ensure effective compliance with the Standard, Total Hygiene, the UK's leader in disabled toilet/washroom/bathroom provision, has developed a unique package. Using expertise gained through over 40 years in disabled toileting, the company can advise on regulatory requirements, plus design, install and service all elements needed to create an accessible washroom or 'Changing places' facility.

To highlight the requirements to the industry, Total Hygiene has created a dedicated sector on its website www.clos-o-mat.com to 'Changing Places', and will be taking part in Leisure Industry Week at the National Exhibition Centre, Birmingham in September.

For further information, please contact Clos-o-Mat on 0161 969 1199/ freephone 0800 374076; email: info@clos-o-mat.com



OUR GUESTS ARE ELECTRIC

Crowne Plaza Copenhagen Towers creates the world's first guest-powered electricity

Crowne Plaza Copenhagen Towers is creating a world-first by giving guests the chance to help power the hotel whilst getting fit at the same time.

The 366-room Crowne Plaza Copenhagen Towers, one of the world's greenest hotels, is taking efficient energy production one step further by installing electricity producing bicycles in its gym for guests to use. Anyone producing 10 watt hours of electricity or more for the hotel will be given a locally produced complimentary meal encouraging guests to not only get fit, but also reduce their carbon footprint and save electricity and money. Guests using the new electric bicycles will be able to monitor how much electricity they're producing via iPhones mounted on the handle bars. Avid fitness fans can also, from June, race against the hotel's solar panel system in a bid to produce the most electricity.

Crowne Plaza Copenhagen Towers is a member of the UN Global Compact. It has EU Green Building and Green Key certification

and is on a journey to becoming carbon neutral. Environmentally responsible technology is used throughout the hotel, including:

- The first groundwater-based cooling and heating system in Denmark, expected to reduce the energy used in the hotel for heating and cooling by almost 90%
- Low-energy lighting and hand dryers
- The largest solar panel park in Northern Europe to be integrated into a building, covering all the hotel's sunny facades

"I believe that green thinking is not just good for the environment, but is also good for the bottom line. I have no doubt that businesses that take an environmentally responsible approach have the edge over their competitors as leisure and business guests alike are increasingly choosing hotels based on their environmental credentials. This makes the Crowne Plaza Copenhagen Towers a welcome addition to our city," said Lene

Espersen, Deputy Prime Minister of Denmark, at the launch of the hotel, adding that the opening of Crowne Plaza Copenhagen Towers was a great day for both the environment and the city of Copenhagen.

Allan Agerholm, General Manager, Crowne Plaza Copenhagen Towers commented: "The electric bikes offer our guests the chance to get fit and help power the hotel at the same time using environmentally responsible technology. It will be interesting to see how many guests take part and how much electricity we generate."

The electric bikes were installed at Crowne Plaza Copenhagen Towers on 19 April 2010 and will run for a year. If successful, the new electric bicycle initiative will be offered to all Crowne Plaza hotels in the UK.

IHG offers information and online reservations for all its hotel brands at www.ihg.com

48 Press Releases

BKI contact grills lock-in food flavour

Food service equipment specialist, BKI Europe, is now offering a range of contact grills, specifically developed for quick service restaurants and food to go outlets. The grills are ideal for the high volume grilling of panini, toasted sandwiches, burgers, kebabs, steaks and a wide variety of other meats and foods. The heavy duty grills are manufactured with a stainless steel base and cast iron cooking plates for durability and ease of cleaning. Powerful heating elements, with thermostatic control up to 300°C, ensure rapid cooking. Food is sealed more effectively to lock in juices, improving flavour and reducing shrinkage. The cast iron cooking plates provide even heat distribution for uniform grilling. All grills within the range feature a manual timer.

