

Mindful Kitchen launch confirmed by Lexington

1 year ago



Corporate contract caterer [Lexington](#) has launched The Mindful Kitchen, which is designed to be a social value-led initiative that combines health, nutrition and wellbeing.

The initiative will feature sustainable, “wellness-focused” food, collaborations with forward-thinking and environmentally conscious supply partners, along with health and nutrition advice for clients and their employees.

It is intended to offer a portfolio of concepts led by the company or its socially conscious partners, to nourish people and the planet with clean, nutritional, and sustainable food choices. It gives clients a holistic view of all the concepts on offer and their benefits, meaning clients can choose what they’d like to introduce at their sites.

Partnerships have been established with brands such as: Symplicity, a vegetable-based alternative and a pioneer in the plant-based industry; Vitalicious in collaboration with Unrooted, a range of smoothies and juices made from seasonal vegetables, fruits and essential vitamins focused on mind and body; Wildfarmed, an end-to-end supply chain that offers a route to market for crops grown in systems that prioritise soil health.

The initiative is also intended to include seasonal campaigns to support overall employee wellbeing such as dry January, vitamin deficiencies, how to improve beating the winter blues, and seasonal sleeping. Each campaign includes an in-depth guide to achieving optimum health each season, led by the company’s dieticians.

Group development chef Jon Lilley said: “Wellness, CSR and ESG underpin everything we do at Lexington



so it made sense to create The Mindful Kitchen to enrich our customers' experience. The Mindful Kitchen goes far beyond the plate. It is a holistic approach to inspiring a mindful approach to eating. We want our clients and their employees to eat better and live better."

The Mindful Kitchen is being rolled out across the company throughout this month.