

BaxterStorey strengthens nutrition credentials through industry-first training programme with Association for Nutrition and tie-up with Soil Association

1 year ago



Hospitality business [BaxterStorey](#) has become the first foodservice company in the UK to provide accredited nutrition training to all team members following a new partnership with the Association for Nutrition (AfN).

BaxterStorey has developed a bespoke three-day sustainable nutrition course for team members, accredited by AfN, to equip teams with the knowledge to drive the business' sustainable nutrition food and beverage strategy.

The new in-person course, created to inspire and educate BaxterStorey's team members about the benefits of sustainable nutrition, will see attendees learn about various areas of nutrition, wellbeing, and sustainability.

Throughout the course, participants will look at how the food they prepare in their kitchens, and the ways in which they prepare their menus, can enhance nutrition. Plant-based nutrition will be a key topic, including its health and environmental benefits.

The course will arm BaxterStorey's culinary communities across the UK with the information and empowerment to ensure they are providing sustainable nutrition within their locations.

Meanwhile, BaxterStorey has also established a partnership with sustainable food and farming charity the

Soil Association to further support and guide the sustainable nutrition training, education and goals of its employees.

While the business already has locations accredited under the charity's Food for Life arm, this new partnership will see more BaxterStorey locations pursue an accreditation following the rollout of the AfN training. It also establishes a formal relationship for BaxterStorey and the Soil Association to grow and strengthen their work together.

Food for Life Served Here certification verifies caterers' commitment to climate, nature, and health through the food purchased and served, certifying that meals are freshly prepared by trained chefs, and all ingredients are free from additives, artificial trans fats and genetically modified ingredients.

Annual independent inspections ensure certified caterers serve meat that can be traced back to the farm and meets or exceeds UK animal welfare standards, as well as free range eggs and sustainable fish, and menus make the most of seasonal ingredients.

Lizzie Foskett, head of nutrition and ESG at BaxterStorey, said: "The success of our sustainable nutrition mission comes down to empowering our teams with the understanding of the 'why' of our business. Our 'obsessed' food and beverage culture is built around the power of people, and that empowerment comes when they have the knowledge and education which drive purpose.

"With the partnerships we have built including with the Soil Association and AfN, I know we are in a strong place to navigate the ever-changing world of sustainable nutrition. I feel extremely privileged and excited to be working in a team where we can continue to drive change across our business and further afield."

Dr Glenys Jones RNutr, deputy chief executive at the Association for Nutrition, said: "The awarding of AfN course certification to BaxterStorey is a great example of where their nutrition and sustainability team have developed a training course that is ground in robust science and delivered to a high standard. "To achieve this certification the course has been rigorously assessed by experts within the field of nutrition, providing a quality assurance mark to learners, colleagues and the public that this high-quality training providing learners with a solid foundation in nutrition science and sustainability that is appropriate for the individuals' level and the sector they are working in."

Annelie Selander, chief sustainability officer at BaxterStorey's parent company WSH, said: "These initiatives are part of our wider sustainable nutrition strategy, aligned to 'second nature', the ESG strategy of our parent company WSH. Second Nature encompasses our desire to build inclusive workplaces, invest in our people through training and development, and collaborate with suppliers who share our focus on climate action to ensure we reduce the environmental and social impact of the food we serve."

Helen Browning, chief executive of the Soil Association, said: "It's so encouraging to see that BaxterStorey are prioritising healthy and sustainable food, and investing in their catering teams, we are proud to be working in partnership.

"BaxterStorey are committed to enrolling many more locations onto Food for Life Served Here certification in 2025. The Food for Life team will be working with each location to support them in meeting the standards and to celebrate their achievements.

"This is a clear commitment to sustainability, access to fresh food, and the health of their diners and the

planet. Making good food the norm is key to tackling the interrelated crises of climate, nature and health.

“BaxterStorey are opening themselves up for scrutiny, showing they care about the food they source and serve and meeting the Food for Life Served Here standards.

“We’re looking forward to developing our partnership, working more closely together in 2025 and beyond, supporting BaxterStorey on their sustainable catering mission and celebrating their fantastic achievements.”