

Palmer & Howells expands into B&I market and wins first major corporate contract

2 years ago



[Palmer & Howells](#), a specialist caterer for independent schools for over 20 years, has expanded into the business & industry (B&I) sector and is proud to have been awarded the contract to provide catering and hospitality services for a global technology company and its European headquarters.

With an average of 400 employees currently at the organisation's existing site and an expected 700 in the new building, Palmer & Howells' mission is to ensure that every individual receives an excellent culinary experience.

A key element of Palmer & Howell's B&I proposition is its Refuel Kitchen concept which has been carefully developed to transform workplace dining into an experience that nourishes the body and inspires the mind by providing balanced, innovative and sustainable meals that enhance employee wellbeing and productivity.

Jeremy Alderton, Managing Director of Palmer & Howells, said: "With over two decades of experience in providing freshly prepared food to prestigious independent schools, Palmer & Howells has the experience and expertise to provide bespoke, high-quality catering for B&I clients.

"Traditional corporate catering is often limited to unhealthy comfort food or uninspiring healthy options and our Refuel Kitchen concept has been created to disrupt this norm and to set a new standard. It is aimed at companies that value employee wellbeing and productivity and that recognise that what their employees eat has a direct impact on their performance and overall health."

Innovation lies at the core of Palmer & Howells' approach, exemplified by its integration of cutting-edge technology such as an all-in-one digital platform which streamlines catering operations and a loyalty app

which includes click & collect, on-line ordering and the collection of loyalty points.

Corporate clients will have access to Palmer & Howells' Fuelling Potential platform which provides educational resources and personalised workshops about the importance of a nutrient-dense diet and exercise to enhance the health and well-being of its employees.

The company's commitment to sustainability is evident in its adoption of a climate impact calculation system, which will empower customers to make environmentally conscious choices, and its food waste measuring system powered by AI technology to reduce waste.