

DIRECTORS SCOOP

How often, after speaking to someone on the phone, when we meet that person we think 'you really don't look as I expected'! Apparently our voices are like thumb prints, unique & authentic to us and is why it's not just what you say, it's how you say it. 'Vocal Branding' is the latest coaching for maximising influence, using a balanced combination of these 5 factors: **Intensity** - too loud is aggressive; too quiet is seen as being shy or uncertain. **Intonation** - the

same tone is seen as boring; sing song as talking to a child & everything ending with a question as up talking. **Rate** - slow is condescending & fast rushed, hence mixing the rate creates interest. **Frequency** - a high pitch gives perception of youth & lower pitch as authoritative, but too low becomes aggressive. **Quality** - clarity of voice is important. I'll rely on you telling me if I need to rebalance any of these factors, as I am not a fan of my own voice.

Alison Frith - Managing Director

FOODOLOGY®

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

Food Waste, Bad Taste - A third of all food produced for human consumption is wasted & in the UK alone more than 10 million tonnes of food - worth over £20 billion, is wasted throughout the supply chain every year.*

During August, Artizian have embarked on a series of trials in 6 of our sites to track, monitor & reduce the food waste generated. The trial sites will be measuring the 3 main areas of food waste & recording the weight of waste on a daily basis. These areas will be; at **Production** (vegetable peels & off cuts generated in the kitchen), **Plate Scrapings** (monitoring food served but not eaten) & **End of Life** food waste (food which can no longer be sold or past its use by date).

These 3 key areas will help identify steps which can be taken to improve kitchen efficiency, monitor portion control & production levels. Having signed up to the Food Waste, Bad Taste campaign, currently being run by the Sustainable Restaurant Association, Artizian will be part of the UN's Sustainable Development Goal 12.3 - aiming to cut global food waste by 50% by 2030.

*SRA website, Food waste Bad Taste campaign

Rob Kurz - Foodologist®

Berry Fruit

- Excellent source of phytonutrients.
- High antioxidant activity (disease-fighting properties).
- Limited season so enjoy now

FROZEN berries have as many nutrients as fresh.

SOYA milk smoothies have more antioxidant capacity than those blended with cow's milk.

BLENDING berries with milk significantly reduces antioxidant uptake in the blood.



ONE PORTION
OF YOUR
FIVE A DAY
2 handfuls

Plant
Power

STACKED!



Signature

'Stack em up!' Celebrating all things burger! Looking for a classic burger with a twist? Such as haggis & blue cheese? Or Thai mushroom & jackfruit? Then try our 'Stack'd' pop-up for something a little different!

taste
of Autumn
#Foodology
#Harvest

MOOD FOOD - KALE DORF (V)

Ingredients

FOR THE SALAD

- 200g white quinoa
- ½ bunch of celery
- ½ a red onion
- 35g walnuts
- 200g kale
- 30ml olive oil
- 1 pear

FOR THE DRESSING

- 30g stilton
- 25ml light mayonnaise
- 25g low fat yoghurt

Method

FOR THE SALAD

- Bring a large pan of water to the boil & add the quinoa, simmer for 15 minutes then drain & chill
- Slice the red onion, celery & pear
- Remove the kale from the stem & vigorously rub with the olive oil & a pinch of salt to soften the leaves
- Mix all the ingredients together & garnish with chopped walnuts & the stilton dressing

FOR THE DRESSING

- Blend the stilton with both the mayonnaise & yoghurt. Add a splash of water to loosen if needed

Serves 5





INTELLIGENT EATING – WHAT, NO MEAT?

If I were to tell you that, for the last 18 months my diet has been mostly made up of vegetables, whole grains & high quality protein, what picture comes to mind? Most likely you see the typical image of what many consider a well balanced, wholesome plate, (perhaps with a glass of wine on the side). Vegetables, whole grains & the high quality protein from a chicken breast, salmon or lean cut of red meat, right?