Designed for countertop location, the contact grills are mounted on 100mm legs. Models are available with a choice of large capacity, 360mm or 535mm cooking plate widths, with one or two upper plates respectively. Grooved or smooth plate models are available, dependent upon preferred cooking application. For convenience, the grills incorporate removable side utensil shelves. BKI's range of contact grills includes models with independent temperature control of upper and lower cooking plates for maximum grilling flexibility. The adjustable top plates are spring counter balanced for ease of operation. Optional accessories include a detachable two position, front drip tray and a scraper and brush kit for ease of cleaning. For more information contact: BKI Europe Tel: 0870 9904242 Fax: 0870 9904243 Email: sales@bkideas.co.uk www.bkideas.co.uk

Trend Glass Mosaic Wallpaper Shines In Last Series Of Big Brother

Keen-eyed viewers of the current series of Channel 4's 'Big Brother' will have spotted not one, but two distinctive wallpaper designs in the bathroom. One is a custom-made floral wallpaper depicting scenes from previous shows, whilst the other is a trend-setting glass mosaic 'wallpaper', consisting of thousand upon thousand of tiny mosaic tiles or tesserae. Designed and made in Italy and now available in the UK, this innovative mosaic wallcovering forms part of the Trend Wallpaper collection, designed to create outstanding feature walls with tactile appeal. Prices start from £180 per square metre.

One of a collection of 64 patterns and 130 colourways, the BB-featured wallpaper is Damask from the Classic style theme, which brings patterns from the past right up-to-date, in the simplest, most sophisticated shapes and shades. Trend Wallpaper is perfect for humid and moisture-laden environments, which is one reason why Big Brother's interior designers chose it to grace the house's bathroom, outside shower and plunge pool. The producers contacted Trend in Italy three months before the launch show, and the company subsequently supplied 60 square metres of Damask tiles to the Elstree film studios. For nearest Trend tiles stockist and a My Style colour brochure, contact Trend GB, Decimus Park, Kingstanding Way, Tunbridge Wells TN2 3GP, tel: 01892 509690 or email info@trend-gb.com. To view the wallpaper collection online, visit www.trend-vi.com

3G appoints food development chef to increase innovation in customer service

3G Food Service and Seafood Solutions, the specialist, multi-temperature distributor of food and drink products to the food service sector, has appointed Food Development Chef Matt Goodman. Matt, from Sunderland, has 23 years' wide-ranging experience as a chef and particularly with food development, and his appointment illustrates 3G's commitment to helping customers bring fresh ideas and added value to food and drink products. Having developed his early cooking skills across the world during six years in the Army and in hotels and restaurants in the UK, Matt achieved his first head chef role in 1997 with Bass Leisure Retail, later M&B, where he ran an inn taking £1.5m per year in food sales. Subsequently with Bass, he spent three years in a training & development role opening new restaurants and supporting the food development team on a number of projects. After training and development chef roles at foodservice group Brake Bros in Flint, North Wales, and pub chain SA Brains in Cardiff, where he developed menus for high-profile bars including Yard Bar & Kitchen, Salt, and gastropub Grape & Olive, Matt further extended his experience in various food operations and food development management roles, before joining 3G Food Service and Seafood Solutions as part of the company's development plans following a management buy-out. www.3gfoodservice.co.uk

New Skirting Skiffers Solve Paintwork Problem



The innovative Skiffer is a smart and simple way to prevent scuffed and chipped paintwork on skirting corners. Particularly suited to hotels, guest houses and bed and breakfast accommodation, where suitcases and frequent vacuuming typically cause most damage, Skiffers from Stairrods (UK), are cast in solid brass, and available in three alternative sizes and seven metal finishes. Skiffers are easy to fix and do not require polishing or special cleaning. T: 01207 591176 E: sales@stairrods.co.uk www.stairrods.co.uk

3G extends 3G Select dessert range with two new delicious products

3G Food Service and Seafood Solutions, the specialist distributor of chilled and frozen foods to the food service sector, has extended its 3G Select range with the addition of two new, delicious desserts – 3G Select Cranberry Cheesecake and 3G Select Individual Chocolate & Black Cherry Fondants. The new eye-catching products offer caterers high quality desserts that have an attractive, hand-made appearance and can add value to menus by commanding premium pricing. The new 3G Select Cranberry Cheesecake has an oatmeal crumb base that is topped with a creamy vanilla cheesecake filled with cranberry compote. The cheesecake is finished with a mulled fruit glaze and is decorated with cranberries and a dusting of sugar. The 3G Select Individual Chocolate & Black Cherry Fondants are made with a rich chocolate sponge that is filled with smooth, dark chocolate and pitted black cherries. Both are supplied frozen in packs of 12. Full details of all products, orders and special offers can be obtained by calling the 3G Customer Service Centre on 0870 850 5213 or by visiting the company's website at www.3gfoodservice.co.uk

Ecolab and PZ Cussons Announce Launch of branded, controlled-dose shower and hand wash solution designed exclusively for the hospitality and food-service markets.

