

Hospitality Leaders Celebrated at BaxterStorey People Awards 2025

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Hospitality trailblazers were honoured for their achievements at a awards ceremony held by [BaxterStorey](#) at The Pelligon in London last week.

Launched in 2016 to recognise exceptional talent across both the UK and Europe, the People Awards celebrates individuals across the business, from outstanding chefs and extraordinary front-of-house teams to dedicated kitchen porters and rising stars.

Candidates are nominated by their teams or managers and those who get through to the final shortlist are judged by WSH colleagues, as well as several high-profile leaders from across the industry including Rob Robinson, co-founder of Notes Coffee Roasters and chef partners Thuy Diem Pham and Bettina Campolucci Bordi.

Winners included Charlotte Rouse, head of operations, FUEL who was awarded Leader of the Year. From joining the graduate programme in 2015 to moving across to street food agency FUEL in 2020, in 2024 alone, she helped deliver 94 events growing turnover by 180%.

Recognition was widespread across the European arm of the business, with marketing manager Clíodhna Keegan, based in Dublin taking home the Support Champion of the Year and 'point of sales manager' Mohamed Toure, Grand Central, France receiving Rising Star of the Year, for his rapid progression from kitchen porter to manager in two years.

Greg Popek, regional culinary lead for the south-west, received the BaxterStorey Award for his passion and long-standing contribution to the business and wider industry. For over more than a decade, he has driven key supplier partnerships, supported industry charity events like the Anti Banquet, mentored apprentices,

and run educational programmes for children through Adopt a School. As a Burnt Chef Project ambassador, he is now taking on a charity climb up Mount Kilimanjaro to raise awareness of mental health in hospitality. For the second year, BaxterStorey saw a 40% surge in nominations, since the regional approach was launched in

2024, with over 350 team members recognised and awarded across the Awards eight regional celebrations and grand final in London.

Reflecting on the significance of these awards, BaxterStorey CEO, Ronan Harte, said, "The DNA and principles of BaxterStorey have remained the same. From day one, it's always been about our people, and having a bit of fun like we are tonight, celebrating the very best of what we do as a business. It's humbling to watch our winners up on stage, the amazing support from the teams and the delight for all those being recognised. An incredible night for all".

Full List of Winners

Other BaxterStorey team members to be recognised on the evening include:

- Chef of the Year: Chris Jarmin
- Front-of-house Star of the Year: Fiona O'Callaghan
- Manager of the Year: Phil Williams
- Support Champion of the Year: Clíodhna Keegan
- Chef Manager of the Year: Mirko Peirone
- Leader of the Year: Charlotte Rouse
- Game-changer of the Year: Janice Edwards
- Team of the Year: Skipton Building Society
- Rising Star of the Year: Mohamed Toure
- KP of the Year: Peter Clarke