

Eurest partners with Heinz as first caterer to roll out Heinz Brekkie range

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Innovative workplace caterer, [Eurest](#), has become the first to roll out Heinz Brekkie – a new grab and go breakfast brand designed to meet the changing needs of customers on the go.

As part of an exclusive partnership with the legendary food giant, it has stocked more than 200 of its restaurants in workplaces across the UK with Heinz Brekkie products.

Tapping into the latest breakfast trends, the range features All-day Breakfast Burritos, Bunz, Bangin' Bagels and Hash Brown Dipperz, as well as a lighter range that prioritises healthier cooking methods and five a day portions. These include Hot & Spicy Beanz, Brekkie Med Veg Toasted Flatbreads and Sausage & Beanz Egg bites.

Customers can also opt for plant-forward breakfast patties, made up of 35% beans and a reduced meat content of 65%.

All are supercharged with classic Heinz products including Heinz Beanz, Tomato Ketchup and HP sauce as well as extras such as Heinz [Seriously] Good Truffle Mayonnaise and Heinz Firecracker Sauce for added flavour.

The new brand was developed by Heinz in collaboration with the Lean Kitchen Network (LKN), one of the UK's most exciting digital food brand creation businesses.

Thomas Barlow, Heinz Brekkie Lead at Heinz, said: *“Eurest has been leading the way in providing the nation’s workers with exciting, high-quality, every-day food options which are both convenient and affordable. These are the very qualities we set out to achieve with Heinz Brekkie, so it felt natural to*

partner up for the launch.

“Heinz is present in more than 250 million breakfast occasions annually in the UK, so creating a breakfast-led brand was an obvious next step for us.”

The range is designed with different service styles in mind, allowing Eurest to tailor its offering to suit the needs of individual clients. Whether that be through grab and go, hot hold or build-your-own serviced counters.

All menu items are also available on Eurest’s Time2Eat app which allows UK workers to make the most of their breaktimes using pre-order, delivery or click-and-collect options.

Faraz Nagree, CEO at the Lean Kitchen Network, commented: *“As the breakfast market grows, so do our customers’ expectations and we are proud to be leading the way in meeting their needs with flavour innovation and hot, convenient grab and go options.*

“The feedback received from customers has been nothing short of incredible. We are already planning our next steps to continue expanding at pace, supported by the impressive operational capabilities of Eurest team.

“The future of breakfast has arrived, and we are excited to be at the forefront of it!”

Ryan Holmes, Culinary Director at Eurest, added: *“We’re always looking for new ways to innovate and there was a real gap in the contract catering market for fun and on-trend breakfast products that can compete with the High Street.*

“As a workplace caterer, our customer-base consists of busy teams that need efficient, great-tasting food options that will keep them engaged, motivated and fuelled all day. Heinz Brekkie does exactly that.”

For more information about Eurest, please visit: www.eurest.co.uk

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