

Restaurant Associates wins new hospitality contract at Hinxton Hall

3 years ago



Premium hospitality brand Restaurant Associates are pleased to announce a new collaboration with world-class dedicated conference and events venue Hinxton Hall Conference Centre, Cambridge.

The partnership will see new services delivered across all conference, accommodation and guest services. Located in South Cambridgeshire, Hinxton Hall resides within a one-hundred-acre estate bordering the River Cam, which is part of the Wellcome Genome Campus – home to some of the world's leading institutes and organisations in genomics research.

It is part of the Wellcome Connecting Science programme, hosting training and engagement activities, in addition to a range of external events. Combining traditional architecture with state-of-the-art facilities, Hinxton Hall offers exceptional heritage rooms and contemporary spaces designed for collaboration and learning.

The new contract commenced in January with exciting plans to develop the food and service offer through the launching of new menus, innovative technological solutions and the implementation of their award-winning customer service training programme, SHINE.

Innovation and sustainability are at the forefront of the operation, and the new menus for Hinxton Hall will showcase plant-forward dishes designed by talented Head Chef Chris Daniel, who will be supported by acclaimed chef Steve Groves. They will also be launching their new coffee brand 'Blend 53' which does more than taste good, by donating a percentage of its profits to social enterprise 'Foodinate'.

In keeping with the core ethos of Restaurant Associates Venues, sustainability will be at the heart of the offer, aligning with their recent three-star Food Made Good accreditation and Net Zero by 2030

commitment.

Regional Managing Director of Restaurant Associates Venues, Kerry Ford said: “It’s fantastic to be launching our new partnership with Hinxton Hall. Our menus truly cater to all tastes, giving guests the opportunity to choose between our pioneering plant-based menus, magnificent Middle Eastern flavours or a taste of something more traditional. Innovation, social value and exceptional guest experiences underpin all parts of our proposition which are values that perfectly align with Hinxton Hall”

Head of Wellcome Connecting Science Programme Operations, Katrina Robinson said: “We are delighted to be working with Restaurant Associates to develop and deliver an outstanding offer for Hinxton Hall Conference Centre delegates and visitors. We are confident that this partnership, with a shared ethos and values, will result in excellent outcomes for both our organisations.”