

For immediate release

25 July 2012

Sodexo wins Brammy Apple Award

Sodexo, a leading provider of on-site service solutions, has been named Best Foodservice Company at the 2012 Brammy Awards, which recognise individuals and companies that have made the greatest contributions to the success of Bramley during the last year.

The company was commended for its promotion of Bramley products and its work with schools to increase children's knowledge and awareness of the British Bramley apple.

Adrian Barlow, chairman of the Bramley Apple Campaign, said: "The competition in all categories has been very high this year. The winners have shown outstanding support for Bramley apples during the past twelve months and I am delighted that they have been recognised through the Brammy Awards."

Sodexo's marketing team worked tirelessly to incorporate Bramley apples into menus across the company's business segments and to get customers as well as staff excited and informed about Bramley apples through internal competitions and promotions. One of which was a Bramley apple recipe competition for staff held during Bramley Apple Pie Week last October.

There were also two schools competitions. The first was a recipe competition to engage pupils and encourage them to think about the different uses of the versatile fruit. The second competition, aimed at younger pupils, included a word search competition which complemented posters highlighting interesting facts about the Bramley apple. Pie cooking kits were awarded to winners and Sodexo donated apple trees to each participating school.

The Brammy Awards ceremony took place recently at HIX restaurant in Soho, London.

Mandy Van Hagen, marketing and promotions manager, Sodexo UK and Ireland, said: "We are delighted to have won this Brammy Award. The team has worked very hard over the last 12 months and has come up with truly innovative ways of promoting the Bramley apple which is a delicious national favourite and can be used in a really wide variety of sweet and savoury dishes."

ENDS