

PRESS RELEASE

Sodexo wins sandwich ‘oscars’

22 May 2013

Sodexo, the leading FM services provider, scooped a top prize at the British Sandwich Association’s coveted ‘Sammies’ awards on Thursday (16 May).

Sodexo picked up the Workplace Sandwich Provider of the Year 2013 title for its ‘Delifresh’ brand, served to customers across its healthcare, education, defence, prestige and corporate services clients.

Delifresh was relaunched in August 2011 with a focus on consumer purchasing behavior and generating fresh ideas for sandwiches, paninis, subs, wraps and salads, and developing excellent point of sale material.

The brand introduced the mouth watering Levi Roots Reggae Reggae Sauce sandwich, as well as endorsed products from Celebrity MasterChef winner and Sodexo ambassador Matt Dawson.

In 2012, Delifresh went on to experience a 28 per cent sales growth over the previous year.

Sodexo was short-listed in another two of the 15 categories – Innovation and Marketing – at the central London event.

Terry Caldicott, Sodexo senior category manager, who collected the award, said: “We’ve worked hard to give Delifresh a well-researched, consumer focus to deliver new, inspiring sandwich ideas to all of our customers. We developed the range to meet the needs of all the people we serve and worked with Levi Roots and Matt Dawson to introduce endorsed innovative products.

“We assisted our on-site teams with their point of sale promotions and marketing materials, which really helped to encourage them to attract and keep customers.”

Simon Crichton, Sodexo marketing director, said: “This award is welcome recognition for the fantastic achievement and innovation shown by the Delifresh team within this important and fast-moving category.”

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About Sodexo

Sodexo in the UK and Ireland

Sodexo employs over 35,000 people, and delivers integrated facilities management service solutions to clients at some 2,300 locations in the corporate, healthcare, education, leisure, justice and defence sectors.

With an annual turnover of over £1bn, Sodexo delivers a range of services ranging from catering, cleaning, reception to asset management, security, laboratory and grounds maintenance services, enabling clients to focus on their core business.

Sodexo Motivation Solutions in the UK provides benefit and reward services such as SayShopping vouchers; public benefits; and employee benefits such as childcare vouchers and engagement surveys.

Sodexo Group

Founded in 1966 by Pierre Bellon, Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organisational performance.

Operating in 80 countries, Sodexo serves 75 million consumers each day through its unique combination of On-site Services, Benefits and Rewards Services and Personal and Home Services. Through its more than 100 services, Sodexo provides clients an integrated offering developed over more than 45 years of experience: from reception, safety, maintenance and cleaning, to foodservices and facilities and equipment management; from Meal Pass, Gift Pass and Mobility Pass benefits for employees to in-home assistance and concierge services.

Sodexo's success and performance are founded on its independence, its sustainable business model and its ability to continuously develop and engage its 420,000 employees throughout the world.

Key Figures (as of August 31, 2012)

Sodexo in the world

18.2 billion euro consolidated revenue

420 000 employees

20th largest employer worldwide

80 countries

34,300 sites

75 million consumers served daily

9.5 billion euro market capitalisation (as of November 7 2012)