

The Better Tomorrow Plan Case study

November 2011

We Do

OUR COMMITMENTS:

- We will provide and promote varied and balanced food options at all our clients' sites by 2012.
- We will source local, seasonal or sustainably grown or raised products in all the countries where we operate by 2015.



3 sites in the UK

- Nabarro – London
- Nabarro – Sheffield
- Astra Zeneca – London

1 site in Ireland

- Aviva – Dublin



UNITED KINGDOM and IRELAND

*Origo

***Origo is a premium food service concept which has been developed in line with the commitments of the Better Tomorrow Plan and implemented to keep in step with consumers' heightened values and growing concerns with the environment, food quality and a sustainable supply chain.**

Creating value for our clients

*Origo provides a unique premium food service offer that focuses on highlighting local and seasonal products from the United Kingdom and Ireland, freshly and healthy prepared. The environment is at the heart of the *Origo offer by using as much recyclable materials as possible and implementing waste and energy management initiatives.

All credit to the crunch

Radishes are always a dependable little bite on the side. Did we say little? Actually they can grow to three feet long and weigh over 100lbs. But the more common or garden ones are much nicer, especially the garden ones, as they're dead easy to grow and can take as little as 25 days from seed to serving. Add them to Chinese stir fries or make a piquant radish butter to go on toast. And after Christmas blowouts, pulp them into freshly squeezed veg juice for a tasty detox.

*Origo The source of great food

Apples – a rose by any other name

What can we say about apples, the mainstay of British fruit that hasn't already been said? Well, for a start bet you didn't know they're a member of the rose family. And the average tree produces about 840lbs of apples a year. And we each eat about a pound a week of apples on average, so that's about a fifteenth of a tree each a year. And...ok, enough stats already, on to what really matters: apple pies, tarts, crumbles, sauce, chutney, cake – but you knew all those already, didn't you?

*Origo The source of great food

Printed on FSC Accredited Paper

General context

The aim of creating *Origo was to satisfy the demand emerging in white collar environments, from clients and consumers with strong ethical values.

The offer responds to research showing an **increased interest in Free Range and Fair Trade products, high standards of animal welfare and known origin of foods**. The offer is focused on providing seasonal, healthy and tasty food using the best quality sourced local products available, which are supported by strong environmental policies.

The *Origo concept

*Origo is an offer for white collar sites with a desire to be different. It has a very distinctive image using close-up food imagery which is refreshed with each season.

Informative

*Origo provides knowledge about food, where it comes from and how it has been prepared.

*Origo features the farmers and growers of our selected ingredients, with a focus on interesting facts about food quality and what is in season.

Passion for Food

*Origo's team members are able to demonstrate their passion for the food they serve as they are part of its preparation. *Origo's staff members are chosen according to their interest in food and their ability to demonstrate their own knowledge to our consumers and guests.

Environmentally Friendly

Wherever possible packaging used on site is recyclable and/or biodegradable. A bag for life is provided for every consumer helping to reduce packaging. All point of sale is printed on FSC certified materials. Food composting and waste management systems are implemented, enabling a focus on recycling and streaming our waste. Sodexo operates effective energy management programs, including the use of [Endocubes](#), energy-saving devices that can save up to 30% of the energy consumption of food refrigeration units.

2010 – MIDAS Award



Stephen Holder
Sodexo's Marketing Director in
the United Kingdom

Moving Forward

*Origo will look to engage with consumers via new media, enhancing the products offered and utilize the key global trends of "Search for Authenticity", "Mind & Body You" and "Me First".

Sodexo will also work at growing the number of sites where the offer is deployed and at developing the food offer to meet consumers changing needs.

External Recognition

In 2010, *Origo won the **Menu Innovation and Development Award (MIDAS)**, which recognized the outstanding creativity of menu development within the offer, and the strong link with the Better Tomorrow Plan. A team of mystery diners and judges visited the various sites to see first hand the menus in action before deciding the overall winner.



Sodexo's Marketing Director Stephen Holder commented, "We are extremely pleased to have received this award as it reflects our commitment to being a responsible and sustainable business. *Origo is an exciting concept which has been developed and successfully implemented."

More information

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