

### DIRECTORS SCOOP

●● Mental Health issues remain prevalent in the workplace & 'Imposter Syndrome' where you experience a chronic sense of inadequacy is suffered by 75% of us.

If you: Worry others will find out we're not as clever as they think we are? • Avoid challenges because of self-doubt? • Believe our accomplishments are because of chance? • Hate making mistakes & being underprepared? • Feel crushed by constructive criticism? • Follow success with a sense of having

fooled people this time but that we may not be so lucky next time? • Assumed others are smarter & more capable than us? • Live in fear of being 'found out'? Many of us will have some of these traits & it's the ones that silence our confidence & stop us asking the right questions that we need to focus on. In bravely testing others' assumptions & becoming curious about what's being ignored, you'll strengthen & rebuild any lost confidence, as well as grow valued leadership traits. ●●

Alison Frith - Managing Director

### FOODOLOGY®

Sourcing, cooking & serving the best fresh food for our customers that is nutritionally led & chef inspired!

In September of 2019 in a world troubled by climate change, humans have discovered a way to grow "Slaughter Free" beef under microgravity conditions on the International Space Station. A step too far Rob, I hear you say, but it certainly demonstrates the lengths mankind will have to go to in the future in order to continue to enjoy the lifestyle we have today.

The alternative, I suppose, is to look at what small changes we, as individuals & as companies, can take to make a difference in our day to day lives. With 25% of global emissions coming from the food system & 50% of those from meat production it makes sense to look at ways to reduce our red meat dependency. Artizian have recently signed up to the Cool Food pledge with the World Resources Institute to help reduce our CO<sub>2</sub>e footprint by 25% by the year 2030.

Our focus will be on recipe & menu engineering, looking to cut out any air-freighted products from our supply chain & reduce the amount of red meat on our menus, while still producing some of the most mouth-watering meals available this side of the solar system.....for now!

Rob Kurz - Foodologist®

### Root vegetables

- Rich source of vital vitamins & minerals for optimum health.
- Excellent source of soluble & insoluble fibre.
- Affordable & versatile.

**STORE** in a cool, dark place in a paper bag.

**NEVER** eat potatoes that have turned green or sprouted.

**EAT** the skin, if possible, for maximum nutrient benefit.



### TASTE OF AMERICA



### Signature

Our Taste of America range is not just about burgers & deep fried wings. Explore some of the great flavours of America such as blackened chicken gumbo with homemade cornbread or a zingy key lime pie in our indulgent dessert pots.

taste  
of Autumn  
#Foodology  
#Harvest

### MOOD FOOD COMPOSITE SALAD - BEETROOT, LENTIL & GOATS CHEESE (V)

Serves 5

#### Ingredients

#### FOR THE SALAD

- 150g puy lentils
- 60g edamame beans
- 1/2 butternut squash
- 1/4 bunch parsley
- 1/4 bunch mint
- 1/4 bunch dill
- 1 packet of cooked beetroot
- 1/2 packet of radish
- 50g baby spinach
- 150g goat's cheese
- 35ml olive oil
- 10ml balsamic reduction

#### Method

#### FOR THE SALAD

- Wash the lentils & add to a pan of boiling water. Turn the pan to a simmer & cook for 15 minutes or until the lentils are cooked but not mushy. Drain & set aside
- Wash the butternut squash & cut into large chunks, roast in a hot oven with a little olive oil & seasoning
- Thinly slice the radish & cut the beetroot in wedges, toss all the ingredients together with the coarsely chopped herbs, edamame beans & spinach
- Top the salad with crumbled goats cheese & drizzle with the balsamic reduction & remaining olive oil







## INTELLIGENT EATING – NEW PRODUCT DEVELOPMENT 2020

### DID YOU KNOW?

A systematic review of the literature on dietary patterns; consistently points to diets that include high consumption of fruit, vegetables, whole grains & legumes & lower consumption of red & processed meat with lower outcomes of death from heart disease, cancer or any cause. Additionally, plant-based diets are a consistent characteristic of the Blue Zones, regions where there are unexpectedly high proportions of people living healthy, active lives to & past the age of 100.



