

BaxterStorey sees 19.6% increase in pulse spend and announces partnership with Paul Newnham

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Hospitality business [BaxterStorey](#) saw a 19.6% increase in spend on pulses across the company during the first year of its Beans is How campaign, it has been announced.

The business, which serves more than a million lunches a day at hundreds of locations across the UK, launched its own Beans is How campaign to increase bean and pulses purchasing consumption across its locations. The campaign is part of a wider sustainable nutrition initiative across the business to provide healthy, nutritious food to customers while reducing its emissions and environmental impact.

The company has also announced that it is teaming up with Paul Newnham, chief beans officer of the Beans is How Campaign and CEO of the SDG2 Advocacy Hub. Working with the Beans is How Campaign and with Chefs' Manifesto's Chef Bettina Campolucci Bordi, beans have made their way into the heart of BaxterStorey's culinary approach.

Beans is How is an initiative launched by the SDG2 Advocacy Hub – a global campaign to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture – to double the global consumption of beans, as well as peas, lentils and other pulses, by 2028.

It seeks to boost awareness of the role beans can play in addressing climate, health and cost of living challenges while increasing the resilience of local and global food systems, as global bean consumption is estimated at only about 21g per day per capita.

BaxterStorey was the first caterer to back the campaign in the UK and subsequently launched seven

recipes across its venues, designed by chef partner Bettina Campolucci Bordi, including a chickpea scramble and chocolate banana muffins made with chickpeas.

Lizzie Foscett, head of nutrition at BaxterStorey, said: “BaxterStorey launched Beans is How last year as part of our sustainable nutrition mission, with an overarching ambition to serve more plants and reduce the carbon emissions of the foods we offer. To date, the campaign has been implemented across more than 700 locations and preliminary data indicates we are nudging our teams and customers in the desired direction.

“Beans are nutrient-dense and rich in protein and dietary fibre; can improve soil and water quality by reducing the need for synthetic fertilisers and using less water than many other crops; and are incredibly diverse in their varieties and are used across cultures and cuisines, as well as being versatile in the ways they can be used.

“As hospitality providers we can play a key role in stimulating interest both within the industry and our customers. We’re so proud to celebrate a successful first year and are already preparing for next year, when we plan to make an even bigger impact.”

Bettina Campolucci, who is a BaxterStorey chef partner and BiH ambassador, said: “Being a Beans is How Advocate has been an incredible journey so far. It’s inspiring to see how pulses are gaining recognition as a powerful, sustainable, and accessible source of nutrition. Through our work with BaxterStorey and beyond, we’ve highlighted the versatility of beans and their role in a healthier, more climate-friendly food system. The momentum is building, and I’m excited for what’s ahead more innovation, more advocacy, and ultimately, making beans a staple on every plate.”

Newnham added: “It’s inspiring to see what BaxterStorey has been able to achieve in such a short time to get #Beansonthemenu through leadership and collaboration! This is a true showcase of the impact that catering companies can make in the push toward sustainable, nutritious, climate friendly diets. We are excited to be partnering together and to continue scaling up this work while inspiring others to join us in adding more beans on their menus.”