

Blue Apple joins CH&CO's workplace portfolio

3 years ago



Workplace caterer, Blue Apple, has announced that it is to join forces with independent caterer and Royal Warrant holder, CH&CO.

The merger expands CH&CO's workplace portfolio, strengthening its positioning in the marketplace. Blue Apple joins CH&CO alongside its existing workplace businesses Gather & Gather and Vacherin. Brian Allanson and Ruston Toms, co-founders of Blue Apple, will continue to manage the business and the brand and ethos will remain.

Blue Apple operates across the South East, home counties, Midlands and South West at 58 workplace locations, with a turnover of £14million and employing nearly 300 people. Blue Apple has an extensive and varied range of workplace clients within its portfolio.

With aligned cultures and values, best practice will be shared across the expanded workplace estate and Blue Apple will gain the extra support that a larger organisation like CH&CO supplies, especially from its support teams and the learning and development opportunities for team members.

Ruston Toms commented: "We're all super excited about joining CH&CO and believe that the synergies created will benefit our amazing teams, clients and customers. This strategic move will combine resources, expertise and passion to elevate our already high standards to the next level. Our brand and our PIPS values of Passion, Integrity, Pride and Sustainability will remain."

Bill Toner, CH&CO's CEO, added, "A very warm welcome to the Blue Apple team. Brian Allanson and Ruston Toms have built a great business over the last 25 years and we're delighted they are joining CH&CO. The Blue Apple business is a great addition to our portfolio of workplace brands and we're excited



about the opportunities this merger provides all team members and our partners.”