

Elior UK launches new Wildgreen concept

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Leading caterer, [Elior UK](#), is driving market-leading food innovation with the launch of its new, predominantly plant-based concept which focuses on fresh, seasonable and sustainable ingredients and the use of technology to improve the speed of service.

The new concept, designed by dietitians, has been created in response to research carried out by Elior UK that reveals that customers have continued to make increasingly environmentally conscious decisions in relation to their food choices throughout 2021, with plant-based and vegetarian choices increasing by 23% and 12% respectively. This demand has continued to grow in 2022.

Sustainability and seasonality are at the core of Wildgreen as well as a nourishing, nutritionally balanced and vibrant menu and over 50% of the items on the menu are plant-based. The menu will be refreshed three times a year in line with seasonal variations to ensure the best and freshest ingredients.

The all-day menu is available for eat in or take-away and the traditional hot counter style of service has been replaced by a quick-service digital ordering system where food is prepared in a finishing kitchen to ensure that speed of service is improved, and wastage is reduced. This new system reflects the changing face of the high street where customers are encouraged to order via an app or at kiosks, reducing queues when ordering and paying.

This model allows for most of the preparation to be done in advance with the final assembly at the point of service, ensuring minimal preparation time and maximum freshness. This new digital service is designed to enable ordering in under 60 seconds and to reduce service time by 20-30% without compromising on taste or quality.

Michal Seal, Marketing and Corporate Communications Director at Elior UK, said: “We are so excited to launch Wildgreen as it reflects the increasing demand for a fast-food service that is nutritious and uses

seasonal and sustainable ingredients. We are delighted by the initial positive feedback from customers and we plan to roll out the concept to at least 15 locations in the next year.” The Wildgreen menu will include a static menu of three principal options for three days which are then changed. Customers can choose from breakfast favourites to impulse snacks and a range of plant-based or meat options including a seasonable rotation of salads, wraps and hot dishes incorporating international flavours and the latest food trends.