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Contact: Tracey Fairclough
Position: Commercial Director, Artizian
M: 07880 704395 | T: 0118 940 4440 | E: tfairclough@artizian.co.uk

A New Dawn as ARTIZIAN Appoints PR Agency in Unprecedented Move

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Artizian is delighted to announce the appointment of their Digital Marketing & PR Agency this month, Digital Blonde, in an unprecedented move for the growing boutique corporate caterer.

“After having invested a significant amount of time in researching, collaborating and in finally making the appointment, we were ultimately impressed with how Digital Blonde understood our objectives, timescales, targets and, of course, budgets. Above all, Artizian is also looking for an alternative approach to awareness, one that is not currently adopted by the ‘usual’ contract caterers.” Says Tracey Fairclough, Commercial Director.

“We have come to realise from engaging companies and consultants that Artizian is synonymous with delivering excellence in the industry, most notably in food and in people. Whilst we focus on delivering such a high level of excellence across our contracts - and why we can boast a 100% retention rate in the last two and a half years - we’re not so great at telling people about our fantastic achievements.

For a Digital Marketing & PR relationship to work, all parties needs to understand what is required of them and DB’s core expertise and experience not only fits perfectly with Artizian but complements our marketing, sales activities and other areas that are important to us. Digital Blonde, whilst not traditionally known for being a PR Agency, also understands the dynamics of our quirky company; Artizian is not the usual bunch of caterers which is why we’re not following the traditional PR route.

Artizian doesn’t do things the way other caterers do; we want the unusual, innovative and effective. It’s not our style to comment for the sake of saying something, we’re far too busy working together to evolve our catering contracts. This means that when we do have something that sets the bar that much higher (and we continually measure ourselves against what is considered ‘the norm’), we’ll have the confidence in shouting a little louder.”

Watch this space for the dawning of a new ‘digital’ era for Artizian Catering.

Click here for more details: <http://blog.digitalblondemarketing.com/>

Company History:

Artizian was founded almost 18 years ago by Alison Frith, after spending over a decade working for other contract caterers. Her company is driven by a passion to source, cook and serve the best fresh food that is nutritionally led and chef inspired to Clients, their staff and guests and contribute positively to their working day. Artizian's philosophy and values remain unchanged: its' simple and straightforward ideas encompass 'people, food and attention to detail' which lie at the heart of everything the company does and it prides itself on matching the right team to the right client, every time. It has the underlying belief that great work comes from great relationships.

For further information contact:

Tracey Fairclough
Commercial Director
Mobile: 07880 704395
Email: tfairclough@artizian.co.uk
Website: www.artizian.co.uk