For most of you - the qualifier for quality protein is that the source of it is an animal.

Wrong – I haven't eaten **any** meat for 18 months. I enjoy some fish, but have pretty much lived off plant protein during

that time, & you know what? I feel great! But I don't consider myself to be vegetarian or vegan – I've just chosen to eat shed loads more plants.

DID YOU KNOW? Our main animal sources of food contribute to factors that are counterintuitive to human & planetary health.

Following the success of our last Nutrition Bites Live event – **What no Meat?**, I'd argue it's the language used about protein that's leading people in the wrong direction & actually, away from their optimal health. The idea that the highest quality protein sources are meat, eggs & dairy is actually discouraging people from shifting in a more plant

centric direction & to eat more animal foods. I think it's all about **education, information & inspiration**. For many it's the dormant memory buried deep within their DNA that tells them eating meat means survival, or masculinity & muscles. Closer to the truth is that, eating plants actually equates to a potentially healthier, continued existence. The reality is that people are getting more than enough protein & the excess is not doing them or our planet any good.



Catherine Attfield
Head of Nutrition & Wellbeing

OUR PEOPLE ARE OUR BEST INGREDIENTS

June Extra Mile Winner - Rob

Rob went above & beyond, with help & assistance for the Taste of Artizian event held back in June. He stayed late the day before to make sure all the prep was done for the event. Rob was a steady pair of hands to have supporting the Artizian event ensuring all prep was completed. He also gave positive & constructive feedback on how we could improve the next event. Also, Rob's site has improved a great deal over the past few months & he is a great asset & deserves reward. Rob is actively using his own initiative to look at ways to become more compliant regarding the Marketing calendar usage & is currently the only site with a near 100% record.



London to Southend Bike Ride

Congratulations to Michael & Roger who completed the 60 mile round trip in the London to Southend Bike Ride last month, raising £800 for Broomfield & Essex Hospitals NHS Trust. Their day started at 5am when they set off from London in the pouring rain! (This was surprising as the weather forecast didn't mention a single drop!) However they ventured on & soon dried out as the rain passed. There was a fantastic atmosphere & they had a really great day meeting some fabulous people along the way. The rest areas were plentiful...from home-made sandwiches, cakes & cookies all made by the lovely ladies of the local parish church. Fresh water stations were always at hand & the pubs must have made a fortune! It was the half pint of IPA which fuelled them along the last 4 miles!! Well Done!!



Farmers Market



July saw our site in Welwyn Garden City hold their first ever farmers market as part of a "Live Well. Find your balance day". Artizian suppliers & specialists supported the event alongside local businesses. Artizian had stands offering advice on "your way to 10 a day" & "Gut Health" alongside Mood Food® bomb & sourdough bread making masterclasses. Well done to the Team as mentioned by our Clients... *"it really was a fantastic day; we can't thank the Artizian Team enough for your superb support it was a great success and enjoyed by all"*.

Matt Hart
Head of Operations

CSR - Food & Greenhouse Gas (GHG)

I have recently been to a very interesting conference regarding food waste & want to share some of this information with you. Food is responsible for 25% of the total GHG emissions worldwide, so we as the consumer have a massive responsibility to help reduce this figure - to help protect the planet for not only ourselves, but for future generations to enjoy.

The quickest, easiest & most impactful way is to reduce the amount of meat we consume. 50% of food GHG emissions comes from meat & 50% of that, comes from the production of beef (excluding transportation). Now, I'm not saying we all need to give up beef, as I do love a good piece of steak, but we need to be gently nudging ourselves into a different eating pattern by reducing the amount of red meat we are purchasing & consuming. The easiest way to start is by only eating red meat once a week, then once every 2-weeks, then once a month. Adding a meat free meal once a week will help reduce your carbon footprint. We, as a business, are actively looking at ways to reduce our carbon footprint & to help keep the food offer as exciting as we possibly can.

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Artizian Catering Limited

