

SCOTTISH
EVENT
AWARDS
2011

EVENT SERVICES GRAND PRIX: APPETITE DIRECT EVENT CATERER

Appetite Direct is an outside event caterer that specialises in offering clients canapé receptions, launches, weddings, dinners, conferences and speciality lunches. All food is made in-house, using locally sourced ingredients. All of its offerings are available to both the private and corporate sectors. In conjunction with the events business, Appetite Direct also has a 'deli kitchen' shop located in Edinburgh's New Town, offering take away lunches, dinner party collections and sandwich business lunches.

Its client base is predominantly Scottish, including the Scottish Government, large national companies and smaller Edinburgh firms. It is one of the main caterers for the Edinburgh International Book Festival and additionally it caters for a multitude of private events around Scotland.

The 'deli kitchen' located within the city centre allows potential clients the opportunity to sample the food, which Appetite Direct is aware is its strongest marketing tool. This ensures that Appetite Direct remains a brand that people associate with good quality food and customer service.

Appetite Direct says that its brand was developed with quality, style and fun in mind, demonstrated by its bespoke quoting system, creative menus and innovative canapé trays.

Over the past eight years, since Appetite Direct was founded, the team have worked to innovate, improve and develop the services it offers to clients and partners. Appetite Direct Ltd has launched a new canapé box service using Remmerco's large carry box and glass platters. The box holds 350 canapés and retails at £400. The canapés are assembled in Appetite Direct's kitchen and delivered by refrigerated van. The canapé trays are decorated with banana leaf and orchids, allowing the client to remove the washable, recyclable trays and lids.

Appetite Direct has continued investing in overall improvements to the business. Over the past twelve months it has invested in a new website, new extraction for its kitchen, new equipment and renovations to the retail space, and a new refrigerated van. In addition it has also continued investing in new training for staff and has produced its own internal manual for front of house staff.

Over the past twelve months Appetite Direct has completed 470 events ranging from small boardroom lunches up to weddings for 500 guests.

Recent events have included The Fosters Comedy Awards at Spiegel Beer Garden; at which Appetite Direct provided a BBQ for 350 guests. Appetite Direct has also catered for Edinburgh festivals including the Film Festival and Book Festival. As well as these larger corporate events, Appetite Direct has catered for a number of private events such as a wedding at which it organised a canapé reception for 300 people and a 3-course meal for 200 people.

Appetite Direct's recent new clients include



An example of Appetite Direct's bespoke approach to tailor-made catering

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Morton Fraser Solicitors, Archangel Investment Group, Glenmorangie and Peroni.

Appetite Direct is always looking at ways to improve its products, facilities and working environment and 2010 saw a growth in all areas. It has launched new seasonal menus to reflect its commitment to buying local produce where possible. Additionally, it has introduced a customer satisfaction survey to monitor and improve its service where necessary.

2010 has seen an upgrade in its kitchen facilities and brand new office space. Within the new office, Appetite Direct has a dedicated area to meet and greet clients and hold tastings, securing new business.

ALSO WON

BEST CATERER