

Eurest partners with BOSH! duo to launch new plant-based menu

9 months ago



Leading workplace caterer [Eurest](#) has partnered with renowned cooks, authors and creators of BOSH!, the biggest plant-based online channel in the world – to dish up a new menu at the JLR head office in Gaydon, Warwickshire.

The contract caterer worked with Henry Firth and Ian Theasby, bestselling authors and stars of ITV's *Living on the Veg*, to create the BOSH! Smokehouse menu, which is entirely plant-based, adding a new layer to Eurest's broader offer.

The menu supports JLR and Eurest's mission to ensure every employee can enjoy a balanced, nutritious meal, as well as providing choices that are dishes with a low carbon footprint (measured through Foodsteps).

The BOSH! Smokehouse menu taps into the growing popularity for American and Tex-Mex cuisine on the high street and includes dishes such as BBQ aubergine burritos, cauliflower tacos and jackfruit carnitas wraps, with a focus on bold, smoky flavours – proving that healthy, plant-based food does not have to compromise on taste.

Jessica Cleaver, Account Director at Eurest, said: "We're so excited to partner with the BOSH! team, who have brought plant-based cooking to a wider audience.

"Their work aligns with our mission to expand plant-based options with hearty dishes that are packed with flavour, and to encourage more sustainable choices in the workplace restaurant.

"This partnership builds on the work we're already doing at Eurest to increase plant-based ingredients on

our menus, which not only brings health and wellbeing benefits for our clients' people – it reduces carbon emissions too. We can't wait to see what the team at JLR think of the new dishes on offer."

Henry and Ian joined the team at the JLR head office to unveil the new menu, followed by a book signing.

Henry Firth, co-founder of BOSH! said: "We're stoked to bring bold, plant-powered food to JLR. The BOSH! Smokehouse is here to fuel JLR's hard-working team with the energy they need to power through the day – in the most delicious way possible."

Co-founder Ian Theasby added: "BOSH! Smokehouse is all about deep, smoky, umami-packed flavours. Every bite is big, bold and built to impress – proving plant-powered food never has to scrimp on flavour.

"Food has the power to drive change. With Smokehouse, we're making sustainability simple – serving up epic, plant-based meals that are good for people and the planet."

All dishes have been designed to provide comparable amounts of protein, fibre and essential vitamins to their meat equivalents, with deep, robust flavours and satisfying textures which people traditionally associate with meat.

Faraz Shoghi, Head of Health Operations and Service Delivery at JLR, said: Eures's partnership with BOSH! brings exciting new Smokehouse dishes to JLR, promoting plant-based meals that nourish, energise and support better health while aligning with JLR's commitment to sustainability. This initiative reflects efforts to foster a supportive workplace, provide choice, including a great plant-based range to reduce environmental impact, contributing to a healthier future."

Eures, which sits within Compass Group UK & Ireland's Business & Industry division alongside integrated FM provider 14forty, has made a Climate Promise to hit Net Zero by 2030.

The contract caterer has already taken action to reduce emissions through a variety of innovative schemes, including using technology to prevent food waste, increasing plant-based ingredients on menus and measures to encourage customers towards healthier, more sustainable choices in its workplace restaurants.