

# Elior UK launches 'Elior at Work' – a bold new workplace catering brand focused on wellness and innovation

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Elior UK, a leading caterer with a long-standing presence in business and industry (B&I) catering, has unveiled its new UK-wide workplace catering brand – Elior at Work. Grounded in fresh market insights, the brand places a heightened emphasis on quality, sustainability, and wellbeing to transform everyday workplace dining into a more mindful and nourishing experience that prioritises physical and mental wellbeing.

Elior UK's brand vision is rooted in providing great, nutritious food that empowers employees to thrive in the workplace. Over a 12-month period, Elior conducted bespoke research in collaboration with industry experts to understand the current and future demands of the B&I industry. It also took into account existing research into generational preferences, in particular Generation Z consumers, who are predicted to make up 58% of the workplace by 2030. Key findings from the extensive research, which highlighted what was important to consumers and directed the principles on which the *Elior at Work* brand was built, include:

- Uncompromising quality: Led by award-winning executive chefs, nutritionists and dietitians to bring flair and flavour to every dining experience with health in mind.
- Workplace wellbeing and mental health: Nurturing employees by providing food choices which support mental and physical wellbeing including functional foods, healthy options and transparent nutritional information; 65% of Gen Z consumers prefer food choices that focus on long-term health benefits.

- Sustainability and ethical sourcing: Aligning with client and consumer priorities to protect the environment, [recognising that 47% of UK diners prioritise eco-friendly options when deciding where to eat](#). Elior at Work believes every eco-effort counts. It focuses on reducing waste, offering plant based dishes, and transparent carbon labelling.
- Technological innovations: Elior at Work leverages AI and smart technology—offering digital ordering, self-checkout, and smart vending—to meet generational preferences for convenience, with [over 40% of Gen Z and Millennial consumers describing convenience as 'extremely' important, and over 40% of Gen Z, Millennial, Gen X and Boomers describing convenience as 'very' important in their buying habits](#). Robotics and advanced sanitisation tech further enhance service and reduce single-use cups.
- People-powered service: Elior at Work is committed to inclusive recruitment, career development, and a culture that nurtures talent and passion because [employees are 18x more likely to produce great work if they are recognised](#). When employees thrive, they deliver exceptional service to clients.

A central pillar of the new offer is Eatuitive, a wellness initiative that *empowers employees to make healthier, more informed food choices*. Developed by qualified dietitians and nutritionists, Eatuitive offers nutritionally balanced dishes designed to promote long term wellbeing alongside a platform of resources including videos, online seminars and healthy eating tips, tailored to individual wellness goals.

Each *Eatuitive* dish meets specific nutritional criteria including at least 3g of fibre and 1.5g or less of saturated fat per 100g and at least 12% of kilocalories from protein. Calorie and nutrient information is clearly displayed to support transparency and smarter choices.

Calum McLaren, divisional director, Elior at Work, said: “Elior UK has over 30 years’ experience in the B&I market across the UK, but we know how essential it is to continually listen to clients and consumers to ensure that our food offer is evolving in a way that meets their changing tastes and nutritional and sustainable requirements. Elior at Work was born from a crucial understanding of what today’s workforce values most – food that supports their health, productivity, and overall wellbeing.

“Our research revealed that consumers want to make healthy choices but need some support to do so. Eatuitive is our way of making those choices easier, more intuitive, and more impactful for employees and clients alike. Healthier employees are happier and more productive. Increasingly both clients and customers want choices that promote and support health and wellbeing.”

Elior at Work represents the future of workplace catering – nutritious, sustainable, and aligned with how today’s workforce wants to eat.