Ecolab and PZ Cusson's alliance is an unbeatable combination. Ecolab, the global leader in cleaning, sanitizing, food safety and infection prevention products and services, today announced that it has joined forces with PZ Cussons, manufacturer of the market leading shower and hand soap brands Imperial Leather and Carex, to offer a branded, controlled-dose shower and hand wash solution designed exclusively for the hospitality and foodservice markets. This new system provides innovative controlled dosing in easy to refill dispensers, which are designed with a clean and sleek appearance that complement modern washroom styles. The semi-transparent sides of the dispensers drive time-saving efficiency as soap levels can be monitored without the need to unlock dispensers every time a room is cleaned. Furthermore, the new design enables customers to efficiently manage their overall cost savings as the plastics used are recyclable – and help to reduce consumption and waste. Ecolab's leading expertise in the cleaning and sanitising spheres, combined with PZ Cusson's number one brands offers an unbeatable combination, which is unmatched by other available products. The products are designed to appeal to both the male and female market. For more information please contact: Ecolab Tel: 01614 867 000 ccs@ecolab.com www.ecolab.co.uk



We are pleased to inform you of Edwards Cheshire Limited new exciting corporate identity and explain the reasons for this positive change. From the 1st of June, our corporate identity is Ted Todd, a name that encapsulates our products, services and primary objective of providing high quality hardwood flooring with a continued level of service excellence. We look forward to developing our product offer which of course will be backed up by our desire not only to provide fantastic leading edge, FSC certified products but by the friendly high quality service we aim to deliver in everything we do. For more information please contact: Ted Todd, 18 Chesford Grange, Woolston, Warrington, Cheshire WA1 4RQ www.tedtodd.co.uk

Great Budworth village hall is seat of excellence thanks to Gopak

Looking to replace ageing banqueting chairs for its ever-popular functions, Great Budworth Village Hall, Cheshire, wanted an attractive and easy to use seating solution. After seeing a few options, it settled on ever-popular wide seat R8 Banqueting Chairs from Gopak, a market leading producer of practical furniture. Upholstered for excellent comfort, Great Budworth Village Hall opted for Wide Seat R8 Banqueting chairs. This spacious seating offers an even better seating experience, making sure that visitors are fully relaxed during events. Stackable up to ten high, R8 Banqueting Chairs can be easily stored away for when they are needed. There's also a chair trolley to make clearing them away at the end of a good night even quicker. With an optional range of five coloured frames and sixteen different upholsterys, R8 Banqueting Chairs can match the décor of virtually any environment. Alongside the wide choice of aesthetics, there is also a host of options to make the chairs even more usable. To keep chairs in line – perfect for creating seating for plays – linkages are available to hold them in place. Optional armrests offer extra support for users. www.gopak.co.uk



Coffee Treats brings you ChokArt, the new device to solve the mess and waste of your conventional chocolate shaker.

ChokArt is a small innovative device designed to replace a handheld shaker which allows chocolate, vanilla, cinnamon, nutmeg and icing sugar to be applied as a topping in a neat and waste efficient manner. ChokArt can be used for any fine powder ingredients to add creative and artistic design to your drink.



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**"I can always trust
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to cook to perfection
and taste delicious"**

*Lucinda Halls, Chef,
The Olde Windmill Inn,
Great Cressingham.*



Reply
No
39

McCain Classics Hash Browns are a delicious way to boost profits. Better still, **wholesaler promotions** are running throughout July! Add them to your breakfasts and you're sure to keep guests returning time and time again.



WAKE UP AND WIN

You could win a Gaggia Cancetto coffee machine worth £5995! All you need to do is register your details online at mccainfoodservice.co.uk/PHBP quoting ref: PHBP and you'll be entered into the free prize draw. Enter now and you could be waking your guests with a tasty McCain breakfast and delicious coffees. See website for terms and conditions.



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