An overwhelming amount of nutrition science backs the benefits of plant-based eating.

Since August, Richard Skinner & I have been busy creating new plant-based product concepts for 2020 & I'm happy to share there won't be any bland tofu scrambles or dense kidney-bean burgers. That's because we know today's plant-based Artizian customer expects:

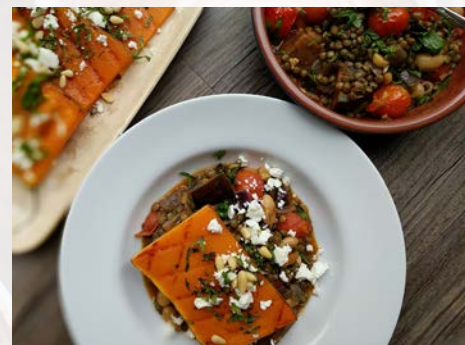
- intense flavour
- satisfying crunch
- umami-like tastes



I am confident our new products will be satiating & delicious-tasting plant-based offers that every customer will like.

Supercharge your energy naturally!

Catherine Attfield  
Head of Nutrition & Wellbeing



## OUR PEOPLE ARE OUR BEST INGREDIENTS

### August - Extra Mile Winner - Caroline

This nomination was put forward by a supplier - "On the day of the event, it took me nearly 3 hours to get to site when it should have been an hour but there was an overturned lorry on the motorway which caused delays. I'd called ahead to make them aware & I got to site at 9.55am when the event was starting at 10.00am. This Manager helped me set my stall up so that I was as ready as I could be a little after 10.00am. I was a bit flustered as I was rushing to do everything & this Manager was super organised. I don't have a bad word or comment to say about the whole day - & I do a lot of events & exhibitions for my company & a lot of the time you don't ever really get spoken to let alone anyone offer you water".



### August - Peoples Champion Winner - Linda

This team player is a casual & is always ready to step in anywhere. This team player has so much energy & enthusiasm for the role, is very proactive, organized & never waits for direction. They have taken on additional responsibility with orders & stock taking & they have been thorough & organized, This team player works extremely well under pressure & always remains calm, professional & has a really positive attitude regardless of what areas they work in. They are always meticulous in ensuring the job is completed on time, & ensuring all stock & deliveries are maintained to satisfy customer demand. This team player has been focused on learning every area & it's fantastic that you only need to show them how to do something once & they have then fully taken it on board. Always ready to help wherever needed & will be the first to suggest a solution if faced with a challenge.



## "We are Artizian"

Friday 4th October saw over 50 senior Team Players attend the launch of Artizian's new style team training. It was a great success with fantastic participation from everyone who attended. The event started with a look back over the last 3 years, followed by a sharing of the Business Plan & Evolving the 6P's & included a fun quiz on "How well do you know Artizian".

The training culminated with all enjoying a meal at the Megaro Hotel.....no pressure on them to feed a roomful of chefs & caterers!



## CSR - Pumpkins

With 42% of people in the UK buying pumpkins for Halloween, what is truly spooky is the amount we throw away. Over 18,000 tonnes of edible pumpkin end up in landfill sites every year – the equivalent of 1500 double decker buses, or 360 million portions of pumpkin pie. The majority of people don't actually want to waste their pumpkins, they simply don't know what to do with them. If you are fed up making pumpkin soup or pumpkin pie, then I have listed a few different things to do with them & not all involve cooking.....

- 🍂 Pumpkin skin powder – dehydrate the skin in the oven for 5 hours at 20°C & grind into a powder with a food processor, use the powder to enhance stews, cakes, bread & pasta dishes
- 🍂 Pumpkin seed pesto – replace pine nuts with your pumpkin seeds to give your pesto a unique flavour
- 🍂 Bury it – remember to remove the candle & any wax & plant in your garden, this will help enrich the soil
- 🍂 Feed the animals – take to the woods & leave for the wildlife to enjoy

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Artizian Catering Limited

