

Rees Bramwell appointed Head of Nutrition & Sustainability at Euresst & 14forty

3 years ago



Senior Nutritionist Rees Bramwell has been promoted to Head of Nutrition & Sustainability at contract caterer Euresst and its sister company, facilities management provider, 14forty.

Appointed in 2018 as Euresst and 14forty's first permanent in-house nutritionist, Rees has since made a name for himself in the industry. He was consequently crowned Healthy Eating Champion at this year's Foodservice Cateys Awards.

Rees has established a range of innovative initiatives to help drive the businesses, and their clients, towards Climate Net Zero goals. His specialist knowledge of nutrition has allowed him to develop menus which nudge the UK workforce, which Euresst and 14forty serve, into healthier eating choices, which are also better for the planet.

Success stories have included the plant-based Plantilicious range, launched in 2020, and more recently a Good Stuff menu which features dishes with reduced meat content that hero wholegrains and seasonal veg.

It's testament to Rees' work that the Euresst and 14forty menu framework is now 51% plant based, increased from 30% in 2019.

The companies' Managing Director Morag Freathy said: "Rees sums up what Euresst and 14forty are about, because he is constantly thinking what more he can do in his role to help improve the lives of others.

“His work in the field of nutrition has been outstanding, nudging our client’s people into healthier choices.

“Now he has also brought his passion for sustainability to the table, including studying for an MSc in Sustainability and bringing that learning back to the business.

“His work is driving the business towards our goal to be Climate Net Zero by 2030 and helping clients meet their own sustainability goals, too.”

A good example is an innovative research project with the University of Oxford, which saw Eurest roll out eco-labelling on its menus.

Rees also drives the food waste reduction strategy by combining robust monitoring tools with developing kitchen culture, including the launch of root-to-tip recipe range Plenty.

He said: “It’s an honour to be named Head of Nutrition & Sustainability. I’ve always believed that the two fit together in a healthy food system for people and planet, the make-up of our diet and foods journey from farm to fork are so important.

“It’s an exciting time at Eurest and 14forty and we have other projects in the pipeline to ensure we don’t rest here and drive towards our Climate Net Zero target.

“We also want to take our client partners on the journey with us. We constantly talk to them about how we can work in partnership, not just on decarbonisation but holistically on progressive ESG initiatives.”